

Applicant Name: _____

Project Title: _____

**NEW YORK STATE
DEPARTMENT OF AGRICULTURE AND MARKETS**

**REQUEST FOR PROPOSALS
2014 Specialty Crop Block Grant Program**

APPLICATION TEMPLATE

Instructions:

1. *Provide all the information in the requested format. Failure to do so may result in a reduced rating or disqualification of a proposal.*
2. *Part B – Project Details must be **no more than 5 pages** (not including letters of support). The acceptable font is Times New Roman, 12 pitch. All margins must be 1 inch.*
3. *Type all information if possible. Handwritten applications should be clearly legible.*
4. *Submit one original and 4 copies of this application.*
5. *Identify all pages of the Application in numerical order.*
6. *Staple each copy of the proposal in the upper left hand corner of the Application. **Do not use binders, folders, report covers, etc.***

Title of Project (15 words or less):

PART A – APPLICANT INFORMATION

Applicant:

Name: _____

Address: _____

Grants Gateway GDV Registration Number: _____

Principal Contact for the Applicant:

Name: _____

Address: _____

Phone: _____ **Alternate Phone:** _____

Fax: _____ **E-mail:** _____

Type of Applicant (choose appropriate designation):

- Local, state or Indian Tribal government entity
- Not-for-profit organization
- Not-for-profit Educational Institution

Funding Category (See section 2.2 of RFP for description of category) (Choose only one):

- Research and Grower Education
- Food Safety
- Marketing and Promotion

Has this project or any portion of it been submitted to or funded by another Federal or State grant program?

Yes No

If yes, please indicate program name and time period involved:

PART B – PROJECT DETAILS *(This section must not exceed 5 pages)*

1. Project Title *(15 words or less):*

2. Abstract

Include a project summary of 250 words or less suitable for dissemination to the public. It should include the need for the project, a brief description of the goals and outcomes, and your plan for evaluating and measuring the success of the project or program.

3. Project Purpose

- *What is the specific issue, problem, need, or opportunity that the project will address?*
- *Why is the project important and timely?*
- *What are the objectives of the project?*
- *If any of the project activities or costs has the potential to enhance the competitiveness of non-specialty crops (ex: farmers' market, general buy local, CSA etc.) describe the methods or processes you will implement to verify all grant funds are expended on activities and costs that only enhance the competitiveness of eligible specialty crops. If you propose a cost-share or match to cover non-specialty crop activities and costs, include the specific costs or contributions proposed to meet the cost-share or match, the source of funding or contributions, and describe how you determined the appropriate amount of cost-share or match.*
- *If the project is a continuation of a project that the Specialty Crop Block Grant Program (SCBG) funded previously, describe how the project differs from and builds on the previous project's efforts. Describe also the likelihood of the project becoming self-sustaining and not indefinitely dependent on grant funds. Specifically, provide a summary (3 to 5 sentences) of the accomplishments of the previous project that have led you to seek continued funding.*
- *Have you submitted the project to another Federal or State grant program other than SCBG for funding and/or is another Federal or State grant program other than SCBG funding the project currently?*
 - *If no, indicate that you have not.*
 - *If yes, identify the Federal and/or State grant program by name and describe how the new project differs from and supplements efforts of the SCBG and the other Federal or State grant program rather than duplicates funding efforts. SCBG will not fund duplicative projects.*

4. Potential Impact

This section must show how the project benefits the specialty crop industry and/or the public or multiple states rather than only a particular commercial product, single organization, institution, or individual.

- *Who are the specialty crop beneficiaries of the project?*
- *How many specialty crop beneficiaries will the project benefit?*
- *How will the project benefit the specialty crop beneficiaries?*

- What is the potential economic impact of the project if it can be estimated?
- If applicable, how will the project have a multi-state (benefitting two more or states) or national impact?

5. Measurable Outcomes

Provide at least one distinct, quantifiable, measurable project outcome that solely supports enhancing the competitiveness of eligible specialty crops. If the outcome measures are long-term and occur after the project's completion, then identify an intermediate outcome that occurs before the end of the grant period and that is expected to help lead to the fulfillment of long-term outcomes.

Applicants are encouraged to see the USDA [Outcomes Model](#) or 2012 SCBGP [Educational Bulletin](#) for information and guidance in developing performance-based measurable outcomes.

For each measurable outcome you must provide:

- a) **GOAL** - A goal is what you hope to achieve as a result of conducting the activities and producing the outputs (tangible results that can be seen, touched, handled, or moved about) of the project. Examples of outcome-oriented goals could include a change in knowledge, change in behavior, change in conditions that make a difference for the beneficiaries of the project.
- b) **PERFORMANCE MEASURE**. Identify a performance measure for each goal that you will use to measure the actual project results compared to the expected results. These are usually expressed in quantifiable terms and should be objective and measurable (numeric values, percentages, scores and indices, although in certain circumstances qualitative measures are appropriate).
- c) **BENCHMARK** - For each performance measure provided, include benchmark. The benchmark is the baseline data against which you will measure your success. Examples of a benchmark could include current or initial level of knowledge, current behavior, or current conditions.
- d) **TARGET** - For each benchmark provided, indicate the TARGET. The TARGET is the level of change that you anticipate by the completion of the project. This is NOT the target audience or target population.
- e) **PERFORMANCE MONITORING** - How will you monitor your progress toward achieving each GOAL?
 - What are your data sources for monitoring performance? For example, will you conduct surveys or use questionnaires?
 - How will you collect the required data? Be sure to include the frequency of your data collection.
 - Describe how you will share the results of the project with specialty crop growers and other interested specialty crop stakeholders.

