



Kentucky Department of Agriculture

Specialty Crop Block Grant Program 09FB

Project Application

**Healthy Living Through Food Forums
& Programming**

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Specialty Crop Block Grant Program Overview

The Kentucky Department of Agriculture (KDA) is pleased to announce a competitive grant process to award Specialty Crop Block Grant Program-Farm Bill (SCBGP-09FB) funds for projects that solely enhance the competitiveness of U.S. grown specialty crops. Funding is provided to state departments of agriculture from the 2008 Farm Bill through the U.S. Department of Agriculture's (USDA) Agricultural Marketing Service. Each state receives a base grant and proportionate funding based on the state's cash receipts for production of specialty crops.

Specialty crops are defined by USDA as fruits, vegetables, tree nuts, dried fruits, horticulture and nursery crops (including floriculture). A comprehensive list of eligible and ineligible crops can be found at the USDA/AMS website <http://www.ams.usda.gov/AMSV1.0>. (From this page, click AMS Grant Programs on the right side toolbar; next click on Specialty Crop right side toolbar; definitions of Specialty Crops will be on that final page under the About Us section on the right side).

Project Eligibility & Administrative Guidelines

Kentucky colleges and universities are eligible for this program, provided their proposals meet all the specifications in this application and the USDA's Notice of Federal Assistance.

- Selected institution will be held accountable for the administration of this grant under the following federal regulations for Colleges and Universities - 7 CFR 3015 and 7 CFR 3019.
- Selected institution will be under the allowable cost principles found in Appendix A List of Selected Items of Cost Contained in OMB Cost Principles Regulations for Colleges and Universities - 2 CFR 220 (OMB Circular A-21).
- Grant funds may not be used to fund political activities in accordance with provisions of the Hatch Act (5 U.S.C. 1501-1508 and 7321-7326).
- Development or participation in lobbying activities pursuant to 31 U.S.C. 1352 including costs of membership in organizations substantially engaged in lobbying are unallowable.
- Capital expenditures for general purpose equipment, buildings, and land are unallowable as direct and indirect charges.

Project Timeline

APPLICATIONS DUE: July 6, 2010
AWARD NOTIFICATION: July 20, 2010
YEAR 1 REPORT DUE: January 10, 2011
STATUS REPORT 1 DUE: June 30, 2011
PROJECT END DATE: September 15, 2012
FINAL REPORT DUE: October 15, 2012

Project Purpose:

While Kentucky has made great strides in promoting the benefits of buying local, most of the purchases are made by the average consumer at a farmers' market, grocery store or co-op. The next step to expand the sales of specialty crops in the state is to encourage larger scale buying in educational institutions, corporations, etc. that are incorporated into cafeterias, cafes, etc. Not only will individuals be afforded with healthy, local options at work or school but we hope that this step provides the opportunity to educate so that they will take this knowledge with them at home and it will translate to the purchasing of local product for themselves or their own families.

By partnering with a qualified applicant with statewide reach that focuses on the following attributes, the concept of buying local on a large scale can be accomplished. The chosen applicant must have a mission that focuses around: buying local education; tying the producer with the product; ability to coordinate forums and/or meetings with high-level individuals/decision makers; and the ability to work with KDA to assist in connecting growers with interested parties.

The objective of this project is to solidify relationships with larger organizations that have the ability to purchase Kentucky specialty crops. Through this relationship building and educational opportunities, we hope to promote the nutritional and economic benefits of buying local. Staff will meet with individuals from the selected organization to provide training regarding specialty crops, primarily what constitutes as specialty crops. The reporting requirements by the organization will require them to list specifics about the specialty crops they promoted and if any other commodities were discussed, this must be addressed as well so that we can assure that they have some type of match for the time spent on these items.

Potential Impact:

The beneficiaries of this project will be specialty crop producers across the state and the employees of the targeted institutions, organizations and corporations (citizens of the Commonwealth).

By conducting these forums, the project hopes to affect at least 30 specialty crop producers by solidifying relationships with at least two organizations that have large institutional buying capabilities in Kentucky.

Expected Measurable Outcomes:

The main goal of this project is to solidify relationships with at least two organizations that have large institutional buying capabilities in Kentucky in order for them to commit to begin purchasing or increase their purchasing of Kentucky specialty crops for incorporation into their institution's cafeterias or through other avenues associated with their respective businesses.

The obtaining of these goals will be measured both quantitatively and qualitatively. Initially, most of the data will be qualitative. Data will be compiled and analyzed by the partnering organization before and after these forums occur. The benchmark will be set upon analyzing the targeted groups for these forums and assessing whether they are currently buying any local specialty crops and if so, at what levels. After the forums occur, the partnering organization will be required to report on the follow up and what steps are being taken to increase these buying numbers. The partnering organization will be required to track all representatives that take part in these Healthy Living Through Food Forums. The partnering organization will be collecting the qualitative data needed in order to assess progress and obtaining the goals set forth in this grant outline. Primarily, the successes/issues/progress will be in narrative form that the individuals in the organization will provide when completing the write up on forums and any progress reports made from the relationships formed with producers.

