

2016 West Virginia Specialty Crop Block Grant Program

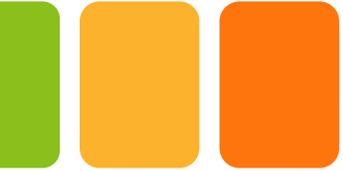
Informational Webinar





Today's Webinar

- Overview
- Application Review
- Deadlines
- Timeline and Next Steps
- Contact Information
- Questions



2016 West Virginia Specialty Crop Block Grant Program

Overview





Source Documents

- <http://www.agriculture.wv.gov>
 - Divisions
 - Marketing & Development
 - Grant & Training Opportunities
 - Specialty Crop Block Grant Program
- Direct Link:
<http://www.agriculture.wv.gov/divisions/marketinganddevelopment/Pages/Grant-and-Training-Opportunities.aspx>
- Contains Manual, Self-Assessment, Application Narrative, Budget Worksheet (Word & PDF versions; Word is fillable)



Program Changes for 2016

- First year of full 2 CFR 200 implementation
- Uniform administrative and cost principles
 - For both pass through (WVDA) AND subrecipients
- Forms have been revised; less information for review and questioning from USDA
- Requires new Self-Assessment form that will provide an applicant score for the review committee on ability to manage federal grant
- Program details are highlighted in comprehensive budget document
- Purchasing and travel procedures must be furnished if reverting to internal; must follow state guidelines if not available/present
- Matching grant declaration (optional)
- Measurable outcomes dictated by USDA



What Stays the Same

- Minimum project budget of \$5,000; maximum of \$25,000
- Applicant must be an entity with a DUNS number and listing in the SAM (System for Award Management)
- Projects cannot benefit an individual or farm; must be a group
- Competitive review process
- Reimbursement program
- Project begins October 1, 2016 and end July 1, 2019



Eligible Crops

(<https://www.ams.usda.gov/services/grants/scbgp/specialty-crop>)

- Fruits & Tree Nuts
- Vegetables
- Culinary Herbs & Spices
- Medicinal Herbs
- Horticulture (Honey, turfgrass, hops, tea leaves & maple syrup)
- Annual Bedding Plants
- Potted Flowering Plants
- Potted Herbaceous Perennials
- Cut Flowers
- Cut Cultivated Greens
- Foliage Plants Christmas Trees
- Deciduous Flowering Trees



Ineligible Crops

(<https://www.ams.usda.gov/services/grants/scbgp/specialty-crop>)

- Alfalfa
- Amylomaize
- Barley
- Buckwheat
- Camelina
- Canola & Oil
- Corn (dent, field, flint, pod, white, waxy)
- Clover
- Cotton & Cottonseed Oil
- Dairy Products
- Eggs
- Fish & Shellfish
- Flax & flaxseed
- Hay
- Hemp
- Livestock Products
- Millet
- Mustard Seed Oil
- Oats



Ineligible Crops

(<https://www.ams.usda.gov/services/grants/scbgp/specialty-crop>)

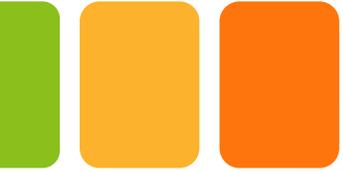
- Peanuts & Oil
- Primrose
- Quinoa
- Rapeseed Oil
- Range Grasses
- Rice & Wild Rice
- Rye
- Safflower Meal & Oil
- Sorghum
- Soybeans & Oil
- Striped Maize
- Sugar Beets
- Sugarcane
- Sunflower Oil
- Tobacco
- Tofu



Ineligible Crops

(<https://www.ams.usda.gov/services/grants/scbgp/specialty-crop>)

- Triticale
- Wheat
- Wild/Gathering
(uncultivated ramps)



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Application Review





Appendix A Grantee Self-Assessment

- Document provides an opportunity for applicant to provide a “snapshot” of its experience and ability to manage a grant
- Information not provided to reviewers; only a score
- May provide rationale for increased oversight if awarded (i.e. increased site visits or reporting)
- Assessment now required for all federal grants; SCBGP is a great grant to begin a management portfolio
- Download and save in Word; one of the required documents for a complete application package



Application Narrative (Appendix B)

- Download as a Word document; complete using 11 or 12 pitch font (prefer Times Roman) and keep the document formatting; narrative boxes will expand
- Limit the number of bullet points; narrative boxes are for text
- Be sure to answer all questions and checkboxes
- Refer to Page 11 of the Application Manual for a box by box description of information to be provided



Application Narrative (continued)

- Duration is October 1, 2016 to July 1, 2019
- Be specific about crop(s); not “vegetables”
- MUST provide a DUNS number
- Summary should be suitable for publication
- Keep the blue shaded (bold dark and light) headings
- Numbers/quantifiers are critical; be specific



Application Narrative (continued)

