**Alaska’s 2021 Specialty Crop Block Grant Program**

*Fiscal year 2021 Request for Proposals*

Alaska’s Division of Agriculture announces the availability of grant funds for the purpose of enhancing the competitiveness of Alaska’s specialty crops including fruits, vegetables, horticulture and nursery crops. These funds are awarded through a competitive review process guided by industry, nonprofit and government stakeholders.

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**Timeline**

The Alaska Division of Agriculture announces the availability of grant funds for the sole purpose of enhancing Alaska Grown specialty crops.

The timeline for this application cycle is:

|  |
| --- |
| February 11, 2021: 2021 SCBG Announcement via Facebook Live |
| February 16, 2021: Release RFP |
| February 18, 2021: Information Session 10:00am – 11:00amFebruary 22, 2021: Information Session 2:00pm – 3:00pmInformation to join the webinar will be posted on the Division of Agriculture’s Grants webpage: <http://dnr.alaska.gov/ag/ag_grants.htm> |
| March 22, 2021: Letter of Intent (LOI) due by 5:00pm |
| April 1, 2021: LOI feedback returned to applicants  |
| May 3, 2021: Full applications due by 5:00pm |
| May 12, 2021: Final decisions made  |
| May 20, 2021: State plan submitted to USDA (some adjustments to projects may be required by AMS at this point)  |
| Fall, 2021: Funds disbursed from USDA (exact date TBD)  |

**Contact**

**Amanda Swanson**

Please make sure any correspondence has **SCBG** in the subject line

**Preferred method of contact**: email: amanda.swanson@alaska.gov

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**LOI and Applications are to be submitted to** **dnr.scbg@alaska.gov**

**Program Overview**

**Funding Source and Available Funds**

USDA Agricultural Marketing Service (AMS) distributes block grant funds annually, which are administered by state departments/divisions of agriculture to enhance the competitiveness of specialty crops. AMS has announced 2021 Specialty Crop Block Grant Program (SCBGP) funding availability, and the Division intends to grant multiple projects.

Specialty crops are defined as fruits and vegetables, dried fruit, tree nuts, and nursery crops (including floriculture and turf production). USDA maintains a list of eligible specialty crops on its website: <https://www.ams.usda.gov/services/grants/scbgp/specialty-crop>. AMS encourages projects that enhance the competitiveness of specialty crops, sustain the livelihoods of American farmers, and strengthen local economies.

Projects that demonstrate innovative partnerships are encouraged. Applications that build on a previously funded SCBGP project may be submitted; in such cases, the application should clearly indicate how the project complements previous work. Applications for grant funds should show how the project impacts multiple businesses in the specialty crop supply chain and/or produces measurable outcomes for the specialty crop industry, rather than a single organization, institution, or individual. Additional consideration will be given to proposals that address the impact of the COVID-19 pandemic on specialty crop production as it relates to increasing farm income security and local food availability of specialty crops.

Alaska SCBGP funds will be distributed to the specialty crop industry through a competitive review process. Grants must follow USDA guidelines for eligible spending. Guidelines are available at: [www.ams.usda.gov/scbgp](http://www.ams.usda.gov/scbgp) and are briefly covered in Appendix A.

Funding has been approved through the 2018 Farm Bill and awarded from United States Department of Agriculture, Agricultural Marketing Service (USDA, AMS).

**New for SCBGP 2021**

The SCBG was previously approved for and allocated $75 million dollars. Alaska will receive a portion of these funds, to be determined by USDA/AMS. This is based on population, number of farms, and specialty crop production. Additional funding for the 2021 SCBG may be available later this year.

**Organization**

The classifications of Tier I and Tier II were removed in 2018.

**Matching Funds**

The matching funds recommendation has been removed.

**Indirect Costs**

As of 2019 Indirect Costs are no longer allowed.

**Project Organization**

For 2021, project proposals may be funded at a level consistent with the merit and impact of the project. Typically the maximum funding is $60,000. We recommend the following parameters: smaller awards are designed for small exploratory projects, and more substantial awards are designed for industry wide impact using evidence-based research or building on previous projects with strong industry support.

