



# **FY15 – Farm Bill**

## **Wisconsin**

# **Specialty Crop Block Grant Program**

## **Request for Proposals (RFP) & Grant Manual**

Updated 1/2/15

### **Packet includes**

General program information

Application instructions

Evaluation criteria

Application/proposal template

**Application Due Date: 5:00pm, March 31, 2015**

**State of Wisconsin - Specialty Crop Block Grant Program  
FY 2015 Grant Manual**

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**FY15 Wisconsin Specialty Crop Block Grant Program**  
Request for Proposals (RFP) & Grant Manual

**I. General Information**

**CDFA (CATALOG OF FEDERAL DOMESTIC ASSISTANCE) 10.170**

In anticipation of receiving Specialty Crop Block Grant Funds from the USDA, the Wisconsin Department of Agriculture, Trade and Consumer Protection (WI DATCP) is announcing a competitive solicitation process to award USDA Specialty Crop Block Grant Program (SCBG) funds for projects that enhance the competitiveness of Wisconsin's specialty crop industries. Selected applications will be included into one Wisconsin state plan and submitted to the USDA for final approval.

**A. Available Funds and Project Duration**

Wisconsin Specialty Crop Block Grant program funds will be distributed to the specialty crop industry through a competitive review process. Competitive grants will be awarded for projects between **\$10,000** and **\$150,000**. SCBG-FB grant funds will be awarded for projects up to **2 years, 8 months** in duration. Applications that build on a previously funded SCBG project are welcomed. In such cases, the application should clearly indicate how the project complements previous work.

More than one project application per applicant may be submitted. Projects submitted by the same organization must be prioritized by that entity. Projects may be submitted by a single organization or for combined specialty crop efforts. Multi-state projects are also eligible to address a growing need for solutions to problems that cross state boundaries. Contact the SCBG Program Manager for additional application instructions on multi-state proposals.

**C. Application & Funding Timing**

WI DATCP is requesting proposals for the fiscal year 2015 grant cycle in anticipation of USDA releasing SCBG funds to states. Funds will be disbursed when program applications have been submitted and approved by both WI DATCP and the USDA. Selected grant projects will not be able to begin project activity and incur eligible project expenses until approval has been received and contracts have been signed between WI DATCP and the grantee. Anticipated project timelines includes a start date no earlier than **November 1, 2015** and completion no later than **June 30, 2018**.

**Timeline**

RFP is released	January, 2015
Optional grant writing workshops for applicants	February/March 2015
Applications due to WI DATCP	March 31, 2015
Applications scored and selected by review committee	April/May 2015
Selected applications notified by WI DATCP	June 2015
State application submitted to USDA	July 2015
Anticipated USDA Approval	October 1, 2015
Approval Letters Issued by WI DATCP	October 2015
Project start date	November 1, 2015
All projects conclude	June 31, 2018

#### **D. Eligible Projects – Program Priority Areas**

- To be eligible for a grant, the project(s) must solely enhance the competitiveness of Wisconsin grown specialty crops. Priority will be given to projects that have the potential to provide solutions that lead to measurable benefits to specialty crop growers and consumers.

For FY15, WI DATCP will accept applications pertaining to the following priority areas:

##### **2015 Funding Priorities**

- Environmental sustainability, pest and disease control, & varietal improvement
- Development of food safety practices including “Good Agricultural Practices”, “Good Handling Practices” & “Good Manufacturing Practices”
- Increasing the demand for and supply of locally produced foods in Wisconsin
- Industry Innovation in production, processing, and packaging
- Education to increase the consumption of WI specialty crops

SCBG funds must be used for projects that enhance the competitiveness of specialty crops ONLY or that benefit a specialty crop industry as a whole. No other crops may benefit from the project. **Grant funds will not be awarded for projects that provide profit to or directly benefit a specific commercial product or a single organization, institution, or individual.** Projects must include a plan to disseminate project results to the targeted industry.

#### **E. Eligible Specialty Crops**

Specialty crops are defined in law as “fruits and vegetables, tree nuts, dried fruits, horticulture, and nursery crops, including floriculture.” The USDA maintains a more comprehensive list of eligible specialty crops on its website that will be updated as USDA gets new questions. See: [www.ams.usda.gov/scbgp](http://www.ams.usda.gov/scbgp)

#### **F. Ineligible Commodities**

The USDA maintains a list of ineligible specialty crops on its website. See: [www.ams.usda.gov/scbgp](http://www.ams.usda.gov/scbgp)

#### **G. Eligible Applicants**

Proposed projects must include documented support by the impacted specialty crop growers or industry sector. This may be illustrated by support from industry sector organizations or by individual letters of support from growers or processors.

