

SCBGP PROJECT PROFILE

PROJECT TITLE

Provide a descriptive project title in 15 words or less in the space below.

Speciality Crop Block Grant

DURATION OF PROJECT

Start Date: 4/1/2021

End Date: 10/1/2024

PROJECT PARTNER AND SUMMARY

Include a project summary of 250 words or less suitable for dissemination to the public. A Project Summary provides a very brief (one sentence, if possible) description of your project. A Project Summary includes:

- 1. The name of the applicant organization that if awarded a grant will establish an agreement or contractual relationship with the State department of agriculture to lead and execute the project,*
- 2. A concise outline the project's outcome(s), and*
- 3. A description of the general tasks to be completed during the project period to fulfill this goal.*

FOR EXAMPLE:

The ABC University will mitigate the spread of citrus greening (Huanglongbing) by developing scientifically-based practical measures to implement in a quarantine area and disseminating results to stakeholders through grower meetings and field days.

Wild Pansy Farm will create a Southern Indiana brand for ready-to-eat foods, derived from local specialty crops. During the project period, Wild Pansy Farm will coordinate with area regenerative farmers to create a line of locally sourced value-added products (sauces and dips), to be sold in Southern Indiana grocery stores. The success of this project will demonstrate the viability for future investment in a local vegetable processing facility, and the ability of such a business to rely on local farms to meet their production needs.

PROJECT PURPOSE

PROVIDE THE SPECIFIC ISSUE, PROBLEM OR NEED THAT THE PROJECT WILL ADDRESS

The COVID-19 pandemic exposed Indiana to weaknesses in the global supply chain, with interruptions to access of popular vegetables and derived products. Local farmers were also affected, as many had their valuable wholesale contracts cancelled when restaurants locked down. According to a Purdue University and Ernst & Young study, "The pandemic disrupted food and agricultural production and delivery in the state, and likely caused over \$500 million in direct revenue losses to producers." The study observes that, "new business models and technologies are emerging to help solve the economics of regenerative and sustainable practices." This project will create a new wholesale produce buyer and brand that supports Indiana specialty crop growers, using a novel, farm-centric business model.

The healthy ecosystems of diversified small-scale farms, with their scores of specialty crop varieties grown throughout the season, can be replicated in the business context to create a sustainable food system. Small, beginning vegetable farms are most resilient and profitable when they have diverse buyers of their produce, including grocery stores, restaurants, and value-added processors. For beginning and small-scale growers, who earn less than \$250,000 in annual revenue, a value-added processor can comprise a significant

percentage of farm revenue by purchasing produce in two forms: 1) Surplus first-grade produce that did not sell at retail outlets, and 2) Second-grade vegetables that do not meet the first standard of quality or appearance (misshapen or discolored vegetables). For the processor, production goals can be met through aggregation from many small farm suppliers, enabling these farms to sustain production of diverse varieties, ultimately improving the ecological and business prospects for the region. Currently, there is a gap in the Southern Indiana market for such a value-added processor that purchases from area farms. Wild Pansy Farm will use Specialty Crop Block Grant funds to demonstrate the feasibility of vegetable aggregation for ready-to-eat processing. This will be accomplished in the commercial kitchen at the Rose Hill Farm Stop in Bloomington, where we will develop a recipe line of products that use inputs from local farms. By learning the details of supply chain management among regional growers, we can establish a path for area farmers to scale production for a dedicated commercial processing facility that operates independently of federal financing.

In the same way that Colorado has become nationally recognized for hot sauces, Wild Pansy Farm aims to develop a regionally identifiable brand and a cooperative business comprising Indiana farms that supply the brand. During the grant period, we will develop a line of ready-to-eat foods derived from garlic scapes, peppers, and tomatillos. These crops are already popular with consumers, but constrained by the demand for their raw forms and the limited capacity for ready-to-eat options. In consultation with area growers, Wild Pansy Farm will coordinate aggregation of produce, and design and test the value-added brand at three local retail outlets. This approach incentivizes the participation of beginning growers by creating a revenue stream for surplus and second-grade produce, which constitute approximately one-third of regenerative and organic production in our region. To facilitate this, a cooperative model will be used to improve the economic viability of the individual vegetable farms and reduce costs to consumers for raw and processed vegetables, by leveraging economies of scale. This will establish a foundation for future investment in a purpose-built processing facility that can support many additional farms and products.

One example of an economic inefficiency for the small-scale vegetable grower is exhibited by tomatillos at local grocery outlets. Tomatillos are a new product for Southern Indiana consumers. Tomatillos have high nutritional content, prolific production here, and are resilient to local pest pressure. On Wild Pansy Farm, a 50-ft bed yielded over 150 lbs (roughly five bushels) of tomatillos during the 2021 season, which sold in small quantities at the Rose Hill Farm Stop alongside those from other producers. Demand was constrained to 10-12 lbs/week at this outlet, during the eight-week observation period. This low demand ceiling could lead growers to abandon the variety and a wholesale buyer for value-added processing could help avoid this. Using the grant funds, Wild Pansy Farm will aggregate and process surplus tomatillos into ready-to-eat salsas and curries. In a facility like the one proposed here, our 70-lbs of surplus tomatillos could have produced approximately 280 pints of salsa and grossed \$1680, assuming a \$6 price point for an 8-oz. container. That would constitute a 320% increase in gross revenue from the mere 47% surplus in tomatillos that did not sell in raw form.

