



Federal-State Marketing Improvement Program

Fiscal Year 2018 Request for Applications

Funding Opportunity Number: USDA-AMS-TM-FSMIP-G-18-0004

Publication Date: March 7, 2018

Application Due Date: 11:59 PM Eastern Time on May 7, 2018

Program Solicitation Information

Funding Opportunity Title: Federal-State Marketing Improvement Program (FSMIP)

Funding Opportunity Number: USDA-AMS-TM-FSMIP-G-18-0004

Announcement Type: Initial

Catalog of Federal Domestic Assistance (CFDA) Number: 10.156

Dates: Applications must be received on or before 11:59 pm Eastern Time May 7, 2018, through www.Grants.gov. Applications received after this deadline will not be considered for funding.

Executive Summary: The U.S. Department of Agriculture (USDA), Agricultural Marketing Service (AMS), requests applications for the fiscal year (FY) 2018 Federal-State Marketing Improvement Program (FSMIP). AMS will competitively award matching grants to eligible applicants for projects that explore new market opportunities for U.S. food and agricultural products and encourage research and innovation aimed at improving the efficiency and performance of the U.S. marketing system.

It is anticipated that approximately \$1 million will be available in total to fund applications under this solicitation. The final amount available is subject to Congressional action. The maximum award is \$250,000. In the FY 2017 application cycle, AMS received 31 applications and funded 6 (19%) of the applications. As such, to be competitive, applications must be complete and of high quality.

Funding will be available for use beginning September 30, 2018. A \$1 for \$1 match, in the form of cash or in-kind resources, is required.

This announcement provides information about the eligibility criteria for applicants and projects and the application forms and associated instructions needed to apply for an award.

Stakeholder Input: AMS seeks your comments about this Request for Applications (RFA). We will consider the comments when we develop the next RFA. Submit written stakeholder comments by the deadline set forth in the DATES portion of this Notice via e-mail to: AMSGrants@ams.usda.gov. (This e-mail address is intended only for receiving comments regarding this RFA and not requesting information or forms.) In your comments, please state that you are commenting on the **Federal-State Marketing Improvement Program RFA**.

Highlights and Changes for 2018

Below are highlights of major changes to the program since last year.

- Sections **4.2 Content and Form of Application Submission** and **4.7 Grants.gov Application Submission and Receipt Procedures and Requirements** have been updated to explain how to attach AMS-specific forms in Grants.gov, and to remind applicants that Grants.gov does not verify whether these required forms are submitted by the applicant at the time of submission.
- Four types of projects have been established, including: (1) Agricultural Product Distribution, (2) Cooperative Development, (3) Economic Research to Clarify Marketing Barriers and Opportunities, and (4) Agricultural Product Development.
- The Project Narrative requirements have been updated to include an Executive Summary and realign other Project Narrative requirements to more closely align with the evaluation criteria.
- The cost categories for the Fiscal Plan and Resources have been provided.
- The requirement for Letters of Support has been removed and the requirement of Letters of Commitment has been added.
- The maximum award amount has been increased to \$250,000.
- While much of the content is the same, the layout of the RFA has been revised compared to previous years.

Application Checklist

The application checklist below provides the required and conditionally required documents for an application package. AMS expects applicants to read the entire RFA prior to submitting their application to ensure that they understand the program’s requirements.

FSMIP requires that **all application packages** include the following:

- SF-424 – Application for Federal Assistance (in Grants.gov)
- SF-424B – Assurances - Non-Construction Program (in Grants.gov)

The following required application components must be combined into one PDF in the order listed below.

- Project Narrative
- Fiscal Plan and Resources
- Letters of Commitment from Partner and Collaborator Organizations
- Personnel Qualifications
- Verification of Matching Funds Letter for EACH Cash or In-kind Resource

When applicable, application packages may be required to include the following documents:

- AD-3030 – Representations Regarding Felony Conviction and Tax Delinquent Status for Corporate Applicants (in Grants.gov)
- AD-3031 – Assurance Regarding Felony Conviction or Tax Delinquent Status for Corporate Applicants (in Grants.gov)
- Negotiated Indirect Cost Rate Agreement (PDF Attachment)

Timing to Obtain and Submit Grants.gov Required Elements

Required Action	<i>Timing to Obtain/Submit</i>
AMS Deadline to receive final application and all supporting materials	<i>May 7, 2018 – 11:59 p.m. [Eastern Time]</i>
Obtaining Your Organization’s DUNS Number (if you do not already have one)	1-2 business days
Establishing an <i>Active</i> SAM.gov Account (if you do not already have one)	7-10 business days
Obtaining an TIN/EIN (if you do not already have one)	Up to 2 weeks
Creating your Grants.gov Profile and Registering Your Authorized Organizational Representative (AOR) Authorization	Up to 2 weeks

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1.0 FUNDING OPPORTUNITY DESCRIPTION

1.1 LEGISLATIVE AUTHORITY

The Federal-State Marketing Improvement Program (FSMIP) is authorized by section 204(b) of the Agricultural Marketing Act of 1946, ([7 U.S.C. § 1623\(b\)](#)).

1.2 PURPOSE

To explore new market opportunities for U.S. food and agricultural products, and encourage research and innovation aimed at improving the efficiency and performance of the U.S. agricultural marketing system. FSMIP funds a wide range of applied research projects that address barriers, challenges, and opportunities in marketing, transportation, and distribution of U.S. food and agricultural products domestically and internationally.

1.3 PROJECT TYPES

Applicants must align their proposal to one of the four project types:

- Agricultural Product Distribution (handling, storage, processing, transportation, and distribution)
- Cooperative Development (cooperation among Federal and State agencies, producers, industry organizations, and others in the development and effectuation of research and marketing programs to improve the distribution processes)
- Economic Research to Clarify Marketing Barriers and Opportunities, including regulatory compliance costs
- Agricultural Product Development

Applicants may apply under one project type.

1.3.1 ELIGIBLE PROJECT SCOPE

Proposals may address topics dealing with any level of the marketing chain including direct, wholesale, and retail. Proposals must have a strong marketing focus and must involve research, and the primary beneficiaries must be agricultural producers and agribusinesses. Proposals that involve training or education programs must include a research component that tests the effects of the program on the marketing goals.

Proposals may involve small, medium or large scale agricultural entities but must benefit multiple producers or agribusinesses. Proposals that benefit one business or individual will not be considered. Proposals that address issues of importance at the State, multi-State, or national level are appropriate for FSMIP.

FSMIP will consider unique smaller-scale proposals that may serve as pilot projects or case studies useful as models for others. Such proposals must include an objective to analyze opportunities and formulate recommendations with regard to how the project could be scaled up or expanded to other regions.

1.3.2 ELIGIBLE PROJECT TOPICS

FSMIP enabling legislation authorizes projects to:

- Determine the best methods for processing, preparing for market, packing, handling, transporting, storing, distributing, and marketing agricultural products.
- Determine the costs of marketing agricultural products in their various forms and through various channels.
- Assist in the development of more efficient marketing methods, practices, and facilities to bring about more efficient and orderly marketing, and reduce the price spread between the producer and the consumer.
- Develop and improve standards of quality, condition, quantity, grade, and packaging in order to encourage uniformity and consistency in commercial practices.
- Eliminate artificial barriers to the free movement of agricultural products in commercial channels.
- Foster new/expanded domestic and foreign markets and new/expanded uses of agricultural products.
- Collect and disseminate marketing information to anticipate and meet consumer requirements, maintain farm income, and balance production and utilization.

