A close-up photograph of several raspberries on a bush. The raspberries are in various stages of ripeness, with some being bright red and others being dark purple/black. The background is a soft-focus green, showing the leaves of the bush.

# Independent Evaluation of the 2013 Specialty Crop Block Grant Program

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November 2018

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Prepared for the USDA SCBGP by:  
Purdue University  
Evaluation and Learning Research Center  
West Lafayette, IN



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## 4 EXECUTIVE SUMMARY

The U.S. Department of Agriculture (USDA), which administers the Specialty Crop Block Grant Program (SCBGP), entered into a cooperative agreement with Purdue University's Evaluation and Learning Research Center (ELRC) to perform a program evaluation for fiscal year 2013 SCBGP projects. The ELRC used existing and additionally collected qualitative and quantitative data gathered from 2013 grant recipient final performance reports, interviews and surveys with state and territory representatives and subrecipients, and other document review in order to catalog, aggregate, and evaluate the degree to which SCBGP's 2013 agreements fulfill the statutory purpose of enhancing the competitiveness of the specialty crop (SC) industry.

This study provides information about the impact of SCBGP on the SC industry to U.S. Congress, Office of Management and Budget (OMB), State Departments of Agriculture (SDA), the SC industry, USDA, and other interested parties. The evaluation had 3 primary objectives: 1) Describe successful outcomes of SCBGP and evidence supporting this attribution; 2) Characterize the extent to which the SCBGP enhances the SC industry's capacity nationally and within states; and 3) Identify barriers preventing the SCBGP from addressing its primary purpose.

This report presents considerable information regarding the impact of the SCBGP across states and territories that serves to illustrate the wide range of program impacts on the SC industry, as well as on consumers and other stakeholders that benefit from program products. The broad lessons, stakeholder recommendations, outcome and impact measures, and evidence types described in the report may inform ongoing program improvement and evaluation efforts.

Highlights of this independent evaluation are summarized below and detailed in the body of the report. In total, these findings illustrate a critical role for the SCBGP in supporting the SC industry, as well as a positive role for the SCBGP in providing individuals and communities with access to safe and healthy food.

### **OBJECTIVE 1 – DESCRIBE SUCCESSFUL OUTCOMES OF SCBGP AND EVIDENCE SUPPORTING THIS ATTRIBUTION**

The first objective examined the variety of outcomes and impacts attributable to SCBGP funding and the types and quality of evidence that supports these claims. This objective also examined the role of the SCBGP in developing SC capacity, fostering innovation, supporting agility and adaptation, and fostering success within the SC industry in states and territories. Specific evaluation questions associated with this objective examined outcomes relative to a host of indicators of success, where success was defined as growth in any sense. Examples of success included: new or improved plant varieties; increased production capacity; more efficient pest control strategies; growth in revenues, sales, jobs, or markets; enhanced food safety practices and certifications; market analysis; knowledge gain; customer counts; and behavior change.

The range of project types and intentionally flexible design of the SCBGP made outcome evaluation challenging. Outcomes and evidence types varied widely across project types, making

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it difficult to define a single set of meaningful outcome measures. Moreover, no evaluation framework was in place at the time of 2013 SCBGP awards. Thus, evaluators coded outcomes and evidence based on their interpretation of information contained in final performance reports. It is important to note that final performance reports were not crafted with the goal of responding to the specific evaluation questions or outcomes and evidence categories utilized in this report. Despite these limitations, the qualitative and quantitative results of this program evaluation provide substantive evidence that the SCBGP not only plays a critical role in enhancing the competitiveness of the U.S. SC industry, it also contributes to both the economy and the health and well-being of community members, particularly in resource-limited communities.

Seven categories of positive outcomes derived from an examination of 2013 SCBGP final performance reports, include:

- New or improved plants, products, markets, or other indicators that help build capacity or growth in the SC industry.
- Increased awareness, knowledge, attitudes, or behaviors relative to SC production, processing, distribution, use, health, or safety.
- Prevention, control, identification, or intervention strategies that improve the safety or quality of SCs and their products.
- New knowledge, technology, products, processes, innovations, or other assistances that enhance the sustainability, diversity, resilience, economic viability, or other attributes of the SC industry.
- New or enhanced connections among SC production and distribution communities that facilitate efficiency and effectiveness.
- Improvements in human and environmental health from development of safer, more nutritious, more accessible, or more environmentally friendly plants or production techniques.

These outcomes were supported with five types of evidence, including: economic, human factors, monitoring and detection, products, and reach. Key findings by evidence type include:

- Forty-nine of the 54 state and territory final performance reports included outcomes substantiated by evidence that supports a positive impact for the SCBGP on the local, state, regional, or national economy. Economic evidence included creation of new careers, jobs, markets, or businesses; price premiums or increased revenues; and savings that result from innovations, adaptations, trainings, or other SCBGP activities. State Department of Agriculture (SDA) personnel overwhelmingly reported moderate to great impact of the SCBP on: increasing agricultural revenues in their state (84%), supporting established farmers in adding or increasing SC production (86%), supporting participation of new or beginning farmers in SC production (79%), and creating or maintaining small businesses.
- All state and territory final performance reports included evidence of outcomes relative to individuals or groups, including teachers and students; consumers; farm workers; producers; retailers; restaurants and food service providers; food processors; and legislators or policy makers. Human factors evidence included indicators of increased awareness, knowledge, or behavior change related to production and business practices, safety, nutrition and health, and availability and use of specialty crops.
- Projects with outcomes related to detecting, monitoring, or mitigating risks; decreasing loss; or increasing production, quality and safety within the SC industry included

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monitoring and detection evidence. Cumulatively, 2013 SCBGP final performance reports documented over 821 certifications and audits and more than 2,000 samples tested. Additionally, this evidence type documented implementation of monitoring and detection training and best practices; development, improvement, or deployment of processes, tools, or technologies that enhance detection and prevention of crop pests and pathogens; and development of new tools and methods to enhance efficiency and effectiveness of efforts to detect, identify, or control pests, pathogens, or other factors that negatively impact food production.

- All project and outcome types included evidence of tangible and intangible products created as a result of SCBGP efforts. Products include knowledge generated as a result of SCBGP-enabled research, including: new or improved plant varieties, attributes, production or processing methods; better management, weed, or pest control strategies; storage or shelf-life information; consumer preference; human health benefits or impacts; economic models and market opportunities; and tools and technologies. It also includes tangible products, including: community gardens and farm markets; marketing materials; curricular material; news reports and media contacts; publications and presentations; trainings and workshops; and websites and newsletters.
- All project types reported evidence related to increased access or awareness aimed at: food industry and retailers; producers; researchers; consumers and teachers; students, youth, and families. Reach evidence documented: increased access by producers to expanded markets; increased access of consumers to new, expanded, and/or healthier food options, particularly for low income, disabled, veteran, or individuals living in underserved areas; and increased availability of SCs resulting from new or expanded production. This evidence type also documented over 1.66 million individuals and 13,786 groups (predominately food industry/retail and consumer) reached through SCBGP activities and distribution of information via both print and on-line activities.

Document review combined with surveys and interviews with both grant recipients and subrecipients support a critical and effective role for the SCBGP in: fostering state and territory support for identified needs and priorities; nurturing innovation and risk-taking on promising initiatives, and adapting to changing priorities and external factors.

## **OBJECTIVE 2 – CHARACTERIZE THE EXTENT TO WHICH THE SCBGP ENHANCES THE SPECIALTY CROP INDUSTRY'S CAPACITY NATIONALLY AND WITHIN STATES.**

The second objective of this evaluation examined the impact of state-level management structures on SCBGP success, the efficacy of the SCBGP as a means of supporting the SC industry as a whole, and the agility of states and territories to leverage SCBGP funds to sustain positive outcomes.

State and territory grant recipients overwhelmingly agreed that the SCBGP is an effective mechanism for supporting the SC industry in their state/territory. Much of this success derives from the structure of the block grant program. SCBGP is a flexible source of funding with six main types of projects (marketing and communication; education and outreach; plant and pest health; research; food safety; and production). States and territories can use the block grant format to meet the unique needs of the SC industry in their state or region. In most cases, states and territories solicit proposals from Land Grant Universities, commodity and trade organizations, and other groups with relevant connections to the local SC industry. Although all projects must meet

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federal guidelines, states and territories have flexibility in targeting local and state priority areas. SC stakeholders apply for funding through their SDA's competitive process. While requirements vary by state, each state selects a portfolio of projects that meet both federal requirements and fulfill state SC priorities. This set of projects is then submitted to USDA/AMS for review and approval.

States and territories identified three key attributes of the block grant structure that are particularly important in enhancing SC industry capacity in their area: 1) the flexibility of the block grant program that enables states and territories to address local and regional needs; 2) the ability to fund marketing, research, training, and education programs that support commodity crops; and 3) targeted support for small industries that have limited access to other resources.

States and territories also indicated confidence in the sustainability of results accrued from their SCBGP projects, stating that the knowledge, tools, training, and products derived through this funding mechanism will continue to benefit the industry long after the funding period. Moreover, final performance reports document a variety of mechanisms for successfully leveraging SCBGP funds to supplement, continue, or extend affordances initiated with SCBGP funds, including:

- In-kind donations from public or private entities (e.g. tractors, equipment, curricular materials);
- Grant funding, including funds from federal, state, or local governments; commodity groups and grower associations; business and industry; schools and community groups; and private foundations; and
- Re-investment of income generated through SCBGP activities.

### **OBJECTIVE 3 – IDENTIFY BARRIERS PREVENTING THE SCBGP FROM ADDRESSING ITS PRIMARY PURPOSE**

The final evaluation objective examined the role of the federal-state partnership in supporting or inhibiting SCBGP success. Results support generally positive relationships between the USDA and SDAs. States overwhelmingly believe that the SCBGP partnership helps their state/territory achieve strategic goals related to the SC industry. Particularly successful partnership aspects include: communication and support received from USDA; program management and feedback; and opportunities to collaborate with colleagues in other states through conferences, webinars, and other means.

States also suggested several opportunities for program improvement, including: better communication regarding deadlines, due dates, and process details; administrative and reporting burdens that are better aligned with funding levels; simplified language and application requirements to improve access to SCBGP funding by non-academic grant recipients; and greater flexibility in selecting evaluation criteria to facilitate inclusion of small farmers, farmers markets, and marketing projects.

## 5 INTRODUCTION

The SCBGP was established by the U.S. Congress in 2004 and amended in 2014. It provides 3-year noncompetitive grants to assist State Departments of Agriculture (SDA) in the 50 States, District of Columbia, and five U.S. Territories in enhancing the competitiveness of U.S. grown specialty crops (fruits and vegetables, dried fruit, tree nuts, horticulture, and nursery crops – including floriculture). SDAs, who are the primary grant recipients, then offer funds through competitive processes that result in subgrant agreements with other entities (subrecipients), such as university researchers or crop marketing organizations, who implement individual projects to achieve the program’s purposes. Since 2013, SCBGP has awarded more than 243 million dollars in federal funding.

To facilitate data collection that will illustrate the impact of the SCBGP on the SC industry nationally, USDA AMS developed an evaluation plan in 2014 that includes eight outcome measures, each with one or more quantitative performance indicators. All projects initiated with 2016 funding will report against these outcome measures and indicators. The data will be available upon project close out in 2019.

AMS established a cooperative agreement with Purdue University’s Evaluation and Learning Research Center (ELRC) to undertake a program evaluation of SCBGP grant agreements originating in fiscal year 2013. The program evaluation was intended to provide interim data aimed at: demonstrating the value of SCBGP to stakeholders, identifying gaps and areas for improvement, and providing independent program review.

In 2013, the 50 States, District of Columbia, and three U.S. Territories (American Samoa, Guam, and Puerto Rico) were awarded funds to perform a total of 664 projects to benefit the SC industry. Funded projects fall into 6 main categories: marketing and promotion (188), education (162), pest and plant health (112), research (105), food safety (55), and production (42).

More than \$51.5 million dollars were distributed in 2013 to SDA applicants using an allocation formula that includes a base grant and an amount based on the average of the most recent available value of SC cash receipts in the state and the acreage of SC production in the state.

Table 1 lists 2013 SCBGP funding by project type in dollars and as a percent of total. A table of projects by state, budget, and project type is included in Appendix 9.1.

The SCBGP’s range of project types and intentionally flexible design make program evaluation inherently challenging. Meaningful outcomes and evidence types vary widely across project types, making it

Table 1: 2013 SCBGP Funding by Project

Project Type	# Projects funded	2013 Funding (in million \$)	% Total 2013 Funding
Marketing & Promotion	188	13.9	29
Education	162	8.8	19
Plant & Pest Health	112	9.2	20
Research	105	7.6	16
Food Safety	55	4.7	10
Production	42	3.0	6

difficult to define a single set of outcome measures. Moreover, no consistent evaluation framework existed for 2013 awards. None the less, the ELRC designed a mixed methods evaluation consisting of detailed document analysis coupled with survey and interview protocols that provides substantive insight into the successes and challenges of the program.

## 6 METHODOLOGY AND LIMITATIONS

This evaluation sought to examine the efficacy of the SCBGP in achieving its Congressional mandate to assist SDA in the 50 States, District of Columbia, and 5 U.S. Territories in enhancing the competitiveness of U.S. grown specialty crops. The evaluation was organized around three primary objectives, each with a set of secondary questions that more fully address the objective. Specific evaluation questions were derived by the ELRC in collaboration with USDA Agricultural Marketing Service Transportation and Marketing Program Grants Division (USDA AMS-TM/GD). Table 2 lists primary evaluation objectives with linked questions.

Primary Objective	Evaluation Questions
Describe successful outcomes of SCBGP and evidence supporting this attribution.	<p>Q1. What evidence of impact/outcomes is reported for each of SCBGP’s main project types: education, research, pest and plant health, marketing and promotion, food safety, and production? To what extent can cause and effect be attributed to programs implemented with SCBGP funding?</p> <p>Q2. What evidence supports a role for the SCBGP in increasing the performance of the SC industry? What contributions can be attributed to SCBGP?</p> <p>Q3. Does evidence suggest that SCBGP fostered development of emergent capacities across states and territories? If so, what is the supporting evidence and what mechanisms are indicated as effective for developing capacity?</p> <p>Q4. To what extent have participating States and Territories been able to seize opportunities, foster innovation, and take risks on promising initiatives funded through SCBGP grants?</p> <p>Q5. Is there evidence that the SCBGP funds are a primary tool used by States and Territories to remain agile and adaptable to changing priorities and external factors?</p> <p>Q6. Is there evidence that SCBGP funds are critical to the success of the SC industry?</p>
Characterize the extent to which the SCBGP enhances the SC industry’s capacity nationally and within states.	<p>Q7. In what ways is the SCBGP an effective mechanism for supporting the SC industry? How can it be improved?</p> <p>Q8. What variability exists across States and Territories in the structure and process for supporting projects with SCBGP funds? Do certain structures and/or processes lead to more successful outcomes?</p> <p>Q9. To what extent have SCBGP funds allowed recipient States and Territories to compete successfully for competitive funds, leverage additional funding from AMS or other federal agencies or otherwise move towards sustainability?</p>
Identify barriers preventing the SCBGP from addressing its primary purpose.	<p>Q10. What role has the partnership between SCBGP staff and SDA played in the overall programs achieving their strategic goals?</p> <p>Q11. How can the federal and state partnership be improved?</p>

## 6.1 EVALUATION METHODOLOGY

This retrospective evaluation of the 2013 SCBGP used a multi-level, cross-sectional approach to data collection that comprised three main types of data (Table 3): qualitative data derived from 2013 SCBGP final performance reports from participating States and Territories; Likert-scale and open ended web-based survey responses from SDA grant recipients and subrecipients; and phone interviews with a representative sample of SDA grant recipients and subrecipients. This combination of approaches provided the ELRC with both objective and subjective evidence regarding the outcomes and impacts of the 2013 SCBGP.