**Budget Guidance**

Investigative projects are expected to be entry level in concept, such as feasibility studies or small variety trial plots. Such projects that are completed successfully and considered to be in good standing with the granting agency will be considered competitive applications for future projects that expand upon the initial concept. We recommend that they be close to one year in duration – noting that funding typically arrives in late Fall 2021. Therefore, if the project can commence during the winter months, a contract could be in place from November 2021 – October 2022. If the project is set to start during the growing season, a contract could be in place from May 2022 – April 2023. Please list individual specialty crop producers as well as all organizations that formally support your project and include a letter of support from at least one entity.

Investigative project example:

* *A group of producers submit a proposal to conduct research on the feasibility of planting, cultivating, and growing a specialty crop in a particular area, the results of which can be shared with growers throughout the State*.

Projects requesting more funds are expected to be professional level in concept, drawing from evidence based research and expertise. Research based projects will likely build upon a previously tested concept and will show strong industry support. They can be for up to two years in duration – noting that funding typically arrives in October. Therefore, if the project can commence during the winter months, a contract could be in place from November 2021 – October 2023. If the project is set to start during the growing season, a contract could be in place from May 2022 – April 2024.

Research-based project example:

* *An organization requests grant funds to help improve and expand new markets which benefit a wide array of specialty crop producers.*

|  |  |
| --- | --- |
| Funding maximum: | $60,000 |
| Minimum number of producers impacted | 10 |
| Maximum duration of project | 2 years |
| Industry Professional Partner | Required, with a letter of support |
| Letter of Support | At least one letter of support |

Examples of Unacceptable Projects:

* *A company requests grant funds to purchase starter plants or equipment used to plant, cultivate, and grow a specialty crop for the purpose of making a profit, or to expand production of a single business.*
* *Requests by individual specialty crop businesses or roadside stands to promote their individual business.*

**Eligibility**

Any entity may apply, but **projects must benefit more than one individual, business or organization**.

* Proposed project benefits must benefit the specialty crop industry and align with program requirements, including funding restrictions.
* Projects must enhance the competitiveness of U.S. or U.S. territory-grown specialty crops in either domestic or foreign markets. Visit <https://www.ams.usda.gov/services/grants/scbgp/specialty-crop> for a list of eligible specialty crops and ineligible commodities.
* Each project must identify at least one expected measurable outcome that specifically demonstrates the project’s impact in enhancing the competitiveness of eligible specialty crops.
* Applications should describe how the project potentially affects and produces measurable outcomes for the specialty crop industry and/or the public rather than a single business, organization, or individual. AMS will not fund projects that benefit a particular commercial product or provide a profit to a single business, organization, or individual. Single businesses, organizations, or individuals are encouraged to participate as project partners.
* If matching funds will serve as a mechanism to ensure all grant funds will enhance the competitiveness of eligible specialty crops, the recipient must keep adequate records to identify and document the specific costs or contributions proposed to meet the match or cost-share and the source of funding or contributions as well as document how the valuation was determined.
* Applicants with previous participation that have incomplete or unsatisfactory performance may be ruled ineligible for participation at the sole discretion of the Division of Agriculture.
* The Division of Agriculture strongly encourages projects proposing innovative partnerships that will develop new knowledge to strengthen specialty crop producers’ operations.
* Multi-state projects that address challenges and opportunities that cross state boundaries are eligible.

**State Funding Priorities**

The Alaska Division of Agriculture, in partnership with statewide specialty crop stakeholders, has identified the following program funding priorities for 2021. **Funding priorities are listed in no particular order of importance and are not ranked.**

* Projects focused on specialty crops or regions of the state not previously funded in prior grant rounds.
* Projects focused on improving food security in the State of Alaska through the Specialty Crop industry's development, including increased local production, processing, storage, and distribution of crops grown in the state.
* Food safety – including the handling, preparation, transport, storage, or education of specialty crops and reduction of foodborne illness.
* Innovative production projects, including ways to increase production efficiencies and optimizations, sustainability, handling, preparation, and transportation methods.
* Market access and food security.
* Research on specific crop production optimization, efficiencies, and viability.
* Projects addressing the impact of COVID-19 on production, markets and access to Specialty Crops

The Division of Agriculture strongly encourages projects proposing **innovative partnerships between researchers and producers** that will develop new knowledge to strengthen specialty crop producers’ operations.

