

Specialty Crop Grants

Administered by
Kansas Department of Agriculture
and Kansas Department of Commerce

March 30, 2010



The image is a vertical collage of fresh produce. The top section shows a variety of vegetables in crates, including purple eggplants, green beans, and yellow squash. The middle section features a large pile of bright orange carrots in a green plastic crate, with purple and white radishes nearby. The bottom section is a close-up of several apples, including red and green varieties, with water droplets on their surfaces.

Specialty Crop Block Grant Program

- Specialty Crop Grants are designed to enhance the competitiveness of specialty crops
- Funding
 - \$102,000 awarded in 2007 and 2008
 - \$104,500 and \$106,240 awarded in 2009
 - \$214,055 awarded in 2010
 - \$281,914 to be awarded in 2011

Specialty Crops

- Definition of Specialty Crops
 - Fruits and vegetables, tree nuts, dried fruits and nursery crops, including floriculture
- Definition of specialty crops, for the Specialty Crop farm bill program
 - Same as above, but horticulture was added, making turfgrass sod and turfgrass sod seed eligible



A collage of fresh produce. The top left shows a variety of vegetables in crates, including purple eggplants, green beans, and yellow squash. Below that, there are crates of purple and white radishes, and a large pile of bright orange carrots. The bottom half of the image is dominated by several red and green apples, some with water droplets on their skin.

Program Details

- Who is eligible?
 - Commissions, public entities, associations and/or nonprofit organization that represent Kansas specialty agriculture and food producers
 - Applicants must be a legal entity and have the legal capacity to contract
 - Cash matches are encouraged
 - Projects must solely enhance the competitiveness of U.S.- or U.S. territory-grown specialty crops
 - Projects must benefit more than one commercial product or organization

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Program Details

- How will projects be selected?
 - Departments of Agriculture and Commerce will do an internal review
 - An advisory committee will review the applications and provide comments
 - Secretary of Agriculture Josh Svaty will make final awards based on his own review of the applications and feedback he receives from reviewers

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Enhancing Specialty Crop Competitiveness

- Increase child and adult nutrition knowledge and specialty crop consumption
- Improve efficiency, reduce costs of distribution systems
- Develop GAP/GHP/GMP (good agricultural practices/good handling practices/good manufacturing practices) including cost-share arrangements for funding audits of small farmer, packer and processor systems

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Enhancing Specialty Crop Competitiveness

- Invest in specialty crop research
- Enhance food safety
- Develop new and improved specialty crop varieties
- Eradicate pest and plant health issues
- Foster organic and sustainable production practices

A vertical strip on the left side of the slide shows a variety of fresh produce. At the top, there are green beans and eggplants. Below that, a green crate is filled with bright orange carrots. Underneath the carrots are several purple and white radishes. At the bottom of the strip, there are several red and green apples, some with water droplets on their skin.

Enhancing Specialty Crop Competitiveness

- Increase the competitiveness of specialty crop farmers, including Native American and disadvantaged farmers
- Develop local and rural food systems
- Improve food access in underserved communities

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Program Details

- Criteria for Selection
 - Clear, identifiable goals that benefit the industry segment and overall food and ag economy of Kansas
 - Outcomes that increase the sale (volume, price and/or market value) of Kansas-grown or manufactured food and agricultural products
 - Addresses a challenge or opportunity, fits and adds to the overall marketing plan for the specialty crop



Program Details

- Criteria Continued
 - Uses clear criteria to evaluate project success
 - Goals and expected outcomes are verifiable and measurable
 - Project must have a high probability of achieving stated goals
 - Project must have strong industry support



Contract Responsibilities

- Quarterly progress reports to KDA
 - Briefly summarize activities
 - Report unexpected delays
 - What activities/projects you have planned for the next reporting period
- All expenditures must be documented



Program Applications

- Application procedure the same as in previous years
 - Projects can supplement each other and previous years
 - Projects can be up to three years long
 - BUT, projects cannot be duplicated. Projects cannot have been done by another organization in the program

Where do I find the application?

www.ksda.gov/includes/document_center/kansas_agriculture/specialty_crops/USDA_SpecialtyCropBlock_Grant_Program_2011.pdf



A collage of fresh produce including carrots, radishes, and apples. The top left shows a variety of vegetables like eggplants, green beans, and radishes. The middle left shows a large pile of bright orange carrots. The bottom left shows several red and green apples with water droplets on their skin.