Proposals will be accepted from non-profit organizations, producer organizations, government agencies, universities, and other organizations involved in Wisconsin agriculture. Individual producers, for-profit businesses, or commercial entities may only apply if their project can demonstrate a significant benefit to the specialty crop industry regionally, statewide or beyond. Proposals may involve collaborations or partnerships between producers, industry, academia or agricultural organizations. Applicants may cooperate with any public or private organization.

Projects cannot include non-specialty crops even if other funding is used to pay for the non-specialty crop portion of the project.

All applicants must have a Data Universal Numbering System (DUNS) number. Data Universal Numbering System (DUNS) number means the 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 the Internet (<http://fedgov.dnb.com/webform>).

#### **H. Eligible Expenses - Allowable Costs**

All costs must be associated with project activities that enhance the competitiveness of specialty crops. See 2 CFR Part 225 for further guidance on cost principles ([https://eclkc.ohs.acf.hhs.gov/hslc/standards/fiscal-regs/part225/fiscal far 2000 042406.html](https://eclkc.ohs.acf.hhs.gov/hslc/standards/fiscal-regs/part225/fiscal%20far%202000_042406.html)).

Eligible project expenses include, but are not limited to:

- **Compensation for Personnel Services**
  - Salaries, wages and fringe benefits
- **Consultant Services or Subcontractors**
  - Costs of professional and consultant services rendered by persons who are members of a particular profession or possess a special skill.
- **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.
- **Equipment and other Capital Expenditures**
  - Lease/rental or depreciation costs
- **Other Miscellaneous Costs**
  - For example: telephone, meetings, publications, etc.

#### **I. Ineligible Expenses**

Unallowable costs/expenses include:

- **Capital Expenditures for Equipment, Buildings and Land**
  - Equipment is any single item which costs \$5000 or more and has a depreciation of more than one year.
- **Bad Debts**
- **Lobbying, Political and Other Governmental Activities**
- **Advertising and Public Relations costs**
  - Costs designed solely to promote the image of an organization, general logo, or general brand rather than eligible specialty crops are 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.
- **Entertainment and Alcohol**
  - Alcoholic beverages except when the costs are associated with enhancing the competitiveness of wine grapes and prior approval is given from the awarding agency.
  - 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.

- **Travel Costs**

- Mileage reimbursements and other travel-related expenses to non-State agencies and all meals are ineligible. Other travel expenses may be acceptable. Contact the WDATCP Grants Manager for details.

- **Other Expenses**

- Contributions to a contingency reserve or any similar provision.
- 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 goods or services for personal use of the governmental unit's employees regardless of whether the cost is reported as taxable income to the employees.
- Costs of investment counsel and staff and similar expenses incurred to enhance income from investments.
- Grant funds shall supplement the expenditure of State funds in support of specialty crops grown in that State, rather than replace State funds.
- Indirect (administrative support) costs & tuition.

#### **J. Matching Funds**

The applicant must provide 25% of the total requested funds as a matching contribution. Matching funds may be in the form of cash or in-kind contributions for project expenses. Only expenses specifically for the grant project can be counted as matching funds.

#### **K. Federal Cost Principles**

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

Projects awarded funding in the 2015 SCBGP will begin after the implementation of the Office of Management and Budget's Uniform Guidance ("Supercircular"). State, local or tribal governments, non-profit organizations, colleges and universities will be subject to 2 CFR 200, Uniform Administrative Requirements, Cost Principles and Audit Requirements for Federal Awards. For-profit organizations will be subject to 48 CFR Subpart 31.2. All organization types are subject to 7 CFR 3015 and 7 CFR 3052.

#### **L. Record Requirements**

The grantee will be responsible for setting up and maintaining a project file that contains all records of correspondence with WI DATCP, receipts, invoices and copies of all reports and documents associated with the project. The grantee shall retain all data and other records relating to the acquisition and performance of the Grant Award Agreement for a period of three years after the completion of the agreement. All records shall be subject to inspection and audit by state personnel at reasonable times. Upon request, the grantee shall produce a legible copy of any or all such records.

