

SPECIALTY CROP BLOCK GRANT PROGRAM—FARM BILL

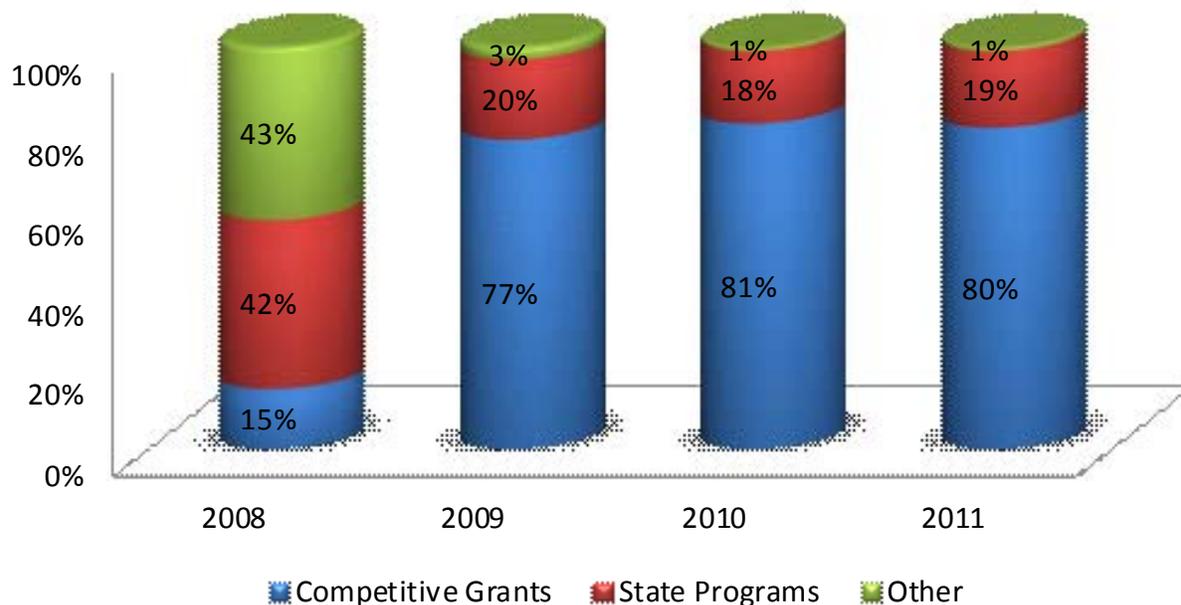
Summer/Fall 2011

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Program Analysis

2008 to 2011 Project Delivery Types



State Programs

The proposal illustrated that the State department of agriculture planned to administer the project and/or a competitive grant program was not conducted.

Competitive Grants

The proposal demonstrated that a fair and open competition was conducted and the project partner(s) are clearly involved.

Other

The proposal illustrated that project partners met with the grantee to determine project priorities, but an open competitive grant program was not conducted.

From 2008 to 2011 the SCBGP-FB percentage of...

- Competitive projects increased by 65%
- State-run projects decreased by 23%

- In 2011, 81% of the funds were passed through from the State department of agriculture to:
 - ◊ non-profit organizations
 - ◊ community based organizations
 - ◊ industry groups
 - ◊ academia
 - ◊ beginning and socially disadvantaged farmers