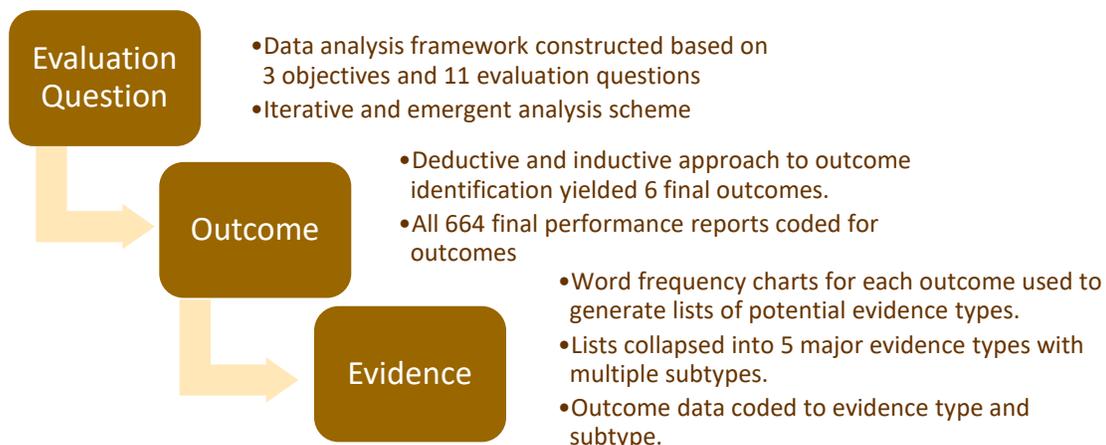
Collection Method	Source	Instrument	Analysis Method
Qualitative Document Analysis	2013 SCBGP final performance reports and other documents	Code book (Appendix 9.2)	Content analysis (NVivo 12)
Web-based Surveys	SDA grant recipients and subrecipients	SDA grant recipient and subrecipient surveys (Appendix 9.3 and 9.4)	Descriptive statistics (SPSS) and thematic analysis
Phone Interviews	SDA grant recipient and subrecipients	Phone interview protocol (Appendix 9.5)	Thematic analysis (NVivo 12)

All survey and interview data were collected, stored, and analyzed using protocols approved by Purdue University's Human Research Protection Program Institutional Review Board and with appropriate data use agreements in place. NVivo 12 Pro RSR International, SPSS 24

### 6.1.1 Qualitative Document Analysis

The ELRC obtained final performance reports for all 2013 SCBGP awards. This included a total of 664 discrete projects from the 50 States, District of Columbia, and 3 U.S. Territories. Documents were entered into NVivo software and analyzed using a combination of deductive and inductive approaches to content analysis. Figure 1 illustrates the iterative approach used to code outcomes and evidence described in final performance reports.

Figure 1: Outcome and Evidence Identification and Coding



ELRC constructed a data analysis codebook using the 3 objectives and 11 evaluation questions as a framework and analyzed final performance using an iterative and emergent approach. ELRC first coded data based on evaluation question and outcome beginning with four outcome types: capacity and growth, learning, safety and quality, and discovery or innovation. These outcomes were identified through conversations with USDA AMS staff and review of program materials. Two additional outcomes emerged during coding: nutrition or disease and communication and networking. Table 4 includes working definitions for each outcome type.

Table 4: Outcome Definitions	
Outcome	Description
Capacity and Growth	The ability of the SC industry to grow or increase by adding new or expanding existing crops, products, markets, or other indicators of growth.
Learning	Changes in awareness, knowledge, attitudes, or behaviors relative to SC production, processing, distribution, use, health or safety.
Safety and Quality	Development or implementation of prevention, control, identification, or intervention strategies that improve the safety or quality of SCs or SC products, including training and certification.
Discovery or Innovation	Contributions of knowledge, technologies, products, processes, innovations, or other assistances that enhance sustainability, diversity, resilience, economic viability, or other attributes of the SC industry.
Communication and Networking	New or strengthened connections among contributors to the SC production and distribution community that facilitate efficiency and effectiveness.
Nutrition or Disease	Health impacts that may accrue from new cultivars that offer enhanced nutritional composition or that require fewer pesticides for production, increased access to fresh fruits and vegetables by underserved communities, increased knowledge of the health benefits of a diet that includes SCs, or increased consumption of fruits and vegetables.

Case classifications were created and uploaded into NVivo. The case classifications included state, project name, description, budget, organization, project type and subtype. Once initial coding was complete, ELRC generated word frequency charts for each outcome type to develop a working list of associated evidence types. This list was subsequently collapsed in five major classifications (economic, human factors, monitoring and detection, products, and reach) each with a number of sub-classifications, as defined in Table 5. We cleaned outcome data to remove redundancy and extraneous or irrelevant information and coded by evidence type and subtype. We then generated matrix tables linking outcomes and evidence to project type using the case classifications.

Table 5: Evidence Type	
Evidence Type	Description
Economic	Economic development or productivity including: new jobs, careers, or businesses, increased revenue or sales, new markets, and savings.
Human Factors	Evidence indicating changes in human awareness, knowledge, or behaviors.
Monitoring and Detection	Trainings, certifications, audits, technologies, strategies, or other activities that aid in detecting, monitoring, or mitigating risks to SC industry.

Products	Knowledge, artifacts, tools, technologies, or information dissemination mechanisms that improve, enhance, support, or extend the SC industry or its impacts.
Reach	Numbers or metrics related to the extent to which SCBGP attracts its intended audience. It can be expressed as people, organizations, communities, programs, advertisements, events, subscribers, etc.

### 6.1.2 Web-based Surveys

ELRC designed and distributed web-based surveys to SDA grant recipients and subrecipients to obtain multiple views of the outcomes, impacts, strengths, and challenges associated with this program. A representative from each SDA and the first point of contact for each sub-award listed in each State/Territory’s final performance report were invited to complete a survey on their experience with the 2013-2016 SCBGP. The surveys, which were administered through the Purdue Qualtrics system, were multi-sectional instruments with two general types of questions: attitudinal rating scale questions and open-ended questions wherein participants were asked to provide explanations, descriptions, or suggestions. Copies of the SDA grant recipient and the subrecipient surveys are available in Appendices 9.3 and 9.4.

Survey responses were received from 45 SDA grant recipients, representing 44 states and 1 territory. Forty-one of the 45 SDA staff completing the survey (89%) reported working in their SDA office during the period that 2013 SCBGP projects were active (2013-2016). ELRC sent 545 survey invitations to subrecipients who returned 113 completed surveys representing 48 States/Territories (a 21% return rate). All project types were represented in the survey pool (Table 6). A map of both SDA and subrecipient respondents is available in Appendix 9.6.

Participant responses to the attitudinal rating scale questions were summarized with descriptive statistics (frequency counts and means). Responses to open-ended questions were analysed using thematic coding according to the content of the responses (i.e., categorizations) and, when appropriate, frequency counts. Example verbatim comments are provided to substantiate categories.

Project Type	Total Projects	Surveys Received	% of Type
Marketing and Promotion	188 (28%)	23 (20%)	12%
Education	162 (25%)	27 (24%)	17%
Pest and Plant Health	112 (17%)	29 (26%)	26%
Research	105 (16%)	23 (20%)	22%
Food Safety	55 (8%)	6 (5%)	11%
Production	42 (6%)	5 (4%)	12%
Total	664	113	17%

### 6.1.3 Phone Interviews

Semi-structured phone interviews were conducted with a sample of SDA grant recipients and 2013 subrecipients. ELRC developed an interview protocol intended to illuminate the richness, variability, and importance of the SCBGP at the state and local levels. Interviewees were selected to maximize distribution based on a variety of indicators, including: geographical representation, size of SC industry in the state/territory, and project type. Table 7 lists interviewee attributes.

Interview questions focused on respondents' perception of the value, structure, equity and accessibility, transferability, communication, and sustainability of the SCBGP. ELRC developed interview questions based on identified gaps in the data supplied by program data and surveys. The interview protocol is included in Appendix 9.5. ELRC conducted 22 interviews with 21 providing usable information. ELRC analyzed interviews transcribed verbatim in NVivo software using a conventional content analysis approach to generate categories of perceptions reported by the participants.

Number of Usable Interviews	21
SDA Grant Recipients	12
Sub-Recipient Grant Point of Contacts	9
States/Territories Represented	15

Findings include participant perspectives that align with, depart from, and expand upon the quantitative survey results and document analysis. Consistent with conventional content analysis recommendations, words, sentences, paragraphs, and comments in the interview transcripts were the units of analysis (Stemler, 2001).

## 6.2 LIMITATIONS OF THE EVALUATION

This independent review of the SCBGP has a number of limitations. The evaluation scope was limited by the available time and resources. The 2013 SCBGP included 664 discrete projects representing 6 very different project types. The volume of documentation and range of disciplinary expertise represented made it necessary to limit our detailed document analysis to project final performance reports. The evaluation design did not allow for in-depth examination of individual state requests for proposals, monitoring documentation, or other artifacts.

The retrospective nature of the evaluation also presents inherent challenges. This evaluation used multiple sources of data that varied in quality and objectivity. Data from interviews and surveys represent the perceptions, opinions, and experiences of participating individuals. The evaluation design intentionally sought input from stakeholders representing a broad range of states and territories, project types, funding levels, and specialty crops. None the less, responses were limited to those individuals that were willing or able to take the time to complete the survey and/or participate in an interview. Thus, some opinions, perceptions, or experiences may be over- or under-represented or missing completely. Views of the SC commodity organizations were captured only when their representatives were involved in projects that we surveyed or interviewed. Moreover, staff changes, multiple projects, and other factors made it difficult for some respondents to focus specifically on the 2013 SCBGP.

This evaluation drew heavily on analysis of the grant program's final performance reports. It is conceivable that these reports over-emphasize positive results while minimizing discussion of challenges or failures. Further, the 2013 SCBGP did not have a standardized mechanism for reporting outcomes and evidence of success. Thus, each state utilized a different system, or no system for data collection, leading to tremendous variability in the way that information was reported across the States. The information used in this qualitative analysis was not reported by the States with the goal of responding to the specific evaluation questions identified. ELRC evaluators coded report data to specific evaluation questions and outcomes based on our interpretation of the author's meaning. As a result, not every State is represented in every element of the analysis presented in this report. Further, some data might be misrepresented or overlooked due to translation and interpretation errors.

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Finally, this evaluation examined only those outcomes or indicators identified or measured during the 3-year grant period. Many potential SCBGP outcomes/impacts are difficult to measure or may not be fully manifested in the short-term. Examples of such outcomes include: personal and economic impacts of improved human health that may result from increased access to fresh fruits and vegetables or decreased exposure to pesticides or food pathogens; social and economic impacts of SC production as reflected in the unique attributes of state, region, or location (e.g. increased tourism, community engagement through festivals/community gardens and other activities); and impacts of new or innovative plant varieties on consumer choice. These types of outcomes, although likely substantial, are not easily captured and are outside the scope of this evaluation.

## 7 EVALUATION FINDINGS

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Evaluation findings are organized by the three primary objectives and supporting evaluation indicators. Where appropriate, examples are included as excerpts from final performance reports, or quotes from surveys, or interviews. Examples were selected to illustrate the range and richness of data types, the quality and variability of reported outcomes, and information not easily quantified. Comments are reported verbatim with identifiers (e.g. state, county, or community name) removed or replaced with a generic designation.

### 7.1 OBJECTIVE 1 – DESCRIBE SUCCESSFUL OUTCOMES OF SCBGP AND EVIDENCE SUPPORTING THIS ATTRIBUTION

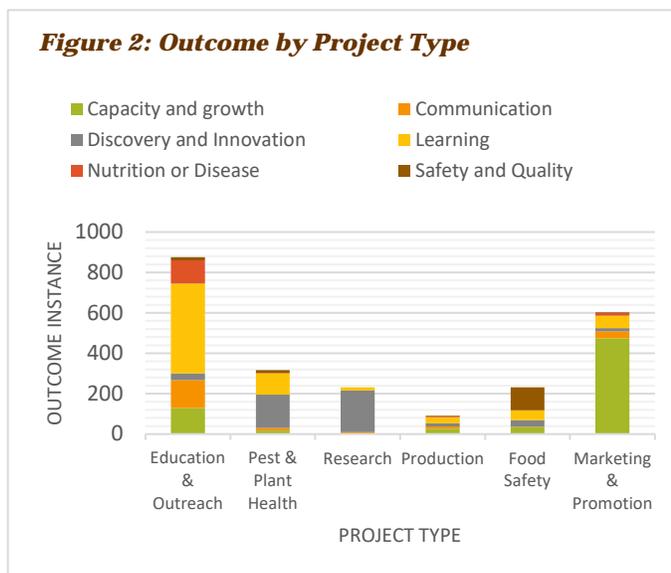
The first objective seeks to understand the variety of outcomes and impacts attributable to SCBGP funding and the types and quality of evidence that supports these claims. Moreover, this objective examines the role of the SCBGP in developing SC capacity, fostering innovation, supporting agility and adaptability, and fostering success within the SC industry in states and territories. Specific evaluation questions associated with this objective attempt to determine impact relative to a host of indicators of success, where success can be defined as growth in any sense. Examples of success can include: new or improved plant varieties; increased production capacity; more efficient pest control strategies; growth in revenues, sales, jobs, or markets; enhanced food safety practices and certifications; market analysis; knowledge gain; increased number of customers and behavior change.

Data derived from analysis of program final performance reports and stakeholder feedback from surveys and interviews reveal a large and diverse set of positive outcomes from the SCBGP. Key findings and evidence of support are summarized in the following sections.

#### 7.1.1 What evidence of impact/outcomes is reported for each of SCBGP's main project types? To what extent can cause and effect be attributed to programs implemented with SCBGP funding?

ELRC analyzed 2013 SCBGP final performance reports for instances of outcomes (capacity and growth, communication, discovery and innovation, learning, nutrition or disease, and safety and quality) for each project type. Figure 2 illustrates frequency of outcomes coded in each category by project type. Outcome numbers should be viewed as relative rather than absolute numbers, as the volume, complexity, variety, and lack of standardization of reporting styles undoubtedly

contributed to over- or under- coding of some outcomes. Despite these limitations, these data provide a sense of the types and frequency of outcomes reported for each project type. Not surprisingly, education and outreach projects overwhelmingly report outcomes related to learning, plant and pest health and research projects report the most outcomes in the discovery and innovation category. Production outcomes are largely split between learning and capacity and growth outcomes, while food safety projects report outcomes split almost evenly among learning, capacity and growth, and discovery and innovation. Marketing and promotion projects overwhelmingly report outcomes related to capacity and growth.