### **M. Monitoring**

WI DATCP reserves the right to perform site monitoring visits to any and all grantees to ensure that work is progressing within the required time frame and that fiscal procedures are followed accurately and appropriately. Monitoring includes both financial and program information, as well as site visits.

### **N. Liability**

WI DATCP will not be held liable for any costs incurred by any firm for work performed in the preparation and production of a proposal, nor for any work performed prior to the formal execution of the contract.

### **O. Open Records**

Proposals submitted for funding and all related contracts and reports shall be subject to disclosure under the Public Records Law. The grant applicant or recipient must clearly mark any information deemed a 'trade secret' that is included in the proposal, progress reports or final reports as "Confidential – Trade Secret – Not For Public Disclosure" at the time of submission. The Department shall notify the Grant Recipient if a public records request is made for the information claimed to be trade secret by the Grant Recipient. The Grant Recipient may then proceed to obtain judicial protection for the information. Such information may be kept confidential by the Department only as authorized by law (see s. 19.36(5), Wis. Stats.)

### **P. Reporting of Total Compensation of Executives**

If you meet both of the criteria listed below, you will be required to report the names and total compensation of each of the five most highly compensated executives of your organization/ business for the preceding completed fiscal year upon receipt of your grant contract:

In your preceding fiscal year, your entity received--

- 80% or more of its annual gross revenues from Federal procurement contracts (and Subcontracts) and Federal financial assistance subject to the Transparency Act, as defined at 2 CFR 170.320; and
- \$25,000,000 or more in annual gross revenues from Federal procurement contracts (and subcontracts), and Federal financial assistance subject to the Transparency Act (and sub-awards)

The public does not have access to information about the compensation of the executives through periodic reports filed under section 13(a) or 15(d) of the Securities Exchange Act of 1934 (15 U.S.C. 78m(a), 78o(d)) or section 6104 of the Internal Revenue Code of 1986. (To determine if the public has access to the compensation information, see the U.S. Security and Exchange Commission total compensation filings at <http://www.sec.gov/answers/excomp.htm>.)

### **Q. Other Considerations**

All proposals submitted in response to this RFP become the property of WI DATCP. WI DATCP reserves a royalty-free, nonexclusive and irrevocable license to reproduce, publish, otherwise use, and to authorize others to use materials produced under this grant agreement.

WI DATCP also reserves the right to:

- Post funded proposals or final reports to the WI DATCP website
- Reject any or all proposals received

- Waive or modify minor irregularities in proposals received after prior notification and agreement of applicant
- Use any or all ideas submitted unless those ideas are covered by legal patent or proprietary rights
- Clarify the scope of this program, within the RFP requirement and with appropriate notice to potential applicants, to best serve the interests of the State of Wisconsin
- Amend program specifications after their release, with appropriate written notice to potential applicants
- Require a good faith effort on the part of the project sponsor to work with DATCP subsequent to project completion to develop or implement project results in Wisconsin
- Withhold any payments when contract conditions are not met

## II. Application Instructions & Requirements

### A. Required Application Format

Applications must be completed using the application template which is posted on the WI DATCP website - <http://datcp.wi.gov> search Specialty Crop Block Grant 2015. If you cannot access the site or have trouble filling out the application, please contact the SCBG Manager at juli.speck@wi.gov or 608-224-5134.

***Proposals will only be accepted using the DATCP application. No PDF documents***

- Proposals should not exceed 10 pages in length. (Does not include attachments or letters of support.)
- WI DATCP must receive an electronic copy of the proposal by the stated deadline – **5:00 p.m. on Tuesday, March 31, 2015.**

### Application includes:

**Cover Page** – Each application must include the completed Application Cover Page, including contact information for the applicant administering the project under contract with WI DATCP, a title that describes the project, DUNS number, and check appropriate boxes. Please use the form provided. Do not modify its format and do not make your own form.

**1. Project Description** – Provide a **one-sentence** description of what your project is about - the point, focus or goal. Should your project be chosen for funding, this will be used to describe your project in press releases, USDA reports and other times when an extremely brief description of your project is necessary or helpful.

**2. Project Abstract** – Articulate the project description including goals and methods to be employed. This abstract will be used for project summaries to give an overview of your project to the general public.

