

USDA Farm to School Grant Program: *Conference/Event Grants*

March 14, 2014



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Today's Presenters

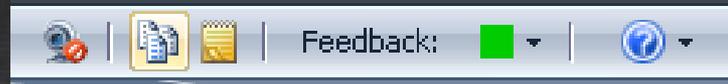
Matt Russell, *Grant Manager, Farm to School Program*

Gregg Walton, *Chief, Grants Management Operations Branch*



Housekeeping

- To access PDFs of the presentation slides:

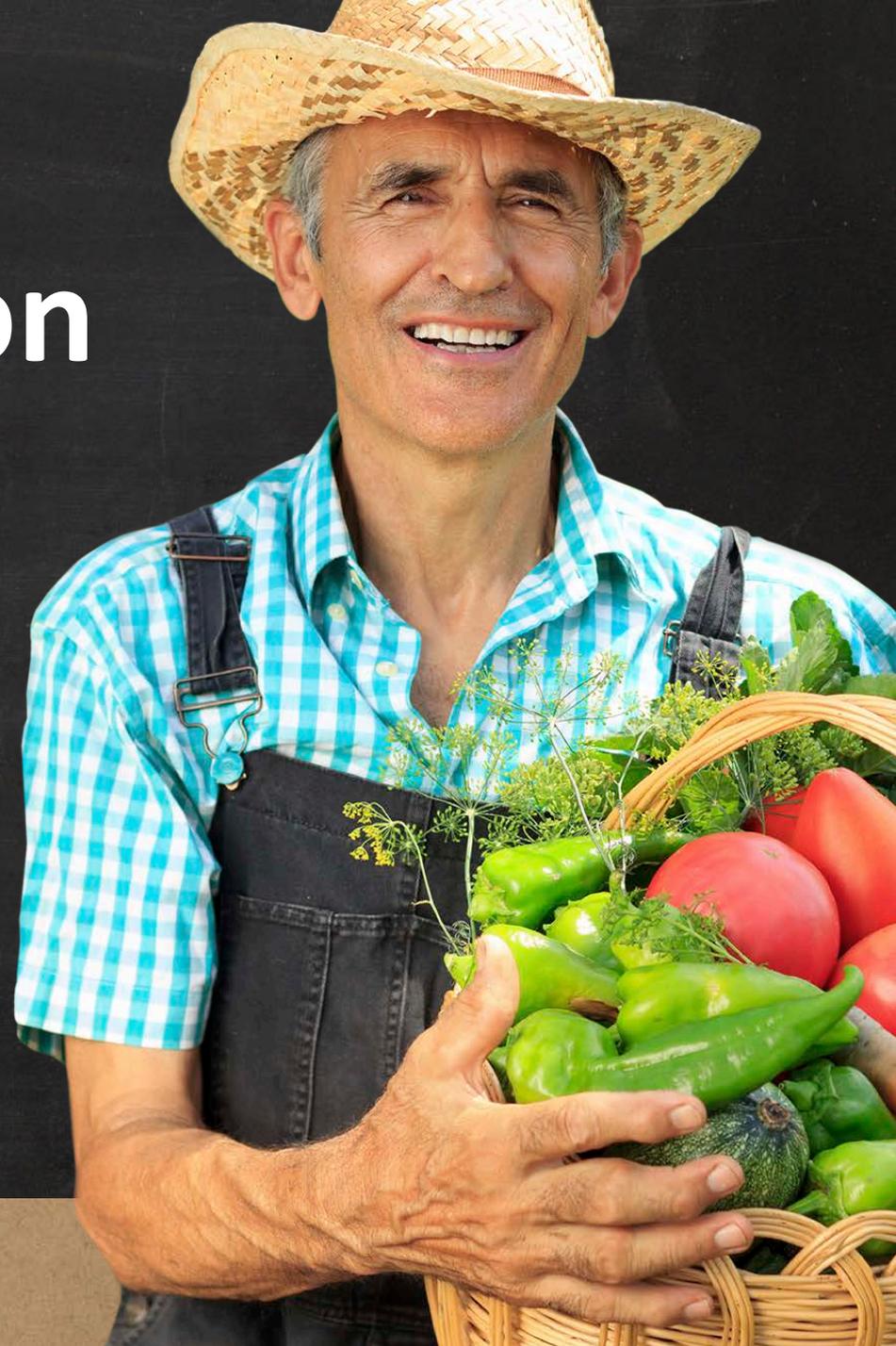


- To make a comment or ask a question:



- » Type your question or comment using the Q&A tab
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 - The webinar will be recorded and available on the USDA Farm to School website

Poll: Who is on the line?