Survey responses from SDA grant recipients and subrecipients overwhelmingly (91% and 85%, respectively) agree or strongly agree that the SCBGP increased performance of the SC industry in their state or territory or their local community. SCBGP grant recipients and subrecipients identified 5 categories of outcomes they believe play an important role in increasing SC industry performance in their community, state, or territory:

- Education for growers and producers that increases knowledge and understanding of new or improved tools, technologies, methods, varieties, and markets;
- Research results that identify or develop better plant varieties, production or storage methods, detection approaches, or consumer preference;
- Marketing and promotion activities that elevate consumer awareness of SCs, encourage consumption of local products, or enhance brand recognition;
- Pest and disease management information that helps growers understand and adopt strategies, tools, technologies and products to better identify, respond to, manage, or minimize crop loss and safety issues resulting from plant pests or pathogens;
- Tools that improve decision making, increase productivity, or otherwise contribute to enhancements in management, production, processing, distribution, access, or education related to the SC industry.

### 7.1.2 What evidence supports a role for the SCBGP in increasing the performance of the Specialty Crop (SC) industry? What contributions can be attributed to SCBGP?

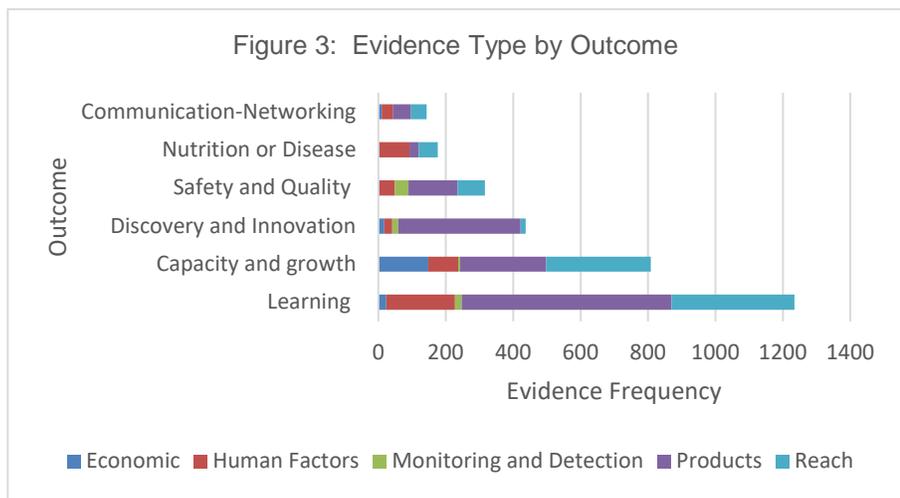
SCBGP final performance reports describe a large number of outcomes supporting a positive role for the SCBGP in increasing the performance of the SC industry. This evaluation examined the type of evidence associated with reported outcomes.

Evidence types were derived based on word frequency tables generated for each outcome type. Common words were used to develop a working list of evidence types and subtypes. Evidence types were consolidated into five major classifications: economic, human factors, monitoring and detection, products, and reach. Outcomes were then coded, based on the type of evidence cited, to

better understand both the role of the SCBGP in supporting the SC industry and the degree to which reported outcomes can be attributed to the SCBGP.

The results, which are also summarized by evidence type and subtype in the following sections, mirror to a large extent the perceptions of SCBGP grant recipients. Where appropriate, excerpts from final performance reports or quotes from survey responses or interviews are included in the description to illustrate common response categories or significant findings.

More extensive excerpts and quotes illustrating the range of responses are included in Appendix 9.7. Figure 3 illustrates the frequency of each type of evidence by outcome.



### 7.1.2.1 Economic evidence

Forty-nine of the 54 state and territory final performance reports included economic evidence supporting positive outcomes in the local, state, regional, or national economy. Although all project types were represented, economic evidence was most frequently reported for marketing and promotion projects. Seven subtypes of economic evidence were identified in the data: careers, jobs, markets, businesses, price premiums, revenues, and savings. Methodology for reporting economic data varied widely across projects. Some projects reported quantitative data with or without describing a methodology or rationale for calculation. Other projects provided a qualitative statement indicating growth, but no numerical indicator of magnitude. Surveys and interviews with SDA grant recipients and subrecipients confirmed widespread belief supporting a strong economic impact of the SCBGP, specifically with regard to: increasing agricultural revenues, supporting established farmers to add to or increase SC production, supporting new or beginning farmers in SC production, creating or maintaining small businesses, and creating or maintaining jobs or careers in their community or state.

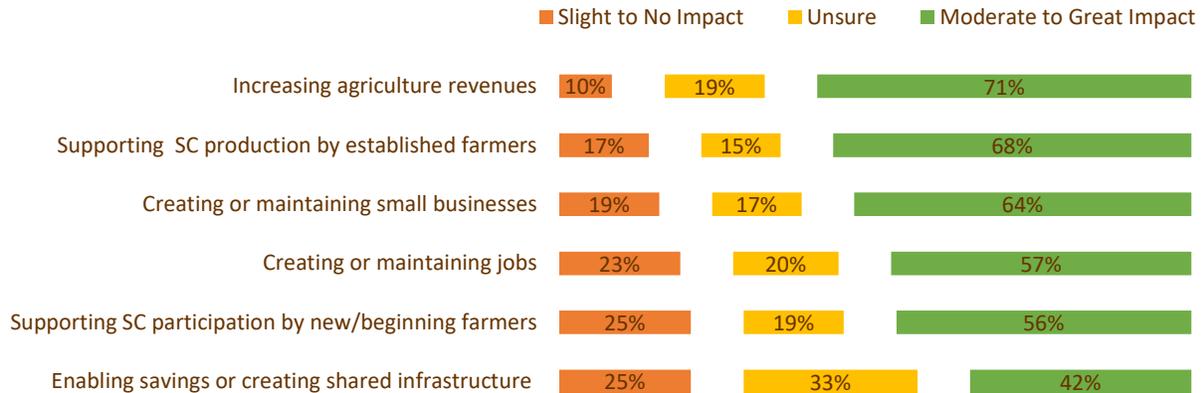
SDA grant recipients and subrecipients were asked to indicate the degree to which the SCBGP enhanced or improved the economy of their state or territory based on a variety of indicators. Most SDA respondents felt that the SCBGP had a moderate to great impact on:

- Increasing agricultural revenues in their state (84%);
- Supporting established farmers in adding or increasing SC production (86%);
- Supporting participation of new or beginning farmers in SC production (79%); and
- Creating or maintaining small businesses (72%).

A majority of SDA respondents reported that the SCBGP had a moderate to great impact on the support of socially disadvantaged farmers in SC production (64%) and creating or maintaining jobs in their state/territory (63%). SDA respondents were less confident about the impacts of the

SCBGP on new job creation in general (49% moderate to great impact, but 39% indicated unsure) or urban job creation in particular (34% moderate to great impact, but 48% were unsure). Finally, while 42% of SDA respondents indicated a moderate to great impact of the SCBGP on enabling savings or capital purchases in their state/territory, 44% were unsure.

Figure 4: Grant Recipient and Subrecipient Responses to Indicators of SCBGP Impacts on State Economy



Overall, SCBGP subrecipients reported less impact in the same indicators than their SDA counterparts. Figure 4 illustrates combined responses of SDA SCBGP grant recipient and subrecipient responses to indicators of improved economy in their state. Appendix 9.8 includes the same information disaggregated by grant recipients and subrecipients. Appendix 9.9 shows categories, frequencies, and examples of survey responses by grant recipients and subrecipients regarding their beliefs about the economic impact of SCBGP.

Economic evidence subtypes are further described in the following sections.

#### 7.1.2.1.1 Career Creation

Although few 2013 SCBGP final performance reports specifically mentioned new career creation or attainment as a result of SCBGP funding, some evidence suggests that SCBGP enabled training and certifications increased employment opportunities for participants. In addition, survey responses from SDA staff reported creation of new careers in the areas of: blueberry breeding, wineries, urban farming, food hub management, environmental horticulture, hydroponics, bee keeping, farmers market vendors, management, and new farm businesses.

*“At least five residents (employed by the project) have developed the skills of tissue culture propagation, which has made them competitive on the job market. One former employee found a well-paid job that directly utilizes these acquired skills.” - Final performance report*

#### 7.1.2.1.2 Job Creation

References to job creation in SCBGP final performance reports ranged from descriptions of discrete new local positions resulting directly from grant activities to local, regional, or national calculations of projected job growth based on economic models. State and territory surveys identified the need for new or additional farmworkers, pest control operators, researchers, food transporters, and manufacturers.

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*“This translates into an employment multiplier of 1.82 (every job in specialty crops generates another 0.82 jobs in other areas of the regional economy).”- Final performance report*

#### 7.1.2.1.3 New Markets

Project final performance reports included over 130 references to new markets created as a result of SCBGP activities. Marketing and promotion projects reported in this category 77 times, followed by production (17), research (16), education and outreach (12) and pest and plant health and food safety, each with 4 references. New markets described ranged from small and local to international in scope.

*“Asian imports have been reduced and partially replaced by local production.”-Final performance report*

#### 7.1.2.1.4 New Businesses

Marketing and promotion, research, education and outreach, and production projects all included references to the establishment of new businesses stemming from SCBGP activities, including businesses as diverse as: wineries, vineyards, cideries, and breweries; hydroponic facilities; urban markets; mushroom production facilities; a tissue culture lab; nurseries; and organic seed production.

*“The project more recently attracted a new initiative for the establishment of another large-scale hydroponic system in the metropolitan area.” - Final performance report*

#### 7.1.2.1.5 Price Premiums

Activities enabled by SCBGP marketing and promotion, research, and education and outreach projects increased consumer awareness of local and/or organically grown products leading to customer willingness to pay more for these products. Evidence for price premiums related to SCBGP activities was derived from a variety of sources including: surveys asking consumers about their willingness to pay more for organic, local, or specialty crops; industry projections; and market surveys.

*“Approximately 60% of consumers were willing to pay \$0.50 (per pound of apples) to \$2 more (per half dozen sweet corn) for [State] Grown logo labeled product.” - Final performance report*

#### 7.1.2.1.6 Revenues

Over 100 projects reported financial benefits in the form of increased revenues resulting from SCBGP activities. Nearly two-thirds of these benefits were reported for marketing and promotion projects, with 20% listed for research projects. Increased revenue was variously reported as a dollar figure, percent increase, or qualitative measure (e.g. “we saw a substantial increase in revenues...”). SDA interviewees reported difficulty in obtaining accurate revenue data, as growers are often unable or unwilling to share this information. Moreover, many extrinsic factors can impact revenue, such as weather, competition, and other factors.

*“Urban farms experienced a 7% increase in sales directly due to [cooking program] graduates signing up for farm box programs operated by the farms.” - Final performance report*

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#### 7.1.2.1.7 Savings

Finally, evidence suggesting cost savings resulting from SCBGP activities was reported across all project types, with the greatest frequency for education, pest and plant health, and research projects. Models for estimating savings vary widely and are often ill-defined or missing from the report, making interpretation difficult.

*“Producers in the county that use the equipment are able to produce better yields and higher quality produce to carry to market while lowering the input cost of herbicides and fertilizer.” - Final performance report*

#### 7.1.2.2 Human Factors

All state and territory final performance reports included evidence of impact on individuals or groups, including: teachers and students, consumers, farm workers, producers, retailers, restaurants and food service providers, food processors, decision makers, and others. Impacts ranged from increased awareness to enhanced knowledge to changes in behavior. Human factors evidence was most often associated with education and outreach projects or marketing and promotion projects.

##### 7.1.2.2.1 Awareness

SCBGP grant recipients reported increased awareness related to production and business practices, safety, nutrition and health, and availability and use of local specialty crops. Increased awareness was sometimes documented through the use of surveys or other tools. Often, awareness was inferred, estimated, or extrapolated.

*“Each individual touched by this effort becomes aware of the pollinator risks associated with individual pesticide practices, enabling them to alter choices when needed or more importantly to interact, once again, with growers, buyers and markets armed with science-based, peer-reviewed information that justifies their pesticide actions.” - Final performance report*

##### 7.1.2.2.2 Knowledge Gain

Knowledge gain, although reported for all project types, was most frequently noted for education and outreach projects. Increases in knowledge were documented using participant self-reports of learning gain surveys, teacher or facilitator observations, pre-post knowledge exams, performance evaluation, or were inferred based on participation.

*“2,328 Landscape workers were trained in techniques to create sustainable turf grass with an average of 30% improvement from pre-to post-training knowledge evaluations.” - Final performance report*

##### 7.1.2.2.3 Behavior Change

Evidence of behavior change was also reported for all project types, but most frequently for education and outreach and marketing and promotion projects. The quality of evidence is quite variable, ranging from observed or reported changes in actual behavior to surveys capturing intended behavior change to unsubstantiated anecdotal evidence or reports.

*“Student journaling provided evidence of increased consumption of specialty crops.” - Final performance report*

#### 7.1.2.3 Monitoring and Detection

Monitoring and detection evidence relates to a variety of activities aimed at detecting, monitoring, or mitigating risks, decreasing loss, or increasing production, quality and safety within the SC

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industry. Monitoring and detection evidence includes: certifications and audits; training and implementation supports; scouting, detection, and prevention activities; sampling and testing; and new methods and tool development. Much of this evidence is associated with food safety projects. Each monitoring and detection subtype is described below.

#### 7.1.2.3.1 Certifications and Audits

SCBGP funds facilitated training and certification programs aimed at improving safety and quality within the SC industry. Attainment of these credentials also reportedly helped some individuals secure or retain employment. 2013 SCBGP final performance reports document the following certifications: Good Agricultural Practices (GAP) (795), Cottage Food Law (1), Integrated Pest Management (IPM) practices (1), Safe Handling Practices (1), Sustainable Farming Practice (SFP) permits (6), Food Manager Certification (2), Food Handler Certification (3), Organic Certification (4), Texas Water Smart Certification (7), and Better Process Control School Certification (1). More than 513 audits were also reported.

*“This goal was exceeded with a 70% increase in the number of specialty crop growers that are GAP Certified in our state, from the number in 2013.” - Final performance report*

#### 7.1.2.3.2 Training and Implementation

Growers, farm workers, processors, and others received training support to help understand and implement practices leading to increased food safety and quality or enhanced production. Much of the training was accomplished through programs, presentations, or on-farm demonstrations or consultations facilitated through the Cooperative Extension Service.

*“152 farmers and service providers participated in the nine Practical Produce Safety Workshops increasing the numbers of farms writing produce safety plan from 90 to 242.” - Final performance report*

#### 7.1.2.3.3 Scouting, Detection, and Prevention

Research projects, pest and plant health, food safety, and education and outreach projects all reported evidence related to development, improvement, or deployment of processes, tools, and technologies that enhance detection and prevention of crop pests and pathogens. Evidence in this category was reported as changes in behavior (e.g. growers implementing recommended practices), increased capacity for detection (e.g. new or more accessible tools or techniques knowledge base), and evidence of success (e.g. improved plant health, harvest, or other indicators).