Peppers are another crop of focus for this project and the Anaheim variety are a key ingredient in tomatillo salsa. Like tomatillos, raw peppers suffer from a low demand ceiling in area outlets, despite their taste and nutritional profiles, and high output of 8-10 lbs of peppers per plant. Approximately one-third of regeneratively grown pepper production is misshapen and cannot be sold at the grocery store. These peppers are typically abandoned, or left for the farmer to enjoy at home. Wild Pansy Farm envisions building the supply chain to acquire second-grade sweet and spicy peppers, centralize processing, and sell them in dips and salsas. By making the pepper more accessible to the Indiana public through a value-added brand, we believe this project can raise demand for the raw pepper as well. The true business case, however, is the value-added production that more efficiently utilizes pepper crops in general, and Anaheim production, specifically. The tomatillo and Anaheim pepper are just two examples of locally grown specialty crops that can be scaled for a future processing facility.

A final crop of focus is garlic scapes. Scapes are an underutilized outcome of the production of hardneck garlic and can provide a secondary revenue stream for garlic growers. During the project period, Wild Pansy Farm will create a local garlic butter product to support the value-added product line, beginning with 200 units of production in the first year and expanding to 1000 units in the second. Scapes sold at retail outlets typically

cost \$4 per bundle of 12, but the value of the same bundle can rise to \$12 as 4 oz. of garlic butter. After modeling production and sales at the Rose Hill Farm Stop, we will scale production to provide as many as three retail outlets with a combination of salsas and garlic butters.

Among the aims of this project will be to calculate increases of farmer revenues from the introduction of a ready-to-eat processor buying raw produce at rates set by farmers. Wild Pansy Farm will additionally examine agricultural cooperative models that enable farmers to benefit not only from the direct sales of produce, but also any multiplier effects of the value-added brand. Additionally, a potential benefit to consumers includes a lower price point for raw produce, because the costs of the raw item can be accounted against the significant multiple of value-added sales. Thus, rather than simply marking up the cost of each iteration of the product, we will conduct complex financial modeling that identifies a 'sweet spot' for both producers and consumers, increasing overall access to local food.

The project will be broken into three phases: an administrative phase and two production phases that coincide with the 2022 and 2023 growing seasons. The administrative first phase will be the period for recipe development, production scheduling, financial modeling, regional branding, and the identification of sales outlets. This will involve sourcing equipment and preparing a field plan at Wild Pansy Farm that can support the second phase's production targets. Recipe development and consultation with local health authorities will take place during phase one. Wild Pansy Farm will also research FSMA and GAP certifications, and examine the feasibility of Group GAP certification for the supplier farms, with the aim of pursuing this in phase three.

The start of phase two coincides with the harvest of garlic scapes, tomatillos, and peppers (June-Aug. 2022). During this phase, Wild Pansy Farm will be the primary supplier of the specialty crop inputs. Total equipment costs are estimated at under \$7000 for the commercial equipment not already available at the Rose Hill Farm Stop. By using a 'minimum viable product' approach, Wild Pansy Farm will test products and identify successful value-adds that can be scaled in phase three. Successful products will be tracked closely, so that accurate information can inform a feasibility prospectus for a future processing facility, to be shared with potential investors in the closing quarters of the grant. We chose an initial production target of 1000 units of tomatillo salsa to help inform the supply chain model and operations workflows for this product, in anticipation of scaling in phase three. Additional targets like this will be identified as recipes are developed in phase one. Producing 1000 pints of salsa will use approximately 250 lbs of raw tomatillos. Given our expected output from a single bed is 300 lbs, we have allowed for a 16% failure rate for the crop. To improve flexibility in product discovery, Wild Pansy Farm will purchase seconds from area farms as needed during this phase. The attached budget articulates an estimate of 25 hours per week of administrative and processing work in phase two. Modeling production at this scale will help determine guidelines for the phase three processing workflow, when multiple farms will be engaged as suppliers and production targets may require hiring staff for the kitchen. The work of contracting five farm suppliers will begin in phase two and include preliminary efforts toward syndication of an agricultural cooperative, or other appropriate entity, as well as Group GAP certification, if necessary and feasible.

Phase three will be executed during 2023 and the first half of 2024. This period will be characterized by completing organizational and certification requirements, coordinating acquisition of veggies from participating farms, and the production of value-added goods at scale. Having mapped our production from Wild Pansy Farm's field plan to the Farm Stop's shelves in phase two, five beginning farmers will be engaged in phase three of the project to achieve a five-fold expansion in salsa and garlic spreads. Each farm will be provided with a field plan they can integrate into their operations and a commitment to purchase the output for processing. This will enable scaling tomatillo salsa production to 5000+ units, with a target of at least \$30,000 in gross sales. The 1000 units of garlic spread can add an estimated \$13,200 in revenue as well. Other scalable recipes identified during phase two will be attempted at scale, to the extent that the budget allows. The key aim during phase three is demonstrating capacity to both scale up production and service demand at three grocery outlets across the region. Proving the ability of a farmer-owned cooperative to manage supply, production, branding, and distribution of value-added products will make a strong business case for investors.