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Agenda

- » Background Info
- » Today's Topic: Conference/Event Grants
- » Scoring
- » Budget
- » Registration Process, Forms and Format
- » Resources
- » Questions?

Background Information

- » What is farm to school?
- » Authority and Purpose
- » USDA Context
- » Eligibility Requirements
- » Types of Grants



What is farm to school?

- » Local Procurement
- » Food, agriculture, & nutrition-based curriculums
- » Experiential activities: school gardens, farm field trips, cooking classes, science class, etc.



Local: Yours to Define

Vegetables

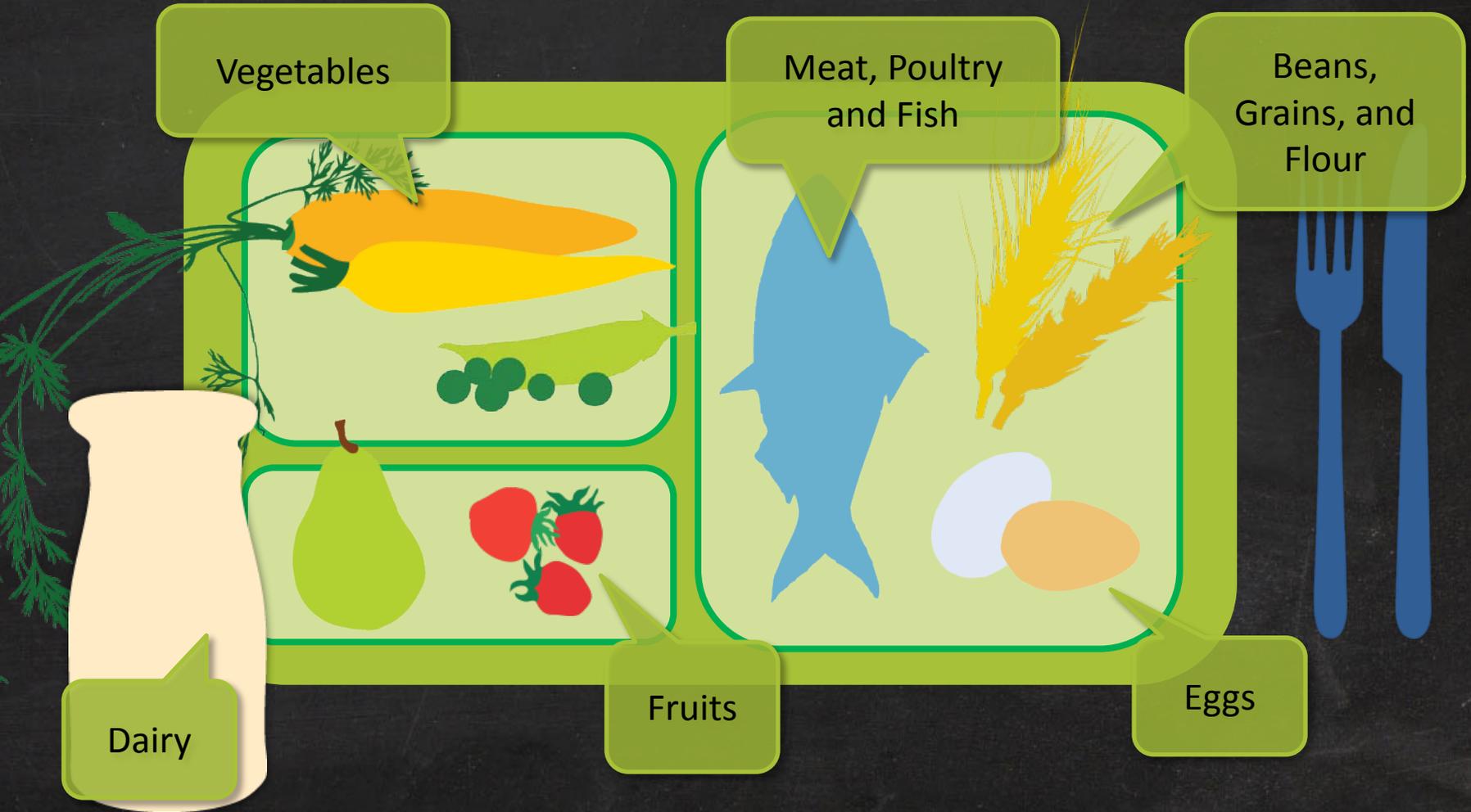
Meat, Poultry
and Fish

Beans,
Grains, and
Flour

Dairy

Fruits

Eggs



Authority and Purpose



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Authority

Authority for this grant program comes from the Healthy, Hunger-Free Kids Act of 2010 (HHFKA), which amended Section 18 of the Richard B. Russell National School Lunch Act (NSLA) to establish a farm to school program.

