

2021 FEDERAL SPECIALTY CROP BLOCK GRANT PROGRAM

Request for Concept Proposals

Released:
December 16, 2020

Concept Proposals Due:
No later than 4:59 p.m. on January 29, 2021. No late submissions will be accepted

Interested applicants must submit a complete electronic concept proposal and grant application using the Department of Community and Economic Development's Electronic Single Application ("ESA") website, at: <https://www.esa.dced.state.pa.us>

Table of Contents

About the Program	2
Solicitation Process and Timeline	3
Funding Areas	5
Expected Measurable Outcomes and Indicators	6
Concept Proposal Questions, Scoring, and Review Criteria	12
Requirements and Limitations	17
Review and Notification	19

About the Program

Purpose

The Pennsylvania Department of Agriculture (PDA) is pleased to announce a competitive solicitation process to award Specialty Crop Block Grant Program (SCBGP) funds for projects that enhance the competitiveness of specialty crops. Specialty crops are defined as fruits and vegetables, dried fruit, tree nuts, horticulture, and nursery crops, including floriculture. Please visit USDA's web site at <http://www.ams.usda.gov/services/grants/scbqp> to view a comprehensive list of eligible specialty crops, ineligible commodities, and examples of projects that enhance the competitiveness of specialty crops under the SCBGP.

Funding and Duration

PDA anticipates that approximately \$1 million will be awarded to projects enhancing the competitiveness of Pennsylvania specialty crops. A maximum grant award does not exist and neither PDA nor the SCBGP requires a cost sharing or matching requirement. During the FY 2018 and 2019 funding cycles, the average amount of funding, per award, totaled \$62,650 and \$74,140 respectively. All projects are subject to the availability of funds. Grant funds cannot be expended before October 1, 2021, or after September 30, 2024. PDA reserves the right to offer an award amount less than the amount requested.

Eligibility Requirements

Projects must enhance the competitiveness of U.S. or U.S. territory-grown specialty crops in either domestic or foreign markets. Each project must identify at least one expected measurable outcome and indicator that specifically demonstrates the project's impact in enhancing the competitiveness of eligible specialty crops. Funds will not be awarded for projects that benefit a particular commercial product or provide a profit to a single organization, institution, or individual. In addition, grant funds cannot be used to compete unfairly with private companies that provide equivalent products or services. Single organizations, institutions, and individuals are encouraged to participate as project partners. Proposals should be initiated by organizations, industry groups, or academic institutions, or should involve collaboration or partnerships between producers, industry groups, academics, or other organizations. Applicants may cooperate with any public or private organization or two or more individuals or organizations may propose a joint project. Applicants should describe how the project potentially affects and produces measurable outcomes for the specialty crop industry and/or the public rather than a single organization, institution, or individual. Multi-state projects are allowed but should provide solutions to problems that cross state boundaries. Multi-state partnership proposals must explain the impact the projects will have on a multi-state or national level.

Solicitation Process and Timeline

Competitive Grant Application Review Process

PDA's competitive solicitation process will be divided into two phases: Phase I, Concept Proposal and Phase II, Grant Proposal. Concept Proposal instructions are listed below. Projects with the highest combined scores will be invited to complete a Grant Proposal. All applicants will be notified of their grant application status, and whether they have been selected to complete the Phase II, Grant Proposal application. All Grant Proposals must fully describe the project's purpose, objectives, beneficiaries, external support, measurable outcomes, indicators, data collection, budget narrative, oversight, and commitment. An applicant's failure to meet eligibility criterion by the application deadline may result in PDA's rejection of the award prior to or after the application review.

Phase I, Concept Proposal

In Phase I, interested, eligible non-profit organizations, local, state, and federal government entities, for-profit organizations, producer groups, and colleges or universities must submit Concept Proposals. Concept Proposals must be submitted by **4:59 p.m. on January 29, 2021**, and must briefly describe the project in a clear, concise manner and be responsive to the categories identified in the Concept Proposal.

Once the Concept Proposals have been collected by PDA and the submission deadline has expired, PDA will determine whether the submitted Concept Proposals meet SCBG Program grant eligibility requirements and will assess all applicants' past grant performances (if any). A SCBG Program Field Review Panel will then be formed, which will likely be comprised of representatives from public agencies and non-profit entities with an interest and expertise in specialty crop food and agricultural systems. The panel will rank proposals against the evaluation criteria and questions listed on the Technical Evaluation Criteria Score Sheet. Depending on the nature of the Concept Proposals, the panel may seek additional peer review for more specialized proposals.