What to Include in the Grant Application

- Cover sheet
- Title
- Project purpose
- Potential impacts
- Work plan goals
- Expected measurable outcomes
- Calendar of activities/project deadlines
- Budget
- Program matching/commitments
- Project oversight

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Potential Impact

- Who are the beneficiaries of the project?
- How many beneficiaries will be impacted?
- How will the beneficiaries be impacted by the project?
- What is the potential economic impact of the project, if available?

What is an outcome?

- Project must describe at least two distinct, quantifiable and measurable outcomes to support the purpose of the project
- Must define an event or condition that is external to the project and important to beneficiaries or the public
- Can be long term



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Expected Measurable Outcomes

- What is at least one distinct, quantifiable and measurable outcome?
- Does it directly and meaningfully support the project's purpose?
- Is it directly important to the intended beneficiaries?
- When possible, should include:
 - GOAL
 - BENCHMARK
 - TARGET
 - PEFORMANCE MEASURE

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Expected Measurable Outcomes (continued)

- How will performance toward meeting the outcome(s) be monitored?
 - Define what your data sources are.
 - Explain how will data be collected.
 - If using a survey, provide information on the nature of the questions that will be asked, the methodology to be used and the population to be surveyed.
 - State if it includes draft questionnaires.
- How will data gathered be used to correct deficiencies and improve performance?

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Expected Measurable Outcomes (continued)

- When expected measurable outcomes are monitored outside the grant period, include the performance monitoring plan in the work plan and indicate how monitoring will occur after the grant period ends without Specialty Crop Block Grant Program funding.



Timeline

- Specialty Crop Grant farm bill program
 - March 15, 2010, program announced
 - July 1, 2010, applications for Specialty Crop Grants are due
 - October 2010, anticipated funding of awarded applications

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Developing Measurable Outcomes

- Determine what the project will accomplish
- Figure out how to measure the results and select the performance measure
- Determine the baseline for each measure and set target goals for future performance
- Develop your performance monitoring plan or data collection plan



Work Plan

- Identify the activities necessary to accomplish project objectives
- Indicate who will do the work for each activity
- Include timelines for accomplishing each activity

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Budget Narrative

- Clearly show federal funds that support the project
- If matching funds (not required) are included in the state plan, show these funds separately
- Personnel
 - Title, percent of FTE, corresponding salary for FTE, total
- Fringe Benefits
 - Rate and total
- Travel
 - Destination, purpose of trip, number of people traveling, number of days traveling, estimated airfare, estimated ground transportation costs, estimated lodging and meal costs, estimated mileage costs, total

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Budget Narrative (continued)

- **Equipment.** One year useful life and cost of \$5,000 or more
 - Provide an itemized list of rentals or purchases
 - Provide a brief narrative on the intended use
 - Provide the cost
 - Total
- **Supplies.** Cost under \$5,000
 - Provide an itemized list
 - Estimate the dollar amount for each item
 - Total

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Budget Narrative (continued)

- Program Income
 - Indicate the nature or source of program income, the estimated amount, and how the income will be used to further enhance the competitiveness of specialty crops.

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Budget Narrative (continued)

- Indirect costs
 - Indicate percent of indirect costs
- Indirect costs should not exceed 10 percent of any proposed budget. Provide a justification if indirect costs exceed 10 percent.
- A cost may not be allocated as an indirect cost if it is incurred for the same purpose as a direct cost and vice versa
- Total

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Multistate Project

- Describe how all states are going to collaborate effectively.
- Each state participating in the project should submit the project in their state plan.
- Indicate the state taking the coordinating role.
- Indicate the percent of the budget covered by each state.

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Past Kansas Projects

- 2010 Projects
 - ✓ Students Discover and Investigate Kansas Specialty Crops
 - ✓ Mechanical Grape Harvesting Cooperative Feasibility Study
 - ✓ Good Ag Practices
 - ✓ High Tunnels—Essential Equipment for the Specialty Crop Farmer
 - ✓ Rediscovering Conifers in Kansas
 - ✓ Growth in the Specialty Crop Industry

SCBGP Contact

For questions, please call:

Stacey Woolington

(785) 296-3230

stacey.woolington@kda.ks.gov

Lisa Taylor

(785) 296-2653

lisa.taylor@kda.ks.gov

www.ksda.gov



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Thank You
Questions/Discussion?

