



Specialty Crop Meeting

Jessica Bowser
Kansas Department of Agriculture
Rural Development & Outreach Coordinator

May 28, 2009

Hosted By: Kansas Department of Agriculture &
Kansas Department of Commerce

Specialty Crop Block Grants

- ❑ The Food, Conservation and Energy Act of 2008 amended the Specialty Crops Competitiveness Act of 2004
 - ❑ Authorized USDA to provide grants for fiscal years 2008 through 2012 to enhance the competitiveness of specialty crops
 - ❑ \$49 million dollars was allocated to the program in 2009
 - ❑ For 2009, Kansas will receive \$213,648

Eligible Grant Projects

- ❑ The Kansas Department of Agriculture is looking for projects that *solely* enhance the competitiveness of specialty crops

- ❑ Some examples of projects that would solely enhance the competitiveness of specialty crops:
 - ❑ Increasing child and adult nutrition knowledge and consumption of specialty crops
 - ❑ Improving efficiency and reducing costs of distribution systems
 - ❑ Assistance in developing “Good Agricultural Practices”, and cost-share for funding audits of such systems for small farmers, packers and processors
 - ❑ Investing in specialty crop research

Eligible Specialty Crops

- ❑ Specialty crops are defined as fruits and vegetables, tree nuts, dried fruits and horticulture and nursery crops, including floriculture
- ❑ Specialty crop definition can be found online at: [USDA's Agricultural Marketing Service Website](#)

Entities Eligible for Specialty Crop Block Grants

- ❑ Projects should impact and produce measurable outcomes for the specialty crop industry and/or the public rather than a single organization, institution or individual
- ❑ Projects that solely benefit a particular commercial product or provide a profit to a single organization, institution, or individual will not be funded
- ❑ Single organizations, institutions and individuals are encouraged to participate as project partners

Specialty Crop Projects

- ❑ Acceptable Specialty Crop Projects
 - ❑ A single farmer erects high tunnels on their property to extend the growing season of tomatoes and lettuce and conducts a field day
 - ❑ A single specialty crop organization requests funds to conduct an advertising campaign that will benefit their specialty crop members
 - ❑ A university request funds to conduct research on the feasibility of planting, cultivating and growing a specialty crop in a particular area, the results of which can be shared with many growers throughout the state

Specialty Crop Projects

- ❑ Examples of Unacceptable Projects
 - ❑ A project requests grant funds to purchase starter plants or equipment used to plant, cultivate, and grow a specialty crop for the purpose of making a profit, or to expand production of a single business
 - ❑ A project requests grant funds to make grants to individual specialty crop businesses or roadside stands to promote their individual business
 - ❑ A project request grant funds to solely pay for labor of a specialty crop project

Restrictions and Limitations of Grant Funds

- ❑ Capital expenditures for general purpose equipment, buildings, and land are unallowable as direct and indirect charges
 - ❑ General purpose equipment is equipment that is not used for research, scientific or other technical activities. Examples include office equipment and furnishings, telephone networks, information technology equipment and systems, reproduction and printing equipment and motor vehicles.

Restrictions and Limitations of Grant Funds

- ❑ Equipment is an article of nonexpendable, tangible personal property having a useful life of more than one year and an acquisition cost which equals or exceeds \$5,000
 - ❑ Capital expenditures for special purpose equipment are allowable as direct costs, provided that items with a unit cost of \$5,000 or more have the prior approval of AMS

- ❑ Entertainment costs are not allowed

Evaluation of Applications

- ❑ Specialty Crop Block Grant Process
 - ❑ Six-person review panel is being selected by Secretary Polansky and the panel will rate applications based on the rubric provided
 - ❑ Review panel will rate projects and will provide comments on the grant applications
 - ❑ Results from the review panel will be compiled and shared with Secretary Polansky who will make the final determination on which projects will receive funding

Application Process

- ❑ Applications are due by July 13 at 5 p.m. to the Kansas Department of Agriculture
 - ❑ Applications must be typed
 - ❑ An application must be mailed or faxed to the department with an authorized signature no later than 5 p.m. on the 13th
 - ❑ An application also must be e-mailed to jessica.bowser@kda.ks.gov no later than 5 p.m.