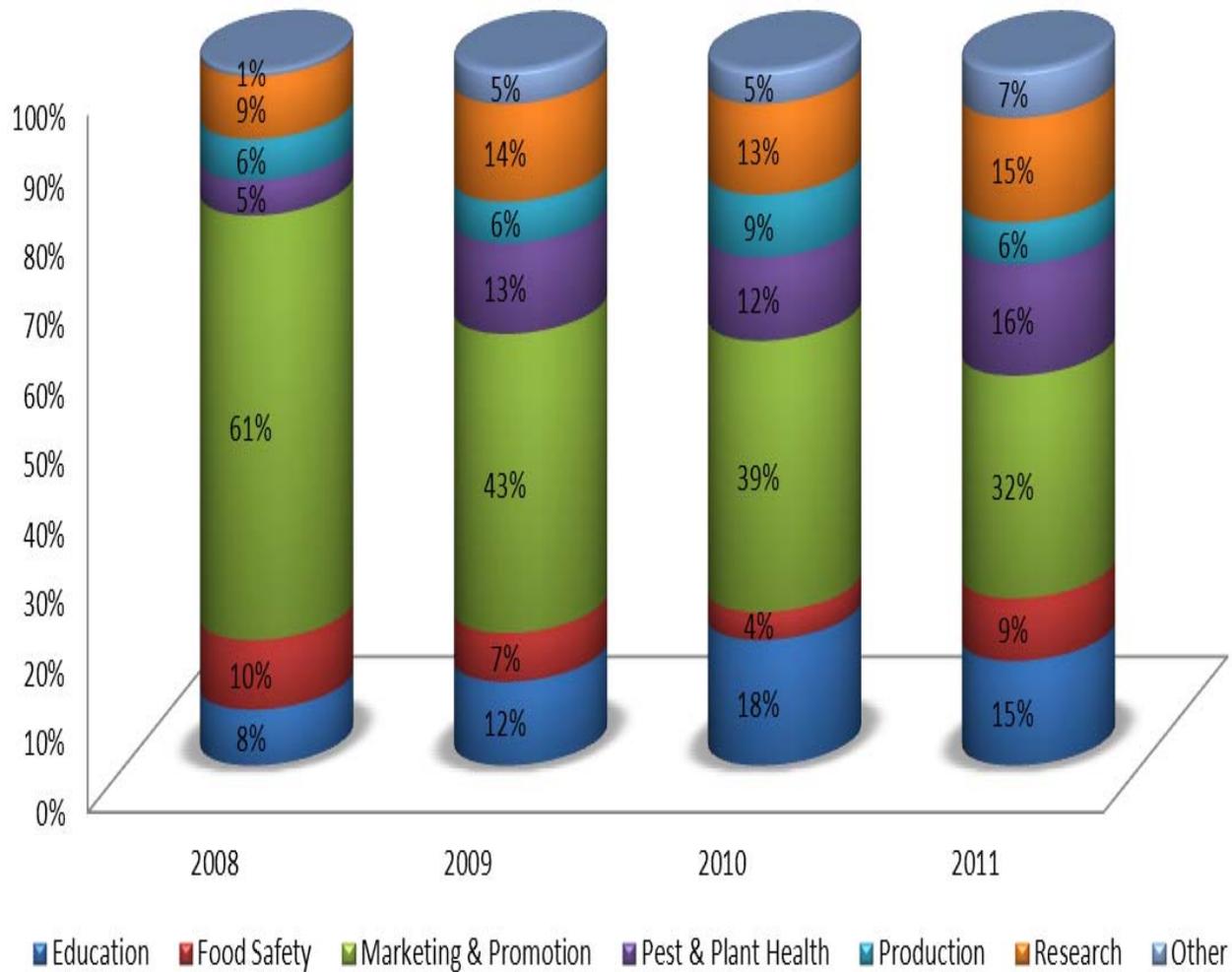
Inside this issue:

- Project Trend Analysis

Special points of interest:

- Join us for the Lessons Learned Webinar and Conference Call on October 25 at 2 p.m. Eastern Time
- Remember to send back your signed Grant Agreement