Phase II, Grant Proposal

The panel will make recommendations as to which applicants should be invited to submit a Phase II, Grant Proposal. The panel will ultimately decide which projects will be invited to Phase II.

Concept Proposal Submission Instructions

Interested applicants must apply by completing the Concept Proposal application by using the Department of Community and Economic Development's Electronic Single Application ("ESA") website, at: <https://www.esa.dced.state.pa.us>.

Concept Proposals must be submitted on or before **4:59 p.m. on January 29, 2021**. Questions regarding this grant and/or the competitive solicitation process should be directed to PDA at 717-787-3568 or msheffield@pa.gov.

Phase I: Concept Proposal	
Release Request for Concept Proposals	December 2020
Concept Proposals Due	4:59 p.m. on January 29, 2021
Phase II: Grant Proposal (<i>by invitation only</i>)	
Invitation to Submit Grant Proposals	February 2021
Grant Proposals Due to PDA	February 2021
Award	
Announcement of Award Funding	October 2021

Funding Areas

Funding areas are intended to clearly define the SCBG Program priorities and help prospective applicants to both develop their projects and submit their projects in the most appropriate category.

In practice, Concept Proposals might seem to address elements from multiple funding areas. However, applicants must select one of the areas listed in the Concept Proposal.

Concept Proposals should:

- Demonstrate a high likelihood of success;
- Describe the specialty crop grower benefit and grower connection to the project;
- Be scalable to the larger community;
- Demonstrate industry need and support;
- Illustrate a sustainable funding source beyond the life of the proposed grant; and
- Include an outreach component addressing how project results, research findings, and conclusions will be extended to specialty crop growers.

Funding Areas:

- Agriculture Education and Outreach
- Nutrition Education and Consumption
- Environmental Crop Research/Conservation
- Enhancement of Food Safety/Food Security
- Plant Pest and Disease Control
- Trade Enhancements/Innovations
- Good Agricultural Practices
- Good Handling Practices
- Good Manufacturing Practices
- Organic and Sustainable Production Practices

Expected Measurable Outcomes and Indicators

Each project submitted must include at least one of the eight outcomes listed below and at least one of the indicators listed underneath the selected outcome(s). If there are multiple sub-indicators under the selected indicator, select at least one.

Applicants must clearly explain how they will collect the required data to report on the outcome(s) and indicator(s). The progress of each indicator must be reported in the Annual Performance Report and the result in the Final Performance Report.

PDA will review the quality of the information received in subsequent performance reports and modify the outcomes and indicators as needed over time to lead to better results in showing the impact of the CSCBG Program.

Outcome Measures and Indicators:

Outcome 1: Enhance the competitiveness of specialty crops through increased sales **(required for all marketing and promotion projects)**

Indicator:

1. Sales increased from \$_____ to \$_____ and by ____ percent, as a result of marketing and/or promotion activities.

Please note that there is only one indicator for Outcome 1.

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 and 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; and
- Export market development.

It is **MANDATORY** for all marketing and promotion projects that the specific measure is expressed as a dollar value and percentage increase in sales of one or more specialty crops in one or more states or foreign markets as a result of marketing and/or promotion activities. For example, an expected outcome of growth in sales from 5% to 10% is not acceptable by itself, but in combination with an increase in sales of \$1 million to \$2 million it is acceptable. This requirement means that an established baseline of sales in dollars must already exist at the time of application. For projects that do not already have a baseline of sales in dollars, one of the objectives of the project must be to determine such a baseline in order to meet the requirement to document the value of sales increases by the end of the project.

FOR EXAMPLE:

Outcome 1, Indicator 1.

Sales increased from \$1 million to \$2 million and by 10 percent, as a result of marketing and/or promotion activities.

Outcome 2: Enhance the competitiveness of specialty crops through increased consumption.

