



Ohio Specialty Crop Promotion Program

2016 Request for Proposals

Proposal Application Deadline:
Friday, June 3 @ 4 p.m.

Ohio Department of Agriculture
Attn: Lori Panda
8995 East Main Street
Reynoldsburg, Ohio 43068
614.466.8798

Program Overview

The Ohio Department of Agriculture (ODA) will be receiving a federal allocation from the United States Department of Agriculture (USDA) for specialty crop promotion in 2016. ODA is currently soliciting projects to solely enhance the competitiveness of Ohio specialty crops. It is the intent that all funding will be used to advance the long-term economic and viability of Ohio's specialty crop industry while increasing the marketability of specialty crops.

The USDA Agricultural Marketing Service (AMS) will allocate funding to Ohio to solely enhance the competitiveness of specialty crops. The Ohio Department of Agriculture will award multiple grants to sub-recipients from these funds. **Grant awards will range from a minimum of \$25,000 up to a maximum of \$150,000.** Applicants are encouraged to coordinate efforts of similar projects; however, unique projects will be considered.

Because USDA is the funding authority, they have the final approval for projects submitted through this notice. ODA will utilize a review panel to make funding recommendations to ODA Director David T. Daniels. The review panel and Director's decision will be forwarded to USDA to make the final determination concerning the awards. Projects cannot begin until the USDA has made their official award announcement and the contract between ODA and the sub-grantee has been signed by all parties. Projects are permitted to last up to two years in duration (September 2016– September 2018).

Purpose of Grant

Specialty crops are identified as fruits, vegetables, dried fruit, honey, maple syrup, tree nuts and nursery crops (including floriculture). The full list from USDA can be found [here](#).

Applicant Eligibility Requirements

The Ohio Department of Agriculture will only accept proposals for consideration for specialty crop block grant funds from food and agricultural non-profit organizations, cooperatives, associations or commodity groups, universities and research institutions (hereinafter referred to as "eligible applicants") that represent specific specialty crop sectors.

Individuals and partnerships (hereinafter referred to as "partnering entities") may participate in this grant program by developing and submitting proposals, through an eligible applicant. If an eligible applicant is partnering with a partnering entity the eligible applicant will be the grantee with the Ohio Department of Agriculture for the block grant funds, and be the party responsible for the completion of the grant and associated requirements. Eligible parties are encouraged to seek applications or proposals from their membership to be considered for submission for a specialty crop block grant.

Private individuals and companies are not eligible to apply. Employees of the Ohio Department of Agriculture, members of his or her immediate family, or business partners of the aforementioned are not eligible to receive a grant. Members of the review committee are not permitted to apply for the grant if they are the applicant or have a financial obligation to project.

Each applicant must obtain a Data Universal Numbering System (DUNS) number which is a nine-digit number established and assigned by Dun and Bradstreet, Inc. (D&B) to uniquely identify business entities. A DUNS number may be obtained from D&B by telephone (currently 866-705-5711) or by [clicking here](#). You are not required to have the DUNS number before

submitting your application to the Ohio Department of Agriculture for the 2016 Specialty Crop Block Grant program, but you will be required to have the number before accepting funds as a recipient.

Proposal Timeline

Stakeholder Meeting	Wednesday, April 6, 2016
Announcement of RFP	Friday, April 8, 2016
Application deadline	Friday, June 3, 2016
Review panel recommendations	Friday, June 17, 2016
Ohio plan submitted to USDA	Wednesday, July 6, 2016
Expected date of grant awards	September 2016

Submission Criteria

To be considered, applications must be a complete application package and submitted electronically using the online application to Lori Panda panda@agri.ohio.gov no later than 4 PM on Friday, June 3, 2016.