*“57% [of] farmers are using scouting practices to detect and correctly identify the pests before an outbreak occurs.” - Final performance report*

#### 7.1.2.3.4 Sampling and Testing

A number of projects describe evidence of sampling and testing activities intended to identify potentially harmful microorganisms, chemical residues, or other hazards. Final performance reports document a total of over 2,000 samples tested as a result of 2013 SCBGP funding.

*“This program allowed the commercial citrus industry to identify the areas that are highly infected with HLB [huanglongbing or citrus green disease].” - Final performance report*

#### 7.1.2.3.5 New Method or Tool Development

SCBGP final performance reports document development of new methods or tools to more efficiently and effectively monitor, detect, identify, or control pests, pathogens, or other factors

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that might negatively impact food production, quality, quantity, or safety. These include sampling or detection tools, prediction models, rapid analysis techniques, and other innovations.

*“This project has developed the technology to allow growers to take samples in the field and identify presymptomatic trees and then pull them from the orchard to prevent the spread of the disease.” - Final performance report*

#### **7.1.2.4 Products**

Product evidence was the most common type of evidence reported overall and was represented across all outcomes and project types. This evidence type describes both tangible and intangible outputs resulting from SCBGP activities, including: generation of new knowledge; curriculum, lesson plans, and factsheets; news reports, media contacts, or videos; publications or presentations; trainings, workshops, or information sessions; and websites or newsletters. Each product subtype is further described in the following sections.

##### **7.1.2.4.1 Knowledge generation**

Knowledge generation evidence, while reported for all project types, is overwhelmingly reported for project types: research and plant and pest health. Much of this evidence includes research results that identify: new or improved plant varieties (22 final reports); production or processing methods, including plant growth and nutrients (9 final reports) and production techniques (24 final reports); better management, including effective control of pathogens (27 final reports), weeds or other pests (20 final reports) control strategies; and or storage and shelf life information (9 final reports). Other knowledge-related evidence provides insight into consumer preference (7 final reports), economic models (5 final reports), and market opportunities (6 final reports). Some knowledge evidence is expressed as a tangible artifact, such as creation of community gardens, farm markets, marketing materials, reports, new technologies, or new tools.

*“The research found that a facility that focused only on selling specialty crops to food co-ops was not economically feasible.” - Final performance report*

##### **7.1.2.4.2 Curricula, lesson plans, fact sheets**

All project types, with the exception of research, report development of some type of lesson plan, curriculum, or fact sheet intended to provide information to one or more stakeholder groups. Common targets of this type of product include: teachers, schools, or students; consumers; farm workers, growers; and retailers.

*“This project provided a unique opportunity to conduct research where a lack of information has been hurting the competitiveness of the [State] blueberry industry. It was exciting to be able to determine residue profiles for insecticides and to distill the residue data into a fact sheet that growers, consultants, and processors can use, knowing that the growers and processors will be able to use this information for planning in the future.” - Final performance report*

##### **7.1.2.4.3 News Reports, Media Contacts, or Videos**

All project types reported evidence in the form of news reports, media contacts, or video production. These products were intended to inform, influence, educate, or equip a wide array of audiences, ranging from growers to the general public. Education and outreach projects were most represented, while research projects were least represented.

*“Participants really like YouTube videos (besides the handbooks/factsheets) for self-education, so we have made a series of IPM and Beginning Farmer videos with grower*

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*testimonials to increase adoption of specific agricultural practices. These videos have been watched about 6,000 times over the past three years.” - Final performance report*

#### 7.1.2.4.4 Publications or Presentations

Publications and presentations represent formal mechanisms for distributing results or information to the scientific community, growers, the food industry, regulators or policy makers, consumers, or others. All project types reported evidence of formal publications and presentation, with plant and pest health, research, and education and outreach projects most represented. Relatively few formal publications and presentations were reported for production and food safety projects. SCBGP grant recipients identified publications and presentations as key strategies for disseminating findings outside the state or local areas.

*“The project has yielded five published abstracts in HortScience. Six manuscripts have been developing and will be submitted to HortScience or HortTechnology for publication by the end of 2016. Four extension fact sheets on high tunnel and high tunnel specialty crops production are under internal reviews.” - Final performance report*

#### 7.1.2.4.5 Trainings, Workshops, Information Sessions

Trainings, workshops, and information sessions were reported by all states and territories and represented all project types. Audiences included: growers, farm workers, processors, food service workers and managers, schools, and the public. Not surprisingly, nearly half of all trainings and workshops were associated with education and outreach projects.

*“We had eight educational sessions that consisted of fruit production, vegetable production methods, food safety and buyer audits, pest management, alternative or minor crops, and marketing methods for specialty crops.” - Final performance report*

#### 7.1.2.4.6 Websites and Newsletters

Thirty-five final performance reports included references to websites or newsletters created to disseminate information, raise awareness, educate, or promote specialty crops. All project types reported evidence of these activities, with the greatest frequency for education and outreach and marketing and promotion project types, followed by pest and plant health and food safety projects. Research and production projects reported this type of evidence infrequently.

*“The project created an asparagus disease website for growers to use and obtain additional information on the diseases.” - Final performance report*

### 7.1.2.5 Reach

All project types reported evidence of enhanced competitiveness of SCs through increased access or awareness aimed at: food industry and retailers, producers, researchers, consumers and teachers, students and youth, and families. Reach evidence was second only to products in the frequency with which it was reported. Reach evidence was further divided into four subcategories: access; attendees or participants; print materials; circulation, media contacts, subscribers, readership, and social media.

#### 7.1.2.5.1 Access

Education and outreach, marketing and promotion, and production projects described evidence of reach related to increased access. Three types of access were described: 1) producers gained access to new or expanded markets; 2) consumers, in particular low income, disabled, veterans, or individuals living in underserved areas gained access to new and/or healthier food; and 3) new or expanded production resulted in increased availability of specialty crops.

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*“Thirty-eight residents of the Transitional Housing program for veterans...are working in the garden at that site each year. The food is utilized by the veterans for their meals.”- Final performance report*

#### 7.1.2.5.2 Attendees or Participants

Attendees or participants were by far the most commonly cited evidence reported for reach. Data was reported by individual or by group. Across all attendee/participant types, SCBGP projects reported reaching in excess of 1.66M individuals and over 13,786 groups. Appendix 9.10 provides a more detailed breakdown of reach by participant type.

*“Each year over 180 children from over 150 households participated in gardening class through our summer children’s program.” - Final performance report*

#### 7.1.2.5.3 Print Materials

A variety of print materials were generated and distributed with the chief aim of increasing awareness or knowledge of the SC industry. Print materials evidence is generally reported as number of materials distributed or number of views. This type of evidence was reported most often by marketing and promotion and occasionally by education and outreach projects. Materials ranged from leaflets and brochures to billboards with leaflets/flyers/brochures and point-of-purchase signage reported most frequently.

*“30,000 rack cards were distributed to each WIC [Woman, Infant, and Children] participant in the state.” - Final performance report*

#### 7.1.2.5.4 Circulation, Media Contacts, Subscribers, Readership, Social Media

Marketing and media projects and, to a lesser extent, education and outreach projects reported evidence of reach based on metrics related to social media or media contacts, web interactions, circulation, subscriptions, and readership. Although these metrics result in large numbers, the impact is difficult to measure.

*“At the end of 2014, there were 3,009 Facebook fans.” - Final performance report*

### **7.1.3 Does evidence suggest that SCBGP fostered development of emergent capacities across states and territories? If so, what is the supporting evidence and what mechanisms are indicated as effective for developing capacity?**

The SCBGP responds to priorities and needs that are identified by states and territories within the framework of the federal mandate. When surveyed, SDA grant recipients overwhelmingly agreed or strongly agreed (89%) that, *“the SCBGP fostered development of new or emergent capacities in my state/territory.”* In particular, respondents noted:

- Development of new varieties of SCs or new industries;
- New food hubs to manage and streamline aggregation, distribution, marketing, and other common needs;
- Knowledge and capacity to address emerging pests and diseases;
- Education and training; and
- Shared resources like capital equipment, bees for pollination, databases, and legal services.

While less confident than their state-level counterparts, most subrecipients agreed or strongly agreed that their SCBGP project fostered development of new or emergent capabilities in their community (66%) and in their state or territory (63%). Appendix 9.11 further illustrates the

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categories and frequency of new and emergent capabilities identified by grant recipients and subrecipients at both the local and state levels.

Although SCBGP projects primarily focused on state or territory level needs, resulting knowledge, products, tools, and capabilities often transcend state boundaries to support emergent capabilities across and between states and territories. Nearly every final report includes instances of knowledge transfer resulting from publication of research results in professional or practitioner journals, presentations and workshops at regional or national meetings, or sharing of information through online forums. Additionally, final reports documented a number of cross-state initiatives or instances of capacity building or knowledge with far-reaching impact. The following final report quote illustrates impact of SCBGP research both nationally and internationally.

*“Given that certain Phytophthora can infect both horticultural crops and forest tree species, forest product-related industries also are beneficiaries. Since Phytophthora diseases are global problems, this project will benefit many other states as well as those outside of the state. Resulting resources will place [State Department of Agriculture] at the forefront of global effects to enhance the preparedness against Phytophthora.” - Final performance report*

SDA grant recipients also perceive an important role for the SCBGP in supporting cross-state development. Nearly two-thirds (64%) of SDA grant recipients responding to the survey believed that their state or territory “*transferred knowledge, capacity, or other outcomes from their SCBGP projects to other states/territories.*” Multiple states mentioned sharing knowledge through the Plant Something campaign, a regional campaign shared over multiple states. An online farmers market database created by one state has been sought after and shared by over 30 other states. Several respondents noted attendance at a national conference and meetings, including the state SCBGP coordinator’s conference, as important mechanisms for transferring knowledge and building capacity across states. In the words of one respondent,

*“We were able to share projects at the first ever conference for state SCBGP coordinators.”*

SDA administrators mentioned evidence of cross-state capacity development through: sharing the results of research projects by way of publications and national conferences; joint trainings and workshops; and online availability of resources. A number of final reports also indicated an international impact for their work, as illustrated in the following excerpt.

*“It is expected that after we release the sterile triploid burning bush, many states, ... , will likely use our sterile varieties. The [State] Nursery and Landscape Association has announced pending switch to sterile burning bush we developed once we release the plant. Experts anticipate that the sterile burning bush varieties may help restore the shrub’s prominence in the commercial market place. Further, burning bush is highly popular and also invasive in many regions in Canada. The sterile burning bush varieties may provide an excellent opportunity for the US green industry for both domestic and international markets.” - Final performance report*

Subrecipient survey respondents also strongly believe that their SCBGP project shared knowledge, capacity, or other outcomes of their project outside their local community (90%) and their state (75%). The most common mechanisms reported for sharing were: discussions, meetings, or workshops; publications; conferences, presentations, or TV; extension; or other/unknown. Appendix 9.12 lists categories of result sharing identified by survey respondents.

#### 7.1.4 To what extent have participating States and Territories been able to seize opportunities, foster innovation, and take risks on promising initiatives funded through SCBGP grants?

SDA survey respondents overwhelmingly agree (93%) that the SCBGP allows the SC industry in their state or territory to “seize opportunities, foster innovation, or take risks on promising initiatives.” Innovations related to production were frequently cited.

*“Research on pollinators has the potential for global impact.” - Grant recipient survey*

Respondents further noted that innovations from the SCBGP in their state/territory enabled innovations and opportunities for pest and disease management and food hubs and new markets. Notably, several respondents mentioned the impact of innovations to school nutrition and sustainable community service programs in their communities.

*“The [state] program brought a farmer’s market into a food desert in inner-city” - Grant recipient survey*

2013 SCBGP project final performance reports, grant recipient surveys and interviews provide a wide array of additional innovations that were enabled by SCBGP funds, Table 8 lists the categories of innovations with illustrating excerpts from 2013 SCBGP final performance reports and survey or interview quotes.

Category	Example
Seeding New Industries	<p><i>“Hop production in [State] is now underway where no industry existed before, and hops are now being commercially grown and sold in the state.” - Grant recipient survey</i></p> <p><i>“Fenugreek is an annual legume of which 75% is grown in India. It is an important medicinal crop ... The specific objectives of this study were to identify the amount of irrigation needed, the best planting date in the spring, and the timing of harvest for optimal seed yield. The benefit is to introduce a new crop and new industry into western [State] and entice interest from pharmaceutical companies to consider [State] as a source of raw product.” - Final performance report</i></p>
Enabling Public/Private Partnerships	<p><i>“The establishment of the Cannery Farm ... was another highlight of this project... This partnership was a first of its kind which involved a farm organization, property developer, and a city. ... This model will serve as an example of how farming can be incorporated into housing development.” - Final performance report</i></p>
Creating Innovative Education	<p><i>“Through collaboration with the Art Institute in [City], an art class created six designs of Invasive Species costumes. ...The costumes and masks will be used at conferences and other education outreach events to draw attention to invasive species and provide the free resource to educators.” - Final performance report</i></p>
Fostering Adoption of Innovative Practice	<p><i>“One of the main advantages of this project is the establishment of a high density planting at a commercial [State] orchard. This system shortens the initial production time from 4 to 5 years to production in year 2 or 3 without risk. While this system has been in practice for many years in other regions</i></p>

	<i>of the United States, [State] producers are reluctant to adopt this system due to high initial cost and the risk associated with transitioning to a new production system. By having a local site that is accessible through field days, growers have seen the advantages of this production system.” - Final performance report</i>
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**7.1.5 Is there evidence that the SCBGP funds are a primary tool used by states and territories to remain agile and adaptable to changing priorities and external factors?**

Changes in economic and environmental factors, new and emerging pests and pathogens, evolving consumer preferences and tastes and other factors contribute a need for agility and continuous improvement in the SC industry. Both SDA SCBGP grant recipients (89%) and subrecipients (84%) view the SCBGP as helping “*agriculture in my state/territory remain agile and adaptable to changing priorities or external factors.*” Specifically, SDA grant recipients identified the ability to fund research on pest and disease management and new SC varieties as especially important.

*“This funding is critical to stay ahead of pest and disease threats with the potential to end the entire industry in the state.” - Grant recipient survey*

SDA respondents also noted that the flexibility of the SCBGP in allowing each state/territory to set their own funding priorities enables states to remain agile, as illustrated by one state-level respondent who noted that the ability to redirect surplus funds from completed projects allowed them to effectively fight a new plant virus. SDA respondents also reported that the SCBGP allowed them the ability to adapt to growing consumer demand for locally grown food. Finally, SDA respondents reported that the SCBGP allowed them to create certification and training programs to address changing priorities for food safety and sustainable production. Appendix 9.13 provides more detail on the categories, frequencies, and examples of adaptations identified by surveyed grant recipients and subrecipients.

Review of 2013 SCBGP final performance reports also provides a wealth of evidence supporting the use of SCBGP funds as a primary tool states and territories use to remain agile and adaptable as priorities and external factors change.