Indicators:

1. Of the _____ total number of children and youth reached,
 - a. The number that gained knowledge about eating more specialty crops
 - b. The number that reported an intention to eat more specialty crops
 - c. The number that reported eating more specialty crops

2. Of the _____ total number of adults reached,
 - a. The number that gained knowledge about eating more specialty crops
 - b. The number that reported an intention to eat more specialty crops
 - c. The number that reported eating more specialty crops

3. Number of new and improved technologies and processes to enhance the nutritional value and consumer acceptance of specialty crops (excluding patents) _____

4. Number of new specialty crops and/or specialty crop products introduced to consumers _____

FOR EXAMPLE:

Outcome 2, Indicator 1.a.

Of the 150 total number of children and youth reached, 132 will gain knowledge about eating more specialty crops.

Outcome 3: Enhance the competitiveness of specialty crops through increased access and awareness.

Indicators:

1. Of the _____ total number of consumers or wholesale buyers reached,
 - a. The number that gained knowledge on how to access/produce/prepare/preserve specialty crops
 - b. The number that reported an intention to access/produce/prepare/preserve specialty crops
 - c. The number that reported supplementing their diets with specialty crops that they produced/preserved/obtained/prepared

2. Of the _____ total number of individuals (culinary professionals, institutional kitchens, specialty crop entrepreneurs such as kitchen incubators/shared-use kitchens, etc.) reached,
 - a. The number that gained knowledge on how to access/produce/prepare/preserve specialty crops
 - b. The number that reported an intention to access/produce/prepare/preserve specialty crops
 - c. The number that reported supplementing their diets with specialty crops that they produced/prepared/preserved/obtained

3. Number of existing delivery systems/access points of those reached that expanded and/or improved offerings of specialty crops
 - a. _____ farmers markets
 - b. _____ produce at corner stores
 - c. _____ school food programs and other food options (vending machines, school events, etc.)
 - d. _____ grocery stores
 - e. _____ wholesale markets
 - f. _____ food hubs that process, aggregate, distribute, or store specialty crops
 - g. _____ home improvement centers with lawn and garden centers
 - h. _____ lawn and garden centers
 - i. _____ other systems/access points, not noted
 - j. _____ total (if not reported above)

4. Number of new delivery systems/access points offering specialty crops
 - a. _____ farmers markets
 - b. _____ produce at corner stores
 - c. _____ school food programs and other food options (vending machines, school events, etc.)
 - d. _____ grocery stores
 - e. _____ wholesale markets
 - f. _____ food hubs that process, aggregate, distribute, or store specialty crops
 - g. _____ home improvement centers with lawn and garden centers
 - h. _____ lawn and garden centers
 - i. _____ other systems/access points, not noted

j. _____total (if not reported above)

Outcome 4: Enhance the competitiveness of specialty crops through greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources.

Indicators:

1. Numbers of plant/seed releases (i.e., cultivars, drought-tolerant plants, organic, enhanced nutritional composition, etc.) _____
2. Adoption of best practices and technologies resulting in increased yields, reduced inputs, increased efficiency, increased economic return, and conservation of resources (select at least one below).
 - a. Number of growers/producers indicating adoption of recommended practices _____
 - b. Number of growers/producers reporting reduction in pesticides, fertilizer, water used/acre _____
 - c. Number of producers reporting increased dollar returns per acre or reduced costs per acre _____
 - d. Number of acres in conservation tillage or acres in other best management practices _____
3. Number of habitat acres established and maintained for the mutual benefit of pollinators and specialty crops _____

Outcome 5: Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems.

Indicators:

1. Number of new or improved innovation models (biological, economic, business, management, etc.), technologies, networks, products, processes, etc. developed for specialty crop entities including producers, processors, distributors, etc. _____
2. Number of innovations adopted _____
3. Number of specialty crop growers/producers (and other members of the specialty crop supply chain) that have increased revenue expressed in dollars _____
4. Number of new diagnostic systems analyzing specialty crop pests and diseases _____ [Diagnostic systems refer to, among other things: labs, networks, procedures, access points]
5. Number of new diagnostic technologies available for detecting plant pests and diseases _____ [The intent here is not to count individual pieces of equipment or devices, but to enumerate technologies that add to the diagnostic capacity]

6. Number of first responders trained in early detection and rapid response to combat plant pests and diseases _____
7. Number of viable technologies/processes developed or modified that will increase specialty crop distribution and/or production _____
8. Number of growers/producers that gained knowledge about science-based tools through outreach and education programs _____

Outcome 6: Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety.