1.3.3 PROJECTS AND ACTIVITIES NOT ELIGIBLE FOR FUNDING

Projects are not eligible for funding if the proposed activities:

- Are related to construction or purchasing land for use by a non-Federal entity.
- Benefit only one agricultural producer, entity, or individual.
- Depend upon the completion of another project or the receipt of another grant.
- Duplicate activities of a project that has received a Federal award from another Federal award program.

1.4 PRIORITY AREAS

All proposals that fit within the FSMIP scope will receive equal consideration during the peer review evaluation process. AMS will award funds, as available, to proposals that rank well in competitive review and meet one or more of the following criteria:

- Reflect a collaborative approach between the States, academia, the farm sector, and other appropriate entities and stakeholders, in recognition of the synergies and improved outcomes that are attributable to such collaborations and partnerships.
- Assess challenges and develop methods or practices that could assist producers in marketing agricultural products that meet buyer-driven food safety standards such as Good Agricultural Practices, Good Handling Practices, and Good Manufacturing practices, as well as the mandates of the Food and Drug Administration’s Food Safety Modernization Act ([21 U.S.C. § 2201](#)).

- Have the potential to create wealth and economic opportunity in rural communities through research and studies on issues relating to marketing in local and regional food systems and value-added agriculture.

1.5 DEVELOPMENT OF PROPOSALS

1.5.1 PREVIOUS PROJECTS AND FOLLOW-UP PROPOSALS

If the proposal (a) builds on a project funded by another federal award program (e.g. the [Specialty Crop Block Grant Program](#), the [Farmers Market Promotion Program](#), the [Local Food Promotion Program](#)), (b) is part of a larger project or initiative, or (c) builds on a previously funded FSMIP project, the proposal must include an explanation in the Project Narrative that indicates how the proposal relates to, but is distinct from, such work.

1.5.2 PROPOSALS INVOLVING FOREIGN MARKET DEVELOPMENT

If a proposal involves foreign market development, determine first if the project is more appropriate for Federal award programs administered by the [Foreign Agricultural Service \(FAS\)](#) or for funding through a [State-Regional Trade Group](#). AMS recommends that applicants search the [FAS database of GAIN reports](#) to ensure that a foreign market development proposal will not duplicate existing information.

2.0 AWARD INFORMATION

2.1 TYPE OF FEDERAL ASSISTANCE

AMS will use a Grant Agreement to provide a Federal award to successful applicants.

2.2 TYPE OF APPLICATIONS

New application. All new applications will be reviewed competitively using the selection process and evaluation criteria described in section [5.0 Application Review Information](#).

2.3 AVAILABLE FUNDING

It is anticipated that approximately \$1 million will be available to fund applications in FY 2018. Enactment of additional continuing resolutions or an appropriations act may affect the availability or level of funding for this program.

2.4 FEDERAL AWARD PERIOD DURATION

FSMIP projects are awarded for a period of 36 months (3 years), although it is acceptable to complete a project before the scheduled performance period ending date. All 2018 FSMIP projects will begin on September 30, 2018, and must end no later than September 29, 2021. Insert these start and end dates on Block 17 on the SF-424 "Application for Federal Assistance."

2.5 AWARD SIZE

Maximum grant award is \$250,000.

3.0 ELIGIBILITY INFORMATION

3.1 ELIGIBLE APPLICANTS

Eligible applicants (“State agencies”) are State departments of agriculture, State agricultural experiment stations, and other appropriate State agencies from the 50 States, American Samoa, the District of Columbia, Guam, the Federated States of Micronesia, the Commonwealth of the Northern Mariana Islands, the Commonwealth of Puerto Rico, and the U.S. Virgin Islands.

- The term “other appropriate State Agency” means a State university, a State college, or a State government entity such as a State department of forestry, natural resources, or energy.
- The terms “State university” and “State college” include land-grant universities and colleges which are defined as institutions of higher education in the United States and designated by a State to receive the benefits of the Morrill Acts of 1862 and 1890. Tribal colleges and universities that became land-grant institutions in 1994, under the Elementary and Secondary Education Reauthorization Act, as well as other State-run colleges and universities are also eligible.

3.2 PARTNERS AND COLLABORATORS

The applicant may subcontract or subaward with partners and collaborators (see section [4.6.3](#)). Only the applicant must meet the eligibility requirements. Project partners and collaborators do not need to meet these eligibility requirements.

- A *partnership* is a relationship involving close cooperation between parties having specified and joint rights and responsibilities in the management of the project.
- A *collaborator* is a person or an organization unaffiliated with the applicant that cooperates with the applicant in the conduct of the project and is not immediately connected to the management of the project.

Partners and collaborators may be private or public, for-profit or nonprofit entities, including but not limited to:

- New and beginning farmers and ranchers (individuals or entities that have not operated a farm or ranch for more than 10 years and substantially participate in the operation);
- Rural enterprises (small and emerging private businesses in rural areas that have fewer than 50 employees and less than \$1 million in gross revenue);
- Agri-businesses; and
- Local government entities

Although not eligible to apply directly, producer associations, non-profit organizations, and other agricultural and stakeholder organizations may participate as partners with an eligible applicant.

Applicants are required to show evidence of existing community or industry support and engagement. AMS will not award grant funds for projects that solely benefit one individual or entity.

3.3 COST SHARING AND MATCHING

FSMIP requires a \$1-for-\$1 match in the form of cash or with properly-valued, in-kind non-Federal resources.

Cost sharing or the required match must be in the form of allowable direct or indirect costs. Refer to [2 CFR § 200.306](#) for additional Federal requirements and definitions, including the basis for determining the value of cash and in-kind contributions.

In-kind contributions when used as a cost share or match for a grant are generally defined as the value of goods or services provided by a third party for the benefit of the grant program, where no funds transferred hands. These contributions cannot satisfy a cost sharing or matching requirement for this grant program if they are used toward satisfying a match requirement under any other Federal grant agreement to which the applicant is party.

All matching contributions **must be committed or in place** when the proposal is submitted. Additional anticipated matching funds not in place by the time the project commences cannot be counted toward the matching requirement.

Applicants will indicate the total amount of match and how it will specifically align with their requested funding when completing the budget section of the Project Narrative and submit letters or other documentation verifying the match for EACH cash and/or in-kind resource. Refer to section [4.2.5 Matching Funds and Letters of Verification](#) for more information.

Indirect costs may count toward the match. Refer to section [4.6.2 Using Indirect Costs for Cost Sharing or Matching](#) for more information.

Applicants may not use program income (as defined in [2 CFR § 200.80](#)) or Federal funds of any kind as a match or cost share.

4.0 APPLICATION AND SUBMISSION INFORMATION

4.1 ELECTRONIC APPLICATION PACKAGE

Only electronic applications may be submitted via Grants.gov in response to this RFA. We urge applicants to submit early to the Grants.gov system. For an overview of the Grants.gov application process see Grants.gov's [Apply for Grants](#) webpage. This RFA contains the information needed to obtain and complete required application forms and AMS-specific attachments. More information about applying through Grants.gov can be found in section [4.7 Grants.gov Application Submission and Receipt Procedures and Requirements](#).