Table 9 summarizes categories of adaptation enabled by SCBGP funding most commonly noted in SCBGP final reports.

<b>Table 9: SCBGP Support for Adaptation</b>	
<b>Challenge</b>	<b>Example</b>
Changes in Economic and Environmental Factors	<i>“Increasing crop options for producers, diversifies farm operations and improves long term resilience for [the State’s] agriculture industry. Short term outcomes include providing information and tools to new and young producers who want to diversify and include alternative crops on their farm. Long term impacts include improving resilience and building diversity and depth into [the State’s] ag industry.” - Final performance report</i>
New and Emerging Pests and Pathogens	<i>“The biotyping and haplotyping data collected during this project provided a necessary foundation for the study of the epidemiology of ZC disease in [the State’s] potato.” - Final performance report</i>  <i>“Based on field studies in 2013 and 2014, we developed and validated a degree-day model that can be used to predict the emergence of</i>

	<i>adult [leek moth] LM and their flights, thus providing warning to growers to implement control tactics. Farmers typically use weather information and the [State] IPM program utilizes such information for predicting insect development. Thus, we believe IPM can use the information we developed on LM to warn growers of impending developmental stages of LM so growers can take appropriate action.” - Final performance report</i>
Evolving Consumer Preferences or Tastes	<i>“One of the appealing aspects of production under this environment is the impact on flavor profiles with certain crops due to the exposure to cooler temperatures. This was the initial goal for the project in an attempt to produce a “sweeter” carrot. Not only would the crop have economic advantages correlating to time of harvest but potentially enhanced flavor appeal to consumers, particularly children.” - Final performance report</i>

### 7.1.6 Is there evidence that SCBGP funds are critical to the success of the SC industry?

Outcome and evidence data suggest positive impacts of the SCBGP across a variety of contexts, as previously described. Although a wealth of information supports positive outcomes resulting from the SCBGP in general, this evaluation question sought to understand the degree to which the SCBGP is essential to the SC industry in particular. Data to address this question derive from SCBGP final performance reports, as well as SDA grant recipient and subrecipient surveys and interviews. One item from the SDA survey asked respondents their level of agreement with the following statement, “*SCBGP funds are important to the success of the SC industry in my state/territory.*” This statement had the highest level of agreement of any question on the SDA survey with all respondents agreeing or strongly agreeing.

*“I’ve worked with a lot of different federal grant programs. I think this is a really, really good one. It really impacts people. It absolutely impacts agriculture in our state and I think it’s become vital.” - Grant recipient survey*

Subrecipient respondents also indicated high levels of agreement with this statement relative to the importance of SCBGP funds to the success of the SC industry locally (94%) and in their state or territory (96%). Survey and interview respondents and final performance reports identified several critical SC areas directly impacted by the SCBGP. Key areas of critical impact include both direct impacts on the SC industry, as well as impacts on individuals and communities, including:

- Generating research results that help the SC industry increase production, fight pest and diseases, and develop new plant varieties;
- Enabling marketing that increases local and global competitiveness of SCs;
- Providing education and training that improves safety, enhances production and management, and increases consumer awareness, among other goals;
- Seeding new ventures and supporting small farmers;
- Leveraging shared resources or infrastructure that enables small producers to be competitive; and
- Increasing access to fresh and nutritious food.

Table 10 includes examples of critical SC areas directly impacted by SCBGP. Appendix 9.14 provides additional information from grant recipient and subrecipient surveys relative to their perceived impact of the SCBGP on health and well-being in state and local communities.

**Table 10: Critical Areas of SCBGP Impact**

Critical Area	Example
Research to increase production, fight pests and diseases, develop new plant varieties	<p><i>“Many projects that need research support would not be possible in the absence of SCBGP support.” - Grant recipient survey</i></p> <p><i>“It is now possible to characterize isolates for candidate genes determining virulence. ... this project[s] results will enhance the durability of resistance and consequently reduce reliance on chemicals.” - Final performance report</i></p> <p><i>“The total lack of information on the insect associates of [State] Huckleberry made this project very important in obtaining base-line data. The ever-increasing danger of newly introduced invasive species and climate change made the project very timely.” - Final performance report</i></p>
Marketing to increase local and global competitiveness of SCs	<p><i>“Funding provides economic development through television that farmers cannot afford.” - Subrecipient survey</i></p> <p><i>“I think it would harm our specialty crop producers if we didn’t have that funding available. A lot of it is used for marketing and just creating the awareness...And this has been extremely beneficial, especially for the specialty crop producers.” - Grant recipient interview</i></p> <p><i>“Interest in [State] wines in both markets is growing, thanks to targeted marketing outreach. But a more comprehensive program was important to generate more significant attention for the [State] producers. Moreover, it was timely because the State wine industry is not the only wine industry seeking to expand sales in Canada and China. Without a robust program to bring influential trade and media to an event like Taste [State], [the State Wine growers association] risked missing an opportunity to increase its market share through more sales, distribution, and wine tourism. Distribution increased 67%, while eight significant media hits were generated.” - Final performance report</i></p>
Education and Training to improve safety, enhance production and management, increase consumer awareness	<p><i>“Through the Specialty Crop Block Grant Program our projects are able to provide very valuable research, resources, training, [and] education to our specialty crop growers that probably would not be funded otherwise.” - Subrecipient interview</i></p>
New ventures and small farmer support	<p><i>“The future of the SC industry locally depends on the development of the next generation of farmers.” - Grant recipient survey</i></p> <p><i>“That you continue to provide funding even if the commodity is small, that we don’t need to have thousands of acres, but if it’s important to the growers in the state, that you still consider it for funding.” - Subrecipient interview</i></p>
Shared resources or infrastructure	<p><i>“During the project period, staff created various financial tracking tools, identified microgreen growing operation costs, and a cost benefit analysis of the operation as a budgeting tool to see total project costs for a farmer. This budgeting tool includes capital improvements</i></p>

	<p><i>needed, assumptions, cash flow and predicted date of pay off or break even from the start-up expenses.” - Final performance report</i></p> <p><i>“A shared-use incubator kitchen using under-utilized space ... has benefited specialty crop entrepreneurs by allowing entry to a larger market of consumers through value-added ventures. The facility assisted specialty crop (SC) producers by granting them access to a commercial kitchen without the need to spend personal capital to invest in a facility. Without the need to invest personal funds and the chance to increase profits, the specialty crop producers had further leverage to hire additional employees.” - Final performance report</i></p>
Access to fresh and nutritious food	<p><i>“So the specialty crop block grant funding we felt would be very advantageous in both overcoming food access issues for low-income community members who don’t have access or aren’t empowered to purchase this bounty of fresh produce which costs a lot more on a per-serving basis than the processed foods made from other commodity products like soy and corn, primarily producing meat, and dairy, and wheat, and the staples of the processed foods, which is so cheap now. This funding could help overcome some of the barriers for them purchasing fresh foods and also support these small and medium-scale independent farmers...” - Subrecipient interview</i></p>

## **7.2 OBJECTIVE 2 – CHARACTERIZE THE EXTENT TO WHICH THE SCBGP ENHANCES THE SPECIALTY CROP INDUSTRY’S CAPACITY NATIONALLY AND WITHIN STATES**

The second objective of this evaluation examined the impact of state-level management structures on SCBGP success, the efficacy of the SCBGP as a means of supporting the SC industry as a whole, and the agility of states and territories to leverage SCBGP funds to develop sustainable programs, where sustainability is desirable. Data presented under Objective 1 describe the many outcomes and impacts of the SCBGP and presents compelling evidence for the importance of this program to the SC industry, consumers, communities, and the economic health of the country. This objective seeks to understand how the structural components of the program impact program efficacy. Specifically, is the block grant mechanism effective in supporting the SC industry and how does variability in program administration impact outcomes? Analysis of surveys and interviews with SDA recipients and subrecipients provided insight into these questions.

### **7.2.1 In what ways is the SCBGP an effective mechanism for supporting the SC industry? How can it be improved?**

The SCBGP is a flexible source of funding that states and territories use to meet the unique needs of the SC industry in their state or region. States and territories have flexibility in targeting local and state priority areas, while meeting federal guidelines. Survey results indicate that SDA grants overwhelmingly (96%) agreed that the SCBGP is an effective mechanism for supporting the SC industry in their state. Moreover, interviews revealed several positive attributes of the block grant structure, including:

- Flexibility for the states to target priorities and needs within their states;
- Ability to fund marketing, research, training, and education programs that wouldn’t have other funding sources;
- Targeted support for small industries with limited access to other resources.

Subrecipient survey responses, while providing fewer comments directly related to the impact of the grant mechanism, none-the-less revealed strong belief among respondents that the SCBGP effectively supports the SC industry in their local community (94%) and in their state (91%). In interviews, subrecipients echoed some of the attributes of the block grant program that were identified by state-level respondents as important.

*“...the need we have at a local level to have that kind of funding, that we might not be able to compete for at a national level.” - Subrecipient interview*

*“That you continue to provide funding even if the commodity is small, that we don’t need to have thousands of acres, but if it’s important to the growers in the state, that you still consider it for funding.” - Subrecipient interview*

*“... the marketing aspects of it, you would lose that getting the word out about the importance of buying local and buying within the state and supporting the state [if this program went away.]” - Grant recipient interview*

While both SCBGP grant recipients and subrecipients feel strongly that the SCBGP is an effective mechanism for supporting the SC industry in the states and territories, some challenges were identified, including: lack of congruence between elements of congressional mandate and overall program focus and application requirements that may exclude small or non-academic groups. Table 11 describes identified challenges related to the SCBGP and provides examples from grant recipient interviews.

Table 11: Challenges with SCBGP		
Challenge	Description	Examples
Lack of Congruence between congressional mandate and program focus	One target included in the SCBGP congressional mandate emphasizes outreach to underrepresented groups and/or beginning farmers. Some SDA SCBGP administrators expressed confusion about this requirement.	<p><i>“So, on the one hand, there’s this emphasis on outreach to beginning [and disadvantaged] farmers, but yet the project can’t just benefit the beginning [or disadvantaged] farmer.” - Grant recipient interview</i></p> <p><i>“So if it’s a priority for USDA [new and beginning farmers], then I think it needs to be more clear. And then it’s just of what they want the states to do. I’m willing to do – if this is what the USDA wants to do, then okay fine, so be it.” - Grant recipient Interview</i></p>
Exclusionary application requirements	Some grant recipients and subrecipients expressed concern that application requirements may be confusing, overly complicated, or exclusionary – particularly for small or non-academic groups.	<p><i>“And so even in filling out applications we often feel like we’re trying to put a square peg in a round hole. ... So reorient – opening the application process up, just even in how that’s structured and formatted. Or maybe having a different application process for a nonprofit versus large institutions.” - Subrecipient Interview</i></p> <p><i>“Well it’s a challenging program for producers to apply for because it needs to benefit multiple producers. Which is fine, but I think that making both the requirements clear to individual businesses that, while they’re eligible to apply, they need to have a project</i></p>

		<i>that's really focused on helping their industry and not just helping their individual farm or their business." - Grant recipient interview</i>
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**7.2.2 What variability exists across States and Territories in the structure and process for supporting projects with SCBGP funds? Do certain structures and/or processes lead to more successful outcomes?**

The scope of this evaluation did not support detailed analysis of program implementation variability and its impacts across states and territories. However, interviews with SDA grant recipients and subrecipients revealed variations in program focus areas, submission and eligibility requirements, funding limits, and other factors that impact program viability and success.

**7.2.3 To what extent have SCBGP funds allowed recipient states and territories to compete successfully for competitive funds, leverage additional funding from AMS or other federal agencies or otherwise move towards sustainability?**

Although some SCBGP projects target a specific short-term need, many aim to address challenges or needs that are difficult to adequately address within the context of a 1 to 3-year grant. This evaluation question examined the extent to which SCBGP projects are successful in sustaining programs or projects initiated with block grant funds. SDA survey respondents felt confident (87%) that *“results from their state/territory’s SCBGP are generally sustainable.”* Comments associated with this question indicate a belief that the knowledge, tools, training, and associated products resulting from the SCBGP projects provide longevity to program results.

A majority (68%) of subrecipients survey respondents felt that their project was able to leverage SCBGP funds to secure additional public or private funds. While leveraging additional funds is by no means a universal occurrence, or indeed a federally-mandated requirement, 2013 SCBGP final performance reports document a variety of examples describing a role for SCBGP funds in seeding efforts that result in additional resources and/or ongoing support. Many projects reported applying for and receiving additional grant funds from federal, state, or local government, public or private foundations, industry sponsors, or others. At least one project reinvested income generated through their project to ensure long-term sustainability.

Although a number of projects reported receipt of additional monetary assistance, in-kind donations were also documented, including: equipment; supplies; access to research, production, distribution, or retail sites; access to expertise; and other affordances. Sources of additional funds or in-kind support include: private foundations; federal, state, and local government; grower associations and commodity groups; business and industry; universities; schools; and community groups. Subrecipient interviews revealed an important role for the SCBGP in developing capacity that enabled successful competition for additional funding. Table 12 provides examples of the variety of sustainability mechanisms reported.

Table 12: SCBGP Sustainability Mechanisms	
Mechanism	Examples
In-Kind Donations	<i>“Because of the success of the project the community also received the donation of a new tractor and equipment to assist and insure the future growth and development of this project.” - Final performance report</i>

Re-investment	<p><i>“All program income comes from and gets reinvested in the greenhouse, which is the widest reaching garden program. Program income was used to enhance the competitiveness of [State] specialty crops so hundreds of individuals and families will continue to receive access to and information about [State] specialty crops. The specialty crop plant starts were distributed to [Community] residents with limited income.” - Final performance report</i></p>
Grant funding	<p><i>“The SCBG grants were paired with approximately \$375,000 from a [State] Water Development Grant, as well as approximately \$700,000 in combined cash and in-kind donations from program participants.” - Final performance report</i></p> <p><i>“Funding from SCBG was coupled with \$258,000 in state grant funds for media buys which generated bonus, in-kind spots valued at \$130,000.” - Final performance report</i></p> <p><i>“The program that we’re now running under ... with other state funding to the tune of about three or four million dollars a year, just we wouldn’t have been able to build the program out without the specialty crop block grant funding. So that is a benefit that’s really hard to measure in terms of metrics. But that’s a long-lasting impact of the program was developing all the relationships between all the consortium partners, being able to meet face to face, ongoing calls and Webinars, the sort of administrative infrastructure of developing contracts, and subcontracts, and billing procedures, and compliance procedures, and all of those different mechanisms and being able to test them out and refine them. Those things happen through the specialty crop block grant funding that made us more efficient and more competitive, I would say, when the federal funding became available a few years later.” - Subrecipient Interview</i></p>

### **7.3 IDENTIFY BARRIERS PREVENTING THE SCBGP FROM ADDRESSING ITS PRIMARY PURPOSE**

The third evaluation objective examines the role of the federal-state partnership in supporting or inhibiting SCBGP success. This question was explored primarily through surveys and interviews with SDA SCBGP administrators.