- Definition of socially disadvantaged farmers as defined in West Virginia RFP:
 - “... A “*Socially Disadvantaged Group*” is a group whose members have been subject to discrimination on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or a part of an individual's income is derived from any public assistance program, *areas defined as poverty according to US Census data...*”
- Cite your source(s), if applicable



Application Narrative (continued)

- New application requires that you provide information concerning:
 - Previous SCBGP awards
 - Projects cannot supplant existing programs
 - Other funding sources requested for similar projects
 - Sustainability statement for ongoing projects
- Responses do not exclude you from receiving an award



Application Narrative (continued)

- Measurable outcome section has changed; now standardized
- Refer to Fiscal Year 2016 Evaluation Plan document found in application and form section of website (also an Appendix in Manual)
- Must check one or more Outcomes (less is more); must have at least one Outcome and one Indicator
- Refer to the Evaluation Plan for Indicators; ALL indicators include a space for a quantifiable number which you must provide
- If you use sales as an indicator your organization AND all stakeholders who benefit from federal funds and your project MUST agree to provide income. You will share as an aggregate to protect proprietary sharing



Measurable Outcomes Example

- Outcome 1: Enhance the competitiveness of specialty crops through increased sales (required for marketing projects)
- Definition:
 - *“Marketing and promotion projects focus efforts to sell, advertise, promote, market, and generate publicity, attract new customers, or raise customer awareness for specialty crops or a specialty crop venue. These include, but are not limited to:*
 - *Uses of social media to market & promote; specialty crop local, regional and national campaigns; specialty crop only tradeshow; website promotion and development, use/development of billboards, radio, television, magazine and email ads, marketing materials such as direct mail, brochures; agritourism; marketing and promotion campaigns with an education component directed to consumers.”*



Measurable Outcomes Example

- Performance Indicator(s):
 - Sales increased from \$_____ to \$_____ and by _____percent, as a result of marketing and/or promotion activities
- Development of baseline data
- Make sure you indicate how you will measure this indicator in the “Data Collection to Report On Outcomes & Indicators” section



Budget Worksheet

- Download and complete the Budget Worksheet (Excel)
- Formulas are included; do not change the format
- Budget Worksheet allows you to provide Matching Funds (demonstrates to reviewers that you are vested in the project; DO NOT inflate these numbers and provide justification)
- Justification would include a personnel contribution that is broken out by number of volunteers, volunteer hours contributed and a fair market valuation of those hours)
- 5 volunteers x 20 hours/volunteer manning booth x \$10/hour=
\$1,000.00



Budget Worksheet (continued)

- Higher education/student employees should not be included in the Personnel section; put them under “Other”
- Match is NOT required
- Be careful about Personnel heavy projects; SCBGP need to be used for activities that yield measurable outcomes not to fund staff (refer back to your sustainability statement)
- Save your Worksheet and submit with your application package



Budget Worksheet (continued)

- Provide as many details as possible; briefly describe duties and responsibilities as they relate to the grant project
- No fund raising or reference to unallowable crops
- Refer to the Allowable Expenditure document on the website
- Equipment v. Supplies



Program Income

- Includes all monies collected as a part of your project (i.e. workshop fees, participation fees, sales from school based high tunnel crops, etc.)
- Reported quarterly for approved projects
- Must estimate program income in budget section; explain how funds will be reinvested back into project
- “Profit” cannot be gained from any Specialty Crop Block Grant project



Allowable Cost Examples

- Can I charge the cost of a lunch provided to the participants of a specialty crop focused workshop?
- What is the mileage rate I can charge for a project manager travelling to an approved specialty crops conference?



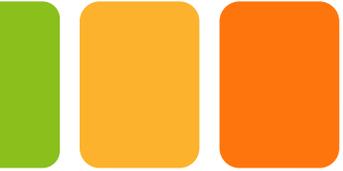
Final Notes

- Work Plan section has been eliminated; you may submit to WVDA but will not be forwarded onto USDA
- If you submit information, you will be accountable for this information, work plan, etc.
- Application is very streamlined and provides few details about actual project work to the reviewers
- Because of this.....



2016 West Virginia Supplemental Application

- Should focus on the specifics of your project not highlighted in the Project Profile
- Opportunity to “sell” your project/program to the reviewers
- Optional but strongly suggested
- Should be concise, easy to read and not a repeat of your application
- Limited to 3 sheets, double-spaced, 12-point font, 1 inch margins



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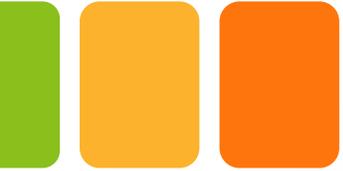
Deadlines





2016 Application Package Checklist

- Self-Assessment
- Application Narrative
- Budget Worksheet
- Supplemental Application (Optional)
- Above provided as document attachments
- All applications emailed to cmartel@wvda.us by **4PM, Monday, March 28, 2016**