Applicants can find the opportunity under either the CFDA number "10.156," or the FSMIP Funding Opportunity Number "USDA-AMS-TM-FSMIP-G-18-0004."

4.2 CONTENT AND FORM OF APPLICATION SUBMISSION

4.2.1 SF-424 APPLICATION FOR FEDERAL ASSISTANCE

Required: The SF-424 is available via the opportunity at Grants.gov. Most information blocks on the required form are either self-explanatory or are adequately explained in the instructions. However, you must use the following supplemental instructions associated with specific blocks on form SF-424.

Block	Instructions:
#1 Type of Submission	Application
#2 Type of Application	New
#4 through #7	Not required
#8c Organizational DUNS	Applicant DUNS# for the Organization submitting the application. See D&B Request a DUNS Number
#8d Address	Enter the organization street address as it appears in SAM.gov. P.O. Boxes will not be accepted. Enter a 9-digit zip code.
#10 Name of Federal Agency	AMS, USDA
#11 Catalog of Federal Domestic Assistance Number	10.156
#12 Funding Opportunity Number	USDA-AMS-TM-FSMIP-G-18-0004
#13 Competition Identification Number	Not applicable
#14 Areas Affected by Project	Enter cities, counties, States affected by project.
#15 Descriptive Title of Applicant's Project	Provide a short description of the project.
#16a Congressional Districts for Applicant	Enter the Congressional district where your main office is located.
#16b Congressional Districts for Program/Project	Enter the Congressional district where your project will be implemented. Write "All" if the project will be implemented in more than one location.
#17 Proposed Project Start Date and End Date	Start Date: September 30, 2018. End date: September 29, 2021.
#18a Estimated Funding - Federal	Total FSMIP award requested.
#18b – 18f Estimated Funding – Applicant	Enter the amount of match or cost share from the applicant organization and/or other partners.
#19 Is Applicant Subject to Review by State Under Executive Order 12372 Process?	This initiative is subject to intergovernmental review . Consult this website (https://www.whitehouse.gov/omb/grants_spoc) to determine applicability in your State.

4.2.2 SF-424B ASSURANCES NON-CONSTRUCTION PROGRAMS

Required: The SF-424B is available via the opportunity at www.Grants.gov.

4.2.3 PROJECT NARRATIVE

Required. The Project Narrative must be submitted as a PDF, attached to the Grants.gov application package using the “Add Attachments” button under SF-424 item #15. Handwritten applications or applications in MS Word will not be accepted. The Project Narrative must be typed, single-spaced, in an 11-point font, not to exceed fifteen (15) 8.5 x 11 pages.

Prior to submitting an application to Grants.gov, make sure that it is in final form (e.g., if you used the “track changes” function, accept all changes before submitting so that the mark-up is not visible upon final submission).

The supporting documents listed in sections 4.2.4, 4.2.5, 4.2.7, and 4.2.8 do not count against the 15-page limit for the Project Narrative.

(1) Executive Summary

Include a summary of 250 words or less suitable for dissemination to the public. This summary should include a concise outline of the project’s outcome(s) and description of the general tasks to be completed during the project period to fulfill this goal.

(2) Alignment and Intent

(i) Clearly state the purpose of the project and Project Type identified in section [1.3 Project Types](#). Describe the specific issue, problem, or need that the project will address in relation to the statutory language of the program ([7 U.S.C. § 1623\(b\)](#)). Include data and/or estimates that describe the extent of the issue, problem, or need.

(ii) List the objectives of the project. The objectives must be related to addressing the issue(s), problem(s), or need(s) mentioned in section (2)(i).

(iii) Provide a description of the benefits that are intended to be achieved as a result of engaging in the activities associated with this project, including the number of affected producers or processors.

(3) Technical Merit

(i) Provide a Work Plan that describes the activities and timeline associated with each project objective. Include the following information for each objective mentioned in the Alignment and Intent section above: a timeline for each activity and major output including the anticipated date of completion; how and where the activities will take place; required resources; milestone(s) for assessing progress and success; the person(s) responsible for completing the activity, including collaborative arrangements or subcontractors; if conducting training and technical assistance, how participants will be recruited; and how you will help guide program development and delivery.

(ii) If the proposed project will be or has been submitted to another federal program for funding, provide the grant program name.

(iii) If the proposed project builds on work previously funded by a federal program, including [AMS grant programs](#), provide the year and grant program name, and describe how the proposed project, if funded, would not duplicate work previously funded the federal government.

(4) Achievability

- (i) Provide at least one distinct, quantifiable, measurable project outcome and associated indicator. If the outcome measures are long-term and occur after the project's completion, identify an intermediate outcome that occurs before, and is expected to help lead to the fulfillment of long-term outcomes.
- (ii) For each completed outcome indicator, describe how you derived the numbers, how you intend to measure and achieve each relevant outcome and indicator, and any potential challenges to achieving the estimated targets and action steps for addressing them.
- (iii) Describe how you will disseminate the project's results (positive and negative) to similar organizations, stakeholders, and others that may be interested in the project's results or implementing a similar project.

(5) Expertise and Partners

- (i) List key staff, including personnel and external project partners and collaborators that comprise the Project Team, their roles, and their relevant experience and past successes in developing and operating projects similar to this project. Ensure that you have included Letters of Commitment from Partner and Collaborator Organizations to support the information.
- (ii) Describe your management plan for coordinating, communicating, and sharing data and reports among members of the Project Team and stakeholder groups, both internally to personnel and externally to partners and collaborators.
- (iii) Describe how the project, and its partnerships and collaborations, will be sustained beyond the project's period of performance (without grant funds).

4.2.4 FISCAL PLAN AND RESOURCES

Required: The Fiscal Plan and Resources includes the Budget Spreadsheet and Budget Narrative. The Budget Spreadsheet must show the relevant expenditure categories in the far-left column. Relevant cost categories include:

- Personnel
- Fringe Benefits
- Travel
- Special Purpose Equipment
- Supplies
- Contracts/Consultants
- Indirect Costs
- Program Income
- Other

Proceeding across the page, there must be a column showing the dollar amount of FSMIP funds requested and separate columns showing the dollar amount for each of the non-Federal entities that will provide matching resources. Provide separate Year 1, Year 2, Year 3, and cumulative budgets.

The Budget Narrative must break down and explain how the dollar amounts for each category shown on the Budget Spreadsheet were derived and what they cover. See section [4.6.4 Allowable and Unallowable Costs and Activities](#) for a full listing of allowable and unallowable costs.

The Fiscal Plan and Resources do not count toward the 15-page Project Narrative maximum.

4.2.5 PERSONNEL QUALIFICATIONS

Required: Provide a one- to two-page resume or summary of relevant experience and/or qualifications of the principal investigator(s) and for each of the other major project participants. *Longer resumes will be disregarded.*

4.2.6 MATCHING FUNDS AND LETTERS OF VERIFICATION

Required: Each application is required to have written verification of match commitment from any party, including the applicant, who will contribute cash or in-kind matching non-Federal resources to the project.

Submit one letter verifying the match for EACH cash or in-kind resource, signed by the matching organization.