#### **7.3.1 What role has the partnership between SCBGP staff and the State Department of Agriculture played in the overall programs achieving their strategic goals?**

SDA SCBGP grant recipients feel strongly (89%) that their partnership with USDA SCBGP helped their state/territory achieve strategic goals related to the SC industry. Specifically, survey respondents noted that their federal-state SCBGP partnership helped the SC industry goals related to marketing, research, food safety education, or pest and disease management in their state. SDA grant recipient responses to survey and interview questions reflect a high degree of satisfaction overall with their relationship with the federal partner, particularly with regard to: communication and support; program management and feedback; and cross-state collaboration. State grant recipients especially appreciated the opportunity to meet with their peers in other states and territories and USDA staff at the Conference of State Coordinators and expressed a desire for this activity to continue. Table 13 provides examples of grant recipient feedback regarding successful aspects of the federal-state SCBGP partnership.

Table 13: Successful Aspects of Federal-State SCBGP Partnership	
Success	Comments
Communication and Support	<p><i>“The USDA is good with working with us. I will never complain about – any time I've raised a concern with them, I feel like they address it to our satisfaction.” - Grant recipient interview</i></p> <p><i>“USDA is pretty accommodating. I think the contact people that I have worked with regarding this program understand that we have limitations and if I can't get to something I just tell them, I can't get to something. They're not necessarily thrilled about it, but they understand.” - Grant recipient interview</i></p> <p><i>“The reports, the information that's provided to us as far as applying and reporting, the deadline dates, we get regular emails when reports are due and how things are progressing so I feel like that's been very helpful; they've been really good at that and been helpful. And I don't think we've really received any negative comments back from the industry as far as the application.” - Grant recipient interview</i></p>
Program Management and Feedback	<p><i>“I wish all USDA agencies were as organized and efficient as you folks!” - Grant recipient survey</i></p> <p><i>“We have had two site visits from USDA that were very helpful in making program improvements.” - Grant recipient survey</i></p>
Cross-State Collaboration	<p><i>“That conference, they knocked it out of the park with that conference...I learned more that...three days than I think I did in the previous year. Just finding out best practices from people, and having the USDA people there was vital.” - Grant recipient interview</i></p>

### 7.3.2 How can the federal and state partnership be improved?

Although SDA SCBGP grant recipients were generally happy with their partnership with USDA, some areas were identified as opportunities for improvement related to: communication, administrative burden and reporting, access/flexibility and evaluation requirements. Table 14 summarizes challenges identified by SDA grant recipients.

Table 14: Opportunities for Partnership Improvement		
Opportunity	Description	Example
Communication	Grant recipients suggested room for improvement relative to changing or uncertain deadlines or due-dates, process details (e.g. RFA explanations, site visit checklists), communication methods, and responsiveness.	<p><i>“... more frequent communication from the SCBGP to the state departments of agriculture of the expected application deadline announcements...” - Grant recipient survey</i></p> <p><i>“A manual with updates as yearly RFA is weak on details” - Grant recipient survey</i></p>

Administrative Burden and Reporting	SCBGP funding varies considerably across States and Territories. Grant recipients, particularly in small States or Territories or those receiving modest SCBGP funding, sometimes found the administrative and reporting requirements out of balance with the benefits accrued.	<i>“We don't have enough people to do everything that USDA would like to see us do, as far as oversight. We do the best we can, but I know that in larger states, they've got more people that they can split up the tasks, but we don't have that opportunity here.” - Grant recipient interview</i>
Access/ Flexibility	Grant recipients and subrecipients expressed concern that new evaluation criteria and language in the federal guidelines restricts access by small farmers, farmers markets, and marketing projects to SCBGP funds.	<i>“Well frankly I would say we feel like we kind of already lost it because of the restrictions that were placed on the way the funding was being spent. And a very narrow focus on the words “solely benefitting specialty crop growers” meant that I don't think there's a single grant after, say 2014, that has gone to farmer's markets. .. But even for small farmers it's really difficult for them to access this, you know, to benefit from funding this directly.” - Subrecipient interview</i>
Changing Evaluation Requirements	Some State DoA grant recipients expressed growing pains as they live into new and enhanced evaluation and reporting requirements for SCBGP.	<i>“... It felt like we were being held to some quantitative standards and quantitative measurements and requirements that grant recipients were never asked to provide in the first place. ... The USDA was wanting some baseline data that didn't exist prior to 2016 because it was never asked for in the application. ... It really threw some people for a loop.” - Grant recipient interview</i>

Subrecipients offered a variety of suggestions for improving the SCBGP, specifically:

- Increase the number, size, and length of grants;
- Simplify or provide support for the application process;
- Streamline and provide support for grant management;
- Provide more opportunities and support for collaborative and interstate projects;
- Increase training/support for sustainability funding applications;
- Facilitate sharing of best-practice across projects;
- Loosening restrictions on staff funding; and
- Prioritizing funding for education projects.

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## 8 DISCUSSION

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This independent evaluation of the 2013 SCBGP program sought to: 1) describe successful outcomes of the SCBGP and the evidence for this attribution; 2) characterize the extent to which the SCBGP enhances the SC industry's capacity nationally and within states; and 3) identify barriers preventing the SCBGP from addressing its primary purpose.

Overall, the qualitative and quantitative findings of this evaluation provide substantive and convincing evidence supporting a strong role for the SCBGP in enhancing the competitiveness of U.S. grown SCs across all project types. Specifically, the SCBGP plays a key role in supporting research that improves, enhances, or ensures the safety of SCs or SC production; education that increases producer or consumer awareness, attitudes, and knowledge of SCs, tools, technologies, methods, varieties, and markets; pest and disease management information that helps growers better identify, respond to, and manage damage and safety issues resulting from plant pests or pathogens; and marketing and promotion activities that increase consumer awareness of SCs and encourage consumption.

The SCBGP contributes to the economic well-being of communities by supporting an under-resourced sector. Direct economic results of funding includes businesses, jobs, career opportunities, and revenues accrued from SC production and sales, as well as savings resulting from enhanced tools, methods, or techniques developed or disseminated with SCBGP resources. The SCBGP also plays an important role in supporting public health and well-being, particularly in resource-limited communities. SCBGP supported programs and projects provide food safety and nutrition education, as well as access to fresh fruits and vegetables for low-income individuals and families, veterans, school children, and those in food deserts.

The flexible nature of the SCBGP program allows states and territories to meet local and context-dependent needs, foster innovation, and take advantage of emerging opportunities. Further, the SCBGP enhances small producer competitiveness by supporting shared resources or infrastructure that would otherwise prove prohibitively expensive.

States and territories have successfully leveraged SCBGP funds to obtain new or additional resources to support or sustain successful programs and initiatives and have disseminated knowledge, practices, and products both nationally and internationally.

Important limitations to be considered in relation to this evaluation include the relatively limited time and resources available to conduct the evaluation, the retrospective nature of the evaluation, and the lack of a consistent evaluation reporting framework for 2013 SCBGP projects. Despite these limitations, the results of this independent evaluation provide compelling evidence that the SCBGP plays an important role in supporting and enhancing the competitiveness of the U.S. SC industry.

Surveys and interviews with SDA SCBGP grant recipients and subrecipients revealed enthusiastic support for the program, as well as some suggestions for improving communication, administrative burden, and flexibility.

## 9 APPENDICES

### 9.1 2013 SCBGP PROJECTS BY STATE, BUDGET, AND PROJECT TYPE

State	Project Name	Project Budget (\$)	Project Type
Alabama	Africatown U.S.A., Mobile, Alabama - Community and Homestead Garden Program	23,000	Education & Outreach
Alabama	Community Gardens: Growing Our Community Through Shared Gardens	24,442	Education & Outreach
Alabama	Expanding the Scope and Impact of the Alabama Fruit and Vegetable Growers Association (AFVGA) on Specialty Crop Producers Statewide	24,729	Education & Outreach
Alabama	From Culinary Tower to Community Table - Increasing the Growth and Consumption of Local Produce through Aeroponic Gardening	17,369	Education & Outreach
Alabama	Help Build A Sustainable Economy Through The Development And Implementation Of A Local And Regional Food Marketing/Branding Initiative	19,339	Education & Outreach
Alabama	Homewood City Schools Community Garden	18,300	Education & Outreach
Alabama	Improving Volume and Quality of Vegetable Production of Historically Disadvantaged Farmers by Integrating Low Cost Tunnel House Production with Sustainability	25,000	Education & Outreach
Alabama	Sankofa Youth Agricultural Project	25,000	Education & Outreach
Alabama	Small Business Opportunities through Specialty Crop Production	19,901	Education & Outreach
Arizona	2014 Southwest Ag Summit - A Collaborative Educational Conference	54,196	Education & Outreach
Arizona	Arizona Agriculture: Bee's Amazing Adventure	17,835	Education & Outreach
Arizona	Arizona Specialty Crop Reference Guide	35,848	Education & Outreach
Arizona	Edible School Gardens	75,750	Education & Outreach
Arizona	Enhancing IPM in Arizona Vegetable Crops	86,647	Education & Outreach
Arizona	Fruit and Vegetable Learning Garden Phase II	64,444	Education & Outreach
Arkansas	The Arkansas Gleaning Project	40,000	Education & Outreach
California	A Business of Details for CA Specialty Crops	111,458	Education & Outreach
California	Baking Seminars for Food Professionals in Japan and South Korea	294,724	Education & Outreach
California	Bring the Farmer to Your School Program	257,293	Education & Outreach
California	California Farm Academy Incubator Program Development	315,973	Education & Outreach
California	California Hotel Community Crops Project	52,244	Education & Outreach
California	Climate-Smart Agriculture for Specialty Crops - Partnership with the Netherlands and Israel	105,200	Education & Outreach
California	Connecting Agriculture to Schools and Homes (CASH)	398,799	Education

			& Outreach
California	Cooking Matters in Community	100,000	Education & Outreach
California	Creating Value-Added Demand for California Figs - Foodservice/Food Manufacturing Ingredient Education Program (California Fig Ingredient Program)	237,000	Education & Outreach
California	Creation of a Water Quality and Nutrient Management Training Program for California Strawberry Growers	217,517	Education & Outreach
California	Establishing and Scaling Up Safe and Profitable Cottage Food Operations by California Specialty Crop Growers	163,720	Education & Outreach
California	Farmer Education and Enterprise Development Project	115,773	Education & Outreach
California	Food, What? - Food for Self, Food for Family, Food for Community	70,164	Education & Outreach
California	If They Grow it, They'll Eat It	165,000	Education & Outreach
California	Online Continuing Educational Resources for Ornamental Specialty Crops Producers	138,665	Education & Outreach
California	Produce Toolbox: Linking Produce Education and Specialty Crop Distributions at California Food Pantries	330,818	Education & Outreach
California	The HEAL Project: EAAT (Engaged Active Agricultural Tasters)	256,308	Education & Outreach
Colorado	A New Approach to Blending CO Wines and Consumer Response	32,455	Education & Outreach
District of Columbia	Emerging Urban Farmer Business Development Training	7,667	Education & Outreach
District of Columbia	Promoting Best Practices in Sustainable Gardening: Three-Season Garden Education for Continuous Harvest	50,000	Education & Outreach
District of Columbia	Washington Youth Garden's Specialty Crop Field Trip Program	50,000	Education & Outreach
District of Columbia	Youth Produce Ambassador Program	47,000	Education & Outreach
Florida	Florida Agriculture Financial Management Conference	50,000	Education & Outreach
Florida	Gardening for Grades, Gardening for Nutrition School Garden Grants Phase II	59,850	Education & Outreach
Florida	Urban Growers Community Economic Development Corporation - AGURbia-Eliminating a Food Desert	25,000	Education & Outreach
Georgia	CSI: Cooking Specialty Ingredients	62,300	Education & Outreach
Georgia	Education, Training and Solutions to Increase Competitiveness of Olive Production by Southeastern Producers	33,900	Education & Outreach
Georgia	Remineralization Project for Organic Agriculture Class for the Institute for Culinary Sustainability and Hospitality at Kennesaw State University	35,000	Education & Outreach
Georgia	Sustainable Turfgrass and Water Conservation: Phase 3 of Product Development	24,000	Education & Outreach
Georgia	The 3x3 Project/Veterans Organic Produce	20,000	Education & Outreach
Georgia	Vineyard and Winery Initiative for West Georgia	10,000	Education & Outreach
Illinois	Equipping Illinois Specialty Crop Farmers with Marketing Framework and Social Media Tools	26,375	Education & Outreach
Illinois	Increasing Demand among SNAP Clients for Illinois Specialty Crops Sold at the 61st Street Farmers Market	14,300	Education & Outreach

<b>Illinois</b>	Specialty Crops Education & Awareness through Illinois Agriculture in the Classroom - Pumpkins Ag Mag	15,000	Education & Outreach
<b>Illinois</b>	The Gary Comer Youth Center's Greater Grand Crossing Specialty Crop Food Project	47,967	Education & Outreach
<b>Illinois</b>	Training Future Agricultural Professionals Honey Bee Colony Management	29,995	Education & Outreach
<b>Indiana</b>	Charter School Classroom to Farm to Market Model Program	50,000	Education & Outreach
<b>Iowa</b>	Agroforestry Templates for Perennial Specialty Crops	23,363	Education & Outreach
<b>Iowa</b>	Demystifying Iowa's High Value Native Fruits: Growing, Harvesting, Processing, and Marketing of Persimmon, Pawpaw, and Aronia	23,970	Education & Outreach
<b>Iowa</b>	Growing Iowa Valley Food Co-op Members into Wholesale Marketers	23,175	Education & Outreach
<b>Iowa</b>	Identifying Prevalence, Prevention and Response for Pesticide Drift Occurrences in Iowa's Specialty Crops	24,000	Education & Outreach
<b>Iowa</b>	Increasing Iowa Specialty Crop Production and Consumption through Empowerment of Refugee Producers	24,000	Education & Outreach
<b>Iowa</b>	Iowa's Specialty Crops Taking Root through the Farm to School Program	37,000	Education & Outreach
<b>Iowa</b>	Positioning North Iowa Specialty Crop Producers for Profit	18,403	Education & Outreach
<b>Kansas</b>	From Tunnel to Table: Scaling-Up Specialty Crop Production in Kansas	34,130	Education & Outreach
<b>Kansas</b>	Highland Community College 2014 Viticulture and Enology Extension Project	34,750	Education & Outreach
<b>Kentucky</b>	Growing Warriors Specialty Crop Extension Projects	43,896	Education & Outreach
<b>Maine</b>	Roberts Farm CSA & Education	26,964	Education & Outreach
<b>Maryland</b>	Maryland Guide to Sustainable Viticulture for Winegrape Growers	24,100	Education & Outreach
<b>Massachusetts</b>	Advanced Farmer Training for New Americans seeking Specialty Crop Markets in Central and Western Massachusetts	15,000	Education & Outreach
<b>Massachusetts</b>	Boston Public Market Specialty Crop Vendor Outreach Project	30,000	Education & Outreach
<b>Massachusetts</b>	Opening Up the Food Service Management Company Market: Locally Grown Fruits and Vegetables for Colleges, Hospitals, and Schools	40,000	Education & Outreach
<b>Massachusetts</b>	Strengthening the Connections between the School Garden & Local Farms, Nurseries, Greenhouses and Garden Centers	15,000	Education & Outreach
<b>Massachusetts</b>	Supporting Wholesale Sales of Specialty Crops through Farmer and Retailer Training	26,514	Education & Outreach
<b>Michigan</b>	A Pilot Training Program for Northwest Michigan Winery Tasting Rooms	39,152	Education & Outreach
<b>Michigan</b>	Field Days and Online Training Videos to Enhance the Competitiveness of Specialty Crops	63,325	Education & Outreach
<b>Minnesota</b>	Farm to School/Childcare Curricula to Promote Minnesota's Specialty Crop Growers	79,732	Education & Outreach
<b>Mississippi</b>	Mississippi Specialty Crop Garden	1,600	Education & Outreach
<b>Mississippi</b>	Using Specialty Crops to Develop and Promote Farmers Markets in MS	33,284	Education & Outreach
<b>Missouri</b>	Connecting Trained Sustainable Agriculture Interns to Mid-MO Farms	8,650	Education & Outreach
<b>Missouri</b>	Home and Community Gardening Kansas City	29,600	Education