Grant Eligibility Requirements

A. Proposals shall be designed to address obstacles or opportunities that solely impact the competitive advantage of Ohio's specialty crop industry; develop a plan to address these obstacles or opportunities. *Proposals must clearly identify measures that can quantify the results or outcome of the proposed project. Proposals that are able to demonstrate clear profit and employment opportunities to the specialty crop industry will be given a higher rating during the review process.* Grant projects may focus on, but are not restricted to these areas:

- Water Quality
- Support for Ohio's bee industry
- Third party audit education for buyers (retailer industry) of Ohio's specialty crops
- Development of season extension and sales opportunities
- Provide improvements in the aggregation and distribution of specialty crops
- Develop value-added products using Ohio specialty crops (All projects seeking assistance to develop a value-added venture must submit complete financial statements and a completed feasibility study.)
- Support for efforts to reduce or mitigate risk for specialty crop producers
- Diversification and expansion of production and processing
- Implement programs or projects that provide outreach and education on the importance of the industry with regards to Ohio's economy, food safety or the nutrition and health benefits of specialty crops.
- Provide technical and direct support to beginning producers
- Assist specialty crop producers in cooperative marketing efforts
- Enhancing food safety and related areas
- Initiatives to assist Ohio's nursery industry
- Leveraging investment of previously awarded grants to take project to the next level

- B. All applicants must provide matching funds of a minimum of 25% of the requested grant amount. This match can be cash or in-kind contribution. Please note that funds can only be used for expenses related directly to the project.

Funding Restrictions

The following projects do not qualify for funds under the SCBG.

Advertising and public relations costs used to solely promote the image of an organization, general logo, or general brand, rather than specialty crops is unallowable.

- A promotional campaign to increase sales of “XYZ Grown” Watermelon is acceptable while increasing brand awareness of “XYZ Grown” generically is not.
- Promoting tomatoes while including an organization’s logo in the promotion is acceptable, while generally promoting an organization’s logo is not.
- A promotional campaign to increase producer sales of “XYZ Grown fruits and vegetables” is acceptable while increasing membership in “XYZ Grown” generally is not.

Grant funds cannot be used for coupon/incentive redemptions or price discounts. Costs associated with printing distribution, or promotion of coupons/tokens or price discounts (i.e., a print advertisement that contains a clip-out coupon) are allowable only if they solely promote the specialty crop rather than promote or benefit a program or single organization.

Grant funds cannot be used for costs associated with the used of trade shows, meeting rooms, displays, demonstrations, exhibits, and the rental space for activities that do not solely promote specialty crops.

Aquaponics is allowable as long as the crops that are being grown are eligible specialty crops and the focus of the project is on the specialty crop and not the fish.

- A project to determine whether carp, catfish or tilapia are best for growing lettuce is acceptable.
- A project to study whether lettuce or tomato produced the highest yield of tilapia is not acceptable.
- A project farm fish using an aquaponics system and then sell the fish is not acceptable.
- A project to grow specialty crops where both the specialty crops and the fish are sold is not acceptable.

Application Instructions and Proposal Format (Note: New application this year)

An online application is available at <http://www.agri.ohio.gov/Grants>. Proposals will include the following elements described in detail in the online application and links to supporting documents. Reviewers will consider opportunities to link separate proposals with similar goals and objectives and may make suggestions for resubmission of a collaborative proposal.

1. Project Title
2. Duration of Project – Provide a beginning date and end date.

3. Project Partner and Summary – Provide a project summary of 250 words or less suitable for dissemination to the public. This should include a very brief (1 sentence) description to include the name of the organization; concise outline; and description of the general tasks to be completed.
4. Project Purpose – What is the specific issue, problem, or need that the project will address? Provide a listing of objectives that the project hopes to achieve.
5. Project Beneficiaries – Estimate the number of beneficiaries; will the project benefit socially disadvantaged farmers or beginning farmers?
6. Statement of Solely Enhancing Specialty Crops – Include a statement that confirms the project will specifically enhance specialty crops.
7. Continuation Project Information – If this is a continuation of a previously funded project, please describe how it will differ from and build on the previous efforts; 3 to 5 sentences of the outcomes of the previous efforts and lessons learned on potential project improvements.
8. Other Support from Federal or State Grant Programs – This grant will not fund duplicative projects. Did you submit this project to a Federal or State grant program? Please identify the grant if applied.
9. External Project Support – Describe the specialty crop stakeholders who support this project and why. (Must be other than the applicant and organizations involved.)
10. Expected Measurable Outcomes – Select at least one of the eight Outcome Measures provided on the application. Choose at least one Outcome Indicator from the attached document that corresponds with the measurable outcome. **Marketing projects must use the outcomes and indicators provided.**
11. Miscellaneous Outcome Measure (Only non-marketing projects can create their own outcomes.) – In the unlikely event that the outcomes and indicators are not relevant to your project, you must develop a project-specific outcome(s) and indicator(s) which will be subject to approval by USDA/AMS.
12. Data Collection to Report on Outcomes and Indicators – Explain how you will collect the required data to report on the outcome and indicator.
13. Budget Narrative – All expenses described in the budget narrative must be associated with expenses that will be covered by the SCBGP. A 25% match is required by ODA. Please prepare a separate budget sheet showing your 25%. Please use the following as a guideline when preparing your budget narrative.
 - Personnel – List the organization’s employees whose time and effort can be specifically identified and easily and accurately traced to project activities. Include the number of hours or %FTE for each person. Provide justification for each individual by describing the activities and when they will occur.