AMS has posted [A SUGGESTED MATCH VERIFICATION TEMPLATE LETTER](#) on the AMS application website. We highly encourage you to use this template. If you do not use this template, your match verification document must minimally include the following:

- Project Applicant
- Project Title
- Cash Commitment per year (if applicable) and Total Cash Match
- In-kind Contribution per year (if applicable) and Total In-kind Match. Break down items into categories as applicable:
 - Salaries (employee name, title, duties, pay rate/hour, amount matched per year)
 - Items/Activities (fair market value per unit, how value determined, and amount matched per year)
- Explanation of how each type of match will correspond to the budget or be used by the Applicant.
- Signature of Matching Organization Representative with typed name and title.

Submit *Matching Fund and Letters of Verification* on letterhead and address them to the applicant (i.e., Project Director). Clearly indicate at the top of the documents that they are **MATCH VERIFICATION LETTERS**. Letters must accompany the proposal at the time of application. Unsigned letters will not be accepted.

4.2.7 LETTERS OF COMMITMENT FROM PARTNER AND COLLABORATOR ORGANIZATIONS

Required: Applicants must provide letters of commitment (in MS Word or PDF) from all project partners and collaborators. More information on partners and collaborators can be found in section [3.2 Partners and Collaborators](#). The letter must state the partner or collaborator agrees to the project management

plan presented in the Project Narrative. Emails will not be accepted. The Letter of Commitment must include the following:

- Project Applicant
- Project Title
- A short introduction describing the partnering organization’s mission and its interest in FSMIP development
- What the organization commits to participating in and supporting
- The time period of the partnership
- Roles of the participating individuals, as applicable, and any individual time commitment
- A statement that these individuals and the organization agree to abide by the management plan contained in the application

Submit *Letters of Commitment* on letterhead and address them to the applicant (i.e., Project Director). Clearly indicate at the top of the documents that they are **LETTERS OF COMMITMENT**. Letters must accompany the proposal at the time of application. Unsigned letters will not be accepted.

AMS has posted [A SUGGESTED PARTNER ORGANIZATION TEMPLATE LETTER](#) on the FSMIP application website. We highly encourage you to use this template.

Letter(s) must be attached to the Grants.gov application package using the “Add Attachments” button under Form SF-424 item #15.

PLEASE NOTE: FSMIP does not require Congressional letters of support nor do such letters carry additional weight during the evaluation process.

4.2.8 FORM AD-3030 – REPRESENTATIONS REGARDING FELONY CONVICTION AND TAX DELINQUENT STATUS FOR CORPORATE APPLICANTS

Required if the applicant is a corporation. A corporation includes, but is not limited to, any entity that has filed articles of incorporation in one of the 50 States, the District of Columbia, or the U.S. territories. Corporations can include both for-profit and non-profit entities. AD-3030 is a self-certification form. It is the responsibility of the applicant to determine if the AD-3030 needs to be completed and submitted. The applicant must submit the version of the form in Grants.gov. This requirement does not apply to State departments of agriculture, but it may apply to State universities and State colleges. Most information blocks on the required form are self-explanatory; however, AMS is providing further clarification below.

Block	Instructions
#1 Applicant's Name	Enter the name of the individual or authorized representative who is submitting the application on behalf of the applicant organization.
#2 Applicant's Address	Enter the address of the applicant organization.
#3 Tax ID No.	Enter the last four digits of the applicant organization's Tax Identification Number.
#4A, 4B, 4C Questions	<p>Address these questions by checking the Yes or No boxes.</p> <p>For question 4B, see below for what is meant by "acting on behalf of."</p> <p>If the action of the official or agent resulted in a benefit to the corporation, then the official or agent was "acting on behalf" of the corporation. If the action of the official or agent resulted in a benefit to the official or agent, then the official or agent was not acting on behalf of the corporation.</p>
#5A Applicant's Signature (By)	The individual or authorized representative who is submitting the application on behalf of the applicant organization must sign the form.
#5B Title/Relationship of the Individual if Signing in a Representative Capacity	Enter the title of the individual or authorized representative who is submitting the application on behalf of the applicant organization.
#5C Date Signed	Date the form.

4.2.9 FORM AD-3031, ASSURANCE REGARDING FELONY CONVICTION OR TAX DELINQUENT STATUS FOR CORPORATE APPLICANTS

Required if the applicant is a corporation. A corporation includes, but is not limited to, any entity that has filed articles of incorporation in one of the 50 States, the District of Columbia, or the U.S. territories. Corporations can include both for-profit and non-profit entities.

The applicant must submit the fillable PDF version of the form in Grants.gov. AD-3031 is a self-certification form. It is the responsibility of the applicant to determine if the AD-3031 needs to be completed and submitted.

4.2.10 NEGOTIATED INDIRECT COST RATE AGREEMENT (NICRA)

Required if the applicant has a NICRA. Refer to section [4.6.1 Indirect Costs](#) for more information. The NICRA must be in PDF format and attached to the Grants.gov application package using the "Add Attachments" button under SF-424 item #15.

4.3 SUBMITTED APPLICATION QUALIFICATION

Your application will **not be accepted** if it:

- Is received by Grants.gov after the submission deadline (see [AMS' Policy on Late Applications](#)).
- Is submitted via any method other than through www.Grants.gov.

Your application will be **rejected** if it:

- Is non-responsive to the requirements of this RFA (see [AMS' Policy on Non-Responsive Applications](#)).

4.4 SUBMISSION DATE AND TIME

Applications must be submitted electronically through Grants.gov. Ensure that all components of the application are complete before submission. Allow enough time for the application process, as it may take more than one attempt before your application is successfully submitted. AMS encourages you to submit your application at least two weeks prior to the application deadline to ensure all certifications and registrations are met.

Only applications submitted and validated by 11:59 pm Eastern Time on May 7, 2018, to Grants.gov will be accepted. See [AMS' Policy on Late Applications](#).

4.5 INTERGOVERNMENTAL REVIEW

FSMIP is subject to [Executive Order 12372, "Intergovernmental Review of Federal Programs."](#) Refer to https://www.whitehouse.gov/omb/grants_spoc.

4.6 FUNDING RESTRICTIONS

4.6.1 INDIRECT COSTS

Indirect costs (also known as "facilities and administrative costs"—defined at [2 CFR § 200.56](#)) are those costs incurred for a common or joint purpose benefitting more than one cost objective, and not readily assignable to the cost objectives specifically benefitted, without effort disproportionate to the results achieved.

As stated in the regulations ([2 CFR §§ 200.413](#) and [414](#)), any non-Federal entity that has never received a negotiated indirect cost rate, except State and Local Government and Indian Tribe Indirect Cost Proposals, may elect to charge a de minimis rate of 10 percent of modified total direct costs (MTDC) that may be used indefinitely. As described in [2 CFR § 200.403](#), costs must be consistently charged as either indirect or direct costs, but may not be double charged or inconsistently charged as both. If chosen, this methodology once elected must be used consistently for all Federal awards until such time as a recipient chooses to negotiate for a rate, which the recipient may apply to do at any time.

All applicants who elect to charge a de minimis rate of 10 percent must use the MTDC as the base. MTDCs are defined in [2 CFR § 200.68](#) as all direct salaries and wages, applicable fringe benefits, materials and supplies, services, travel, and up to the first \$25,000 of each subaward (regardless of the period of performance of the subawards under the award). MTDCs exclude equipment, capital

expenditures, charges for patient care, rental costs, tuition remission, scholarships and fellowships, participant support costs, and the portion of each subaward in excess of \$25,000. Other items may be excluded only when necessary to avoid a serious inequity in the distribution of indirect costs, and with the approval of its cognizant agency for indirect costs.