The 2023 season of scaled production of tomatillo salsa and garlic butter can reach nearly 30% of the entire project's expenses of roughly \$151,000 for the entire grant period. Such a return should demonstrate the economic viability of a larger processing facility, with a wider array of products. Furthermore, anticipated third-phase gross sales of \$43,200 will finance continued business development and production efforts, with 100% of these funds being reinvested. Indiana farmers already understand the value of vertical integration with value-added production from their farms. Indiana Grown has successfully established connections between local farmers and consumers. Companies like Red Gold, Healthy Roots, and Midwest Fresh rely upon local farmers for their value-added products. Through this project, Wild Pansy Farm will demonstrate the viability of vertical integration for even beginning-level farmers, creating a path toward greater diversity in specialty crop capacity, and ecological and economic sustainability in Southern Indiana.

Wild Pansy Farm is the for-profit, commercial vegetable and flower farm owned by Sean Cox and Ann Carnes. Wild Pansy Farm will manage the grant finances and oversee the creation of an entity to support the value-added brand. Five additional farms are being targeted as beneficiary participants and an appropriate co-ownership structure will be sought for coordinating these efforts. One potential vehicle is an Agricultural Cooperative, as defined by Indiana Code Title 15, Article 12, Chapter 1. Another beneficiary will be the Rose Hill Farm Stop, which will earn rental income from the use of their commercial kitchen. Money earned through the sale of goods will be used to expand operations during the grant period to support new products, provision space and personnel, and obtain inventory. These funds will also pay for the creation of a business development plan for a permanent value-added processor. Additional financing may also be sought through other federal grant programs, including the Value-Added Producer Grant, the Local Food Promotion Program, and the Farmers Market Promotion Program.

PROVIDE A LISTING OF THE OBJECTIVES THAT THIS PROJECT HOPES TO ACHIEVE

Add more objectives by copying and pasting the existing listing or delete objectives that aren't necessary.

Objective 1: Creation of regional brand for ready-to-eat foods derived from local vegetables, organized under a farmer-owned cooperative.

Objective 2: Production of 6000 units of tomatillo salsa during the project period.

Objective 3: Production of 1200 units of garlic spread during the project period.

PROJECT BENEFICIARIES

Estimate the number of project beneficiaries:5

Does this project directly benefit socially disadvantaged farmers as defined in the RFA? Yes
 No

Does this project directly benefit beginning farmers as defined in the RFA? Yes
 No

Beginning farmers—including us—will directly benefit from the value-added processing business through the direct sale of produce to a guaranteed wholesale buyer. Additionally, these farmers will benefit from an increase in demand for diverse produce that results from the marketing of the ready-to-eat brand. If feasible, these farmers will benefit from Group GAP certification, which Wild Pansy Farm will help administer and finance with grant funds. Finally, the creation of a value-added processing business, structured as a cooperative, will help beginning farmers capture increased revenue from value-added sales. The Rose Hill Farm Stop, a farmer-owned cooperative grocery store, will also benefit from rent payments for the use of their commercial kitchen space and participation in Group GAP certification.

STATEMENT OF ENHANCING SPECIALTY CROPS

By checking the box to the right, I confirm that this project enhances the competitiveness of specialty crops in accordance with and defined by the Farm Bill. Further information regarding the definition of a specialty crop can be found at www.ams.usda.gov/services/grants/scbgp.

Tomatillos, Anaheim peppers, garlic scapes (hard neck garlic)

CONTINUATION PROJECT INFORMATION

Does this project continue the efforts of a previously funded SCBGP project?

Yes

No

If you have selected "yes", please address the following:

DESCRIBE HOW THIS PROJECT WILL DIFFER FROM AND BUILD ON THE PREVIOUS EFFORTS

N/A

PROVIDE A SUMMARY (3 TO 5 SENTENCES) OF THE OUTCOMES OF THE PREVIOUS EFFORTS

N/A

PROVIDE LESSONS LEARNED ON POTENTIAL PROJECT IMPROVEMENTS

What was previously learned from implementing this project, including potential improvements?

N/A

How are the lessons learned and improvements being incorporated into the project to make the ongoing project more effective and successful at meeting goals and outcomes?

N/A

DESCRIBE THE LIKELIHOOD OF THE PROJECT BECOMING SELF-SUSTAINING AND NOT INDEFINITELY DEPENDENT ON GRANT FUNDS

Value-added processing for small farm producers is a proven business model with a track record of success, and Wild Pansy Farm aims to operate this project as a business, using the grant funds as seed financing to build toward a cooperative ownership structure. Local processing brands, like Evansville's Mimi's Gourmet Pasta Sauce, stand alongside national players like Red Gold in Northeast Indiana, whose tomato-based products are supplied by the state's farmers. Proven agribusiness models can develop the capacities of beginning growers across a breadth of specialty crops. With a minimum-viable product approach, one that involves testing flavors to identify popular recipes, Wild Pansy Farm will be able to determine the optimum path for scaling production from farm to fork. During the project's execution, funds from the grant and product sales will sustain production and business development. Wild Pansy Farm estimates triple the value

of surplus and second-grade veggies can be captured in value-added production, covering the costs of goods sold and labor.

