XXX State Department of Agriculture

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Approved by
Trista Etzig
4/23/11

MEMORANDUM

TO: Trista Etzig; Project Manager, Specialty Crop Block Grant Program

FROM: Tom Jones; Manager, Marketing and Development Branch

DATE: April 23, 2011

RE: Request to Amend the Scope for AMS Agreement 12-25-B-XXXX

The approved State plan for Specialty Crop Block Grant #12-25-B-XXXX included a project entitled "Farm-to-School: Building New Markets for Specialty Crops in Schools." The project has been completed and all objectives have been accomplished. However, due to efficient use of grant funds, the final cost of the project was $244,000 rather than the granted amount of $250,000. Therefore, XXX State Department of Agriculture hereby requests a scope change to redirect these funds to a new project.

Please find attached the profile for a new proposed project. The total budget requested for this new project is $6,000.

Sincerely,

X Tom Jones

Tom Jones
Manager

Tribal Creek Partnership's Fresh Food Initiative

Abstract

Partner with Tribal Creek Inc. to increase specialty crop availability and consumption on the reservation by cultivating 10-15 new small farmers on the reservation and educating the population about the production and health benefits of specialty crops.

Partner Organization

Tribal Creek, Inc.

Project Purpose

The purpose of this project is to increase specialty crop availability and consumption on the reservation by cultivating 10-15 new small farmers on the reservation and educating the population about the production and health benefits of specialty crops.

Indian-owned acres represent roughly 2% of all land within the United States, while Native American farmers make up 2.4% of all farmers and they are generating only 30% of the average value of sales seen by their non-Indian counterparts. Identifying and training 10-15 new small farmers will provide them with a knowledge base to effectively utilize the valuable land resources available to them. Furthermore, such development will grow the local economy as farmers will be able to sell their products, grow their farms, buy supplies, and ultimately perhaps even hire workers for their farms.

In addition to the economic benefits of this project, it will also provide much-needed health benefits. Many of the local residents suffer from obesity, malnutrition, and related health problems as a direct result of a poor diet. The educational component of this project will help residents understand the benefits of consuming specialty crops. They will be exposed to new fresh fruits and vegetables and will learn tasty new ways to prepare them.

To achieve these goals, the project staff will conduct activities centered around four main objectives: education, school gardens, entrepreneurial growth and market growth. First, the education component will target both youth and adults. The youth portion will work within the school system and with after-school programs to address agronomy, entrepreneurship, nutrition and wellness. Weekly classes will be provided by the State University (SU) Extension staff during and after school throughout the year. SU expects to teach at least 50 lessons to children of various ages.

In addition, SU will provide at least 10 community classes a year geared towards the general adult population, as well as towards potential growers. These classes will serve as a catalyst for the identification of potential growers and more direct technical assistance for each area.

The second objective of the project will center on the development of a market-focused school garden. A sustainable school garden is being developed at the Tribal Creek Schools with a focus on providing entrepreneurial education through developing direct marketing access for the school garden's produce. This activity will overlap with the youth education pieces spoken about in objective one. The SU Extension staff will work directly with the classroom students on the school-based garden, while the executive director will coordinate volunteers to oversee work in school off-season.

The third objective is to provide technical assistance to individuals for the development of their own small specialty crop businesses. Tribal Creek, Inc. will work directly with tribal

members and grassroots nonprofits to develop a network of growers throughout the reservation that support all the small communities on the reservation.

The final objective will be more heavily focused on the development of local markets for the specialty crops grown throughout this process. Tribal Creek's executive director has already begun identifying potential specialty crop markets in the area and is devising strategies to target them through advertising, accessibility, promotions, and other important strategies. In addition, the executive director will help growers assess local retailers' interest in purchasing local products and creating a startup farmer's market in the area.

All educational and other project activities will focus on and benefit solely specialty crops. Staff will ensure that all examples in the training are examples of specialty crops. In addition, registration for community education courses will require a self-assessment from each participant. Any participants that have other farming or agricultural interests who wish to participate in the training activities will be required to pay a registration fee to cover the cost.

This project does not build on any previously SCBGP or SCBGP-FB funded projects and has not been submitted to or funded by another Federal or State grant program.

Potential Impact

Beneficiaries of the project will include a minimum of 10-15 small farmers who will receive one-on-one and group training; approximately 300 students who attend the Tribal Creek schools and will participate in the in-school and after-school educational and gardening activities; approximately 300 adults who will be trained through the community education courses; and the general population of 6,223 who will benefit both from the economic stimulus of the activities and from the multiplier effect of information sharing in the general population.

The economic impact of the project is difficult to forecast in dollar figures. However, it is anticipated that the project will bring significant economic opportunities to the 10-15 farmers who participate. In turn, their growth will spark greater need for supplies, labor and equipment, most of which is readily available on the reservation.