If an applicant has a negotiated indirect cost rate approved by its cognizant agency, the applicant must submit a copy of its approved NICRA with its application. Entities that would like to negotiate an indirect cost rate must contact their cognizant agency. For assignments of cognizant agencies see [2 CFR § 200.19](#).

4.6.2 USING INDIRECT COSTS FOR COST SHARING OR MATCHING

The maximum amount of indirect costs allowed for a project may be included under the Federal portion of the budget or, alternatively, may be offered as a matching contribution if no indirect costs are requested on the Federal portion of the budget. For example, if a proposed project's maximum allowable indirect costs are \$20,000, the applicant may include \$20,000 on the Federal portion of the budget or \$20,000 as a matching contribution, but not both.

The applicant may split the indirect cost allocation between the Federal and non-Federal portions of the budget only if the total amount of indirect costs does not exceed the maximum indirect costs allowed. Alternatively, the recipient may request any other combination that, when combined, does not exceed the maximum indirect costs allowable. Refer to [2 CFR §§ 200.413](#) and [§§ 200.414](#) for additional information on determining if costs charged to the award are direct or indirect.

4.6.3 SUBAWARD RESTRICTION

The applicant is expected to perform a major portion of the project; however, subawards or subcontracts with partners, collaborators, or other parties that provide additional knowledge, expertise, or resources for the purposes of the proposed project that are not otherwise available within the applicant organization are allowable. Using grant funds to competitively "re-grant" funds in mini-grant programs or to activities that are not central to the purpose of the project or for unknown costs is unallowable.

4.6.4 ALLOWABLE AND UNALLOWABLE COSTS AND ACTIVITIES

AMS awards are subject to the most recent [General Terms and Conditions](#), Uniform Requirements, Cost Principles, and Audit Requirements for Federal Awards ([2 CFR § 200](#)), and other laws and regulations affecting Federal assistance.

Applicants that have questions concerning the allowability of costs after reviewing this section should contact FSMIP using the contact information listed under [7.0 Agency Contact](#).

Note that the allowable costs listed below may also be cost shared or brought as part of the required match. Unallowable costs cannot be brought as a match.

Item	Description
Advisory Councils	<i>Unallowable</i> for costs incurred by advisory councils or committees.
Buildings and Land - Construction	<p><i>Unallowable</i> for the acquisition of buildings, facilities, or land or to make additions, improvements, modifications, replacements, rearrangements, reinstallations, renovations or alterations of an existing building or facility (including site grading and improvement, and architecture fees). This also includes construction and construction-related materials, which may include, but are not limited to, the purchase of building materials such as wood, nails, concrete, asphalt, roofing, gravel, sand, paint, insulation, drywall, or plumbing.</p> <p><i>Allowable</i> for rental costs of land with prior approval. However, lease to own agreements (i.e., lease-to-own or rent-to-own) are not allowable. The lease or rental agreement must terminate at the end of the grant cycle.</p> <p>A <i>building</i> is any permanent structure designed or intended for support, enclosure, shelter, or protection of people, animals or property and having a permanent roof supported by columns or walls.</p>
Conferences	<p><i>Unallowable</i> if the project solely consists of conference/workshop costs as defined in 2 CFR § 200.432.</p> <p><i>Allowable</i> if the conference is a part of a larger project to fulfill the purpose of a grant program’s legislated purpose. Allowable conference costs paid by the non-Federal recipient as a sponsor or host of the conference may include rental of facilities, speakers’ fees, costs of meals (see Meals in the General Terms and Conditions for restrictions), and refreshments, local transportation, and other items incidental to such conferences with the exception of entertainment costs that are unallowable. If registration fees are collected, the recipient must report fees as program income (See 2 CFR § 200.307 Program Income).</p> <p><i>Allowable</i> to rent a building or room for training; however, where appropriate, AMS encourages the use of technologies such as webinars, teleconferencing, or videoconferencing as an alternative to renting a building or a room. The recipient should use the most cost-effective facilities, such as State government conference rooms, if renting a building or a room is necessary.</p>
Entertainment Costs	<i>Unallowable</i> entertainment costs include amusement, diversion, and social activities and any costs directly associated with such costs (such as bands, orchestras, dance groups, tickets to shows, meals, lodging, rentals, transportation, and gratuities). Entertainment costs are defined in 2 CFR § 200.438 .

Item	Description
Equipment	<p><i>Unallowable</i> for acquisition costs of general purpose equipment or lease to own agreements (i.e., lease-to-own or rent-to-own).</p> <p><i>Allowable</i> for rental costs of general purpose equipment. Vehicles may be leased, but not purchased. The lease or rental agreement must terminate at the end of the grant cycle.</p> <p>For vehicle and equipment leases or rentals with an acquisition cost that equals or exceeds \$5,000, rates should be in light of such factors as rental costs of comparable vehicles and equipment, if any; market conditions in the area; alternatives available; and the type, life expectancy, condition, and value of the vehicle or equipment leased.</p> <p><i>Allowable</i> for acquisition costs and rental costs of special purpose equipment provided the following criteria is met:</p> <ol style="list-style-type: none"> 1) Necessary for the research, scientific, or other technical activities of the grant award; 2) Not otherwise reasonably available and accessible; 3) The type of equipment is normally charged as a direct cost by the organization; 4) Acquired in accordance with organizational practices; 5) Must be used to only meet the legislative purpose of the grant program and objectives of the grant award; 6) More than one single commercial organization, commercial product, or individual must benefit from the use of the equipment; 7) Must not use special purpose equipment acquired with grant funds to provide services for a fee to compete unfairly with private companies that provide equivalent services; and 8) Equipment is subject to the full range of acquisition, use, management, and disposition requirements under 2 CFR § 200.313 as applicable. <p><u>Definitions</u></p> <p>Equipment is defined as tangible personal property (including information technology systems) having a useful life of more than one year and a per-unit acquisition cost that equals or exceeds the lesser of the capitalization level established by the non-Federal entity for financial statement purposes, or \$5,000.</p> <p>Acquisition cost means the cost of the asset including the cost to prepare the asset for its intended use. Acquisition cost for equipment includes the net invoice price of the equipment, including the any modifications, attachments,</p>

Item	Description
	<p>accessories, or auxiliary apparatus necessary to make it usable for its acquired purpose.</p> <p>General Purpose Equipment means equipment that is not limited to technical activities. Examples include office equipment and furnishings, modular offices, telephone networks, information technology equipment and systems, air conditioning equipment, reproduction and printing equipment, and motor vehicles.</p> <p>Special Purpose Equipment is equipment used only for research, scientific, or technical activities.</p>
<p>Fixed Amount Subawards</p>	<p><i>Unallowable.</i></p>
<p>Fundraising and Investment Management Costs</p>	<p><i>Unallowable</i> for organized fundraising, 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. This includes salaries of personnel involved in activities to raise capital.</p>
<p>Goods or Services for Personal Use</p>	<p><i>Unallowable</i> for costs of goods or services for personal use of employees regardless of whether the cost is reported as taxable income to the employees.</p>
<p>Indirect Costs - Unrecovered</p>	<p><i>Allowable</i> to use as part of cost sharing or matching. Unrecovered indirect cost means the difference between the amount charged to the Federal award and the amount that could have been charged to the Federal award under the potential recipient's approved negotiated indirect cost rate.</p>
<p>Insurance and Indemnification</p>	<p><i>Allowable</i> as indirect costs for insurance and indemnification.</p>
<p>Memberships, Subscriptions, and Professional Activity Costs</p>	<p><i>Unallowable</i> for costs of membership in any civic or community organization.</p> <p><i>Allowable</i> for costs of membership in business, technical, and professional organizations.</p>
<p>Organization Costs</p>	<p><i>Unallowable</i> for costs of investment counsel and staff and similar expenses incurred to enhance income from investments.</p> <p><i>Allowable</i> with prior approval for organization costs per 2 CFR § 200.455.</p>
<p>Participant Support Costs</p>	<p><i>Allowable</i> for such items as stipends or subsistence allowances, and registration fees paid to or on behalf of participants or trainees (but not employees) in</p>