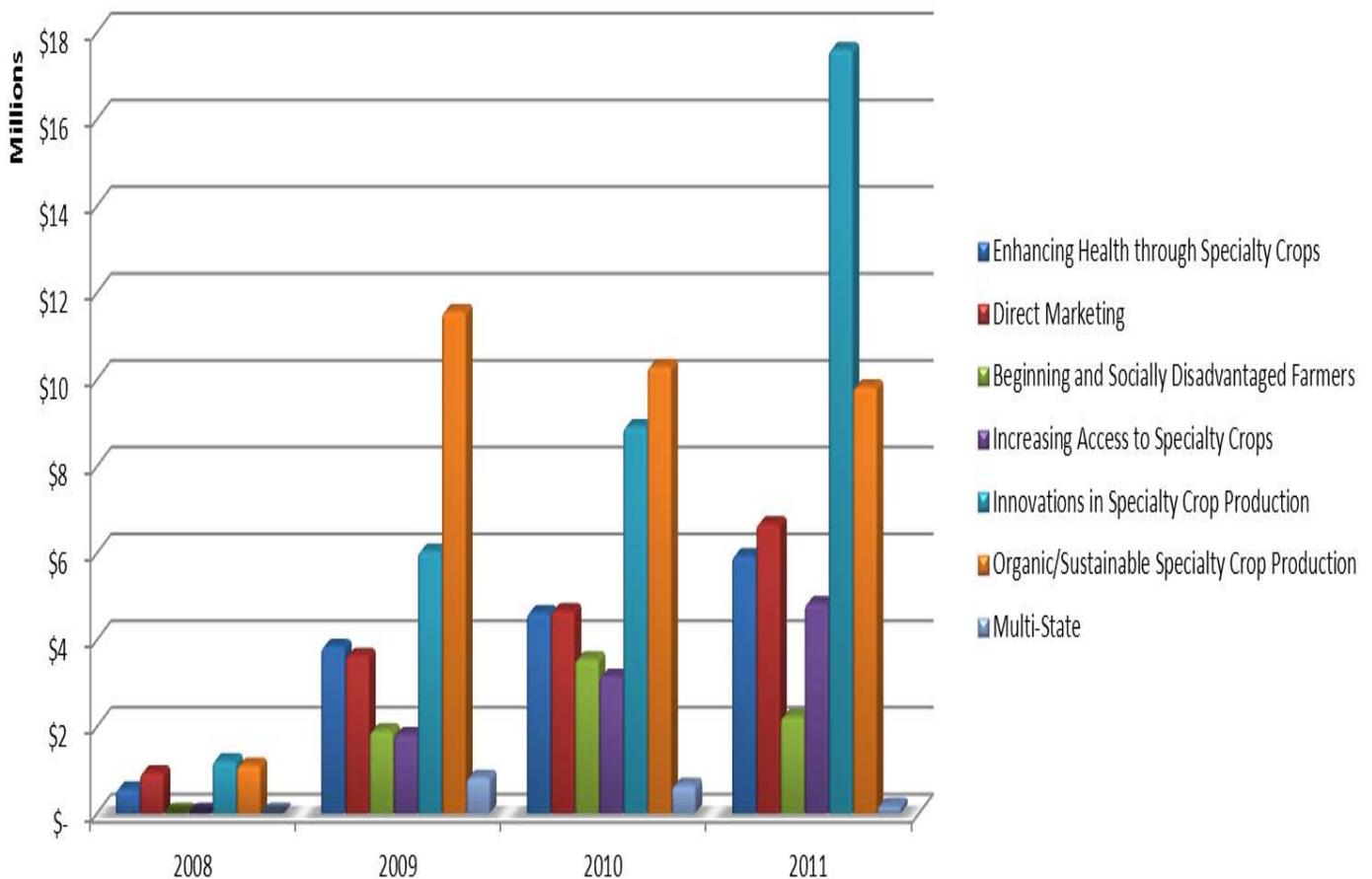
2008 to 2011 Project Types



From 2008 to 2011 the SCBGP-FB percentage of...

- Marketing and promotion projects (Buy-Local, Farmers' Market Promotions) decreased by 26%
- Research projects increased by 5%
- Pest and plant health increased by 12%
- Production increased by 1%
- Education projects increased by 6%

SCBGP-FB Project Sub-Types Trends



Enhancing Health through Specialty Crops

Child and Adult Nutrition – These projects include specialty crop related human health studies, improving eating habits/making healthy food choices, and specialty crop nutrition education/consumption.

Youth and Community Gardens – Projects include the development of gardens in urban, suburban, or rural areas in which children and adults actively take part in the production of flowers, fruit, and/or vegetables in the community. These projects are usually located at schools, hospitals, or neighborhoods. They can include one community plot, many individual plots, or a series of plots dedicated to "urban agriculture" where the produce is grown for a market.