Purpose

To improve access to local foods in eligible schools through grants and technical assistance.

Agency

The USDA Food and Nutrition Service (FNS) is charged with implementing the farm to school program.



USDA Context

Integrated

Best when an integrated approach is taken where cafeteria changes are supported and reinforced throughout the school learning environment.

Inclusive

As it relates to procurement, inclusive of many types of food producers, such as farmers, ranchers, and fishermen, as well as many types of food businesses, including food processors, manufacturers, distributors, and other value-added operations.

Ultimate vision

American school children have regular access to regionally sourced foods. School cafeterias championing U.S. agriculture and proudly promoting regionally sourced foods that meet or exceed school nutrition standards are the norm, not the exception.



Types of Grants



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Four Types of Grants

- Planning grants – March 11, *recording available soon*
- Implementation grants – March 12, *recording available soon*
- Support service grants – March 13, *recording available soon*
- Conference/Event grants – Today's topic

Distribution of awards

- Planning grants will represent approx. 25% of total grant funding
- Implementation and support service grants will represent approx. 75% of total grant funding
- \$500,000 are available in conference/event grants. USDA expects to award at least one national level conference/event and one conference/event in each of the 7 FNS regions (\$25,000 - \$50,000 each)
- USDA will seek to ensure geographical diversity to the extent possible.

How many projects can I apply for?

- You can serve as the lead on only one application. You must choose between submitting a planning grant, implementation grant, or support service grant, and in either case, may only submit one application.
- **HOWEVER**, you may submit an application for a planning, implementation, or support service grant **AND** submit a conference/event letter of intent.
- You may be listed as a collaborator or partner on more than one application.



Conference & Event Grants



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Conference / Event Applications

- State focused project awards will range from \$15,000 to \$25,000.
- Regional / national focused project awards will range from \$25,000 to \$50,000.
- No match is required.

Important Dates

- Application Deadline: 11:59 p.m. EST, April 2, 2014
- Award notices: Announced in FY2014

Applications must be submitted via email:

farmtoschool@fns.usda.gov



Intent and Who Can Apply



Intended to

Conference/event grants are intended to support state, regional and national conferences, events and/or trainings that have a specific emphasis on developing supply chain relationships by connecting local producers to school food buyers.

USDA will also consider requests to support conferences, events and trainings that provide technical assistance or other programming in the area of local procurement, food safety, culinary education and integration of agriculture-based curriculum.



Who can apply?

All interested parties can apply, including but not limited to: universities, including cooperative extension; non-profit organizations; state and local agencies; Indian tribal organizations; agricultural producers or groups of agricultural producers; non-profit entities; and small business or consulting groups.



Allowable Activities



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Activities such as:

- Networking events that bring together stakeholders from across the supply chain, (including producers, manufacturers, distributors, buyers , educators, etc.), e.g. statewide producer-buyer meetings designed to stimulate networking and business connections;
- Technical assistance trainings that address local procurement for Federal meal programs; proposals from trainers who attended USDA's local procurement train the trainers events in spring 2014 are preferred;
- Culinary training or educational activities, e.g. a "Junior Chef" competition where local products are incorporated into school meal programs; and,
- National, state, or regional conferences to support information sharing, networking, or the professional development of farm to school practitioners.



Grantee Requirements



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Grant recipients will be required to:

- Make best faith efforts to include USDA FNS Regional Farm to School personnel in the event planning process.
- Where relevant, distribute USDA Farm to School Program fact sheets and other relevant resource materials.
- Place the USDA logo on all conference and event materials and reference USDA as a conference sponsor in all promotional materials including websites.
- Use standardized USDA evaluation questions to monitor the effectiveness of any programming (survey questions).
- Submit results from all evaluations to USDA.
- Submit meeting agendas, presentations, and other conference materials to USDA.