Item	Description
	connection with approved conferences, training projects, surveys, and focus groups.
Pre-Award Costs	<p><i>Allowable</i> if such costs are necessary for efficient and timely performance of the scope of the project work. Such costs are allowable only to the extent that they would have been allowable if incurred after the date of the Federal award.</p> <p>A recipient may incur pre-award costs 90 calendar days before the award. Expenses more than 90 calendar days pre-award require prior approval. These costs and associated activities must be included in the recipient’s project narrative and budget justification. All costs incurred before the award are at the potential recipient’s risk. The incurrence of pre-award costs in anticipation of an award imposes no obligation on AMS to award funds for such costs.</p>
Printing and Publications	<p><i>Allowable</i> to pay the cost of preparing informational leaflets, reports, manuals, and publications relating to the project; however, the printing of hard copies is discouraged given the prevalence of electronic/virtual publication means.</p>
Rearrangement and Reconversion Costs	<p><i>Allowable</i> as indirect costs incurred for ordinary and normal rearrangement and alteration of facilities.</p> <p><i>Allowable</i> as direct costs with prior approval for special arrangements and alterations costs incurred specifically for the award.</p> <p>Rearrangement and reconversion costs are those incurred in restoring or rehabilitating the non-Federal entity’s facilities to approximately the same condition existing immediately before the start of the grant agreement, less costs related to normal wear and tear.</p>
Selling and Marketing Costs – Promotional Items, Gifts, Prizes, etc.	<p><i>Unallowable</i> for promotional items, swag, gifts, prizes, memorabilia, and souvenirs.</p>
Selling and Marketing Costs – Coupons, Incentives or Other Price Discounts	<p><i>Unallowable</i> for costs of the value of coupon/incentive redemptions or price discounts (e.g., the \$5.00 value for a \$5.00 clip-out coupon).</p> <p><i>Allowable</i> for costs associated with printing, distribution, or promotion of coupons/tokens or price discounts (e.g., a print advertisement that contains a clip-out coupon) as long as they benefit more than a single program or organization.</p>

Item	Description
Selling and Marketing Costs – Food for Displays, Tastings, Cooking Demonstrations	<i>Allowable</i> for food for displays, tastings, and cooking demonstrations with prior approval.
Selling and Marketing Costs – General Marketing Costs	<p><i>Unallowable</i> for costs designed solely to promote the image of an organization, general logo, or general brand.</p> <p><i>Allowable</i> for costs designed to promote products that align with the purpose of the grant program.</p>
Selling and Marketing Costs – Sponsorships	<p><i>Unallowable</i> for costs associated with sponsorships. A sponsorship is a form of advertising in which an organization uses grant funds to have its name and/or logo associated with certain events and where the organization does not necessarily know how the funds associated with sponsorship costs will be used. These costs also benefit only the organization offering funding, limiting the beneficiaries to the sponsor organization.</p> <p><i>Unallowable</i> for the costs associated with fees for individuals or companies to have their products placed at retail markets (i.e., slotting fees or allowances).</p>
Travel Costs	<p><i>Unallowable</i> for travel costs of government officials per 2 CFR § 200.474</p> <p><i>Unallowable</i> for travel costs of producers or processors simply to gain marketing experience, to network, and/or to sell their products.</p> <p><i>Allowable</i> for domestic travel, when costs are limited to those allowed by formal organizational policy and the purpose aligns with the legislated purpose of the program.</p> <p>Allowable travel costs for recipients that do not have formal travel policies and for for-profit entities may not exceed those established by the Federal Travel Regulations issued by General Services Administration (GSA), including the maximum per diem and subsistence rates prescribed in those regulations. If a recipient does not have a formal travel policy, those regulations will be used to determine the amount that may be charged for travel costs.</p>

4.7 GRANTS.GOV APPLICATION SUBMISSION AND RECEIPT PROCEDURES AND REQUIREMENTS

4.7.1 HOW TO REGISTER TO APPLY THROUGH GRANTS.GOV

The registration process can take **up to four weeks** to complete. Therefore, complete your registration allowing sufficient time to ensure it does not impact your ability to meet required application submission deadlines.

If individual applicants are eligible to apply for this grant funding opportunity, refer to:

<https://www.grants.gov/web/grants/applicants/individual-registration.html>

Organization applicants can find complete instructions here:

<https://www.grants.gov/web/grants/applicants/organization-registration.html>

- 1) *Obtain a DUNS Number:* All entities applying for funding, including renewal funding, must have a [Data Universal Numbering System \(DUNS\) number](#) from Dun & Bradstreet. Applicants must enter the DUNS number in the data entry field labeled "Organizational DUNS" on the SF-424 form.
- 2) *Register with SAM:* In addition to having a DUNS number, organizations applying online through Grants.gov must register with the [System for Award Management \(SAM\)](#). All organizations must register with SAM to apply online. Failure to register with SAM will prevent your organization from applying through Grants.gov. **SAM.gov accounts must be updated annually, and your organization must have an active SAM.gov account to submit your application to Grants.gov.**
- 3) *Create a Grants.gov Account:* The next step in the registration process is to [create an account with Grants.gov](#). Applicants must know their organization's DUNS number to complete this process. Completing this process automatically triggers an email request for applicant roles to the organization's E-Business Point of Contact (EBiz POC) for review. The EBiz POC is a representative from your organization who is the contact listed for SAM. To apply for grants on behalf of your organization, you will need to authorize the AOR role.
- 4) *Authorize Grants.gov Roles:* After creating an account on Grants.gov, the EBiz POC receives an email notifying him or her of your registration and request for roles. The EBiz POC will then log in to Grants.gov and [authorize the appropriate roles](#), which may include the AOR role, thereby giving the applicant permission to complete and submit applications on behalf of the organization. An applicant will be able to submit an application online any time after he or she has been approved as an AOR.
- 5) *Track Role Status:* After registering with Grants.gov and authorizing the applicant AOR, Grants.gov allows you [to track your status](#).

b. *Electronic Signature:* When applications are submitted through Grants.gov, the name of the organization's AOR who submitted the application is inserted into the signature line of the application, serving as the electronic signature. The EBiz POC **must** authorize individuals who are able to make legally binding commitments on behalf of the organization as an AOR; **this step is often missed and it is crucial for valid and timely submissions.**

4.7.2 HOW TO SUBMIT AN APPLICATION TO AMS VIA GRANTS.GOV

On December 31, 2017, [Grants.gov officially retired the legacy PDF application package](#) as a method to apply for a federal grant. Applicants can now apply using only Grants.gov Workspace. Workspace is a shared, online environment where members of a grant team may simultaneously access and edit different webforms within an application. For each funding opportunity announcement, an applicant can create individual instances of a workspace.