The business development prospectus that results from the project will be used to plan and seek financing for an appropriately scaled processing facility. According to a 2019 Food Marketing Institute study, value-added vegetable sales are growing at a pace of 8.8% year-on-year. During the Covid-19 pandemic, produce departments saw growth exceeding 11%, and canned fruit and vegetable sales climbed 9.9% in January 2021, above the pre-pandemic baseline. Few beginning farms are represented in mainstream production lines. Thus this project, by focusing on integrating such farms into the supply chain, can capture this consumer spending trend for beginning Indiana farmers. Over the long term, Wild Pansy Farm anticipates diversifying from refrigerated products to shelf-stable and frozen lines, which showed growth of more than 13% in the study period. The financial viability of this project, particularly in an environment with few locally grown value-added products and surging demand, is significant. Given the ongoing disruptions to the national and global supply chains, investing in a breadth of value-added products derived from Southern Indiana farms ensures reduced costs for consumers and long-term food system sustainability.

OTHER SUPPORT FROM FEDERAL OR STATE GRANT PROGRAMS

The SCBGP will not fund duplicative projects. Did you submit this project to a Federal or State grant program other than the SCBGP for funding and/or is a Federal or State grant program other than the SCBGP funding the project currently?

Yes

No

IF YOUR PROJECT IS RECEIVING OR WILL POTENTIALLY RECEIVE FUNDS FROM ANOTHER FEDERAL OR STATE GRANT PROGRAM

Identify the Federal or State grant program(s).

No other funds will be received for this project.

Describe how the SCBGP project differs from or supplements the other grant program(s) efforts.

No other funds will be received for this project.

EXTERNAL PROJECT SUPPORT

Describe the specialty crop stakeholders who support this project and why (other than the applicant and organizations involved in the project).

Wild Pansy Farm presently has three key supporters: Hoosier Young Farmers Coalition, an organization representing sustainable and organic beginning farmers in Indiana; Unvarnished Farm, a specialty crop grower in Deputy, IN; and Bloomington's Rose Hill Farm Stop, an agricultural cooperative comprising some 40+ farms in central-southern Indiana.

For more information, visit:

<https://www.hoosieryc.org/>

<https://www.unvarnishedfarm.com/>

<https://rosehillfarmstop.com/>

The attached letters of support let these parties speak for themselves. They support the project, because the Southern Indiana region needs a greater diversity of wholesale buyers and a value-added producer is a viable solution to challenges facing beginning farmers.

EXPECTED MEASURABLE OUTCOMES

SELECT THE APPROPRIATE OUTCOME(S) AND INDICATOR(S)/SUB-INDICATOR(S)

You must choose at least one of the eight outcomes listed in the [SCBGP Performance Measures](#), which were approved by the Office of Management and Budget (OMB) to evaluate the performance of the SCBGP on a national level.

OUTCOME MEASURE(S)

Select the outcome measure(s) that are applicable for this project from the listing below.

- Outcome 1:** Enhance the competitiveness of specialty crops through increased sales (required for marketing projects)
- Outcome 2:** Enhance the competitiveness of specialty crops through increased consumption
- Outcome 3:** Enhance the competitiveness of specialty crops through increased access
- Outcome 4:** Enhance the competitiveness of specialty crops through greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources
- Outcome 5:** Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems
- Outcome 6:** Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety
- Outcome 7:** Enhance the competitiveness of specialty crops through increased understanding of the ecology of threats to food safety from microbial and chemical sources
- Outcome 8:** Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development

OUTCOME INDICATOR(S)

Provide at least one indicator listed in the [SCBGP Performance Measures](#) and the related quantifiable result. If you have multiple outcomes and/or indicators, repeat this for each outcome/indicator.

FOR EXAMPLE:

Outcome 2, Indicator 1.a.

Of the 150 total number of children and youth reached, 132 will gain knowledge about eating more specialty crops.

Outcome 1, Indicator 1

Enhance the competitiveness of specialty crops through increased sales.

Sales increased from \$[560] to \$[6000] and by [970] percent as a result of marketing and/or promotion activities.

Outcome 2, Indicator 4

Enhance the competitiveness of specialty crops through increased consumption.

[5] new specialty crops and/or specialty crop products introduced to consumers..

Outcome 3, Indicator 3

Enhance the competitiveness of specialty crops through increased access and awareness.

Number of existing delivery systems/access points reached that expanded and/or improved offerings of specialty crops.

a. [0] farmers markets.

b. [0] corner stores.

c. [0] school food programs and other food options (vending machines, school events, etc.).

d. [3] grocery stores.

e. [1] wholesale markets.

f. [1] food hubs that process, aggregate, distribute, or store specialty crops.

- g. [0] home improvement centers with lawn and garden centers.
- h. [0] lawn and garden centers.
- i. [0] other systems/access points, not noted.

MISCELLANEOUS OUTCOME MEASURE

In the unlikely event that the outcomes and indicators above the selected outcomes are not relevant to your project, you must develop a project-specific outcome(s) and indicator(s) which will be subject to approval by AMS.

DATA COLLECTION TO REPORT ON OUTCOMES AND INDICATORS

Explain how you will collect the required data to report on the outcome and indicator in the space below.

Outcome 1

Data will be collected from the point-of-sale system at the Rose Hill Farm Stop and from the farmer suppliers who provide Tomatillos for salsa production. The data will include transactions of raw Tomatillos and seconds, purchased by customers of the Farm Stop, as well as the purchases made by Wild Pansy Farm for the purpose of producing the salsa.