The target for this project is to begin or increase the buying of Kentucky specialty crops in two of the target organizations through these forums. The anticipated target is to affect 200 employees of these organizations. This project also has a target of affecting between 15-30 specialty crop producers through the increased buying efforts of these targeted organizations.

Work Plan:

Upon receiving grant funds in Fall 2009, KDA will publicly announce a Request For Applications for this individual competitive projects. Proposals will be reviewed late January 2010 and applicants will be notified of their awards in early February 2010 at the latest. The selected partner for this programming will begin planning in the spring of 2010 and will include KDA and all appropriate industry partners in developing Healthy Living Through Food Forums and Programming. Events will be set for 2010 and regularly scheduled meetings between all partners will be scheduled throughout the year in order to set target invitees and determine programming needs. We anticipate at least one forum per quarter with many individual and follow up meetings occurring in order to solidify these producer relationships. In December 2010, the selected partner and KDA will hold a meeting to discuss goals and objectives for 2011 and target other potential organizations that have institutional buying power for specialty crops. Most of the forums will target attendees that have this institutional buying power such as:

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educational institutions (secondary and post-secondary), insurance companies, state organizations, large corporations (such as Toyota or Lexmark here in Kentucky), state government employees, etc. Also in attendance will be those from the partnering organization, KDA and others that can help with sourcing to the individual producers that meet the requirements needed by the particular institution. The smaller individual meetings that will occur as a result of these forums will be between the targeted groups, producers and any available KDA staff or other retail liaisons that can assist in moving the partnership forward. The targeted invite list will be compiled from the preliminary meetings by the chosen organization, KDA and any others that are relevant to strategically chose participants based on their buying capability and ability to purchase local specialty crops. The same timeline will be applicable for 2011. The selected partner will be required to submit quarterly reports to KDA on activities and budget as well. These reports will be instrumental in determining if the goals and objectives of the project are being met.

Budget Narrative:

In order to secure the funds from USDA, the following budget narrative was submitted and approved for this project. Any deviations from this generalized budget estimate must be submitted to KDA for approval by USDA.

\$40,000 for the entire Healthy Living Through Food Forums & Programming project. Two year program of \$20,000/year. Budget descriptions are estimated:

- Travel: \$5,000
 - Travel required by partner organization for meetings in preparation for forums, to meet with specialty crop producers or to targeted organizations. Commonwealth of Kentucky travel regulations will apply for partner organization staff to conduct the business pertaining to execution of this project. Travel regulations that are to be followed, including breakdown of per diem expenses can be found at: <http://lrc.ky.gov/kar/200/002/006.htm>. Other informal regulations to be followed are that Kentucky State Parks must be utilized whenever possible and the general rule that room nights are to stay within the \$100 range. Mileage reimbursements will be based on the state rate that is issued at the time. Partner organization staff will also submit detailed travel documents with their quarterly reports to KDA that outline their activities. It is anticipated that at least 10 trips will be needed per year in order to achieve the goals set forth for this project.
- Supplies: \$2,000
 - Office supplies such as paper, pens, binders, notebooks, etc.: \$1000
 - Supplies needed for displays such as foam core board, art products, etc. that may be used for these forums or forum programming: \$1,000
- Other/Conference-Meeting Costs: \$10,000
 - Rental costs, AV and other costs associated with hosting these forums

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- Estimated meeting costs include facility rentals which depend on the space. A safe estimation would be \$250 for a location which will vary across the state and the venue.
 - AV costs including projectors, microphones, screens, DVD capability, etc.
 - If the facility is rural or the crowd expected to be large, possible rental costs may include: tents, heaters, bathrooms, etc.
 - There are no meal costs to be incurred at the meetings unless it follows the acceptable guidelines provided by AMS. At least one of the forums/year may take place in rural locations such as producers' farms/operations.
- Speaking/Training Fees: \$3,000
 - Costs associated with speaker honorariums or expenses for the services that they provide in order to execute these Healthy Living Through Food Forums. KDA recommends the Southern SARE guidelines for speaker honorariums of \$200/in-state and \$750-\$800 for out of state and other travel expenses to be considered in negotiations. At least one in-state speaker should be utilized at each forum (approximately \$1,600) and possibly two out-of-state, larger names can be brought in for a larger event each of the two years. (approximately \$1,400).
- Other/Communications: \$2,500
 - Distribution of Healthy Living Through Food Forum programming or event information
 - This will include primarily the postage and any type of e-marketing distribution for the forums or for the materials.
- Other/Marketing: \$6,000
 - Costs for development and layout of any information/marketing pieces that the partner organization might develop
 - Design and layout
 - Content gathering
- Other/Publication Costs: \$7,500
 - Printing costs associated with any programming needs for information distribution
 - Publication examples may include: step-by-step instructions on how to buy local specialty crops; producer lists in specific areas to the organization; benefits of buying local specialty crops; and possibly educational materials for specialty crop producers on how to develop these relationships with these larger organizations and what certifications, training, audits, etc. they need in order to sell.
 - Estimated 5,000 pieces of information based on print jobs completed through the state's procurement process on past jobs. This may fluctuate given the nature of the organization chosen and their abilities for printing.
- Indirect Charges: \$4,000

- For general administration of the program, staff time, accounting, report preparation and other administrative duties associated with the project.