Expected Measurable Outcomes

- Increase the number of specialty crop farmers on the reservation (**GOAL**) by 10-15 (**TARGET**) from current number of 3 (**BENCHMARK**) as measured by the number of participants who make sales of specialty crops (**PERFORMANCE MEASURE**).
- Increase population's understanding of specialty crops and their uses by training students and adults at schools, in afterschool activities and through community education (**GOAL**). Eighty percent of the 600 participants will improve their knowledge about specialty crops by 50 percent or more (**TARGET**) as measured through pre- and post- tests (**PERFORMANCE MEASURE**). **BENCHMARK** will be set through the pretest.
- Increase specialty crop sales on the reservation (**GOAL**) by ten percent (**TARGET**) from current sales of $100,000 (**BENCHMARK**) as measured by sales receipts of new farmers (**PERFORMANCE MEASURE**).

Work Plan

Objective 1: School garden

Activity	Personnel	Oct 2011	Dec	Feb	Apr	Jun	Aug
Recruit Volunteers	Executive Director						
Volunteer Orientation	SU						
Gardening	SU, students, volunteers						
Establish Direct Market Access	Executive Director						

Objective 2: Adult & Child Education

Activity	Personnel	Oct	Dec	Feb	Apr	Jun	Aug
In- and after-school education	School admins, Boys/Girls Club, SU						
Summer Education	SU						
Adult Community Classes	SU						

Objective 3: Entrepreneurship

Activity	Personnel	Oct	Dec	Feb	Apr	Jun	Aug
Recruit entrepreneurs, plan	Executive Director						
Gardening Assistance	SU						
Marketing & Sales Assistance	Executive Director						

Project Evaluation

Activity	Personnel	Oct	Dec	Feb	Apr	Jun	Aug
Survey/Project Evaluation	Executive Director						

Budget Narrative

Cost Category	*SCBGP Request*	*Applicant Cash Match*	*Applicant In-Kind*	*Partner Org Cash Match*	*Partner Org In-Kind*	***Total***
Personnel	$0	$2,500	$0	$0	$2,700	**$5,200**
Contractual	$0	$0	$0	$0	$0	**$0**
Travel	$0	$0	$945	$0	$0	**$945**

Supplies	$6,000	$0	$2,000	$0	$0	**$8,000**
Equipment	$0	$0	$10,000	$0	$0	**$10,000**
Lease/Rental	$0	$0	$2,000	$0	$0	**$2,000**
Other	$0	$0	$2,000	$0	$10,000	**$12,000**
Total	**$6,000**	**$2,500**	**$16,945**	**$0**	**$24,500**	**$49,945**

Supplies

- 400 reusable grocer bags for marketing @ $5 per bag = **$2,000**
- 20 gardening starter kits @ $100 / kit that includes seeds and tools = **$2,000**
- **$1,500** for gardening tools such as shovels, rakes, shears, etc. that can be used for all gardens including individuals and school
- **$500** for general seeds for use by school garden and individuals as necessary

Matching Funds & In-Kind Contributions

Matching funds and in-kind contributions will be provided by Tribal Creek, Inc. and its various partners in the amount of $2,500 cash and $41,445. These contributions will cover the following expenses:

Personnel

- Tribal Creek Executive Director, 80 hours @ $25/hour
- SU Extension Office
  - Community Educator - $15 X 100
  - Youth Coordinator - $12 X 100

Contractual

- There are no contractual funds requested

Supplies

- $2,000 for packaging assistance as a starter for individuals and school garden in their attempt to access consumers

Travel

- 2,700 miles * .35/mile

Lease / Rental

- In-kind office space provision for Tribal Creek Initiative and SU Extension staff at $500 per month for 4 months

Other

- $1,000 in general supplies for youth and adult education classes
- $1,000 in marketing assistance to reach out to broader audience. This funding will be utilized for print or radio marketing in the region

- $10,000 for volunteer time by community members, students, and tribal leaders @ 1,000 total hours X $10 per hours (community meetings, strategic planning and the bulk in gardening effort)

Project Oversight

Tribal Creek, Inc. is staffed by a highly qualified executive director who will oversee the implementation and administration of this project. The organization follows standard accounting practices and can complete all reporting requirements necessary. The organization utilizes a variety of federal, state and private grants for its nonprofit functions. As a result, staff members are comfortable with analysis and reporting for these various grants. The executive director will work directly with SU Extension to analyze the needs of the producers/vendors and then do the direct purchase of the grant requests. The executive director will be responsible for all reporting requirements associated with this grant program.

Project Commitment

The Tribal Creek Partnership currently includes the following groups:

- Tribal Creek, Inc.
- The Tribe
- Tribal Schools
- State University Extension
- Boys & Girls Clubs of three districts
- Bureau of Indian Affairs

All partners will lead some of the training sessions, participate in volunteer recruitment, and provide technical assistance as needed.