- Fringe Benefits – Provide the fringe benefit rates for each of the project’s salaried employees described in the Personnel section that will be paid with SCBG funds.
- Travel – Explain the purpose of each trip request to include destination; purpose of travel; type of travel (air, car); number of days/miles; cost per day/mile; hotel rate per day; number of travelers. You must follow the state travel rules. For travel rules visit. <http://ohiosharedservices.ohio.gov/TravelandExpense.aspx> Justification must include when the trips will occur; and how it will achieve the objectives and outcomes of the project.
- Supplies – List the materials, and supplies that cost less than \$5,000 per unit and describe how they will support the purpose and goal of the project. Justification should include the purpose of the supply and how it is necessary for the completion of the project’s objectives and outcomes.
- Contractual/Consultant – These costs are the expenses associated with purchasing goods and/or procuring services performed by an individual or organization other than the applicant in the form of a procurement relationship. If there is more than one contractor or consultant, each must be described separately.
 - If the contractor is already chosen, please clarify that the policies and procedures were followed and conform to the federal laws and standards identified in 7 CFR Part 3019.40 through 48 or 3016.36, as applicable.
 - If the contractor has not been selected, provide acknowledgement that the procurement processes have not yet been conducted and an assurance that the proper guidelines and procedures will be followed as identified in 7 CFR Part 3019.40 through 48 or 3016.36, as applicable.
 - Provide an itemized budget (personnel, fringe, travel, equipment, supplies) with appropriate justification. If indirect costs are/will be included in the contract, include the indirect cost rate.
 - If contractor hourly rates exceed the salary of a GS-15 step 10 Federal employees in your area (for information visit <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.
- Other – Include any expense not covered in any of the previous budget categories. Be sure to break down costs into cost/unit. This section may include meetings, conferences advertisements publication costs and data collection expenses. Justify the expense and why it is important to the success of the project.

Program Income – This is gross income generated by the grant and must be reinvested back into the program to solely enhance the competitiveness of specialty crops.

Support Letters

All proposals **must include three (not more than three)** letters of support for the project from industry members that confirm a need for this project. The letters must be received with the original grant application.

Appendices

- Current résumés for each individual working on the project (**no more than 2 pages each**)
- Three industry support letters, and
- Copy of IRS 501 (c) 3 determination

ODA may ask a potential grantee for additional information on any of the application requirements prior to awarding the grant or entering into a grant agreement with the grantee. ODA reserves the right to fund the project in part, add or delete tasks and ask for clarification on the work plan, timeline, expected measurable outcomes or budget. No agreement will be entered into until ODA is satisfied with all of the project specifications.

Project Revisions

After a proposal is accepted and a grant agreement is entered between the Ohio Department of Agriculture and the grantee, no modifications or changes can be made to substantially change the project scope, objectives or budget, extend the project period, change key persons associated with the grant, or increase the budget amount without submitting a request in writing to the ODA. Any shift in the budget more than 20 percent must be approved by the USDA. Any budget change under 20 percent must be approved by ODA.

General Compliance

Grantee agrees to comply with all applicable federal, state, and local laws in the conduct of the work under the grant agreement.

Furthermore, the Grantee acknowledges the application and documents submitted to the Ohio Department of Agriculture are considered public records pursuant to R.C. 149.43(A)(1) unless the records are not releasable due to an exemption or are protected under another state or federal law. Specifically, the Grantee may claim that some of the documentation submitted is considered a trade secret, and must establish that the record qualifies as a trade secret by following the requirements set forth in 1333.61(D) of the Ohio Revised Code, including, but not limited to, indicating which documents are considered by the applicant as trade secrets, submitting a statement describing the measures the applicant has taken to safeguard the confidentiality of the information, and what value or injury would result in the release of the information. The applicant is responsible for taking the necessary steps to establish that a document is a trade secret under R.C. 1333.61 (D).