- 1) *Create a Workspace*: This allows you to complete your Workspace online and route it through your organization for review before submitting.
- 2) *Complete a Workspace*: Add participants to the workspace, complete all the required forms, and check for errors before submission.
 - a. *Adobe Reader*: If you decide not to apply by filling out webforms, you can download individual PDF forms in Workspace so that they will appear similar to other Standard or AMS forms. The individual PDF forms can be downloaded and saved to your local device storage, network drive(s), or external drives, and then accessed through Adobe Reader.

NOTE: You may need to visit the [Adobe Software Compatibility page on Grants.gov](#) to download the appropriate version of the software.

- b. *Mandatory Fields in Forms*: Fields marked with an asterisk and a different background color are mandatory fields you must complete to successfully submit your application.
 - c. *Complete SF-424 Fields First*: The forms are designed to fill in common required fields across other forms, such as the applicant name, address, and DUNS number. To trigger this feature, an applicant must complete the SF-424 information first. Once it is completed, the information will transfer to the other forms.
- 3) *Submit a Workspace*: Submit your application through Workspace by clicking the Sign and Submit button on the Manage Workspace page, under the Forms tab. Grants.gov recommends submitting the application package **at least 24-48 hours prior to the closing date** to provide you with time to correct any potential technical issues that may disrupt the application submission.

SPECIAL NOTE: Grants.gov **does not** check for AMS required attachments. It is the applicant's responsibility to ensure that all required attachments listed in section [4.2 Content and Form of Application Submission](#) are included.

- 4) *Track a Workspace*: After successfully submitting a workspace package, Grants.gov automatically assigns a Tracking Number (GRANTXXXXXXXX) to the package, which will be listed on the Confirmation page generated after submission.

Applicant Support: Grants.gov provides additional [training resources, including video tutorials](#). Applicants may also call the 24/7 toll-free support number 1-800-518-4726, or email support@grants.gov. Grants.gov will issue a ticket number to which you and Grants.gov can refer if the issue is not resolved. For questions related to the specific grant opportunity, contact the individuals mentioned in section [7.0 Agency Contacts](#).

4.7.3 TIMELY RECEIPT REQUIREMENTS AND PROOF OF TIMELY SUBMISSION

All applications must be received by the due date established in section [4.4 Submission Date and Time](#). Proof of timely submission is automatically recorded by Grants.gov using an electronic date/time stamp generated when the application is successfully received by Grants.gov. The applicant AOR will then receive an acknowledgement of receipt and a tracking number (GRANTXXXXXXXX) from Grants.gov. Applicant AORs will also receive the official date/time stamp and Grants.gov Tracking number in an email serving as proof of their timely submission.

When AMS successfully retrieves the application from Grants.gov and acknowledges the download of submissions, Grants.gov will electronically acknowledge receipt of the application to the applicant AOR's email address. Again, proof of timely submission shall be the official date and time that Grants.gov receives your application. Applications received by Grants.gov after the established due date for the program will be considered late and will not be considered for funding by AMS. AMS will not accept applications packages by fax, email, or postal mail. See [AMS' Policy on Late Applications](#).

Special Note for Applicants with Slow Internet Connections. Applicants using slow internet connections, such as dial-up connections, may experience significantly longer transmission times when submitting their application to Grants.gov, especially if there are large attachments contained in the upload. Again, Grants.gov will provide either an error message or a successfully received transmission notification via email to the applicant AOR.

4.7.4 TIPS FOR APPLICANTS

- Register and submit applications early. **DO NOT WAIT UNTIL THE DAY OF THE APPLICATION DEADLINE.**
- Thoroughly read this RFA and follow all of the instructions provided by AMS.
- Make sure you have the most recent copy of Adobe Reader installed on your computer and that it is compatible with [Grants.gov](#) software. Grants.gov supports Adobe Reader version 9.0.0 and higher.
- Limit Application File Size/ File Name Characters (50 or less).
- When uploading attachments, click the "Add Attachments" button (do NOT use the "paperclip" icon in Adobe Reader)
- Do not password-protect your documents and make sure all tracked-changes are "accepted".
- Avoid Special Characters in File Names (\$, %, &, *, Spanish "ñ", etc.).
- Input the correct DUNS number on the SF-424 form cover page.
- Review the Grants.gov Applicant User and Registration Guides: <http://www.grants.gov/web/grants/applicants/applicant-tools-and-tips.html> and FAQs: <http://www.grants.gov/web/grants/applicants/applicant-faqs.html> <https://www.grants.gov/web/grants/applicants/workspace-overview.html>

5.0 APPLICATION REVIEW INFORMATION

5.1 PROJECT EVALUATION CRITERIA

Each application will be reviewed competitively using the following criteria and scoring:

Alignment and Intent..... **25 Points**

- 1) The extent to which the application provides a clear and concise description of the specific issue, problem, or need and objectives for the project.
- 2) The extent to which the project addresses an important marketing barrier, challenge, or opportunity and aligns with FSMIP’s legislative and program goals.
- 3) The extent to which the applicant identifies the intended beneficiaries and how they will benefit, including the number of beneficiaries.

Technical Merit..... **25 Points**

- 1) The extent to which the application presents a clear, well-conceived, and suitable overall methodology for fulfilling the goals and objectives of the proposed project.
- 2) The extent to which the application presents a realistic schedule for implementing the proposed project during the award project period.
- 3) If the project or entity was previously funded, the extent to which the previous lessons learned are incorporated into the proposed project.

Achievability..... **15 Points**

- 1) The extent to which the Outcomes and Indicator(s) are feasible for the scale and scope of the project including:
 - a. How indicator numbers were derived, with a clear means to collect feedback to evaluate and achieve each relevant Outcome indicator; and
 - b. The anticipated key factors that are predicted to contribute to and restrict progress toward the applicable indicators, including action steps for addressing identified restricting factors.
- 2) The extent to which the proposed project can be easily adapted to other regions, communities, and/or agricultural systems.
- 3) The extent to which the applicant provides a comprehensive plan to disseminate the project’s results (both positive and negative) electronically and in person to target audiences, stakeholders, and interested parties.

Expertise and Partners..... **25 Points**

- 1) The extent to which the proposed project represents qualifications of the applicant (individual and team) and the relevant partnerships and collaborations to accomplish the project’s goals and objectives and meets the needs of the intended beneficiaries, including:

- a. Commitment from the key staff demonstrated through Letters of Commitment from Partner and Collaborator Organizations;
 - b. The key staff who will be responsible for managing the projects and the individuals (name and title) who comprise the Project Team; and
 - c. The expertise and experience of the Project Team necessary to successfully manage and implement the proposed project.
- 2) The extent to which the application describes plans for coordination, communication, data sharing, and reporting among members of the Project Team and stakeholder groups, both internal applicant personnel **and** external partners and collaborators.
 - 3) The extent to which the application describes how the project, and its partnerships and collaborations, will be sustained beyond the project’s period of performance (without grant funds).