Farm to School – These are projects that are intended to connect local specialty crop farmers with schools (K-12) with the objectives of serving healthy meals in school cafeterias, improving student nutrition, providing agriculture, health and nutrition education opportunities, and supporting local and regional farmers.

Direct Marketing

Farmers' Markets – Projects within this sub-type promote, develop, and study farmers' markets as it relates to specialty crop production. An example could include the development of a farmers' market directory.

Other Direct Marketing – These projects focus efforts on the development of or promotion of mobile kitchens, farm to restaurant, farm to chef, farm to institution (other than K-12), and community supported agriculture. Direct marketing differs from general marketing in that the result of a promotion is measurable in terms of response from the consumer. These projects are largely dependent upon the use of customer databases and lists. Direct marketing is a more personal type of promotion than advertising. The direct marketer often selects the individuals who will receive the promotion, and is the direct recipient of the response, if any. The response may be a purchase, an inquiry, or a referral that can be traced directly back to the individual.

Agritourism – These projects involve any agriculturally-based operation or activity that attracts visitors and travelers to agricultural areas, generally for educational and recreational purposes. Projects within this sub-type include agritourism conferences, promotions, directories of farms, and culinary tourism.

Project Sub-Type Trends (Continued)

Beginning and Socially Disadvantaged Farmers

Beginning and Socially Disadvantaged Farmers – These projects benefit beginning and socially disadvantaged farmers through a variety of different mechanisms that are not limited in area of focus.

Increasing Access to Specialty Crops

Local Food Distribution Hub – Local food distribution hubs are defined as a centrally located facility with a business management structure facilitating the aggregation, storage, processing, distribution, and/or marketing of locally/regionally produced food products. Projects within this sub-type include the development and/or assistance of cooperatives and local or regional e-commerce (buying and selling of local specialty crops), as well as the establishment of local and regional distribution systems.

Underserved Communities/Food Deserts – Projects that benefit communities through the establishment of new specialty crop food systems in areas with little or no access to foods needed to maintain a healthy diet.

Innovations in Specialty Crop Production

New and Improved Specialty Crop Varieties/Uses – New and improved specialty crop variety/use projects include efforts to diversify and strengthen specialty crop production for a variety of reasons. Projects within this sub-type may include variety trials, new product development, development/marketing of ethnic crops, increased pest resistance/disease, improved quality, increased yield, increased nutrition, breeding, and new cultivars.

Technology Advancement – Projects within this sub-type focus efforts to develop new technology, exploitation of future technology, new automated systems or equipment, and new pest control tests to assist in the production of specialty crops.

Growing Season Extension – Season extension projects focus efforts to enable specialty crop producers to cultivate fruits and vegetables beyond their normal outdoor growing season. This could be through a variety of different mechanisms, which include the use of hoop houses, high tunnels, row covers, mulches, and raised beds.

Organic/Sustainable Specialty Crop Production

Organic Practices – Organic practices relies on techniques such as crop rotation, green manure, compost and biological pest control to maintain soil productivity and control pests on a farm. It specifically excludes or limits the use of manufactured fertilizers, pesticides (which include herbicides, insecticides and fungicides), and plant growth regulators. Projects within this sub-type include specialty crop organic production, education, marketing, and research initiatives.

Sustainable Practices – Sustainable practices of specialty crop production are meant to satisfy human specialty crop food needs through the enhancement of environmental quality and the natural resource base upon which the agricultural economy depends. Projects within this sub-type make the most efficient use of nonrenewable resources and on-farm resources and integrate, where appropriate, natural biological cycles and controls. They also sustain the economic viability of farm operations and enhance the quality of life for farmers and society as a whole. (Examples include: integrated pest management; water conservation, new irrigation methods, and plants that use less water.)

Multi-State

Multi-State – Projects that provide solutions to problems that cross state boundaries such as, but not limited to: addressing good agricultural practices, research on crop productivity or quality, enhancing access to federal nutrition programs, pest and disease management, or commodity-specific projects addressing common issues in multi-state regions.

