

# Specialty Crop Block Grant Program Project Profile

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The State Plan should include a series of project profiles that detail the necessary information to fulfill the goals and objectives of each project. The acceptable font size for the narrative is 11 or 12 pitch with all margins at 1 inch. The following information must be included in each project profile.

**Project Title** *(15 words or less)*

**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.

**Project Partner Organization** - Include the name of the applicant organization that will establish an agreement or contractual relationship with the State department of agriculture to lead and execute the project.

## **Project Purpose**

- What is the specific issue, problem, or need that the project will address?
  
  
  
  
  
  
  
  
  
  
- Why is the project important and timely?
  
  
  
  
  
  
  
  
  
  
- What are the objectives of the project?

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- 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 (SCBGP) 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 per project) 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 the SCBGP for funding and/or is another Federal or State grant program other than the SCBGP 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 SCBGP and the other Federal or State grant program rather than duplicates funding efforts. The SCBGP will not fund duplicative projects.

**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?

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- 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?

**Expected 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. For further information on expected measurable outcomes, please see the [Outcomes Model](#) or this [Educational Bulletin](#).

- 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.

GOAL:

- Provide a 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).

PERFORMANCE MEASURE:

- Provide a 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.

BENCHMARK:

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- Provide a 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.

TARGET:

- Provide your PERFORMANCE MONITORING PLAN. 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.

## Work Plan

<b>Project Activity</b> Describe the project activities that are necessary to accomplish the objectives. Make sure you include your performance monitoring/data collection activities.	<b>Who will do the work?</b> 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.	<b>When will the activity be accomplished?</b> 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.

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**Project Commitment** - Describe the specialty crop stakeholders other than the applicant, individuals and organizations involved in the project who support this project and why.

**Budget Narrative**

All expenses described in this Budget Narrative must be associated with expenses that will be covered by the SCBGP. If any matching funds will be used and a description of their use is required by the State department of agriculture, the expenses to be covered with matching funds must be described separately.

<b>Budget Summary</b>	
Expense Category	Funds Requested
Personnel	
Fringe Benefits	
Travel	
Equipment	
Supplies	
Contractual	
Other	
Direct Costs Subtotal	
Indirect Costs	

<b>Total Budget</b>	
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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

<b>Personnel Subtotal</b>	
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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 SCBGP funds.

Name/Title	Fringe Benefit Rate	Funds Requested

<b>Fringe Subtotal</b>	
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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 (airfare, car rental, hotel, meals, mileage, etc.)	Unit of Measure (days, nights, miles)	Number of Units	Cost per Unit	Number of Travelers Claiming the Expense	Funds Requested

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**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.

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	Number of Units/Pieces Purchased	Funds Requested

**Supplies Subtotal**

- **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

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a procurement relationship. If there is more than one contractor or consultant, each must be described separately. (Repeat this section for each contract/consultant.)

- If the contractor/consultant has already been selected, please verify that the State applicant followed the same policies and procedures it uses for procurements from its non-federal sources. For all non-State applicants, 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 State applicant will follow the same policies and procedures it uses for procurements from its non-federal sources. For all non-State applicants, 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. If indirect costs are/will be included in the contract, include the indirect cost rate used. Please note that any statutory limitations on indirect costs also apply to contractors and consultants.
  
- 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.

<b><i>Contractual/Consultant Subtotal</i></b>	
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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 you budget meal costs for reasons other than meals associated with travel per diem, provide an adequate justification to support that these costs are not entertainment costs.

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

<b>Other Subtotal</b>	
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- Indirect Costs** – The indirect cost rate must not exceed the rate established by the State department of agriculture and cannot exceed the limit published in the Funding Announcement. Indirect costs are any costs that are incurred for common or joint objectives that therefore, cannot be readily identified with an individual project, program, or organizational activity. They generally include facilities operation and maintenance costs, depreciation, and administrative expenses.

Indirect Cost Rate	Funds Requested

<b>Indirect Subtotal</b>	
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- 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 of how you will reinvest the program income into the project to solely enhance the competitiveness of specialty crops	Estimated Income

<b>Program Income Total</b>	
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