Monitoring will be performed of point-of-sale data and production contracts between Wild Pansy Farm and suppliers of raw vegetables.

Outcome 2

The project will develop a vertically integrated production line for Tomatillo Salsa and Garlic Butter, from area farmers to grocery store shelves. Data will be collected from the Rose Hill Farm Stop's point of sale system, Wild Pansy Farm's contracts with area growers, and receipts from grocery partners. Sales of raw tomatillos and value-added salsa will be tracked. Other vegetables to be tracked include garlic and garlic scapes, peppers (Anaheim and others).

Farmers are key contributors to this project, so we will create a data sheet that enables farmers to note specialty crop yields from their land, the ratios of first- and second-grade produce, sales of each, spoilage rates, and financial returns of sales in each category. Reporting on raw vegetable and value-added sales will also be tracked at partner grocery outlets.

Outcome 3

One aggregation/processing hub will be utilized during this project, the Rose Hill Farm Stop. The Farm Stop is also a grocery outlet. During the project, two additional grocery partners will be sought as outlets for the value added products.

Contacting sales partners will be a key component of the project. Established contracts, or rights to sell, will be a key indicator of success. Sales figures from these relationships will also be accounted for and these measures relayed in the report.

BUDGET NARRATIVE

All expenses described in this Budget Narrative must be associated with expenses that will be covered by the SCBGP. If any matching funds will be used and a description of their use is required by the State department of agriculture, the expenses to be covered with matching funds must be described separately. Applicants should review the Request for Applications section 4.7 Funding Restrictions prior to developing their budget narrative.

Budget Summary	
Expense Category	Funds Requested
Personnel	\$ 96,200.00
Fringe Benefits	\$ 0.00
Travel	\$ 6,396.00
Equipment	\$ 3,260.60
Supplies	\$ 14,719.50
Contractual	\$ 14,000.00
Other	\$ 17,360.00
Direct Costs Subtotal	\$ 151,936.10
Indirect Costs	\$ 0.00

Total Budget	\$ 151,936.10
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PERSONNEL

List the organization's employees whose time and effort can be specifically identified and easily and accurately traced to project activities that enhance the competitiveness of specialty crops. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Salaries and Wages, and Presenting Direct and Indirect Costs Consistently under section 4.7.1 for further guidance.

#	Name/Title	Level of Effort (# of hours OR % FTE)	Funds Requested
1	Sean Cox, Owner-operator	650	\$13,000.00
2	Ann Carnes, Owner-operator	2,600	\$52,000.00
3	Unknown at this time, Kitchen Staff	1,560	\$31,200.00

Personnel Subtotal	\$96,200.00
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PERSONNEL JUSTIFICATION

For each individual listed in the above table, describe the activities to be completed by name/title including approximately when activities will occur. Add more personnel by copying and pasting the existing listing or deleting personnel that aren't necessary.

Personnel 1: Sean will serve as the administrative point of contact for the grant and primary partner/business developer, to which he will devote 5 hours/week for the 130 weeks of the project, at \$20/hour.

Personnel 2: Ann will create the recipes, produce value-added products, and oversee any supplementary staff in phases two and three of the grant, which will require an estimated 15 hours/week for 130 weeks, at \$20/hour.

Personnel 3: A kitchen staff member will be hired to support phase three production. Their effort is estimated at 20 hours/week at \$20/hour, for the final 1.5 years (78 weeks) of the project.

FRINGE BENEFITS

Provide the fringe benefit rates for each of the project's salaried employees described in the Personnel section that will be paid with SCBGP funds.

#	Name/Title	Fringe Benefit Rate	Funds Requested
1	N/A		\$0.00
2			
3			
4			

Fringe Subtotal	\$0.00
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TRAVEL

Explain the purpose for each Trip Request. Please note that travel costs are limited to those allowed by formal organizational policy; in the case of air travel, project participants must use the lowest reasonable commercial airfares. For recipient organizations that have no formal travel policy and for-profit recipients, allowable travel costs may not exceed those established by the Federal Travel Regulation, issued by GSA, including the maximum per diem and subsistence rates prescribed in those regulations. This information is available at <http://www.gsa.gov>. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Travel, and Foreign Travel for further guidance.

#	Trip Destination	Type of Expense (airfare, car rental, hotel, meals, mileage, etc.)	Unit of Measure (days, nights, miles)	# of Units	Cost per Unit	# of Travelers Claiming the Expense	Funds Requested
1	Rose Hill Farm Stop	Miles	15,600	25	\$0.39	2	\$6,396.00

Travel Subtotal	\$6,396.00
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TRAVEL JUSTIFICATION

For each trip listed in the above table describe the purpose of this trip and how it will achieve the objectives and outcomes of the project. Be sure to include approximately when the trip will occur. Add more trips by copying and pasting the existing listing or delete trips that aren't necessary.

Travel 1: The project requires 120 miles round trip from our far to the Rose Hill Farm Stop, beyond the weekly trip for deliveries. Expected fuel costs are between \$3.06-3.31, making the project eligible for \$0.39/mi, according to the IDOA Travel Management Office.

CONFORMING WITH YOUR TRAVEL POLICY

By checking the box to the right, I confirm that my organization's established travel policies will be adhered to when completing the above-mentioned trips in accordance with [2 CFR 200.474](#) or [48 CFR subpart 31.2](#) as applicable.