Indicators:

1. Number of viable technologies developed or modified for the detection and characterization of specialty crop supply contamination from foodborne threats _____
2. Number of viable prevention, control and intervention strategies for all specialty crop production scales for foodborne threats along the production continuum _____
3. Number of individuals who learn about prevention, detection, control, and intervention food safety practices and number of those individuals who increase their food safety skills and knowledge _____
4. Number of improved prevention, detection, control, and intervention technologies _____
5. Number of reported changes in prevention, detection, control, and intervention strategies _____

Outcome 7: Enhance the competitiveness of specialty crops through increased understanding of the ecology of threats to food safety from microbial and chemical sources.

Indicators:

Number of projects focused on:

1. Increased understanding of fecal indicators and pathogens _____
2. Increased safety of all inputs into the specialty crop chain _____
3. Increased understanding of the roles of humans, plants and animals as vectors _____
4. Increased understanding of preharvest and postharvest process impacts on microbial and chemical threats _____
5. Number of growers or producers obtaining on-farm food safety certifications (such as Good Agricultural Practices or Good Handling Practices) _____

Outcome 8: Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development.

Indicators:

1. Number of new rural careers created _____
2. Number of new urban careers created _____
3. Number of jobs maintained/created _____
4. Number of small businesses maintained/created _____
5. Increased revenue/increased savings/one-time capital purchases (in dollars)

6. Number of new beginning farmers who went into specialty crop production _____
7. Number of socially disadvantaged famers who went into specialty crop production

Additional information:

- Difference between "jobs" and "careers": jobs are net gain of paid employment; new businesses created or adopted can indicate new careers.
- Beginning Farmer is an individual or entity that has not operated a farm or ranch for more than 10 years and substantially participates in the operation.
- Socially Disadvantaged Farmer is a farmer 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.

Concept Proposal Questions, Scoring, and Review Criteria

Applicants must respond to the following questions in the Concept Proposal. Failure to fully complete the Concept Proposal will result in disqualification.

Organization/Business Type (not a scored question):

Select the organization type that best describes the applicant.

Organization/Business Name (not a scored question):

Legal name of the organization that will be the lead applicant, serve as lead for the project, and will receive grant funds.

Address, Phone Number, and Email Address (not a scored question):

Enter the organization's mailing address, phone number, and email address.

DUNS Number (not a scored question):

List the applicant's Data Universal Number System (DUNS) number. Instructions on how to obtain a DUNS number can be found at <http://bit.ly/dunsnumber>.

Federal Tax ID Number (not a scored question):

Enter the applicant's Federal Tax Identification Number.

Project Title (not a scored question):

Concisely describe the project in 15 words or less.

Requested Grant Amount (not a scored question):

Enter the total amount of CSCBG Program funds requested for the project. The number must match the amount listed in the Projected Budget.

Project Coordinator, Phone Number, and Email (not a scored question):

Name of the individual overseeing the project and provide his/her phone number and email.

Has the Organization Previously Received Grant Funds through the Pennsylvania Department of Agriculture (not a scored question)?

Answer yes or no.

Has the Organization Previously Received Federal or State Specialty Crop Block Grant Program Funds (not a scored question)?

Answer yes or no.

Beginning or Socially Disadvantaged Farmer or Rancher (not a scored question)?

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 (10) 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.

Funding Area (not a scored question):

Select the most appropriate funding area for the project. Failure to select a funding area will result in disqualification.

Project Purpose (30 points):

In two or three paragraphs, identify the specific and existing issue, problem, or need the project will address, and explain why the proposal is important and timely for the specialty crop industry. If the project builds upon a prior-year project, describe how the project differs from, complements, or builds upon the previous work.

Scoring Criteria: Scoring will be based on how clearly the proposal states the specific issue, problem, or need the project will address, the timeliness and relevance to the specialty crop industry, if it will provide a direct benefit to the specialty crop industry, and if the approach is rational and sound.

Duration of Project (not a scored question):

All projects will begin no earlier than October 1, 2021 and end no later than September 30, 2024.

Expected Measurable Outcomes (10 points):

Proposals must result in at least one of the eight outcomes as predetermined by USDA. Identify the outcome measure the project will achieve and the indicator of success for the outcome. Outcomes are measurable changes in behavior or conditions that reflect a positive impact to the specialty crop industry. Only one outcome and indicator is required.