6. Work Plan

Use the table format below to briefly explain the activities that will be performed in order to accomplish the objectives of the project, who will do the work of each activity, and timeframe.

Project Activity <i>Describe the project activities that are necessary to accomplish the objectives. Make sure you include your performance monitoring/data collection activities.</i>	Who will do the work? <i>Indicate the project participants who will do the work of each activity, including subrecipients and/or contractors. If you request grant funds for personnel and contractors, you must include them in the work plan to demonstrate the requested funding is warranted. If you request funds for travel, these activities must also be included.</i>	When will the activity be accomplished? <i>Include a timeline that indicates when each activity will occur (at least month and year) and beginning and end dates for the project. Make sure the work plan timeline shows that the project will be completed within the allowable grant period.</i>

7. Project Commitment/Industry Support

Describe the specialty crop stakeholders other than the applicant, individuals and organizations involved in the project, who support this project and why. Describe any collaborative efforts or partnerships that will be undertaken to implement the project.

PART C – BUDGET INFORMATION

Complete each table below, adding rows as necessary. All expenses described must be associated with expenses that will be covered by the Specialty Crop Block Grant Program (SCBG). 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 SCBG work. Matching funds are not required for this program.

BUDGET SUMMARY

Expense Category	Grant Funds Requested
Personnel	
Fringe Benefits	
Travel	
Equipment	
Supplies	
Contractual	
Other	

Total Grant Request	
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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 solely enhance the competitiveness of specialty crops.

Name/Title	Level of Effort (# of hours OR % FTE)	Funds Requested

Personnel Subtotal	
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- **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 SCBG funds.

Name/Title	Fringe Benefit Rate	Funds Requested

Fringe Subtotal	
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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>.

Trip Destination	Purpose of the Trip	Type of Expense (car rental, hotel, meals, mileage, etc.)	Unit of Measure (days, nights, miles)	# of Units	Cost per Unit	# of Travelers Claiming the Expense	Funds Requested

Travel Subtotal

Additional justification of travel expenses, as needed:

- **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.

Note: Rental of "general purpose equipment" must also be described in this section. Purchase of general purpose equipment is not allowable under this grant.

Item Description	Justification for Equipment	Rental or Purchase	Funds Requested

Equipment Subtotal

- **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 solely enhance the competitiveness of specialty crops.

Item Description	Justification for Supplies	Per-Unit Cost	# of Units/Pieces Purchased	Funds Requested

Supplies Subtotal	
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- 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 consultant.)

 - If the contractor/consultant has already been selected, please verify that the applicant used its own procurement procedures which reflect applicable State and local laws and regulations and conform to the Federal laws and standards identified in 7 CFR Part 3019.40 through 48 or 3016.36, as applicable.
 - If a contractor/consultant has not yet been selected, provide an acknowledgement that the procurement processes have not yet been conducted, and an assurance that the applicant will use its own procurement procedures which reflect applicable State and local laws and regulations and conform to the Federal law and standards identified in 7 CFR Part 3019.40 through 48 or 3016.36, as applicable.
 - Provide an itemized budget (personnel, fringe, travel, equipment, supplies, other, etc.) with appropriate justification. Indirect costs are not allowable for this grant.
 - If contractor employee and consultant hourly rates of pay exceed the salary of a GS-15 step 10 Federal employee in your area (for more information please go to <http://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/>), provide a justification for the expenses. This limit does not include fringe benefits, travel, indirect costs, or other expenses.

Contractual/Consultant Subtotal	
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- **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 your budget meal costs include other than meals associated with travel per diem, provide an adequate justification to support that these costs are not entertainment costs.

Item Description	Justification of the Expense	Per-Unit Cost	# of Units	Funds Requested

Other Subtotal

- **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 How you will reinvest the program income into the project to solely enhance the competitiveness of specialty crops?	Estimated Income

Program Income Total

NOTE: The Department may request additional information as deemed necessary to more fully determine the reasonableness of project costs

2014 SPECIALTY CROP BLOCK GRANT

CHECKLIST FOR PROPOSAL ELIGIBILITY AND COMPLETENESS

Please complete and sign this checklist and submit it with your application form.

APPLICATION

- Proposal submitted in time to be **received** by the Department's Division of Fiscal Management by **4:30 p.m. EDT, May 2, 2014***
- Proposal submitted by eligible applicant, as described in RFP *
- Original and 4 copies of proposal submitted
- All questions in Application Form completed
- Only one funding category chosen
- Part B - Project Details is no more than 5 pages in length***
- Applicant is registered and/or pre-qualified in the NYS Grants Gateway, depending on applicant type.

PROJECT

- Project meets one of the eligibility descriptions detailed in RFP *
- Project duration is 2 years, 6 months or less

BUDGET AND COSTS

- Proposal does not request less than \$30,000*
- Proposal does not request more than \$100,000 in funding **
- No indirect costs included**
- Part C -- Budget Information included and complete
- Amounts entered on all budget sheets relate and correspond with each other
- All costs for which grant funds are requested are eligible **
- Grant funds used to solely enhance specialty crops, as described in the RFP**

*** Required element of proposal. Applications not meeting these requirements will be returned and not considered for funding.**

**** If the proposal does not meet these requirements only the portion of the proposal that includes eligible costs up to \$100,000 will be considered for funding.**

***** Any pages beyond page 5 of Part B will not be considered, they will be removed from the proposal before it is sent to evaluators.**

Signature of Applicant _____ Date _____