



NEW JERSEY
DEPARTMENT OF AGRICULTURE

New Jersey Department of Agriculture
Office of Marketing and Development



2021 Specialty Crop Multi-State Program



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About the Program

- The purpose of the Specialty Crop Multi-State Program (SCMP) is to award funds for projects that enhance the competitiveness of specialty crops through collaborative, multi-state projects
- Approximately \$10 million may be available to fund proposals ranging from \$250,000 to \$1 million with a duration of up to three years
- Program priorities (project types), proposal review, and funding decisions are made by United States Department of Agriculture, Agricultural Marketing Service (USDA, AMS)



What are Specialty Crops?

- Fruits, vegetables, and tree nuts
- Culinary and medicinal herbs and spices
- Nursery, floriculture, and horticulture crops

For a list of eligible specialty crops, visit:

www.ams.usda.gov/scbgp



Participating States

Participating States are State Departments of Agriculture that will accept SCMP applications, submit those applications to USDA, AMS and administer SCMP grants if proposals are awarded funds.



Participating States

Participating States for the 2021 SCMP:

- Arizona
- California
- New Jersey
- South Carolina
- Texas
- Washington
- Wisconsin



Multi-State Partners

- Multi-State Partners develop proposals according to the instructions in the USDA, AMS Request for Applications
- Organizations and institutions from any U.S. state or territory are eligible to act as Multi-State Partners

Organizations do not have to operate in a Participating State to partner on a SCMP proposal.



Nonparticipating States and Entities in Nonparticipating States

- Nonparticipating States are state departments of agriculture that will not submit Multi-State proposals to USDA, AMS or administer awards
- Entities in nonparticipating states can apply directly to USDA, AMS for SCMP funding



Eligibility

- The following organizations are eligible to apply as Multi-State Partners:
 - Non-profit organizations
 - Local, state, federal, and tribal governments
 - Public and private colleges and universities
- Proposals must include more than one partner in more than one U.S. State or territory with a substantial role in the project
- Proposals must benefit more than one state and include multiple states, regions or specialty crops at the national level
- Individuals are not eligible to apply

Funds cannot benefit a single State, organization, institution, or individual



How to apply

- Entities in Participating States **cannot** apply directly to USDA
- Entities within California must apply to CDFA, by submitting a complete application package by email to Deelip.Mhaske@ag.nj.gov by 12: 00 pm EST on November 4, 2021
 - Entities in New Jersey that partner with another organization in another participating state may apply either to CDFA, or to the state department of agriculture of their project partner(s)
- Entities in nonparticipating states may apply directly with USDA through grants.gov by December 6, 2021, at 11:59am ET



Project Types

- Food Safety: projects that address the handling, preparation, and storage of specialty crops in ways that reduce foodborne threats
- Plant Pests and Disease: projects that address threats from pests and diseases
- Research: projects that are systematic studies directed toward fuller scientific knowledge or understanding of the subject studied



Project Types

- **Crop-specific Projects Addressing Common Issues:** projects that involve collaborative efforts to address issues that affect a specific specialty crop. An acceptable project would involve a specific specialty crop that is grown commercially in several distinct and widely dispersed geographic areas or regions of the country
- **Marketing and Promotion:** projects that focus on multiple-state efforts to sell, advertise, promote, market, generate publicity, attract new customers, enhance food transportation, and/or raise customer awareness for specialty crops or a specialty crop venue



Elements of the Application

- Project Narrative:
 - Executive Summary
 - Summary of outcomes and general tasks to complete project goals
 - Cannot exceed 250 words
 - Alignment and Intent
 - Clear statement of project purpose and USDA, AMS project type(s) that will be addressed
 - List of project objectives
 - Description of project benefits (including the number of affected producers or processors)



Elements of the Application

- Project Narrative (continued):
 - Technical Merit
 - Workplan, including activities and timeline for each project objective
 - If the proposed project has been or will be submitted to another federal program, provide the grant program name
 - If the proposed project builds upon a previously funded federal award
 - Achievability
 - Provide at least one distinct, quantifiable, measurable project outcome
 - For each outcome indicator, include how the numbers were derived and how each outcome and indicator will be measured and achieved and any possible challenges
 - Describe how project results will be disseminated



Elements of the Application

- Project Narrative (continued):
 - Expertise and Partners
 - List key staff that comprise the project team, their experience and roles in the proposed project and identify any potential conflicts of interest
 - Describe the management plan for coordinating, communicating and sharing data among the project team and stakeholders
 - Describe how the project, its partnerships and collaborations will continue beyond the project period



Elements of the Application

- Fiscal Plan and Resources:
 - Budget Spreadsheet
 - Summary of costs by category and year they will be expended
 - Budget Narrative
 - Detailed breakdown and justification of all costs
 - Management plan, including risk management
- Indirect Costs
 - Maximum indirect cost rate is 8% of total budget



Elements of the Application

- Personnel Qualifications
 - One to two-page summary of the qualifications of the principal investigator(s) for each major project participant

Do not exceed two pages. USDA, AMS will disregard resumes greater than two pages



Elements of the Application

- Letters of Commitment:
 - Provide one from each multi-state partner including the following:
 - “Letter of Commitment” at the top of the document
 - Project applicant
 - Project title
 - Description of the organization’s mission and interest in SCMP development
 - Description of commitment and support
 - Time Period of the project partnership
 - Roles of the participating individual
 - Agreement to abide by the management plan
 - Signed by an authorized representative



Proposal Submission

- Proposals from Multi-State Partners must be submitted by November 4, 2021 at 1:59 PM PDT
- All proposals received will be reviewed for completeness, eligibility and allowability of costs
- All eligible proposals will be submitted to USDA, AMS via [grants.gov](https://www.grants.gov) by December 6, 2021



Proposal Review

- USDA, AMS will conduct a technical review of all proposals submitted. Scoring Criteria will be based on the following:
 - Alignment and Intent – 25 Points
 - Technical Merit – 25 Points
 - Achievability – 15 Points
 - Expertise and Partners – 25 Points
 - Fiscal Plan and Resources – 10 Points



Proposal Review

- Following the technical review, USDA, AMS will conduct an administrative review of the highest scored proposal
- Proposals selected for funding will be provided to Participating States to resolve any issues discovered during administrative review and develop a final proposal
- USDA, AMS may offer an award for less than the amount requested



Notification

- USDA, AMS anticipates that awards will be announced by Fall 2022
- Proposals not selected for funding receive any feedback provided by USDA, AMS's technical reviewers



California Specific Program Information

- Proposals must be submitted to Deelip.Mhaske@ag.nj.gov by 12:00 PM EST on November 4, 2021
- California cannot enter into an agreement with more than one organization for the same project
 - Multi-state partners must designate one partner as the applicant, and the other partners will be contractors
- Email questions to: Deelip.Mhaske@ag.nj.gov
 - NJDA will continue to answer questions received prior to 5:00 PM PT October 29, 2021



USDA Resources

USDA, Agricultural Marketing Service

SCMP Website

www.ams.usda.gov/services/grants/scmp

Eligible and Ineligible Commodities

<https://www.ams.usda.gov/services/grants/scbgp/specialty-crop>

Questions