EQUIPMENT

Describe any special purpose equipment to be purchased or rented under the grant. "Special purpose equipment" is tangible, nonexpendable, personal property having a useful life of more than one year and an acquisition cost that equals or exceeds \$5,000 per unit and is used only for research, medical, scientific, or other technical activities. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - Special Purpose for further guidance

Rental of "general purpose equipment" must also be described in this section. Purchase of general purpose equipment is not allowable under this grant. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - General Purpose for definition, and Rental or Lease Costs of Buildings, Vehicles, Land and Equipment.

#	Item Description	Rental or Purchase	Acquire When?	Funds Requested
1	Robot Coupe CL50 Continuous Feed Food Processor	Purchase	Jun 1, 2022	\$2,033.00
2	Sheetpan Rack (20 pan End Load Bun)	Purchase	Jun 1, 2022	\$112.49
3	Chef knives (2x 8-in knives, at \$9.99 ea.)	Purchase	Jun 1, 2022	\$19.98
4	Paring Knives (3 pack)	Purchase	Jun 1, 2022	\$5.89
5	Stainless steel mixing bowl (3x 13 qt. bowls at \$5.59)	Purchase	Jun 1, 2022	\$16.77
6	Cambro Food Storage Containers (3x 8 qt. clear containers at \$9.50 ea.)	Purchase	Jun 1, 2022	\$28.50

#	Item Description	Rental or Purchase	Acquire When?	Funds Requested
7	Stainless steel mixing bowls (set of 5 at \$12.99)	Purchase	Jun 1, 2022	\$12.99
8	Robot Coupe R101P Plus 2.5 Qt. Batch Bowl Food Processor	Purchase	Jun 1, 2022	\$849.00
9	Sheetpans (20, at \$7.55 ea.)	Purchase	Jun 1, 2022	\$151.00
10	Cutting boards (2x at \$15.49 ea.)	Purchase	Jun 1, 2022	\$30.98

Equipment Subtotal	\$3,260.60
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EQUIPMENT JUSTIFICATION

For each Equipment item listed in the above table describe how this equipment will be used to achieve the objectives and outcomes of the project. Add more equipment by copying and pasting the existing listing or delete equipment that isn't necessary.

Equipment 1: A continuous feed food processor makes it viable for a single person to produce a significant quantity of value-added product, enabling the project to production at scale.

Equipment 2: The sheetpan rack is an essential component of the kitchen workflow for value-added production.

Equipment 3: Knives for slices vegetables.

Equipment 4: Knives for paring vegetables.

Equipment 5: Bowls for mixing and managing ingredients.

Equipment 6: Containers for storing ingredients.

Equipment 7: Bowls for mixing and gathering ingredients.

Equipment 8: A batch food processing bowl is required for the function of the food processor.

Equipment 9: These sheet pans enable the rack to be used for storing and maneuvering veggies in the kitchen.

Equipment 10: Cutting surfaces for vegetable processing.

SUPPLIES

List the materials, supplies, and fabricated parts costing less than \$5,000 per unit and describe how they will support the purpose and goal of the proposal and enhance the competitiveness of specialty crops. See Request for Applications section

4.7.2 Allowable and Unallowable Costs and Activities, Supplies and Materials, Including Costs of Computing Devices for further information.

Item Description	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested
Anaheim Peppers	\$4.00	900	Aug 1, 2022	\$3,600.00
Tomatillos	\$4.00	1,500	Aug 2, 2022	\$6,000.00
Salsa Containers (8 oz.)	\$29.66	60	Jun 2, 2022	\$1,779.60
Garlic Scape Bundles (12 scapes/bundle)	\$4.00	600	Jul 1, 2022	\$2,400.00
Organic Valley Organic Unsalted Butter, 55 lbs	\$469.95	2	Jul 1, 2022	\$939.90

Supplies Subtotal	\$14,719.50
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SUPPLIES JUSTIFICATION

Describe the purpose of each supply listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).

Supplies 1: Anaheim Peppers are a key ingredient in tomatillo salsa. About 150 lbs will be purchased in August 2022, and 750 lbs in August 2023.

Supplies 2: Tomatillos are a key ingredient in tomatillo salsa. Some 250 lbs will be purchased in August 2022, and 1250 lbs in August 2023.

Supplies 3: Plastic 8 oz. salsa containers come in cases of 240, with 60 cases required during the project period for salsa and other value added products.

Supplies 4: Garlic scapes are a key ingredient in garlic butter. One bundle of scapes (approximately 12 scapes) and 0.5 lbs of butter (or oil) can create an 8 oz container of garlic butter.

Supplies 5: Butter is a key ingredient in the production of garlic butter.

CONTRACTUAL/CONSULTANT

Contractual/consultant costs are the expenses associated with purchasing goods and/or procuring services performed by an individual or organization other than the applicant in the form of a procurement relationship. If there is more than one contractor or consultant, each must be described separately. (Repeat this section for each contract/consultant.)

ITEMIZED CONTRACTOR(S)/CONSULTANT(S)

Provide a list of contractors/consultants, detailing out the name, hourly/flat rate, and overall cost of the services performed. Please note that any statutory limitations on indirect costs also apply to contractors and consultants.