Grant recipients will be required to:

- In addition, conference/event grant recipients *may* be asked to register USDA officials for a site visit during the event.
- All costs associated with the site visit will be paid for by USDA and are not expected to be included in grant budgets.
- FNS will request applicants of selected projects to submit a full proposal including, but not limited to, SF-424, SF-424A, SF-424B, and SF-LLL.
- In addition, the applicant will be required to submit a valid DUNS number and be registered in SAM.



Application



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MUST Have

- Letter of Intent
- Proposed budget narrative describing appropriate use of federal funds and justifying costs.
- Include relevant curriculum vitae (CV's) or resumes for staff managing this project.

ENCOURAGED to Have

- Applicants may include evidence of previous farm to school conference, event or training success and/or participation.
- Relevant attachments include: media coverage, agendas from past farm to school events, event promotional materials, etc. (Attach no more than 5 pages of documents.)



Letter of Intent

- Please describe the event. Where and when will it take place?
- Is it a state, regional or national event?
- Is there a planning committee? If so, who is on it? Alternatively, describe any other partners that will play a substantive role in putting on the event.
- Is this an event you've hosted before or is this the first time the event will be held?
- What need does the event address?
- What are the primary goals of the event?
- What types and how many people do you expect will be reached by your event?
- If the event includes a procurement focus, has the trainer participated in USDA's train the trainer program for local procurement in federal school meal programs?
- Please attach a draft agenda.



Selection



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Screening:

- Initial screening for eligibility and completion.

Criteria:

- Relevance of the proposed conference, training or event to agriculture and food systems in the US and to strengthening farm to school networks, knowledge or impact;
- Qualifications of the organizing committee and appropriateness of invited speakers to topic areas being covered; and
- Uniqueness, timeliness of the conference, and appropriateness of budget requests.
- With regard to events that include a procurement focus, those that utilize trainers who have completed USDA's train the trainer programming for local procurement are preferred.



Budget Narrative



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For each line item, provide full details, such as:

- Salaries – By position, identify position title, percentage of time or hours dedicated to the project, and job duties.
- Travel – Identify number of trips, number of staff traveling, average cost per trip, purpose of trip(s), mode of transportation.
- If known, identify any sub-awardees (i.e. partners)
- Describe the activities including the related costs that the sub-awardee will perform

Be sure to provide an explanation as to how the line item amounts were derived; i.e. provide the calculations of the line item amount. Ex: Salary = \$5000 (\$50per hr x10hrs per wk x 10wks).

A sample budget narrative is available on the grant website:
<http://www.fns.usda.gov/farmentoschool/farm-school>



Indirect Costs



Indirect costs are those costs benefiting more than the proposed grant project, such as utility costs for the project location, salary costs for the payroll clerk, etc.

» If claiming indirect costs, provide negotiated indirect cost rate approval letter

» An applicant may propose indirect costs within their budget proposal without an approved rate.

However, if a proposal is recommended for funding, an indirect cost rate proposal must be submitted prior to the award.



Complete Application



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Upon selection, required forms to be submitted

- Budget Forms SF-424 Forms
 - SF-424
 - SF-424a
 - SF-424b
- Disclosure of Lobbying Activities (SF-LLL)



Required registrations:

If selected for further review, the applicant will be required to submit budget information, a valid DUNS number and be registered in SAM.

- **Data Universal Numbering System (DUNS):**

www.dnb.com, or 1-888-814-1435

- Effective 10/1/10, all applicants and awardees for a Federal grant must obtain a universal identifier
- Contact Dun & Bradstreet to obtain a number
 - <http://fedgov.dnb.com/webform/displayHomePage.do>
 - No fee
 - May take several days!

Register with System for Award Management (SAM)

- After obtaining a DUNS number, applicant will need to register with SAM
 - To register, visit: www.sam.gov
 - Free on-line registration database
 - May take 3-5 business days

Required Format of Letter of Intent and Budget Narrative

- Narrative response (3-page max).
- Budget narrative and attachments do not count towards the page limit.
- Paper size 8 ½ x 11, 12pt font, Times New Roman or Arial, numbered pages

MUST be submitted via email by 11:59 p.m. EST, April 2, 2014!

- Tip: If you are sending large attachments, be sure the email goes through.



Farm to School Resources

- USDA Farm to School Website and E-Letter
(at www.fns.usda.gov/farmtoschool)
- Email questions to farmtoschool@fns.usda.gov
- Farm to School Regional Leads



Questions?

Dial *1 on your phone or use
the Q&A tab

Questions anytime at:
farmentoschool@fns.usda.gov
Or
202-720-0092 (Laura Brown)