**Letter of Intent Outline**

Your Letter of Intent (LOI) must be submitted by **5:00pm, Monday, March 22, 2021**. The LOI should be submitted to the Division of Agriculture at dnr.scbg@alaska.gov. For questions please contact Amanda Swanson: preferred method of contact, amanda.swanson@alaska.gov, alternative contact: 907-761-3869.

**Applicant Information**

Applicants will need to provide their Name, Business or Organization, Mailing Address, Phone Number, and Email Address. You need to self-certify that you are in compliance with State regulations and in good standing with the State of Alaska.

**Project Information**

Provide a concise project summary that addresses the following points:

* Which best describes you, the lead applicant? (Choose only one)

[ ]  **Nonprofit** [ ]  **University Researcher** [ ]  **University Extension Services**

[ ]  **Producer** [ ]  **Producer association or cooperative**

[ ]  **State agency or department** [ ]  **Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

* Identify the specialty crop industry need that your project is addressing and which state funding priorities your project will address. State funding priorities can be found on Page 6.
* Select the outcome measure(s) that are applicable to your project from the list below.

[ ]  **Outcome 1**: Enhance the competitiveness of specialty crops through increased sales (required for marketing projects).

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

[ ]  **Outcome 3**: Enhance the competitiveness of specialty crops through increased access.

[ ]  **Outcome 4**: Enhance the competitiveness of specialty crops though 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.

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

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

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

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

* Project title, duration, and proposed start date. Start dates must be after funds have been received at the Division, which is typically in October. Duration Maximum: 2 years
* Has this project been funded previously? If so, why is additional funding needed?
* Project Summary and Purpose (maximum 500 words)
	+ Provide a brief description of your project including the specific issue, problem, or need your project will address. Include the objectives this project hopes to achieve.

**Estimated Project Budget**

Provide the estimated budget for this project, including funding from other sources, using the template below.

|  |
| --- |
| **Estimated Budget Summary** |
| **Expense Category** | **Funds Requested** |
| Personnel |  |
| Fringe Benefits |  |
| Travel |  |
| Equipment |  |
| Supplies |  |
| Contractual |  |
| Other |  |
| Direct Costs Subtotal |  |
| Match dollars |  |
|  | **Total Budget*****(Direct Costs Subtotal + Match Dollars)*** |  |

**Project Support**

For all projects, an industry professional as a partner on the project is required. Please include contact information for this person, as well as a letter of recommendation for the project.

In addition to the industry professional component explained above, it is expected that projects will also have the support of other industry organizations, groups of farmers, and individual specialty crop producers. Please list all partner organizations that are formally participating with you on this project. If you are the only formally participating organization, please make that clear. Please list individual specialty crop producers as well as all organizations that formally support your project and include a letter of support from at least one entity.

**Review Process**

All potential applicants are required to submit a letter of intent (LOI) to the Division by 5:00pm, March 22, 2021. Please read the scoring criteria below to ensure that your LOI addresses the areas that will be evaluated by the review committee. Projects will be reviewed and ranked based on the information provided in the LOI. The Division will select which projects will submit a full application. **Applicants who have previously participated in the SCBGP and have an incomplete or unsatisfactory performance record may be ruled ineligible for participation at the sole discretion of the Division of Agriculture.**

**Scoring Criteria for Letter of Intent**

**Total Points available: 100 points**

**Proposal Summary: 20 points**

The Letter of Intent is complete and thorough, addressing all format criteria. The project proposal is clear, the need is demonstrated, and the methodology stated.

**Industry Need/Project Impact: 30 points**

The proposed project responds to a specialty crop industry need and demonstrates the ability to impact that need. The project includes a strong monitoring and evaluation plan and explains clearly how outcomes will be measured. USDA Outcome Indicators are selected and clearly relate to project proposal. Expected project impacts are realistic and clearly stated.

**Budget: 30 points**

Budget aligns well with project, with no abnormal outlying costs. Work plan and budget are realistic. Please review eligible cost section (Appendix A, page 10).

**Project Support: 20 points**

The proposed project demonstrates that there is broad industry support for the project. Letters of support and/or formal commitments from all project partners are included. Applicant has sufficient organizational support to see project to completion.