Project Application
Specialty Crop Recipe Development with Nutritional Research Component

Complete your application and send an electronic version of the proposal in Word via email attachment to (Kristen.branscum@ky.gov).

- Electronic applications must be received by 4:00pm on Tuesday, July 6th, 2010.
- Applications must be in MS Word, Arial Font 12 pt

Each application submitted must include the following sections:

1. Contact Information
2. Project Narrative
3. Potential Impact & Outcomes
4. Workplan
5. Budget and Budget Narrative
6. Project Oversight
7. Project Partners and Priority

The style of presentation and length may vary, depending on the nature of project(s). All proposals must be no more than five (5) pages.

For questions regarding this application, please contact:

Kristen R. Branscum
Director of Value-Added Plant Production,
Agricultural Education, Farm Safety &
Farmland Preservation

Kentucky Department of Agriculture
100 Fair Oaks Lane, 5th Floor
Frankfort, KY40601
502-564-4983 x224
kristen.branscum@ky.gov

1. Contact Information

Date:			
Project Coordinator:		Title:	
Organization:			
Address:			
City:		State:	Zip:
Phone:		Fax:	
Email:			
Federal Tax ID # :			
Tax Status (circle one): Individual Sole Proprietorship Partnership Estate Trust Corporation Government/Non-Profit Public Service Corporation			
I certify that the information provided is true and correct to the best of my knowledge. I have read and understood the eligibility requirements and am familiar with the rules and requirements set forth by USDA/AMS and KDA listed in this document for reference. I understand that if chosen for this project, a member of my institution will be required to sign a grant agreement and other necessary documentation containing terms and conditions upon which funds will be released.			
Signature	Printed Name	Title	Date

Please compile the following in a separate document with the contact form attached.

2. Project Narrative

In narrative form, please describe how your institution would carry out the project purpose and why your institution would be best able to carry out these activities. Please be sure to include a general description of your approach to the project and how you can ensure optimal benefit for the specialty crop industry. Also answer if this project has been submitted to or funded by another Federal or State grant program?

3. Potential Impact and Outcomes

The potential impact and outcomes have been laid out in the introduction portion of this document. Please describe in narrative form your institution's ability to meet or exceed the impact and outcomes mentioned. List any issues or obstacles that might impede progress in meeting these goals.

In greater detail, please describe how you plan to measure the expected outcomes and determine the economic and other benefits to specialty crop producers, general public and other beneficiaries.

4. Workplan

This section can be in narrative, chart or other format you deem as appropriate. The following information should be included in this section:

- a.** Identify the tasks/activities necessary to accomplish the project and include the performance measuring/monitoring described in the Impact and Outcomes section above.
- b.** Indicate who will do the work of each activity. This does not have to be specifically named individuals but can be a department, class, collaborative group, etc.
- c.** Include timelines for accomplishing each activity. Please be sure to include the month and year the project activity is scheduled to begin and be completed.

5. Budget and Budget Narrative

In order to secure this grant funding, a budget and budget narrative was developed. Please describe how your institution will be able to work within these budget sections in order to achieve success in this project. Also describe any issues or obstacles that can be foreseen with the current distribution of the budget items; include a revised/proposed budget if necessary to show how you would use these funds. Estimated dates of

expenses should also be included. Any anticipated financial or in-kind match should also be included in this section.

(A budget narrative template provided by AMS can be found at <http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5075988> if you would like to use as a reference).

6. Project Oversight

Please answer the following questions:

Who is going to oversee this grant project? Please list any “secondary” oversight by individuals. How will the project coordinator ensure that the grant activities are properly completed and documented?

7. Project Partners and Priority

Please answer the following questions: Who are the project partners involved with this project? What are their roles in the project?

APPENDIX A: Reporting Requirements

Reporting requirements will be as follows for status, annual (Year 1) and final report. Additional information for the final report will be required and given to the partner institution at the appropriate time.

- Cover Page : Provide the following information in the order requested:
 - Name of Institution, Organization, etc.
 - Name of Contact
 - Type of Report (Status or Final Performance Report)
 - Date Report is Submitted
- Activity Report: Briefly summarize activities performed, targets, and/or performance goals achieved during the reporting period. Whenever possible, describe the work accomplished in both quantitative and qualitative terms. Include the significant results, accomplishments, conclusions and recommendations. Include favorable or unusual developments.
 - Provide a comparison of actual accomplishments with the goals established for the reporting period.
 - Present the significant contributions and role of project partners in the project.
 - Clearly convey progress toward achieving outcomes by illustrating baseline data that has been gathered to date and showing the progress toward achieving set targets.
 - If a target of a project has already been achieved, it is encouraged to amend the outcome measure. This permits the project staff to “stretch” the goals in order to go beyond what they are already doing.
- Potential Impact: any concerns in meeting the impact or successes
- Expected measurable outcomes: any issues in meeting the impact or successes in exceeding these outcomes; other successful outcomes not anticipated by the project
- Budget: accounting to date for each report as well as discussion of issues in expending the funds to be provided in narrative form.