Scoring Criteria: Scoring will be based on the outcome selected and the project's likelihood of success and relevance to the specialty crop industry.

Outcome Indicators (20 points):

Provide one indicator for your selected outcome and the related quantifiable results.

Scoring Criteria: Scoring will be based on the predetermined indicator listed under the outcome identified, and the quantifiable results written for the indicator selected.

Explanation to Accomplish Project (25 points):

Using the space provided in the Concept Proposal application, explain how the data will be collected and how the project will accomplish the outcomes measure and indicator selected.

Scoring Criteria: Scoring will be based up on how the data will be collected and how well the project will accomplish the outcome and indicator selected.

Projected Budget (15 points):

Complete the budget template. All budget items should enhance the competitiveness of specialty crops and correlate to the purpose of the project.

Complete each budget category by entering the amount of grant funds budgeted for each category. The budget template includes limited space to provide a brief description of the costs or activities associated with each budget category. Failure to complete the required budget template may result in disqualification.

If applicable, under Cash Match and In-Kind Match, enter the total amount of matching funds and/or in-kind contributions committed to this project from other sources. Under the Total column and row, enter the sum of funds requested, plus match.

Please note that matching funds are not a requirement of the CSCBG Program. However, matching funds are encouraged and may serve as evidence to demonstrate industry commitment to, or support for, the project.

Scoring Criteria: Scoring will be based on the extent to which the budget is reasonable and consistent with the project's purpose, outcome, and indicator. Are matching funds or in-kind contributions anticipated? Is it feasible that the proposed work can be accomplished given the proposed budget?

Personnel: Estimate the salary and wage costs for individuals employed by the applicant organization that will receive grant funding. Salary and wage costs for individuals, not employed by the applicant organization, must be listed under Contractual.

Fringe Benefits: Estimate the total fringe benefit costs for the project participants. Fringe benefit costs for individuals, not employed by the applicant organization, must be listed under Contractual.

Travel: Calculate the costs for the travel by taking into account destinations, number of trips, days traveling, transportation costs, estimated mileage rate, and estimated lodging and meal costs. Travel costs for individuals not employed by the applicant organization must be listed under Contractual.

Special Purpose Equipment: Estimate the costs for any special purpose equipment to be purchased. Special purpose equipment is an article of nonexpendable, tangible personal property having a useful life of more than one year and an acquisition cost which equals or exceeds \$5,000 to be used only for research, scientific, or other technical activities. Within the description column, indicate the type of special purpose equipment to be purchased.

Special purpose equipment is allowable, with prior approval for acquisition costs and rental costs, provided the following criterion is met:

1. Necessary for the research, scientific, or other technical activities of the grant award;
2. Not otherwise reasonably available and accessible;
3. The type of equipment is normally charged as a direct cost by the organization;
4. Acquired in accordance with organizational practices;
5. Must only be used to enhance the competitiveness of specialty crops;
6. More than one single commercial organization, commercial product, or individual must benefit from the use of the equipment;
7. Must not use special purpose equipment acquired with grant funds to provide services for a fee to compete unfairly with private companies that provide equivalent services; and
8. Equipment is subject to the full range of acquisition, use, management, and disposition requirements under 2 CFR 200.313 as applicable.

Prior written approval for allowable costs, that were not included in the approved project and/or the latest budget, include rental of land, special purpose equipment, organization costs, and rearrangement and reconversion costs. If a request is made, it must include the following:

1. A description of and justification for the cost including how it furthers the objectives of the project; and
2. If applicable, a comparison between the most recent budget and the proposed budget as well as an updated budget narrative of the affected cost categories.

If purchasing or renting equipment, identify the item and its value. Capital expenditures for general purpose equipment, buildings, and land are unallowable. If the cost per unit is under \$5,000, then include this item(s) under Supplies.

Supplies: Estimate the costs for supplies to be purchased. Supplies are items with an acquisition cost of less than \$5,000 per unit that are used exclusively for the objectives of the project. Within the description column, provide a brief explanation of the types of supplies needed for the project. General use office supplies (paper, printer ink, pens, et cetera) are considered indirect costs under the SCBG Program.

Contractual: Estimate the costs for any work on the project that will be performed by individuals not employed by the applicant organization (consultants, contractors, partner organizations, et cetera).