#	Name/Organization	Hourly Rate/Flat Rate	Funds Requested
1	Group GAP Certification	\$500.00	\$4,000.00
2	Agricultural Cooperative Lawyer	\$250.00	\$10,000.00
3			
4			

Contractual/Consultant Subtotal	\$14,000.00
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CONTRACTUAL JUSTIFICATION

Provide for each of your real or anticipated contractors listed above a description of the project activities each will accomplish to meet the objectives and outcomes of the project. Each section should also include a justification for why contractual/consultant services are to be used to meet the anticipated outcomes and objectives. Include timelines for each activity. If contractor employee and consultant hourly rates of pay exceed the salary of a GS-15 step 10 Federal employee in your area, provide a justification for the expenses. This limit does not include fringe benefits, travel, indirect costs, or other expenses. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Contractual and Consultant Costs for acceptable justifications.

Contractor/Consultant 1: We anticipate Group GAP certification will require \$500 per participating entity (farm or food hub), and are requesting funding to finance certification for five farms and three grocery outlets.

Contractor/Consultant 2: Incorporation of an agricultural cooperative is expected to require no more than 40 hours of billable time, or a flat rate of \$10,000, from a lawyer specializing in this area of law.

CONFORMING WITH YOUR PROCUREMENT STANDARDS

By checking the box to the right, I confirm that my organization followed the same policies and procedures used for procurements from non-federal sources, which reflect applicable State and local laws and regulations and conform to the Federal laws and standards identified in [2 CFR Part 200.317 through.326](#), as applicable. If the contractor(s)/consultant(s) are not already selected, my organization will follow the same requirements.

OTHER

Include any expenses not covered in any of the previous budget categories. Be sure to break down costs into cost/unit. Expenses in this section include, but are not limited to, meetings and conferences, communications, rental expenses, advertisements, publication costs, and data collection.

If you budget meal costs for reasons other than meals associated with travel per diem, provide an adequate justification to support that these costs are not entertainment costs. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Meals for further guidance.

Item Description	Per-Unit Cost	Number of Units	Acquire When?	Funds Requested
Commercial Kitchen Rental	\$620.00	28	Jul 1, 2022	\$17,360.00

Other Subtotal	\$17,360.00
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OTHER JUSTIFICATION

Describe the purpose of each item listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).

Other 1: Renting the commercial kitchen at the Rose Hill Farm Stop costs \$620/month for 20 hours of weekly access. Anticipated use is from July 2022 through the conclusion of the project.

INDIRECT COSTS

The indirect cost rate must not exceed 8 percent of any project's budget. Indirect costs are any costs that are incurred for common or joint objectives that therefore, cannot be readily identified with an individual project, program, or organizational activity. They generally include facilities operation and maintenance costs, depreciation, and administrative expenses. See Request for Applications section 4.7.1 Limit on Administrative Costs and Presenting Direct and Indirect Costs Consistently for further guidance.

Indirect Cost Rate	Funds Requested
0%	\$0.00

Indirect Subtotal	\$0.00
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PROGRAM INCOME

Program income is gross income—earned by a recipient or subrecipient under a grant—directly generated by the grant-supported activity, or earned only because of the grant agreement during the grant period of performance. Program income includes, but is not limited to, income from fees for services performed; the sale of commodities or items fabricated under an award (this includes items sold at cost if the cost of producing the item was funded in whole or partially with grant funds); registration fees for conferences, etc.

Source/Nature of Program Income	Description of how you will reinvest the program income into the project to enhance the competitiveness of specialty crops	Estimated Income
Tomatillo Salsa Sales	Income from the sale of salsa products will be reinvested in the project, by financing the purchase of specialty crops from partner farms and the continued production of value-added products, beyond the grant funding period.	\$36,000.00
Garlic Butter Sales	Income from the sale of garlic butter will be reinvested in the project, by financing the purchase of specialty crops from partner farms and the continued production of value-added products, beyond the grant funding period.	\$7,200.0

Program Income Total	\$43,200.00
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Megan Ayers
Unvarnished Farm
1839 North State Rd. 3
Deputy, IN 47230

Indiana State Department of Agriculture
1 North Capitol Ave.
Suite 600
Indianapolis, IN 46204

September 13, 2021

To Whom it May Concern:

As a small farmer in Southeastern Indiana who focuses the majority of my production on specialty market crops, the proposal to create a regional hub for a processing facility which would not only increase efficiency and safety in the cleaning and processing of produce, but also create a market for seconds or excess crops is more than convenient: it is sorely-needed solution to multiple problems facing the small, specialty crop producer.

By offering this service to small growers, it increases the value of our produce, saves us hours that can be spent on furthering our production (or spending much-needed time with our families to increase work/life balance), fosters community among a minority group of growers in the region, and brings visibility to the work of sustainable growers working to eliminate food waste and improve soil health.

This hub could specifically benefit my operation by taking the most time-consuming aspect of farming away: cleaning and processing. While the day-to-day work of tending to plants and animals certainly takes up a lot of time; preparing for sale through washing, packing, and processing is the most consistently time-consuming activity each week. For instance, I'd love to expand what I can offer my customers: nuts, seeds, flours, and grains are on my list of new products to offer in 2022. The proposed facility would make it possible for me to offer almonds in this region, sunflower seeds, corn meal, and quinoa. These products are shelf-stable and healthy, not only serving the customer, but also increasing the diversity of Indiana products at markets and in schools and groceries. What a gift to be able to source these specialty crops locally, rather than from California or Florida, and what pride we could take in our region's ability to pivot, investing in local food production that supports the health and wellness of the community and the land. Without a facility to process these products, I cannot bring

these foods to my customer base. There are simply not enough hours in the day to harvest and process the variety of specialty crops that I grow to scale up successfully, and this facility could expand what I offer, increase efficiency, and create a hub for the region, which in turn would make its role in the community one of safety, health, and education. Imagine the school groups who could visit, the interns who could learn, and the farmers who could benefit from this service. It would be a landmark project, increasing yield, visibility, community, safety, and quality.