Letters of Intent will be evaluated for completeness, if they meet the grant requirements for consideration and how they address the priorities for the State. Feedback will be provided and applicants meeting the criteria will be invited to apply.

# APPENDIX A

**ALLOWABLE COSTS AND FUNDING RESTRICTIONS**

All costs must be associated with project activities that enhance the competitiveness of specialty crops. Failure to mention a particular item of cost in these sections is not intended to imply that it is unallowable. See Subpart E – Cost Principles of [2 CFR Part 200](http://www.ecfr.gov/cgi-bin/text-idx?node=2:1.1.2.2.1&rgn=div5#sp2.1.200.e) for further guidance on cost principles.

**Meals:**

When paying for the travel of a person to attend a conference, meals and lodging may be included in the cost without additional justification. Meals may not be charged as project costs when individuals decide to go to lunch or dinner together when no need exists for continuity of a meeting. Such activity is considered to be an entertainment cost. Meals may be charged to the project if such activity maintains the continuity of the meeting and to do otherwise will impose arduous conditions on the meeting participants. Include a justification for meal costs. Some examples of acceptable reasons are that the conference facility is located in a remote area where public facilities are not accessible; there will be a speaker and business discussions during the meal; there is insufficient time available to allow participants to go out on their own. If one or more of these justifications cannot be met, or if there are no other acceptable and compelling reasons, then the meals should not be charged to the award. The attendees should be responsible for providing their own meals. Breakfasts for conference attendees are usually considered unallowable as it is expected these individuals will have sufficient time to obtain this meal on their own before the conference begins in the morning.

**Eligible project expenses include, but are not limited to:**

Compensation for Personnel Services: salaries, wages and fringe benefits for specialty crop specific events only.

Consultant Services or Subcontractors

* Advertising and public relations costs that solely enhance the competitiveness of eligible specialty crops.
* Costs incurred by advisory councils or committees.
* Costs of professional and consultant services rendered by persons who are members of a particular profession or possess a special skill.

Contractual hourly rates should not exceed $76.04 (the salary of a GS-15[[1]](#footnote-1) step 10 Federal employee in Alaska), unless one of the preceding justifications is provided. This does not include fringe benefits, travel, indirect costs or other expenses.

Materials and Supplies: Costs incurred for materials, supplies, and fabricated parts necessary to carry out the grant project. Purchased materials and supplies shall be charged at their actual prices, net of applicable credits. Withdrawals from general stores or stockrooms should be charged at their actual net cost under any recognized method of pricing inventory withdrawals, consistently applied. Incoming transportation charges are a proper part of materials and supplies costs.

Equipment and other Capital Expenditures: lease/rental or depreciation costs

* Capital expenditures for special purpose equipment are allowable as direct costs, provided that items with a unit cost of $5000 or more have the prior approval of AMS. “Special purpose equipment” means equipment which is used only for research, medical, scientific, or other technical activities. Examples of special purpose equipment include microscopes, harvesters, and produce coolers.
* Rental costs of buildings and equipment are allowable as direct costs with prior approval and in accordance with the cost principles in Subpart T of 7 CFR 3015. To the extent that the rates are reasonable in light of such factors as: rental costs of comparable property, if any; market conditions in the area; alternatives available; and the type, life expectancy, condition, and value of the property leased.

Other Miscellaneous Costs: i.e. telephone, meetings, publications, etc.

* Costs incurred for telephone services, local and long-distance telephone calls, telegrams, postage, messenger, electronic or computer transmittal services and the like.
* Costs of meetings and conferences with the primary purpose of dissemination of technical information. This includes costs of rental of facilities, speakers’ fees, and other items incidental to such meetings or conferences with the exception of entertainment costs as described under unallowable costs.
* Publication costs include the costs of printing (including the processes of composition, plate-making, press work, binding, and the end products produced by such processes), distribution, promotion, mailing, and general handling. Page charges for professional journal publications are allowable as a necessary part of research costs where: (1) The research papers report work supported by the Federal Government; and (2) The charges are levied impartially on all research papers published by the journal, whether or not by federally-sponsored authors.
* The cost of training provided for employee development or agricultural producers.