What Should be Included in the Grant Application

- ❑ **Cover Page, Project Title and Abstract**
 - ❑ Use the KDA Cover Page provided in the Guidelines, Instructions and Application packet
 - ❑ Project title should adequately describe the project
 - ❑ Project abstract page is included and needs to be 200 words or less, is also included in the packet

What Should be Included in the Grant Application

❑ **Project Purpose**

- ❑ What is the specific issue, problem or need to be addressed by the project?
- ❑ Why is the project important and timely?
- ❑ What are the objectives of the project?
- ❑ If the project builds on previously approved project, how does this project compliment work done previously? Provide a summary of the results of the completed work on the project, the long-term quantifiable effects of these results and how this year's funding will supplement or build on previous funding for the program.

What Should be Included in the Grant Application

- ❑ **Project Impact**
- ❑ This section should show how the project potentially impacts the specialty crop industry and/or the public rather than a single organization, institution, or individual
 - ❑ Who is the audience for this project?
 - ❑ How many individuals will be impacted?
 - ❑ How will the individuals be impacted by the project?
 - ❑ What is the potential economic impact of the project if available?

What Should be Included in the Grant Application

- ❑ **Outcomes**
- ❑ What is at least one distinct, quantifiable and measurable outcome that directly and meaningfully supports the project's purpose and is of direct importance to the intended beneficiaries? The measurable outcome, when possible, should include the following:
 - ❑ Goals, performance measures, benchmarks and targets

What Should be Included in the Grant Application

❑ Outcomes Continued

- ❑ How will the performance toward meeting the outcome(s) be monitored?
- ❑ Define who your data sources are
- ❑ 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.
 - ❑ If a draft questionnaire is available, you may want to include a copy.
 - ❑ How will data gathered be used to correct deficiencies and improve performance, both as it is gathered and analyzed and in subsequent project periods.

What Should be Included in the Grant Application

- ❑ **Outcomes examples may include, but are not limited to the following examples:**
 - ❑ Per capita consumption
 - ❑ Consumer awareness as a percent of target market reached
 - ❑ Market penetration based on sales by geographic region
 - ❑ Dollar value exports
 - ❑ Web site hits
 - ❑ Generation of new knowledge
 - ❑ Attainment of leadership in the field

What Should be Included in the Grant Application

□ Work Plan

- For each project, explain briefly the activities that will be performed to accomplish the objectives of the project
- Indicate who will do the work of each activity

Activity	When Activity Will Take Place	Individuals Involved with the Activity
Development of Asparagus Brochures	December 2008 – January 2009	1.) James Smith graduate student at Johnson County Community College (JCCC) will research topics for asparagus producers. 2.) Connie Jones from Marketing Concepts will design brochure. 3.) David Frost from JCCC will work with asparagus producers to distribute brochures.

What Should be Included in the Grant Application

□ Budget Narrative

- All requested budget items/activities should correlate to the purpose/goals of the project and demonstrate that they are reasonable and adequate for the proposed work
- Provide sufficient information on budget in the following categories in a table format: personnel, fringe benefits, travel, equipment, supplies, contractual, other direct and indirect (less than 10%) costs
- The application packet provides more detailed information on the budget than I am going to provide today, be sure to thoroughly read that section

What Should be Included in the Grant Application

- ❑ **Project Oversight**

- ❑ Describe the oversight practices that provide sufficient knowledge of grant activities to ensure proper and efficient administration

- ❑ **Project Commitment**

- ❑ Describe how all grant partners commit to and work toward the goals and outcome measures of the proposed project. Included any letters of support from industry to show how the project will enhance specialty crop production in the state

What Should be Included in the Grant Application

- ❑ **Multi-state Projects**

- ❑ If you are conducting a multi-state project, describe how the states are going to collaborate effectively with related projects

Summary

- ❑ Applications are due by 5 p.m. on July 13, one-signed copy received by mail or fax, and one copy sent by e-mail
- ❑ No minimum grant awards, but grant request cannot exceed \$50,000
- ❑ Work in collaboration with partners/organizations to benefit more than one business or organization
- ❑ Grant awards will be announced in September or October

Contact Information

- ❑ If there are questions over the application process, eligible grant project, or any other questions contact:
 - ❑ Jessica Bowser at (785) 296-3902 and jessica.bowser@kda.ks.gov
 - ❑ Sarah Larison with the Department of Commerce at (785) 296-8132 and slarison@kansascommerce.com
 - ❑ Kansas Department of Agriculture Specialty Crop Website: http://www.ksda.gov/kansas_agriculture/content/281



Questions?

Topic for Discussion:
What are priority issues facing
the Kansas specialty crop
industry today?

May 28, 2009

Hosted By: Kansas Department of Agriculture &
Kansas Department of Commerce