

SAMPLE PROPOSAL



COLORADO
Department of Agriculture

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2019 Specialty Crop Block Grant Program Concept Proposal

Deadline is 5:00 p.m., February 1, 2019

Email to glenda.mostek@state.co.us

No exceptions/extensions

Save document as a Microsoft Word .docx file type extension

ORGANIZATION/BUSINESS NAME Colorado Department of Agriculture		ORGANIZATION/BUSINESS TYPE State Government		
PROJECT COORDINATOR Ashley Warsh				
ADDRESS 305 Interlocken Parkway				
CITY Broomfield	STATE CO	ZIP CODE 80021	PHONE 303-869-9181	EMAIL Ashley.warsh@state.co.us
DUNS NUMBER – <u>Must</u> be registered on SAM.gov 000-000			FEDERAL TAX ID NUMBER (Required) 000-000	
PROJECT TITLE In-Bound Caribbean Trade Team			REQUESTED GRANT AMOUNT (Must match projected budget total) \$30,000	
Specialty Crop(s) to be used/studied/promoted (BE SPECIFIC): seed potatoes, commercial potatoes, dry beans				
<p>HISTORY</p> <p>Has the applicant received grant funds through the Colorado Department of Agriculture in the past? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes; Most recent year: 2018</p> <p>If Yes, is this a continuation of a previous year's project? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes</p> <p>List names and funding sources of grants that the organization (or researcher) has received in the past 5 years (Note: SCBG is a complicated grant to administer; therefore experience with state and/or federal grants will be strongly considered in the selection of SCBG applicants).</p> <p>2016: SCBGP funding for Outbound Canada Trade Mission 2017: SCBGP funding for Outbound Dominican Republic Trade Mission</p>				
<p>BEGINNING OR SOCIALLY DISADVANTAGED FARMER OR RANCHER?</p> <p>Are you a Beginning Farmer, Veteran Farmer, or a Socially Disadvantaged Farmer, or will your project benefit any of the above? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes</p> <p>If YES, explain how your project fits this criterion:</p>				
<p>PROJECTED MEASURABLE OUTCOME (check <u>only one</u> unless you are doing a 2-part project). More info from USDA here. Note that ALL projects will be expected to provide QUANTIFIABLE RESULTS with supporting DATA by the final report,</p>				
<input checked="" type="checkbox"/> 1. Marketing and Promotion: To enhance the competitiveness of specialty crops through increased sales. (REQUIRED: will have to provide post-project quantitative data showing an <i>increase in sales</i> of the specialty crop/s as a <i>direct</i> result of this project)		<input type="checkbox"/> 5. Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems		
<input type="checkbox"/> 2. Enhance the competitiveness of specialty crops through increased consumption		<input type="checkbox"/> 6. Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety		

<input type="checkbox"/> 3. Enhance the competitiveness of specialty crops through increased access and awareness	<input type="checkbox"/> 7. Enhance the competitiveness of specialty crops through increased understanding of threats to food safety from microbial and chemical sources
<input type="checkbox"/> 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.	<input type="checkbox"/> 8. Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development.

OUTCOME INDICATORS

Provide at least one indicator for the outcome and the related quantifiable results. **Refer to the Outcome Measures at pages 8-12, Concept Proposal Instructions.**

Example: Outcome 2, Indicator 4: Number of new specialty crops and/or specialty crop products introduced to consumers _____one_____

Outcome 1. Indicator 1.

OUTCOME 1: Enhance the competitiveness of specialty crops through increased sales

Indicator 1. Sales increased from \$0 to \$200,000 and by 100 percent, as a result of marketing and/or promotion activities.

Because most countries in this region will be a new market for Colorado specialty crops no sales are currently taking place and this project will increase sales by \$200,000 a 100% increase.

***CO is currently doing sales into the DR but this mission will focus on new markets in the region and there are no guarantees there will be a buyer from the DR so all results are going to be based on a new market increase.**

PROJECT PURPOSE

Using 600 words or less, 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 this project builds upon a prior project, describe how the project differs from, complements, or builds upon the previous work. How does this project enhance the competitiveness of Colorado Specialty Crops? Note that projects will be chosen based on their potential to produce the highest degree of measurable benefits to Colorado's specialty crops, in relation to each dollar spent (i.e.: IMPACT).