Eligible/ Ineligible Expenses

Refer to the [USDA document for cost principles](#), allowable and ineligible expenses under the program.

Additional Documents:

Upon approval, successful applicants will be required to complete and submit the following documents to ODA, among others:

- Contract with ODA
- Form W-9,
- Vendor Information Form
- Obtain a DUNNS number

REPORTING AND REIMBURSEMENT PROCESS FOR APPROVED APPLICATIONS**Quarterly, Annual and Final Reporting**

Grantees shall submit written reports detailing the progress of each project. Progress reports must be submitted to the ODA on a quarterly and annual basis. Quarterly report forms can be found at <http://www.agri.ohio.gov/apps/odaforms/odaforms.aspx>. The annual report must be submitted to ODA on December 1, 2017. You will be notified by email with the proper formatting of the report prior to the due date. Refer to the [USDA quarterly and annual explanation](#).

A final performance report is also required and is due to ODA on December 1, 2018. You will receive a reminder email along with the format requested by the USDA. Refer to the [USDA final reporting instructions](#).

Reimbursements (new procedure)

Please note payments for this grant are strictly provided as a reimbursement of expenses incurred. **Quarterly reimbursement requests are to be submitted once a quarter and can be found at <http://www.agri.ohio.gov/apps/odaforms/odaforms.aspx>.** In order to receive reimbursements, an invoice must be submitted to ODA after actual expenses are incurred by the grantee. Supporting documentation for the reimbursement and match is required with the reimbursement request. If your request shows matching funds, please keep this documentation separate from the reimbursement documentation.

- Example: Request for personnel reimbursement must include hours worked, tasks performed and hourly rate. Matching for personnel should also show the same however when submitted with the reimbursement form, please keep the reimbursement documentation separate from the matching.

All documentation of expenses shall be required as part of the budget closeout report. Ten to 25% of the total grant award will be withheld until the project is completed and all reports have been submitted.

For more information on Ohio's 2016 Specialty Crop Block Grant application process contact Lori Panda at 614.466.8798 or panda@agri.ohio.gov.

Project Title: _____

Proposal Evaluation Procedures

Proposals will be rated by a review panel appointed by the Director of the Ohio Department of Agriculture. The following criteria will be used to review and rank proposals:

Criteria	Points Available	Points Awarded
<i>Proposals that are able to demonstrate clear profit and employment opportunities to the specialty crop industry will be given a higher rating during the review process.</i>		
First-time Applicant: Never submitted a proposal to the SCBGP.	5	
Previous Recipient: Is this a continuation of a previous project? If no, how is this project different? If yes, how does this project build on the previous project?	5	
As a previous recipient, were reports submitted on time? Was the budget followed and full amount expended? Were goals and objectives met?	5	
Project Purpose: Are the needs of the issue clear and well defined?	15	
Potential Impact: Will the project have a positive impact on the specialty crop industry? Will it create job opportunities? Will the impact be realized within the next five years?	20	
External Project Support: Does industry (other than those working on the project) support the project?	5	
Expected Measurable Outcomes: Are one of the 8 outcomes required by USDA identified with proper indicators? Are the objectives clear and appropriate?	20	
Data Collection: Is there a plan for monitoring performance toward meeting each outcome? Is data collection appropriate?	10	
Budget: Is the amount requested reasonable for this type of project? Does the narrative adequately explain and justify expenses? Did applicant meet the 25% matching fund requirement?	10	
Program Income: Is program income identified and being reinvested back into the project? Is reinvestment explained adequately?	5	
TOTAL POINTS		

2016 Specialty Crop Block Grant Performance Evaluation

Outcomes & Indicators

USDA/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, USDA/AMS can share the impact of the SCBGP 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 USDA/AMS.
- The progress of each indicator must be reported in the Annual Performance Report and the result in the Final Performance Report.
- USDA/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.
- USDA/AMS will review the quality of the information we receive 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 SCBGP.

Outcome Measures

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

THIS OUTCOME IS MANDATORY FOR ALL MARKETING AND PROMOTION PROJECTS.

Outcome Definition:

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;
- 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 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

USDA/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,
 - 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 _____

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 threats to food safety from microbial and chemical sources

Indicators:

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.