**3. Project Purpose** – Clearly state the specific issue, problem, interest or need to be addressed. Consider the following questions when addressing in this section:

- What is the specific issue, problem or need to be addressed by the project?
- Why is the project important and timely?
- What are the objectives of the project?
- If the project builds on a previously approved Specialty Crop Block Grant project, how does this project complement work done previously, not duplicate it?



- Specifically indicate whether this project has been submitted to or funded by another grant program? If yes, indicate funding source.

**4. Potential Impact** – Discuss the number of people or operations affected, the intended beneficiaries of each project, and/or the potential economic impact if such data is available and relevant to the project(s). This section should show how the project potentially impacts the specialty crop industry and/or the public rather than a single organization, institution, or individual. The following questions should be answered:

- Who are the beneficiaries of the project?
- How many beneficiaries will be impacted?
- How will the beneficiaries be impacted by the project?
- What is the potential economic impact of the project if available?

**5. Expected Measurable Outcomes** – Remember that priority will be given to projects that have the potential to provide solutions that lead to measurable benefits to specialty crop growers and consumers. The following questions should be answered in this section.

- What is at least one distinct, quantifiable, and measurable outcome that directly and meaningfully supports the project’s purpose and is of direct importance to the intended beneficiaries? The measurable outcome, should include the following:
  - Goal – what you hope to achieve
  - Performance Measure – what you will use to measure your success
  - Benchmark – current status of achievement
  - Target – status of achievement you expect to attain
- How will performance toward meeting the outcome(s) be monitored?
  - Who/What are your data sources?
  - How will data be collected?
  - If using a survey, provide information on the nature of the questions that will be asked, the methodology to be used, and the population to be surveyed.
- How will data gathered be used to correct deficiencies and improve performance, both as it is gathered and analyzed and in subsequent project periods?
- Describe format for project results and how it will be disseminated to impacted industry.

Outcome measures usually include a change in something such as: increase in knowledge, decrease in unwanted behavior, discovery of something new, etc. Measure of things such as number of brochures created and distributed, number of workshop attendees, number of website hits are not considered outcomes. Be sure to pick something you have the capacity to measure at or near the end of your project as these will become the standards upon which your project reporting will be based. (Don’t pick something that has to be measured a year after the project ends, you have to be able to measure it and include it in your final report at the end of the project.)

**6. Work Plan** – The following information should be included in this section.

- Identify the activities necessary to accomplish the project objectives.
- Indicate who will do the work of each activity and how they are qualified to do this work. If collaborative arrangements or subcontracts are used, make sure you specify their role and responsibilities in performing project activities.

- Include timelines for accomplishing each activity. Make sure to include the month and year the project is scheduled to begin and conclude.
- Include plan for disseminating project results as detailed in *Expected Measurable Outcomes* (Section 5 above)

The work plan section may be in any format you choose as long as it contains the appropriate information. We find that the table provided in the application is a good way to include all necessary items. Additional information is not necessary if using the table.

**7. Budget Summary & Narrative** -The budget should contain a table summary and a narrative for each project cost item.

**Personnel** – Persons employed by the grantee or sub grantee organization to work on the project should be listed in this category. The duties must be directly related to the project application. For each project participant, indicate title, percent of full time equivalents (FTE), and corresponding salary for the FTE.

**Fringe Benefits** - Provide the rate of fringe benefits for each project participant’s salary described in the personnel section.

**Equipment** – Equipment is considered items of property having a useful life of more than one year and an acquisition cost of \$5,000 or more. If the cost is under \$5,000, then include these items under supplies. Anything classified as equipment is **not** an allowable cost for this grant program except for lease/rental or depreciation costs.

**Supplies** – List all items with acquisition cost under \$5,000. This includes anything from office supplies and software to educational or field supplies. **Be specific**, list all items you intend to purchase. For non-typical materials & supply items, include a brief narrative of how the items fit with the project.

For example, *Office supplies such as pens, paper, toner, etc - \$500*  
*Gardening supplies such as soil and fertilizer - \$500*

**Contractual** – Provide a short description of the services each contract covers and include the flat rate fee OR the total hourly rate fee for each contract.

Compensation for contractor/consultant services should be reasonable and consistent with that paid for similar services in the marketplace.  
 Contractor/consultant rates shall not exceed \$500 per eight-hour day.

You must indicate that all contractual work on the grant will follow your organization’s procurement practices.

