Pennsylvania Department of Agriculture
Specialty Crop Block Grant Program – Farm Bill
2017 Concept Proposal Instructions

Pennsylvania's Specialty Crop Block Grant Program – Farm Bill (SCBGP-FB) has a two-phase application process. The first phase is the development of a Concept Proposal. This step allows applicants to explain the main points of their project without the high level of detail that is necessary during the second phase of the application process. Concept Proposals are competitively ranked and scored by a Field Review Panel. Projects with the highest combined scores will serve as recommendations to the Director of Agriculture as to which applicants should be asked to complete the second phase of the application process. All projects are subject to the availability of funds.

1. **ORGANIZATION / BUSINESS TYPE** – Select the applicant's organization/ business type.

2. **ORGANIZATION / BUSINESS INFORMATION** – List the organization/business name. Include the Federal Tax Identification Number, Data Universal Number System (DUNS) Number, along with the contact information and the amount of grant funds the entity is requesting. Instructions on how to obtain a DUNS Number can be found at www.whitehouse.gov/omb/grants/duns_num_guide.pdf.

3. **PROJECT COORDINATOR** – Identify the person who will be directing the proposed project.

4. **ORGANIZATION HISTORY** – Indicate whether the organization has ever received prior Pennsylvania Department of Agriculture or Specialty Crop Block Grant funds.

5. **AREA OF FOCUS** – Select a funding area from the choices below.

    a. Agricultural Education and Outreach
    b. Environmental Crop Research/Conservation
    c. Enhancement of Food Safety/Food Security
    d. Plant Pest and Disease Control
    e. Trade Enhancements/Innovations
    f. Nutrition Education and Consumption
    g. Good Agricultural Practices
    h. Good Handling Practices
    i. Good Manufacturing Practices
    j. Organic and Sustainable Production Practices

6. **BEGINNING OR SOCIALLY DISADVANTAGED FARMER OR RANCHER** – Indicate whether the applicant is a Beginning Farmer or Rancher or a Socially Disadvantaged Farmer or Rancher. A Beginning Farmer or Rancher means an

individual or entity that has not operated a farm or ranch for more than ten years and substantially participates in the operation. A Socially Disadvantaged Farmer or Rancher means a farmer or rancher who is a member of a Socially Disadvantaged Group. 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.

7. **PROJECT PURPOSE** – In one or two paragraphs, clearly state the specific issue, problem, interest or need, and how the project will address it. Explain why the project is important and timely.

8. **ESTIMATED TIMELINE** – Enter the estimated timeline for the proposed project. Projects can start as early as October 1, 2017, and can last up to three years in length. All projects must be completed on or before October 30, 2019. Please note that budgets work off of state fiscal periods.
   - Year 1: 10/1/2017-6/30/2018
   - Year 2: 7/1/2018-6/30/2019

9. **EXPECTED MEASURABLE OUTCOMES** – What are the goals and objectives of the project? How do the objectives support the goals? Goals are long-term broad visions and may take time to achieve. Objectives are significant steps that must be completed to achieve the goal. Objective statements should focus on the outcome, rather than the methods used. Each goal should have one or more objectives. Describe at least one distinct, quantifiable, and measurable outcome that directly and meaningfully supports the project's purpose. Typically, outcomes are those measures that are quantifiable, measure direct benefit, and are documented through data or information collection.

10. **PRELIMINARY PROJECT WORK PLAN** – List the major tasks of the proposed project.

11. **PROJECTED BUDGET** – Complete the budget for the proposed project. If a project is selected to be included in the State Plan, much more detailed budget information will be required in the second phase of the application process.

    Personnel – Includes employed personnel. Those employed elsewhere should be listed as subcontractors or consultants in the Contractual cost category. Identify the total for all SCBGP-FB funded personnel.

    Fringe Benefits – Provide the rate of fringe benefits for each project participant's salary. Identify the total for all SCBGP-FB funded fringe benefits.

Travel – Calculate the costs for the travel by taking into account destinations, number of trips, days traveling, transportation costs, estimated lodging and meal costs, and estimated mileage rate.

Equipment – This category includes items of property having a useful life of more than one year and an acquisition cost of $5,000. If the cost is under $5,000, then include these items under Supplies. If purchasing or renting equipment, include an itemized list of each item along with a brief narrative on the intended use of each equipment item and the cost for all the equipment purchases or rentals. Capital expenditures for general purpose equipment, buildings, and land are unallowable.

Supplies – This includes anything with acquisition cost under $5,000 and could be anything from office supplies and software to education or field supplies.

Contractual – If contractual work will be involved with carrying out the work of the project, identify the total SCBGP-FB contractual expenses. When determining the total cost for this category, include the fees for the professional services, travel costs, lodging expenses, indirect costs, and any other related contractual expenses.

Other – This category includes fees for conferences or meetings, facility and equipment rental costs, lodging and meal expenses, communication costs, speaker fees, publication costs, and data collection.

Indirect Charges – Indirect costs shall not exceed ten percent of any proposed budget or the total grant allocation. Indirect costs represent the expenses of doing business that are not readily identified with SCBGP-FB but are necessary for the general operation of the organization and the implementation of SCBGP-FB related activities. These costs benefit more than one cost objective and cannot be readily identified with a particular final cost objective without effort disproportionate to the results achieved.

Program Income – If program income is earned, it may be used for (1) expanding the project or program; (2) continuing the project or program after the grant or sub grant support ends; and (3) supporting other projects or programs that further the broad objectives of the grant program. Any earned income must be fully reinvested to help sustain and grow the project.

12. **SUBMISSION DEADLINE** – Project applications must be postmarked or e-mailed on or by **February 23, 2017**, to the Pennsylvania Department of Agriculture, Bureau of Market Development, 2301 North Cameron Street, Harrisburg, PA 17110, or MSHEFFIELD@PA.GOV. No late concept papers will be accepted. You may **NOT** submit a full proposal if you don't submit a concept paper by the submission deadline.