I look forward to the opportunity to take full advantage of this brilliant proposal and I will definitely use this service if funded.

Thank you for your time, sincerely,

Megan Ayers

Megan Ayers
Founder, Farmer, and Chicken and Goose Wrangler
Unvarnished Farm

September 22, 2021

To the Indiana State Department of Agriculture:

I am writing in support of the Wild Pansy Farm Specialty Crop Block Grant Application.

I am a vegetable farmer based in Monroe County and I also work in a part-time capacity as a project facilitator for the Rose Hill Farm Stop (RHFS) in Bloomington. RHFS is a new retail and aggregation space that is owned by an agricultural cooperative of Indiana farms. This project was originally developed to help farmers in our area to expand market access and gain more power in the food distribution system. Our group of 40 farmers and food artisans now have a space where we can sell our goods 7 days per week, setting our own prices and choosing our own product mix. This is an exciting new venture that is continuing to evolve in our community.

One consistent piece of feedback we have heard from our customers is that they are interested in being able to buy more ready-to-eat foods, made with local ingredients, in our store. The RHFS is in the final stages of setting up a new shared commercial kitchen space that will allow our farm vendors and food artisans to make these kinds of products in house, for sale in the store. Wild Pansy Farm's idea to process vegetable seconds into dips and purees would be a great fit for this RHFS need. We anticipate selling between \$800,000 and \$1,000,000 worth of food in 2022, with prepared foods making up at least 15% of total sales.

Another complementary component of the RHFS that will be launching in coming months, is an online platform meant to help institutional buyers and food businesses connect with area farmers who have surplus products available. This outlet could be an excellent way for Wild Pansy to conveniently and reliably get larger volumes of seasonal produce for their processed goods. I know as a farmer myself, we often have excess yield of certain items, or a percentage of certain crops like tomatoes, cucumbers, and carrots that are blemished and unfit for retail but would be perfectly good to use for a processed product. If we could sell these items to a food business that was turning them into ready-to-eat items, it would help to diversify our revenue stream and increase our farm profitability overall.

As a farmer and food system advocate, I strongly support the project that Wild Pansy plans to launch next year. I hope you will seriously consider providing them with start-up grant funds.

Please let me know if you need any additional information.

Many thanks,



Rachel Beyer

Mavourneen Farm | Rose Hill Farm Stop

812-322-8835 | rachel@rosehillfarmstop.com

<https://rosehillfarmstop.com/>

<https://www.mavourneenfarm.com/>



9/30/2021

Hoosier Young Farmers Coalition
PO Box #295
Valparaiso, IN 46384

Specialty Block Grant Committee
Indiana State Department of Agriculture
1 N Capitol Ave
Indianapolis, IN 46204

Dear IDSA Specialty Crop Block Grant Committee,

We are writing a letter of support for Wild Pansy Farm's Specialty Crop Block Grant application titled '*Snacks, Dips, and Salsas: Ready-to-Eat Veggies from Beginning Farmers*'. We couldn't be more excited about this project, and what it could mean for beginning farmers in Indiana. I appreciate the chance to explain why this project will help beginning farmers who raise specialty crops rebound from Covid.

Our group, the Hoosier Young Farmers Coalition, is made up of beginning farmers and food advocates. (The USDA calls anyone in their first ten years of operation a "beginning farmer.") We work to recruit, support, and promote beginning farmers throughout the state of Indiana. We seek to create a lively network of young farmers and their allies and collaborate in making our food systems more localized, sustainable, and just. We host farmer-to-farmer workshops and field days, run a grant program for beginning farmers, and more. The majority of our constituents are specialty crop growers.

Covid has had a severe impact on beginning farmers who raise specialty crops in Indiana, and Wild Pansy's commercial kitchen and value added space could help provide relief and a new outlet for crops during this difficult time. The Covid pandemic has meant a significant loss of sales for many beginning farmers. Most beginning farmers in our coalition sell directly to customers at farmers markets, but also to chefs at local restaurants. Losing restaurant contracts has meant losing 25% or even 50% of their revenue stream. Many beginning farmers pivoted during the height of Covid, and began selling more of their produce directly to consumers through on-farm stands, additional presence at the farmer's markets, and online buying options. But that pivot had a real cost: fees for web presence, the farmers' time to find new outlets and manage direct sales as compared to selling in bulk to restaurants, additional staff time to package produce, etc. Wild Pansy's project would offer beginning farmers in Indiana a reliable wholesale buyer that can operate regardless of Covid. Consistent buyers are key to helping beginning farmers solidify their new farming businesses, especially in the face of a pandemic.

Thank you for considering this grant. Please let us know if you have any questions.

Sincerely,

Elizabeth J Brownlee

Liz Brownlee

President, Hoosier Young Farmers Coalition