**Other** – Provide a detailed description of all other direct costs such as:

- Conferences/Meeting - Costs of holding a conference or meeting are included in this category. Food/refreshments for conferences/meetings are not eligible costs for this grant.

- Communications - Mailings, postage, express mail, faxes, and telephone long distance charges. Provide the estimated cost for this category. Note that you must prove these expenses are for grant project only and do not costs for non-grant expenses. For example, if phone expenses are charged by a staff member who also uses the phone for non-grant activities, you must prove that the expenses charged to the grant do not include those activities. Just estimating a % of use is not acceptable.
- Speaker/Trainer Fees - Provide the amount of the speaker's fees and a description of the services they are providing.
- Publication Costs - Provide the estimated cost of printing of brochures and other program materials or scientific or technical journals.
- Data Collection - Provide the estimated cost of collecting performance data to measure the project outcome measures.

**Project Income** - Project income is not allowed. If your project cannot be implemented without generating income, do not apply.

**Matching Funds** –Identify the budget categories that will include matching funds. The grant requires a 25% match of the grant request as matching contribution. Matching funds may be in the form of cash or in-kind contributions for direct project expenses. Matching funds must be tracked and verified with receipts/proof of payment just as grant expenses must.

- 8. Project Commitment** – Letters of support and commitment are encouraged from impacted industry partners. Letters of support and commitment must be submitted with the project application. Provide the following information in this section:
- Who supports this project?
  - How is the Wisconsin specialty crop industry support demonstrated?
  - How will grant partners work toward the goals and outcomes of the project?

**B. Exclusions**

Grant funds may not be used to fund political activities in accordance with provisions of the Hatch Act (5 U.S.C. 1501-1508 and 7324-7326).

**C. Application Due Date**

WI DATCP must receive completed applications no later than **5:00 p.m. on Tuesday, March 31, 2015**. Applications received after the deadline will not be accepted. Changes to your application or additional submissions will not be allowed unless specifically requested by the review committee. It is highly recommended you request and receive confirmation your application was received on time.

**D. Contact Information**

Applications must be emailed to: [juli.speck@wi.gov](mailto:juli.speck@wi.gov)  
 For questions contact Juli via email or at 608-224-5134.

**E. Specialty Crop Block Grant Program Checklist**

Each submission must use the application format provided which includes:

- Cover Page (electronic signature is acceptable)

- Complete Project Proposal that details:
  1. Project Description
  2. Project Abstract
  3. Project Purpose
  4. Potential Impact
  5. Expected Measurable Outcomes
  6. Work Plan
  7. Budget Summary and Narrative
  8. Project Commitment
- Letters of Support

### III. Grant Awards and Reporting

#### A. Application Evaluation Process

All applications will be reviewed by a team of WI DATCP and external reviewers after the grant application submittal deadline. The external review committee is made up of growers, industry, universities, public agencies and representatives from non-profits with an interest and expertise in specialty crops and agricultural systems. Applications are evaluated on the merits of the proposals based on the scoring criteria listed on the last page of the RFP. Final decisions may include other factors such as proposal priorities submitted by applicants, total amount of funding each applicant, crop and/or industry is receiving, geographic location of project beneficiaries, and past recipient performance on previous Specialty Crop Block Grants.

Applicants will be notified during the review process if adjustments to the application's scope of work and/or project budgets are necessary. Applicants will be notified by WI DATCP after the review process whether or not the proposal was selected for submission to USDA. Proposals that are approved by WI DATCP will be included in the Wisconsin State Plan which will be submitted to USDA AMS by July 7, 2015 for approval.

#### B. Notification of Award

Upon approval of the Wisconsin State Plan by USDA AMS, applicants will be notified in writing as to whether or not they received a grant award. Successful applicants will also be sent a Grant Award Agreement to sign. WI DATCP anticipates that grant awards and notification will be made in fall of 2015.

#### C. Grant Award Agreement and Payment

Prior to beginning work on the proposed project or receiving funding, each successful applicant will be required to sign a Grant Award Agreement with the WI DATCP indicating their intention to complete the proposed tasks and authorizing WI DATCP to monitor the progress of the proposed project.

Grant Award Agreements must be signed and returned to WI DATCP within 30 days of receipt. Failure to submit an executed copy of the Grant Award Agreement within 30 days of receipt will result in the loss of awarded grant funds, unless the delay is approved by DATCP.