**Ineligible expenses include:**

Capital Expenditures for General Purpose Equipment, Buildings and Land

* Capital expenditures means expenditures for the acquisition cost of capital assets (equipment, buildings, land), or expenditures to make improvements to capital assets that materially increase their value or useful life. Acquisition cost means the cost of the asset including the cost to put it in place. Acquisition cost for equipment, for example, means the net invoice price of the equipment, including the cost of any modifications, attachments, accessories, or auxiliary apparatus necessary to make it usable for the purpose for which it is acquired.
* “General purpose equipment” means equipment, which is not limited to research, medical, scientific or other technical activities. Examples include office equipment and furnishings, modular offices, telephone networks, information technology equipment and systems, air conditioning equipment, reproduction and printing equipment, and motor vehicles.
* Equipment means an article of nonexpendable, tangible personal property having a useful life of more than one year and an acquisition cost which equals or exceeds the lesser of the capitalization level established by the governmental unit for financial statement purposes, or $5000.

Bad debts

* Paying off existing debt, including losses (whether actual or estimated) arising from uncollectable accounts and other claims, related collection costs, and related legal costs.

Lobbying, political and other governmental activities

* Development or participation in lobbying activities including costs of membership in organizations substantially engaged in lobbying are not allowed.
* Development or participation in political activities in accordance with provisions of the Hatch Act (5 U.S.C. 1501-1508 and 7324-7326) is not allowed.

Entertainment and alcohol

* Alcoholic beverages
* Amusement, diversion, and social activities and any costs directly associated with such costs (such as tickets to shows or sports events, meals, lodging, rentals, transportation, and gratuities) are not allowed.
* Meals as an entertainment expense

Other ineligible expenses:

* Donated or volunteer services may be furnished to a governmental unit by professional and technical personnel, consultants, and other skilled and unskilled labor. The value of these services is not reimbursable either as a direct or indirect cost.
* Contributions or donations, including cash, property, and services, made by the governmental unit, regardless of the recipient.
* Fines, penalties, damages, and other settlements resulting from violations (or alleged violations) of, or failure of the governmental unit to comply with, Federal, State, local, or Indian tribal laws and regulations.
* Organized fund raising, including financial campaigns, solicitation of gifts and bequests, and similar expenses incurred to raise capital or obtain contributions regardless of the purpose for which the funds will be used.
* Costs of investment counsel and staff and similar expenses incurred to enhance income from investments.
* Tuition.

# APPENDIX B

## USDA Specialty Crop Block Grant Program Fiscal Year 2021 Evaluation Plan

### Specialty crop block grant program background

The Specialty Crops Competitiveness Act of 2004 (7 U.S.C. 1621 note) authorized the U.S. Department of Agriculture (USDA) to make grants to be used by State departments of agriculture to enhance the competitiveness of specialty crops under the Specialty Crop Block Grant Program (SCBGP). All 50 States, the District of Columbia, the Commonwealth of Puerto Rico, Guam, American Samoa, the United States Virgin Islands, and the Commonwealth of the Northern Mariana Islands are eligible to participate. Specialty crops are becoming an increasingly important commodity area within the United States agricultural arena. This is especially true since there is an increasing demand by the public for year-round, healthy, nutritious and sustainable food. Specialty crops are defined as fruits and vegetables, tree nuts, dried fruits, horticulture and nursery crops (including floriculture). The Agricultural Marketing Service (AMS) administers the SCBGP.

The 2018 Farm Bill, Section 10107, authorized funding for 2018 through 2023 at $75 million each fiscal year thereafter.

Each State department of agriculture is eligible to receive an estimated base grant and an additional amount based on the average of the most recent available value and acreage of specialty crop production for that State. Awards are made for a grant period of up to three years in length.

State departments of agriculture are encouraged by AMS to conduct outreach to specialty crop stakeholders, including socially disadvantaged and beginning farmers, to disseminate information about the program and identify funding priorities. AMS also encourages State departments of agriculture to develop their State Plans through a competitive review process to ensure maximum public input and benefit.

AMS provides guidance and assistance to States in developing and submitting State Plans, meeting the administrative, reporting, and audit requirements involved in managing a funded project, and participates in workshops, conferences, and other forums to facilitate interaction among States, USDA representatives, and industry organizations. AMS also performs site visits with State departments of agriculture to assess program performance and provide technical assistance. The site visits identify effective practices, initiate corrective actions, and improve public accountability.