Other: Estimate all other costs such as conferences or meetings, speaker/trainer fees, publication costs, data collection, and other budgeted costs associated with the project.

Indirect Costs: Indirect costs cannot exceed eight percent (8%) of the project's budget. Indirect costs represent the expenses of doing business that are not readily identified with a particular grant, contract, project function or activity, but are necessary for the general operation of the organization and the conduct of activities it performs.

Program Income: Estimate the amount of income (if any) that may be generated by a supported activity or earned as a result of the award. Within the description column, explain how program income may be generated. Program income cannot be used as profit for an organization and must be reinvested back into the project.

Total number of points in the Concept Proposal: 100.

Requirements and Limitations

Federal Cost Principles

Federal cost principles are regulations based on organization type used to determine allowable costs and ensure consistent treatment of costs. Applicants are responsible for identifying the federal cost principles appropriate to their organization and consistent application of cost principles to the CSCBG Program grant funds. They are used to ensure contractors or consultants comply with federal cost principle requirements.

- State, local or Indian tribal governments, non-profit organizations, colleges and universities will be subject to 2 CFR 200.
- For-profit organizations will be subject to 48 CFR Subpart 31.2.

Indirect Costs

The maximum indirect cost rate is eight percent (8%) of project's budget.

Applicants are responsible for presenting costs incurred for the same purpose in like circumstances consistently and must not include costs associated with an established indirect cost rate agreement as direct costs. In addition, applicants cannot allocate a cost as a direct cost if it is also incurred as an indirect cost for the same purpose and vice versa.

Direct costs are costs that can be identified specifically with a particular award, project, program, service, or other organizational activity or that can be directly assigned to such an activity relatively easily with a high degree of accuracy. Typically, direct costs include, but are not limited to, compensation of employees who work directly on the award to include salaries and fringe benefits, travel that is necessary for the project, and equipment and supplies used for the project to enhance the competitiveness of specialty crops.

Indirect costs (also known as "facilities and administrative costs") are costs incurred for common or joint objectives that cannot be identified specifically with a particular project, program, or organizational activity. Below are typical indirect costs for specific types of organizations. The salaries of administrative and clerical staff should normally be treated as indirect costs. Direct charging of these costs may be appropriate where all of the following conditions are met:

- Administrative or clerical services are integral to a project or activity;
- Individuals involved can be specifically identified with the project or activity;
- Such costs are explicitly included in the budget or have the prior written approval of the federal awarding agency; and
- The costs are not also recovered as indirect costs.

The following are considered indirect and should not be included in the Projected Budget as direct costs:

- Information Technology services;
- Rent;
- Utilities and internet service;
- Telephone service (mobile and land-line);
- General office supplies; and
- Insurance.

Disqualifications

The following will result in the disqualification of a project proposal:

- Incomplete proposals, including proposals with one or more unanswered question and/or missing, blank, unreadable, corrupt, or otherwise unusable attachments;
- Proposals that include activities outside the grant duration; and
- Proposals with unallowable costs or activities necessary to complete the project.

Review and Notification

Review Criteria

PDA's intent is to fund projects that can produce the highest degree of measurable benefits to Pennsylvania specialty crop producers in relation to each dollar spent. Applicants' Concept Proposals will be evaluated on the criteria set forth in the Concept Proposal Questions, Scoring, and Review Criteria section of this document.

Review Process

PDA will conduct two levels of review during the Concept Proposal process. The first level is an administrative review to determine whether Concept Proposal requirements are met and will assess applicants' past PDA grant performances (if any). The second level is a technical review to evaluate the merits of the Concept Proposals. The PDA CSCBG Program Field Review Panel will perform the technical review. This panel is comprised of a collective representation of growers and industry personnel from public agencies and non-profit entities with an interest and expertise in specialty crop food and agricultural systems. The panel will rank proposals against the evaluation criteria and questions listed on the Technical Evaluation Criteria Score Sheet.

Notification and Feedback

Projects that are disqualified utilizing the criteria above and those not invited to Phase II will be notified. Successful applicants will be invited to Phase II and will receive instructions for submitting a Grant Proposal. Applicants not invited to participate in Phase II may contact PDA and request feedback on their Concept Proposals.

Assistance and Questions

Questions regarding this grant and/or the competitive solicitation process should be directed to PDA at 717-787-3568 or msheffield@pa.gov.