Requests for reimbursements will be accepted monthly. Each reimbursement request must include an itemized invoice and documentation of the work and expense receipts for which

payment reimbursement is requested. Itemization shall include the purpose, amount and date incurred.

To receive reimbursement, grantees must provide assurance that the work has been completed (i.e. include receipts, paid invoices) and clearly outline expenditures on the Request for Reimbursement Form. Twenty five percent of the total grant funds will be retained until receipt of the completed final report including receipts for all expenditures.

#### **D. Reporting Requirements**

WI DATCP reserves the right to modify reporting requirements during the course of the project. All progress and final reports must be submitted using the required format.

**Progress Reports** – Each grantee is required to submit a progress report once a year during the grant period. These reports shall summarize project activities and progress made since the last report submitted, timeliness of project (ahead or behind proposed timeline), externalities that effected progress/delays, expectations for the next period and a summary of costs and reimbursement requested. WI DATCP reserves the right to adjust report dates.

**Final Reports** - A **final performance report** will be required within 60 days following the end date of the grant agreement. The final report will be posted on the USDA-AMS and WI DATCP web sites and is important for sharing project findings with Federal and State agencies and the public. The final report must include the details for the following headings:

##### **Project Summary**

An outline of the issue, problem, interest, or need for each project.

##### **Project Approach**

How the issue or problem was approached via the project.

##### **Goals and Outcomes Achieved**

How the performance goals and measurable outcomes were achieved for each project(s).

##### **Lessons Learned**

Lessons learned, results, conclusions, for each project. If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving.

##### **Additional Information**

Additional information available (e.g. publications, web sites, photographs).

##### **Beneficiaries**

Provide a description and quantitative data for the number of people or operations that have benefited from the project's accomplishments, and/or the potential economic impact of each project.

##### **Contact Person**

Contact person for each project with telephone number and email address.

In addition to the final project report WI DATCP reserves the right to conduct a follow-up survey of funded projects in order to determine long-term impacts of the project.

**Reporting Compliance** – Applicants who do not submit progress and annual reports on time, and/or submit incomplete reports, will be required to return all previously disbursed funds to WI DATCP, and or may be removed from future funding opportunities.

**Budget Adjustments** - If a material change (20% or greater) in the budget is needed during the project period, a written request must be made to WI DATCP to reallocate budget funds between budget categories. However, the total budget amount as dictated by the approved grant award cannot be adjusted.

**Wisconsin  
FY2015 Specialty Crop Block Grant Program  
Evaluation Criteria**

<b>Evaluation Criteria</b>	<b>Maximum Points</b>	<b>Points Received</b>
<b>1. Grant Application</b>	15	
Is the project well organized, thought out, and explained in a way that makes sense and sounds like it can be carried out successfully? Is the proposal well written?		
<b>2. Project Purpose</b>	15	
How well does the applicant define the need for and purpose of the project? Are the project objectives clear and appropriate? Is the project important and timely?		
<b>3. Potential Impact</b>	20	
Does the project have a positive impact on the targeted specialty crop industry? How effective will the project be at enhancing the competitiveness of that industry? If beneficiaries are limited to a specific geographic area, is this appropriate? Will the impact of the project be realized within the next five years?		
<b>4. Expected Measurable Outcomes</b>	10	
Does the project include one or two measurable outcomes that directly support the project's purpose? Are they of direct importance to beneficiaries? Is there a plan for monitoring performance toward meeting each outcome?		
<b>5. Work Plan</b>	5	
Is the work plan complete? Is the work plan feasible? Is the timeline reasonable? Do the tasks relate to the project objectives and expected measurable outcomes?		
<b>6. Budget and Narrative</b>	15	
Is the amount requested reasonable? Are line items reasonable and appropriate? Does the budget narrative adequately explain the line items? Does the applicant meet the 25% matching funds requirement?		
<b>7. Project Commitment</b>	10	
Is industry support for the project demonstrated? Is the project identified as an industry priority? Are stakeholders actively involved in the project? Do stakeholders have an active role in any activities outlined in the project work plan? Are industry stakeholders providing matching or in-kind contributions?		
<b>8. Funding Priority</b>	10	
Does the project clearly address one of the five 2015 Funding Priorities? Is the funding priority discussed anywhere in the narrative? Does the project make an effort to reach underserved populations?		
<b>TOTAL</b>	<b>100</b>	
<i>COMMENTS:</i>		