			& Outreach
<b>Montana</b>	Providing Montana Specialty Crop Producers New Local and Regional Market Opportunities through Organic Vegetable Seed Production Education, Technical	48,931	Education & Outreach
<b>Nebraska</b>	Extending the Season and Increasing Farmer Income in Southeast Nebraska	19,294	Education & Outreach
<b>Nebraska</b>	Farm to School Increasing Childhood Consumption of Fruits and Vegetables	22,668	Education & Outreach
<b>Nevada</b>	Eastern Nevada Food Bank 4H/FFA Hydroponic Laboratory Program	15,000	Education & Outreach
<b>Nevada</b>	Gardnerville Garden Based Education Focused on Nevada Grown Crops	5,000	Education & Outreach
<b>Nevada</b>	Growing Cold Crops in Hoop Houses in Northern Nevada	10,000	Education & Outreach
<b>Nevada</b>	Urban Farming Promotion of Specialty Crop Consumption	4,800	Education & Outreach
<b>Nevada</b>	Young Farmer & Farm Stands Initiative	13,784	Education & Outreach
<b>Nevada</b>	Youth Education on Specialty Crop Consumption, Production, and Local Farmers	13,784	Education & Outreach
<b>New Hampshire</b>	Demonstrating Strategies to Promote Pollinator Conservation for New Hampshire Specialty Crop Growers	35,000	Education & Outreach
<b>New Hampshire</b>	Speakers for 2014 NHPGA Summer Meeting and 2015 NHPGA/NHLA Joint Winter Meeting	2,500	Education & Outreach
<b>New Jersey</b>	Agricultural Leadership Development Program	18,000	Education & Outreach
<b>New Jersey</b>	Fresh Produce Education and Marketing	22,000	Education & Outreach
<b>New Jersey</b>	Providing "Jersey Fruit" Growers: Knowledge, Education and Resources In Line with Industry Leading Sustainability Practices	40,000	Education & Outreach
<b>North Carolina</b>	Developing a High Tunnel Vegetable Calendar	79,813	Education & Outreach
<b>North Carolina</b>	Developing the North Carolina Pecan Industry	60,000	Education & Outreach
<b>North Carolina</b>	Expanding Specialty Crop Risk Management Opportunities	80,000	Education & Outreach
<b>North Carolina</b>	Farm to School: Crops of NC	95,819	Education & Outreach
<b>North Carolina</b>	Regional Seed Development Initiative	20,000	Education & Outreach
<b>North Dakota</b>	Helping Hands Community Garden	73,529	Education & Outreach
<b>Ohio</b>	ACenet - Assist Specialty Crop Producers to Increase Market Access and Annual Sales	35,000	Education & Outreach
<b>Ohio</b>	Ohio Fresh Foods Corridor Workshops	30,000	Education & Outreach
<b>Ohio</b>	Season Extension and Increased Marketability of Root Crops	37,616	Education & Outreach
<b>Oklahoma</b>	Oklahoma Specialty Crop Curriculum Development	41,000	Education & Outreach
<b>Oregon</b>	A Roadmap for Oregon Growers to the Fresh Strawberry Market	27,693	Education & Outreach
<b>Oregon</b>	Bringing More Oregon Fruits and Vegetables into School Cafeterias Phase IV Focus on the Producer	54,276	Education & Outreach

<b>Oregon</b>	Developing Diversified Local Markets for New and Beginning Latino Farmers	74,255	Education & Outreach
<b>Oregon</b>	Enhancing Pollination by Promoting Bee Health via Master Beekeeper Program	59,000	Education & Outreach
<b>Oregon</b>	Farms Next: Education & Training for the Next Generation of Oregon Farmers	90,339	Education & Outreach
<b>Oregon</b>	Garden-to-Career Inspires and Trains Future Growers and Producers to Increase Oregon Specialty Crop Commodity Use and Competitiveness	93,900	Education & Outreach
<b>Oregon</b>	North Coast Grown Specialty Crop Project	99,997	Education & Outreach
<b>Oregon</b>	Oregon FoodCorps Back to School: Promoting Gardens, Curriculum, Fruits, Vegetables and Community	63,026	Education & Outreach
<b>Oregon</b>	Specialty Crop Producer Social Media Training and Content Building	40,000	Education & Outreach
<b>Pennsylvania</b>	Building Southern Alleghenies Local Food Network	19,700	Education & Outreach
<b>Pennsylvania</b>	Certified Entering Farmer Program	19,100	Education & Outreach
<b>Pennsylvania</b>	Incorporating Integrated Pest Management Techniques and Sustainable Soil Management Techniques into Christmas Tree Farms of Pennsylvania	19,350	Education & Outreach
<b>Puerto Rico</b>	Increasing Local Production and Facilitating the School Market Access For Local Lettuce and Other Green Vegetable Farmers/Producers	75,800	Education & Outreach
<b>Puerto Rico</b>	Planting the Network: Providing Vieques Youth and their Families Work Alternatives in the Development of a Sustainable Agriculture Network	20,000	Education & Outreach
<b>Puerto Rico</b>	Promoting Honey Production and High Yields in Specialty Products	20,000	Education & Outreach
<b>Rhode Island</b>	Technical Assistance to Implement Organic Techniques on Specialty Crop Farms in Rhode Island	15,300	Education & Outreach
<b>South Carolina</b>	Assisting Socially Disadvantaged Farmers to Produce Specialty Crops	15,000	Education & Outreach
<b>South Carolina</b>	Dirt Works	21,075	Education & Outreach
<b>South Carolina</b>	Organic Farming Conservation Outreach Project	16,935	Education & Outreach
<b>South Carolina</b>	SC Organic Growers Certification Cost Share Program	17,310	Education & Outreach
<b>South Carolina</b>	The Ornamental Horticulture Education Project for 2014	12,350	Education & Outreach
<b>South Dakota</b>	Cultivar Ripening Parameter Profiles and Preharvest Grape Ripening Parameter Training Workshops	45,059	Education & Outreach
<b>South Dakota</b>	Growing Local Production Seminar	7,500	Education & Outreach
<b>South Dakota</b>	Increasing Food Distribution with Winter Storage of Specialty Crops	4,863	Education & Outreach
<b>South Dakota</b>	Production and Utilization of Field Peas, Lentils, and Chickpeas in South Dakota	17,075	Education & Outreach
<b>South Dakota</b>	YES! (Youth Eating Smart) Pilot Project	10,000	Education & Outreach
<b>Tennessee</b>	Are You Ready to Start a CSA?: A Six-Part Workshop Series for Growers Considering Community Supported Agriculture	38,334	Education & Outreach
<b>Tennessee</b>	Controlling the Elements: Education and Applications for Specialty Crop Growers	46,500	Education & Outreach
<b>Tennessee</b>	Cultivating Specialty Crop Knowledge	45,000	Education & Outreach

<b>Tennessee</b>	Promoting Specialty Crops in Northeast Tennessee Food Deserts	47,000	Education & Outreach
<b>Tennessee</b>	Youth Urban Farm Training Program	16,583	Education & Outreach
<b>Texas</b>	Conserving Water in Rural and Urban Vegetable Farming	50,000	Education & Outreach
<b>Texas</b>	Educating the Specialty Crop Industry on Best Practices for Water Conservation in Business and with Consumers	85,000	Education & Outreach
<b>Texas</b>	From Artisanal to Mass Market: Scaling Up the Texas Olive Crops to Meet Demand	89,000	Education & Outreach
<b>Texas</b>	Outreach and Education of Irrigation Conservation Methodologies for Texas Fruit & Vegetable Growers	85,500	Education & Outreach
<b>Texas</b>	Sustainable Food Center Double Dollar Incentive Specialty Crop Promotion Expansion	30,000	Education & Outreach
<b>Texas</b>	Texas Rio Star Grapefruit - Big Difference, Big Rewards	67,000	Education & Outreach
<b>Texas</b>	Water Smart Resource Management Campaign to ensure Specialty Crop Sales	167,000	Education & Outreach
<b>Utah</b>	Raising Awareness of Specialty Crops through a USDA Peoples Garden at Thanksgiving Point, maintained and managed by 4-H Growing Leaders or Increasing Children and Youth Involvement in Specialty Crop Awareness	16,850	Education & Outreach
<b>Utah</b>	South Salt Lake Community Connection to Agriculture Project- Central Park	10,000	Education & Outreach
<b>Utah</b>	Utah Family Farm Exhibit Enhancement	25,000	Education & Outreach
<b>Utah</b>	Youth Gardening Program: City Roots Classes	20,000	Education & Outreach
<b>Vermont</b>	Improved Technical Support Programming for Vermont Apple Growers	10,000	Education & Outreach
<b>Vermont</b>	Incorporating Local Specialty Crops into People's Daily Lives	9,855	Education & Outreach
<b>Virginia</b>	Edible Landscape Demonstration Gardens in Virginia	29,750	Education & Outreach
<b>Virginia</b>	Virginia Urban Agriculture Summit	9,117	Education & Outreach
<b>Washington</b>	A Model for Incubating Beginning Growers & Teaching Sustainability Practices	115,226	Education & Outreach
<b>Washington</b>	Access to Sustainability Resources	100,000	Education & Outreach
<b>Washington</b>	Implementing Water Supply Strategies	75,000	Education & Outreach
<b>Washington</b>	Integration of Weather Predictions into AgWeatherNet	198,066	Education & Outreach
<b>Washington</b>	Promoting BioControl through Hands-On and Web-Based Training	155,743.	Education & Outreach
<b>Washington</b>	The Snohomish County Agricultural Compost Research and Outreach Project	200,000	Education & Outreach
<b>West Virginia</b>	2014 Specialty Crop Producer Education Program	21,643	Education & Outreach
<b>West Virginia</b>	Black's Brainy Botanist	8,100	Education & Outreach
<b>West Virginia</b>	Kitchen Garden, Seed to Plate for Better Tasting Fruits and Vegetables	13,500	Education & Outreach
<b>West Virginia</b>	Potomac State College Farm to School Cool Season Vegetable Production	14,400	Education & Outreach

<b>West Virginia</b>	The West Virginia Soil Education Learning Trailer	10,800	Education & Outreach
<b>Wisconsin</b>	Increasing the Resiliency and Stability of Wisconsin Fresh Fruit and Vegetable Sales Through Legal Education and Legal Services	8,500	Education & Outreach
<b>Wisconsin</b>	Labor Efficiency and Mechanization to Enhance the Profitability of Wisconsin Fresh Market Vegetable Farms	46,980	Education & Outreach
<b>Wisconsin</b>	Salad Bars in Schools Go Local	21,222	Education & Outreach
<b>Wisconsin</b>	Seasonal Extension and Legal Rights Tools for Minority Growers	4,468	Education & Outreach
<b>Alaska</b>	On-Farm Food Safety Workshops	48,067	Food Safety
<b>Arizona</b>	Continuation of GHP/GAP Certification Training and Promotion Program	26,293	Food Safety
<b>Arizona</b>	Pathogen Transmission to Crops from Animals	93,898	Food Safety
<b>California</b>	Assessing Postharvest Food Safety Risks and Identifying Mitigation Strategies for Foodborne Pathogens in Pistachios	125,611	Food Safety
<b>California</b>	California Leafy Greens Industry Food Safety Training Program	247,445	Food Safety
<b>California</b>	Effect of Physiochemical and Biological Parameters on Survival, Persistence and Transmission of Norovirus in Water and on Produce	324,403	Food Safety
<b>California</b>	Evaluation of Multiple Disinfection Methods to Mitigate the Risk of Produce Contamination by Irrigation Water	280,483	Food Safety
<b>California</b>	Evaluation of Risk-Based Water Quality Sampling Strategies for the Fresh Produce Industry	150,745	Food Safety
<b>California</b>	Food Safety Risks at the Fresh Produce-Animal Interface: Identifying Pathogen Sources and their Movement on Diversified Farms	274,693	Food Safety
<b>California</b>	Food Safety Training for Supervisors and Farm Workers	210,782	Food Safety
<b>California</b>	Monitoring for Glyphosate in Specialty Crop Produce	327,500	Food Safety
<b>California</b>	On-Farm Food Safety Plans for Small-Scale Specialty Crop Growers	331,118	Food Safety
<b>California</b>	Remediation and Recovery Measures to Expedite Plant or Replant of Vegetables following Soil Contamination by Salmonella Enterica	156,495	Food Safety
<b>California</b>	Validation of Geospatial Algorithms to Predict the Prevalence and Persistence of Pathogens in Produce Fields to Improve GAPs	291,023	Food Safety
<b>Georgia</b>	Increasing Watermelon Industry Food Safety Awareness through Education for Growers and Consumers	23,800	Food Safety
<b>Georgia</b>	Maximizing Educational Resources to Increase Productivity for Southeastern Specialty Crop Producers through Improved Availability of Risk Management	127,860	Food Safety
<b>Georgia</b>	Providing Safe Production, Handling and Preparation Training for Cantaloupe Growers and Consumers	25,000	Food Safety
<b>Illinois</b>	2015 Illinois Specialty Crops, Agritourism and Organic Conference	30,000	Food Safety
<b>Kansas</b>	State-Federal Employee of Kansas Department of Agriculture to become a licensed USDA Good Agricultural Practices Auditor	5,658	Food Safety
<b>Kentucky</b>	Kentucky Specialty Crop Producers Third Party Audit Assistance	14,000	Food Safety
<b>Maine</b>	Providing Food Safety Training in the Era of the Food Safety Modernization Act	27,698	Food Safety
<b>Maine</b>	Supporting Maine Specialty Crop Producers with Good Agricultural Practice and Good Handling Practice (GAP/GHP) Audit Preparation; Produce GAP's Harmon	54,380	Food Safety
<b>Maryland</b>	Improve Packing Shed Food Safety Practices for Fruits and Vegetables	15,017	Food Safety
<b>Maryland</b>	Reducing the Barriers Facing Maryland Fresh Fruits and Vegetables Producers in Implementing an Effective Food Safety Program (GAPS)	100,000	Food Safety
<b>Massachusetts</b>	Addressing Current and Proposed Requirements for Good Agricultural Practices for Adoption by Established and New Growers in Massachusetts and Education	119,944	Food Safety
<b>Minnesota</b>	Field-based Microbial Assessment of Leafy Greens Processed by Direct Market Farms	88,358	Food Safety