With lower prices for food and agriculture products in the US it is more important now than ever to diversify markets and find new buyers for Colorado specialty crops. The Colorado Department of Agriculture International Markets team works with Colorado producers and associations to assist in finding new international markets and business opportunities around the world. Currently the Caribbean basin is a main focal region for CDA because Colorado has a geographical advantage over many other states.

In 2017, CDA worked with specialty crop producers in seed potatoes, commercial potatoes and dry beans to travel to the Dominican Republic and meet with importers, growers, retailers, distributors and wholesalers. The mission resulted in immediate dry bean sales of more than \$100,000, interest in seed potatoes if the varieties are right and definite interest in commercial potatoes to diversify the current selection.

One lesson learned was that companies need to continue to follow up with the buyers and follow through on solid leads. CDA believes that Colorado has a lot of products to offer the region and that there is business to be had. CDA would like to expand on the previous mission and bring buyers from the Caribbean basin in to Colorado to meet one-on-one with specialty crop producers and visit farms across the state. Re-visiting this region will help solidify relationships and find new customers in the region.

DURATION OF PROJECT

All projects will begin January 1, 2020 or upon contract execution and end November 15, 2021. There is no penalty if projects end prior to November 2021.

START DATE: January 1, 2020 END DATE: November 15, 2021

PROJECT PLAN

Using 600 words or less, explain how the project will accomplish the outcome identified above. Explain how data will be collected and information will be shared with other specialty crop stakeholders and will not solely benefit one organization or business.

In quarter one, CDA will work with contractor in the Caribbean to find 8-10 buyers who are interested and able to purchase Specialty Crops from the US. CDA and contractor will gather a list of buyers and talk with them about importing product. From that list, CDA will choose the most qualified buyers that align with Colorado Specialty Crop Producers to travel to Colorado. The buyer's delegation will focus primarily on seed potatoes, commercial potatoes, and dry beans.

Once the buyers are selected based on the Specialty Crops Colorado has to offer, CDA will arrange for the buyers to travel to Colorado in 2019. CDA will work with producers to specify a date and best route to visit farms across the state. The buyers will be able to meet one-on-one with producers and see the product first hand.

CDA will work with Specialty Crop producers to prepare them for international export and market research for the selected buyers. CDA will brief the producers and help them with any inquiries or trade services they may need. One of the most important parts to a trade mission is the follow up. CDA and Contractor will be performing follow up with both the international buyers and Colorado producers, follow up will continue to months to come. Immediately following the event, CDA will survey the participants asking what sales they expect to gain as a result of participating in this mission. CDA will also gauge how effective the mission was and evaluate the success.

The Colorado Certified Potato Growers Association (CCPGA) who represents all Colorado seed potato producers, the Colorado Dry Bean Administrative Committee (CDBAC) who represents all Colorado dry bean dealers and a few Colorado potato growers. The information about this mission will be advertised to all Colorado Specialty crop producers on the CDA website to allow all producers the opportunity to participate and meet with selected buyers.

PROJECTED BUDGET

Complete the budget table below. All budget items should solely support enhancing 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. See the Colorado Specialty Crops website for allowable and unallowable costs.

Category	SCBGP Funds	In-Kind and Cash Matching Funds	Total	Explanation – be as specific as possible (Required)
Personnel/salaries (Specify if it is for an existing employee or for a new hire(s))			\$0.00	
Fringe Benefits			\$0.00	
Travel	\$20,757	\$14,000	\$20,757	10 buyers 1 contractor, flights and hotels for 6 nights 7 days
Special Purpose Equipment (Single purchases over \$5000. No vehicles)			\$0.00	
Supplies (that are related directly to the project. Note: no general office supplies such as paper, pens, etc.)			\$0.00	
Contractual	\$7,500		\$7,500	Contractor fee for recruitment, during mission and follow up
Other	\$1,743		\$1,743	15 passenger rental van with 7 days of mileage
Indirect Costs	N/A		\$0.00	
Total	\$30,000	\$14,000	\$30,000	
Program Income				

External Support: You must include at least one and up to five letters (in one PDF file) of support from specialty crop stakeholders who support this project.

Grantees are required by the State of Colorado to obtain and maintain, and shall ensure that all subcontractors (subgrantees) obtain and maintain insurance at all times during the term of their contract (purchase order, grant). Specific requirements are available upon request, but generally are: General Liability: \$1,000,000; Automobile Insurance: \$1,000,000 and Worker's Compensation as required by statute. The CDA Procurement Director, upon request, may be able to provide limited waivers dependent upon circumstances.