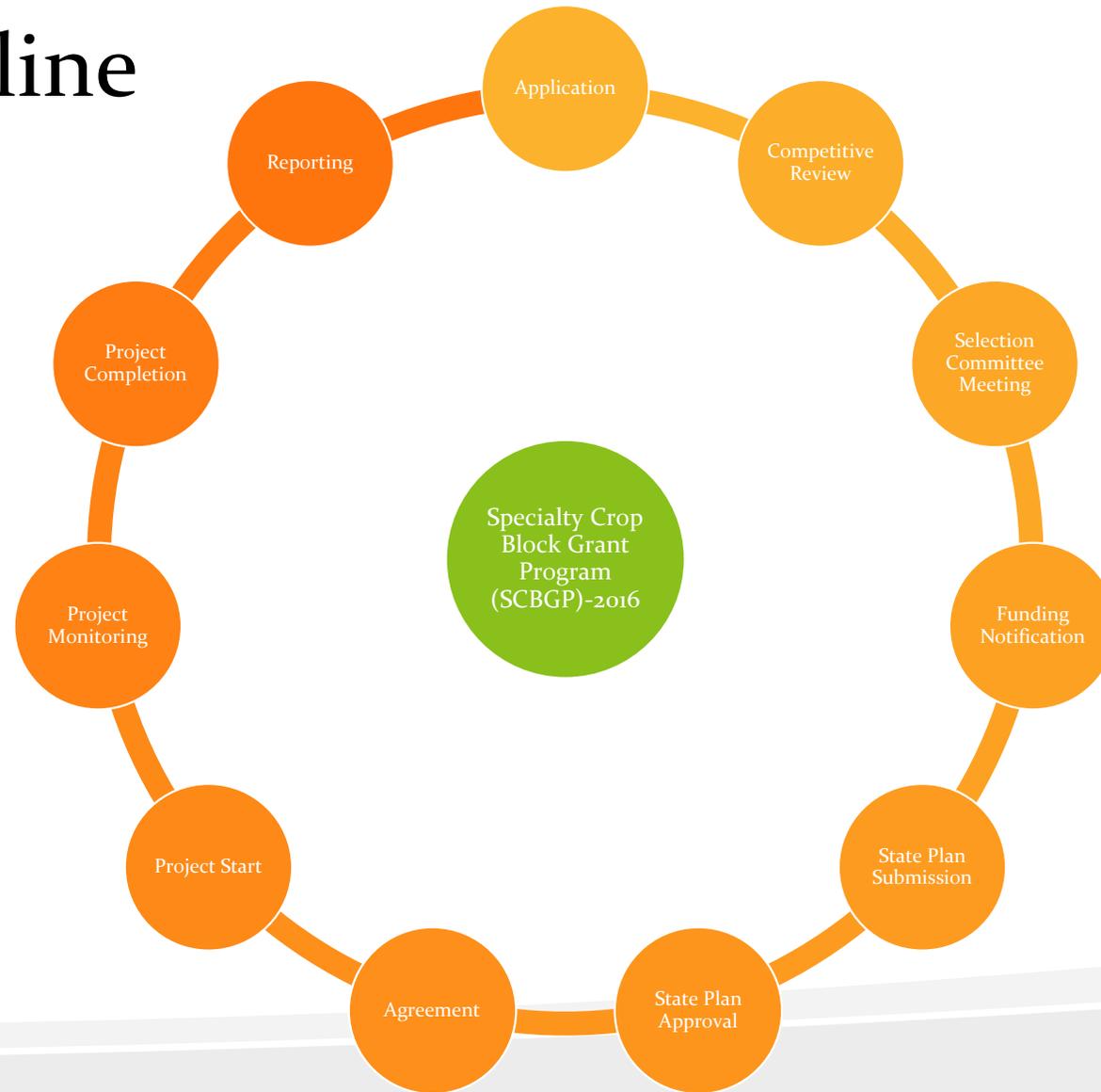
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Timeline and Next Steps





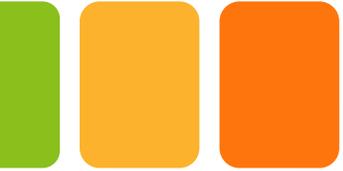
2016 Timeline





2016 Timeline

- Applications Due: March 28, 2016
- Competitive Review: April, 2016
- Selections: May, 2016
- State Plan Submission: Mid-June, 2016
- State Plan Approval: August, 2016
- Award Notification: September, 2016
- Agreement & Project Start: October, 2016
- Grant Completion: July 1, 2019



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Contact Information

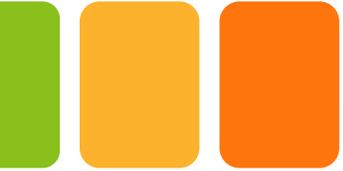




2016 West Virginia Specialty Crop Block Grant Program-Contacts

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Questions