Fiscal Plan and Resources **10 Points**

- 1) The extent to which the application Budget Narrative/justification provides a clear, detailed description for each budget line item, and:
 - a. How the budget is consistent with the size and scope of the project; and/or
 - b. How the budget relates logically to the Project Narrative describing the project.
- 2) The extent to which the application provides evidence that critical resources and infrastructure are currently in-place that are necessary for the initiation and completion of the proposed project.
- 3) The extent to which the applicant demonstrates its partners’ or collaborators’ contribution of non-Federal cash resources or in-kind contributions are available and obtainable for the project as evidenced through the submitted Matching Funds and Letters of Match Verification.

5.2 REVIEW AND SELECTION PROCESS

Step 1: Initial Qualification Screening

To meet the basic eligibility requirements, applications must be responsive to the RFA. Please see [AMS’ Non-Responsive Application Policy](#) for more information.

Step 2: Technical Review

Each application is evaluated by a panel of peer reviewers. AMS will make every attempt to match reviewers with applications in their areas of expertise. Each reviewer signs a conflict of interest and confidentiality agreement regarding any assigned proposals. The peer review panels evaluate their assigned proposals using instructions prepared by AMS officials. Individual reviewers confer with other team members to derive a consensus score. The consensus review serves as the basis for awarding and allocating grant funds and focuses on strengths and weaknesses of each proposal.

Step 3: Administrative Review

AMS will conduct a final administrative evaluation of each review panel’s top rankings and recommendations. In addition to the rank and scores, AMS reviews each application to ensure that

potential recommended projects align with the scope, allowability of budget items, available funding, geographic diversity, and USDA priorities. AMS staff will work with top-ranked applicants to negotiate any revisions if necessary and possible. AMS will also assess an organization’s ability to account for the use of Federal funds and monitor the performance associated with these monies using the guidance provided by [2 CFR § 205\(c\)](#).

6.0 AWARD ADMINISTRATION INFORMATION

6.1 AWARD NOTICES

Upon announcement of the Federal awards, AMS will prepare and send a Notice of Award and Grant Agreement to each recipient for signature by the appropriate official. Grant Agreements consist of a 1-page Agreement Face Sheet (AMS-33) that will be signed by AMS and the AOR.

The Notice of Award and Grant Agreement will provide pertinent instructions and information including, at a minimum, the information described in [2 CFR § 200.210](#) and a reference to the [AMS General Terms and Conditions](#).

6.2 UNSUCCESSFUL APPLICANTS

Unsuccessful applicants will be contacted by AMS via email as soon as possible after the awards are announced to inform them of the results. AMS will email unsuccessful applicants anonymous review panel consensus comments regarding their proposals as feedback.

6.3 ADMINISTRATIVE AND NATIONAL POLICY REQUIREMENTS

All AMS grant agreements include the AMS General Terms and Conditions as part of the Notice of Award and Grant Agreement. More information is provided in the most recent version of the [AMS General Terms and Conditions](#) under the *Administrative and National Policy Requirements* section.

6.4 REPORTING

Recipients are required to submit interim reports (performance and financial) throughout the grant’s period of performance as well as one final report.

6.4.1 INTERIM REPORTS (PERFORMANCE AND FINANCIAL)

The Annual Performance Report, along with an annual SF-425 “Federal Financial Report”, is due within 90 calendar days after each one-year period of performance.

The 3-year period of performance begins September 30, 2018, and ends September 29, 2021. Recipients must submit two (2) interim reports.

Annual Report Number	One-Year Marker (Report Due w/in 90 Days of this Date)	Due Date
1	September 30, 2019	December 29, 2019
2	September 30, 2020	December 29, 2020

6.4.2 AWARD CLOSEOUT

To officially close out an award, recipients should submit the following items to AMS, as required in the most recent [AMS General Terms and Conditions](#). They are due within 90 days following the award performance period (no later than December 28, 2021):

1. Final Performance Report
2. Final Payment Request (SF-270), if applicable
3. Final SF-425, "Federal Financial Report", and if applicable, payment of unobligated balance
4. Tangible Personal Property Report, if applicable
5. A refund of any unused grant funds (checks made out to Agricultural Marketing Service), if applicable.

Once the project is successfully closed, AMS will issue a closeout letter as the Agency's official notification. The timely closeout of your award helps ensure future grant application eligibility.

7.0 AGENCY CONTACTS

Applicants and other interested parties are encouraged to contact:

7.1 TEAM LEAD

Mr. Martin Rosier 'RO'

Phone: (202) 260-8449

E-Mail: Martin.Rosier@ams.usda.gov

7.2 ADDRESS

Federal-State Marketing Improvement Program

USDA, Agricultural Marketing Service

1400 Independence Avenue, SW

Stop 0267

Room 4534 South Building

Washington, DC 20250-0269

www.ams.usda.gov/fsmip

7.3 GRANTS.GOV QUESTIONS

All questions regarding Grants.gov technical assistance must be directed to Grants.gov's [Applicant Support](#).

8.0 OTHER INFORMATION

8.1 EQUAL OPPORTUNITY STATEMENT

In accordance with Federal civil rights law and USDA civil rights regulations and policies, the USDA, its agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs).

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the responsible Agency or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at [How to File a Program Discrimination Complaint](#) and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) email: program.intake@usda.gov.

USDA is an equal opportunity provider, employer, and lender.

8.2 FREEDOM OF INFORMATION ACT REQUESTS

The Freedom of Information Act of 1966 ([5 U.S.C. § 552](#)) (FOIA) and the Privacy Act of 1974 ([5 U.S.C. § 552a](#)), as implemented by USDA's regulations ([7 CFR § 1, Subpart A](#)), govern the release or withholding of information to the public in connection with this Federal award. The release of information under these laws and regulations applies only to records held by AMS and imposes no requirement on the recipient or any subrecipient to permit or deny public access to their records.

FOIA requests for records relating to this Federal award may be directed to USDA, Agricultural Marketing Service, FOIA/PA Officer, Room 3943-S, Mail Stop 0202, 1400 Independence Ave., SW, Washington, DC 20250-0273, Telephone: (202) 720-2498; or email: AMS.FOIA@usda.gov.

8.3 PROHIBITION ON USING FUNDS UNDER GRANTS AND COOPERATIVE AGREEMENTS WITH ENTITIES THAT REQUIRE CERTAIN INTERNAL CONFIDENTIALITY AGREEMENTS

By submission of its proposal or application, the applicant represents that it does not require any of its employees, contractors, or subrecipients seeking to report fraud, waste, or abuse to sign or comply with internal confidentiality agreements or statements prohibiting or otherwise restricting those employees,

contractors, or subrecipients from lawfully reporting that waste, fraud, or abuse to a designated investigative or law enforcement representative of a Federal department or agency authorized to receive such information. Note that: (1) the basis for this representation is a prohibition in sections 743, 744 of the Consolidated Appropriations Act, 2016, Pub. L. 114-113, (Division E, Title VII, General Provisions Government-wide) and any successor provisions of law on making funds available through grants and cooperative agreements to entities with certain internal confidentiality agreements or statements; and (2) section 744 states that it does not contravene requirements applicable to Standard Form 312, Form 4414, or any other form issued by a Federal department or agency governing the nondisclosure of classified information.

8.4 PAPERWORK BURDEN STATEMENT

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0581-0240. The time required to complete this information collection is estimated to average 4 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.