## Fiscal Year 2021 Specialty Crop Block Grant Performance Evaluation

AMS is required to report on the outcomes of the SCBGP at a national scale to demonstrate the performance of this program. By collecting, aggregating, and reporting performance data across all states and territories, AMS can share the impact of the SCGBP with all stakeholders, including the Office of Management and Budget (OMB), Congress, the agricultural community, and the general public.

* Each project submitted in the State Plan 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.
* If the indicator(s) below the selected outcome(s) are not relevant to a project, a project- specific indicator(s) may be developed which will be subject to approval by AMS.
* The progress of each indicator must be reported in the Annual Performance Report and the result in the Final Performance Report.
* AMS will aggregate the data collected to assess the overall impact of the program and report to OMB and Congress on these national outcome measures.
* AMS will review the quality of the information we receive in subsequent performance reports and modify the outcomes and indictors as needed over time to lead to better results in showing the impact of the SCBGP.

# outcomes and indicators

## Outcome 1: To enhance the competitiveness of specialty crops through increased sales

This is mandatory for all Marketing and Promotion Projects.

### Outcome Definition: Marketing and Promotion

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 tradeshows;
* Website promotion and development;
* Use/development of billboards, radio, television, magazine and email ads, marketing materials such as direct mail, brochures;
* Agritourism;
* Export market development;
* Retail promotions including point-of-purchase items, labels, packaging etc.;
* Farmers market promotions; and
* Marketing and promotion campaigns with an education component directed to consumers.

The specific measure must be 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 should 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.

*Indicator:* Sales increased from $ to $ and by percent, as result of marketing and/or promotion activities

AMS understands that sales can be impacted by a host of unrelated issues including trade disputes, phytosanitary issues, export conditions, weather, and other factors affecting the farmer, supply chain, retailers, wholesalers and/or consumers. The above factors demonstrate that even a perfectly executed marketing campaign can result in sales remaining constant or even declining. These factors and events that either positively or negatively impacted the sales of a project can be explained in the performance report.

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

*Indicators:*

1. Of the total number of children and youth reached,
	1. The number that gained knowledge about eating more specialty crops
	2. The number that reported an intention to eat more specialty crops
	3. The number that reported eating more specialty crops
2. Of the total number of adults reached,
	1. The number that gained knowledge about eating more specialty crops
	2. The number that reported an intention to eat more specialty crops
	3. 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

## 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,
	1. The number that gained knowledge on how to access/produce/prepare/preserve specialty crops
	2. The number that reported an intention to access/produce/prepare/preserve specialty crops
	3. 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,
	1. The number that gained knowledge on how to access/produce/prepare/preserve specialty crops
	2. The number that reported an intention to access/produce/prepare/preserve specialty crops
	3. 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
	1. farmers markets
	2. produce at corner stores
	3. school food programs and other food options (vending machines, school events, etc.)
	4. grocery stores
	5. wholesale markets
	6. food hubs that process, aggregate, distribute, or store specialty crops
	7. home improvement centers with lawn and garden centers
	8. lawn and garden centers
	9. other systems/access points, not noted
	10. total (if not reported above)
4. Number of new delivery systems/access points offering specialty crops
	1. farmers markets
	2. produce at corner stores
	3. school food programs and other food options (vending machines, school events, etc.)
	4. grocery stores
	5. wholesale markets
	6. food hubs that process, aggregate, distribute, or store specialty crops
	7. home improvement centers with lawn and garden centers
	8. lawn and garden centers
	9. other systems/access points, not noted
	10. total (if not reported above)

## Outcome 4: Enhance the competitiveness of specialty crops though 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).
	1. Number of growers/producers indicating adoption of recommended practices
	2. Number of growers/producers reporting reduction in pesticides, fertilizer, water used/acre
	3. Number of producers reporting increased dollar returns per acre or reduced costs per acre
	4. 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.]

1. 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.]

1. Number of first responders trained in early detection and rapid response to combat plant pests and diseases
2. Number of viable technologies/processes developed or modified that will increase specialty crop distribution and/or production
3. 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 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 pre-harvest 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.
1. State of Alaska Salary Table: <https://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/salary-tables/pdf/2016/AK_h.pdf> [↑](#footnote-ref-1)