<b>Minnesota</b>	GAPs Workshops and Technical Assistance for Specialty Crop Growers	88,398	Food Safety
<b>Nevada</b>	Farmers Assistance Program Management	6,090	Food Safety
<b>New Jersey</b>	On Farm Food Safety GAPs Training and Research for New Jersey Direct Farm Market Growers: Preparation for Impending Food Safety Modernization Act Implementation	40,000	Food Safety
<b>Ohio</b>	OPGMA - Food Safety Education	20,000	Food Safety
<b>Ohio</b>	OSU - Sanitizing Tomato Seeds Treatments to Address Two Emerging Trends in Ohio: Pelleted Seed and Human Pathogen-Free Seed	86,404	Food Safety
<b>Ohio</b>	Preparing Growers to Comply with FSMA & OPMA	84,630	Food Safety
<b>Ohio</b>	Validation of Waiting Intervals for the Incorporation of Untreated Biological Soil Amendments into Soil where Specialty Crops are Grown	78,540	Food Safety
<b>Oregon</b>	Global G.A.P. Food Safety Implementation in the Milton Freewater Valley	70,730	Food Safety
<b>Oregon</b>	Increasing Access to Basic Food Safety Training for Specialty Crop Processing in Oregon	100,000	Food Safety
<b>Oregon</b>	Technical Outreach for Changes to GFSI-Benchmarked Audits and FSMA	14,357	Food Safety
<b>Pennsylvania</b>	Developing and Implementing Best Practices in the Mushroom Industry	45,000	Food Safety
<b>Pennsylvania</b>	Development and Delivery of GAP Training & Materials for Pennsylvania Fruit and Vegetable Farmers	40,908	Food Safety
<b>Pennsylvania</b>	Good Agricultural Practices and Good Handling Practices Cost Sharing Program	54,000	Food Safety
<b>Pennsylvania</b>	Pennsylvania Department of Agriculture-Bureau of Food Safety Outreach to Partner with Specialty Crop Buyers on USDA GAP/GHP Auditing Program and S	32,997	Food Safety
<b>Puerto Rico</b>	Best Practices Training and Food Safety Mentorship for Producers	20,000	Food Safety
<b>South Carolina</b>	Financial Assistance to Specialty Crop Producers Seeking GAP Certification	15,000	Food Safety
<b>Tennessee</b>	Developing On-Farm Food Safety Educational Resources for Tennessee Farmers and Extension Professionals	39,083	Food Safety
<b>Tennessee</b>	Tennessee Food Safety Outreach Series	62,052	Food Safety
<b>Vermont</b>	Food Safety Education and Training to Apple, Vegetable and Berry Growers	19,826	Food Safety
<b>Vermont</b>	Produce Industry Support for FSMA Implementation	2,274	Food Safety
<b>Virginia</b>	Assisting Growers to Meet New Demands for Food Safety, GAP Certification, and Best Practices in Wholesale Crop Production	25,000	Food Safety
<b>Virginia</b>	Assisting Virginia Farmers to Access Quality Markets through USDA GAP and Harmonized GAP Training, Assistance and Certification	29,896	Food Safety
<b>Virginia</b>	Enhancing Food Safety of Virginia-Grown Tomatoes	25,000	Food Safety
<b>Virginia</b>	Primus Trainings & Consultations	25,000	Food Safety
<b>Wisconsin</b>	GAP/GHP Cost Share	30,000	Food Safety
<b>Wisconsin</b>	Improving Food Safety Practices for Fresh Market Fruit and Vegetable Producers in Wisconsin	50,000	Food Safety
<b>Wisconsin</b>	Safe Food Handling Skills for Hmong Fresh Produce	21,635	Food Safety
<b>Wyoming</b>	Good Agricultural Practices (GAPs) Wyoming Producer Training and Compliance	12,064	Food Safety
<b>Wyoming</b>	Preserving Wyoming's Specialty Crops Safely	10,000	Food Safety
<b>Alaska</b>	Restaurant Rewards	69,943	Marketing & Promotion
<b>Alaska</b>	Specialty Crop to Summer Markets Project	10,141	Marketing & Promotion
<b>Arizona</b>	Arizona Grown Marketing Efforts Phase 3	104,397	Marketing & Promotion
<b>Arizona</b>	Plant Something Campaign - Public Outreach III	122,500	Marketing & Promotion
<b>Arizona</b>	Survey of Arizona Wine Grape Production	25,000	Marketing & Promotion
<b>Arizona</b>	Virtual Arizona Experience: Promoting Specialty Crops	109,228	Marketing & Promotion

<b>Arkansas</b>	Arkansas Fresh Market Blackberries: Identifying Marketable Attributes for Blackberry Producers	25,000	Marketing & Promotion
<b>Arkansas</b>	Arkansas Grown	60,000	Marketing & Promotion
<b>Arkansas</b>	Arkansas Locally Grown App for Smart Media	35,000	Marketing & Promotion
<b>Arkansas</b>	Produce Marketing Association Fresh Summit Show	70,000	Marketing & Promotion
<b>California</b>	Bay Area Urban Agriculture Marketing Association	82,900	Marketing & Promotion
<b>California</b>	Building a Farm Trail: Developing Effective Agritourism Associations to Enhance Rural Tourism and Promote Specialty Crops	138,855	Marketing & Promotion
<b>California</b>	Building the Dried Plum Market with Younger Consumers with Dried Plum Granola	400,000	Marketing & Promotion
<b>California</b>	CA Food for CA Kids	239,495	Marketing & Promotion
<b>California</b>	California Farm to School Network	400,000	Marketing & Promotion
<b>California</b>	California, Always in Season	1,000,000	Marketing & Promotion
<b>California</b>	Developing Farmer to Consumer Relationships in the Faith Community of the North San Francisco Bay Area	187,856	Marketing & Promotion
<b>California</b>	Farm to Fork Specialty Crop Database Phase 2	3,8531	Marketing & Promotion
<b>California</b>	Growing Community Food Systems in Underserved Neighborhoods	379,487	Marketing & Promotion
<b>California</b>	Inbound Marketing and Mobile Gardening Application	237,000	Marketing & Promotion
<b>California</b>	Market Match Consortium	399,258	Marketing & Promotion
<b>California</b>	NCO Food Hub Project	390,021	Marketing & Promotion
<b>California</b>	Oak Park Farmers Market	54,802	Marketing & Promotion
<b>California</b>	Recovering Returns on Sonoma Valley AVA Winegrapes	357,000	Marketing & Promotion
<b>California</b>	Removing Barriers to Commerce to Reverse Market Share Decline	126,456	Marketing & Promotion
<b>California</b>	Revitalizing Specialty Crop Agriculture in the Valley of the Heart - Delight: a Model for Linked Urban-Rural Sustainability	243,337	Marketing & Promotion
<b>California</b>	Solano Grown Online Farmer's Market	55,120	Marketing & Promotion
<b>California</b>	Sustaining California - Flower Farmers through Sustainability Certification	223,200	Marketing & Promotion
<b>Colorado</b>	Colorado Pavilion at the 2014 Fresh Summit Expo	70,300	Marketing & Promotion
<b>Colorado</b>	Denver's Horse Barn Farmers Market: Promoting Specialty Crops, Small Farmers and Community Health	21,194	Marketing & Promotion
<b>Colorado</b>	Essential Marketing & Design Components in Support of the Plant Select Brand Initiative	20,000	Marketing & Promotion
<b>Colorado</b>	Introducing and Emphasizing Specialty Potatoes (Non-Russet) at the PMA Trade Show 2014	7,324	Marketing & Promotion
<b>Colorado</b>	Marketing, Research and Technical Support for Colorado's Small Acreage, Socially Disadvantaged and Beginning Specialty Crop Producers	98,000	Marketing & Promotion

<b>Colorado</b>	Plant Something Colorado	60,500	Marketing & Promotion
<b>Colorado</b>	Promotion of Colorado Specialty Crops through Colorado Proud	152,624	Marketing & Promotion
<b>Colorado</b>	The Southern Colorado Food Hub & Seed Library (Food Hub)	47,500	Marketing & Promotion
<b>Connecticut</b>	Increasing the Value of Connecticut Specialty Crops through Increased Labeling and Access	71,186	Marketing & Promotion
<b>Connecticut</b>	Keeping it Connected for the Next Generation of Apple Consumers	56,995	Marketing & Promotion
<b>Connecticut</b>	Promoting the Availability of Connecticut Specialty Crops at the Hartford Regional Market Farmers' Market	66,945	Marketing & Promotion
<b>Delaware</b>	Advancing Specialty Crops in Urban Wilmington	50,000	Marketing & Promotion
<b>Delaware</b>	Laurel Farmers' Auction Market Promotions and Marketing	20,000	Marketing & Promotion
<b>Delaware</b>	Marketing Campaign for Developing Grower Business Relationships with Retailers, and Promoting Existing Relationships to the Community	25,000	Marketing & Promotion
<b>Delaware</b>	Wilmington Healthy Corner Store Network	25,000	Marketing & Promotion
<b>Florida</b>	Building Florida Tomato Brand and Wellness Project	100,000	Marketing & Promotion
<b>Florida</b>	Increasing Sustainability of Florida Strawberry Industry with Targeted Marketing	267,879	Marketing & Promotion
<b>Florida</b>	Integrated Campaign to Raise Awareness and Grow Sweet Corn Sales in Florida	91,897	Marketing & Promotion
<b>Florida</b>	Local Positioning of Florida Specialty Crops through Messaging and Media Strategies	151,101	Marketing & Promotion
<b>Florida</b>	Promoting Florida-Grown Ornamental Plant Sales through Smart Labels and Targeted Advertising Strategies	141,952	Marketing & Promotion
<b>Georgia</b>	Georgia Farmers Take Center Stage at Georgia Restaurants and Georgia's Tables	67,000	Marketing & Promotion
<b>Georgia</b>	Georgia Pecans: Building a Kid Friendly Healthy Future Project	125,000	Marketing & Promotion
<b>Georgia</b>	Increasing the Wholesale Market Share of Fresh Fruits and Vegetables for Georgia Growers	130,000	Marketing & Promotion
<b>Georgia</b>	Pick, Cook, Keep Continuing a Good Thing for Georgia Specialty Crops	93,358	Marketing & Promotion
<b>Georgia</b>	Sweet Georgia Peaches - Taste the Health Benefits	50,000	Marketing & Promotion
<b>Georgia</b>	Sweet Vidalia Flavors of Summer	75,000	Marketing & Promotion
<b>Georgia</b>	The Georgia Grown Program to Promote the Sales and Marketing of Georgia Specialty Crops Phase III	165,000	Marketing & Promotion
<b>Hawaii</b>	Breadfruit vs. Potato: A Public Education Campaign to Enhance the Competitiveness of a Hawaiian Staple	40,000	Marketing & Promotion
<b>Idaho</b>	Increase the Exposure of the Idaho Wine Industry	40,000	Marketing & Promotion
<b>Idaho</b>	Plant Something Idaho Marketing & Promotion Campaign	16,250	Marketing & Promotion
<b>Idaho</b>	Promoting Specialty Crops through Advertising and Retail Marketing	166,264	Marketing & Promotion
<b>Idaho</b>	Sunnyslope Wine Trail	30,000	Marketing & Promotion

<b>Illinois</b>	Branding the Illinois Where Fresh Is Logo Program and Calling Consumers to Action to Buy Illinois Grown Specialty Crops	74,000	Marketing & Promotion
<b>Illinois</b>	Growing the Supply and Demand of Specialty Crops in Illinois	25,200	Marketing & Promotion
<b>Illinois</b>	Illinois Where Fresh Is Multi Media Campaign	124,500	Marketing & Promotion
<b>Indiana</b>	Indiana Farm to School	41,072	Marketing & Promotion
<b>Indiana</b>	Indy Hunger Network - Indianapolis Supplemental Nutrition Assistance Program Outreach and Incentive Program for Farmers' Markets	50,000	Marketing & Promotion
<b>Indiana</b>	Using QR Codes to Inform Indiana Consumers and Enhance Use and Sales of Specialty Crops	39,130	Marketing & Promotion
<b>Kansas</b>	From the Land of Kansas Market: Using Technology to Connect Kansas Specialty Crops and Consumers	54,507	Marketing & Promotion
<b>Kentucky</b>	Kentucky Farms, Kentucky Flavor: SoKY Know Your Farmer, Know Your Food	17,600	Marketing & Promotion
<b>Kentucky</b>	Marketing Kentucky Grown Nursery Plants and Industry Education: Green Industry Education & Marketing of Kentucky Growers	20,500	Marketing & Promotion
<b>Kentucky</b>	Plate It Up, Kentucky Proud Recipe Development for Consumers and Producers with One-Dish Healthy Meals Research Component	45,433	Marketing & Promotion
<b>Louisiana</b>	Cooking up Louisiana Treasures Consumer Education	54,758	Marketing & Promotion
<b>Louisiana</b>	Louisiana Strawberry Industry Consumer Awareness Program	85,009	Marketing & Promotion
<b>Maryland</b>	Maryland Specialty Crop Distribution Hub Project	22,593	Marketing & Promotion
<b>Maryland</b>	Maryland Winegrape Portfolio Trade Tasting	18,700	Marketing & Promotion
<b>Maryland</b>	Maryland's Best: Promoting Maryland Specialty Crops	100,000	Marketing & Promotion
<b>Massachusetts</b>	Buy Local Trade Show: An Effective Model for Increasing the Sale and Purchase of Local Specialty Food Crop Products	12,700	Marketing & Promotion
<b>Massachusetts</b>	Developing Marketing Strategies and Outreach Program for Plant Something MA	36,000	Marketing & Promotion
<b>Massachusetts</b>	Mainland China Cranberry Harvest Media Tour	20,000	Marketing & Promotion
<b>Massachusetts</b>	Massachusetts Maple Weekend	5,532	Marketing & Promotion
<b>Michigan</b>	Expanding Sales Connections and Food Safety Expectations between Producers and Buyers of Regional Specialty Crops	74,510	Marketing & Promotion
<b>Michigan</b>	Export Promotion of Michigan Specialty Crops	111,101	Marketing & Promotion
<b>Michigan</b>	Promoting Fresh Michigan Apples in Southeast Michigan	75,000	Marketing & Promotion
<b>Michigan</b>	Reintroducing Tart Cherries to Key Ingredient Decision Makers	75,000	Marketing & Promotion
<b>Michigan</b>	Trade Advertising for Promoting Michigan Apples	40,000	Marketing & Promotion
<b>Minnesota</b>	Igniting Regional Support of Locally Grown Specialty Crops	68,765	Marketing & Promotion
<b>Minnesota</b>	Market Expansion for Minnesota Grown Specialty Crops	99,000	Marketing & Promotion
<b>Minnesota</b>	Measuring Minnesota's Emerging Hard Cider Industry	10,080	Marketing & Promotion

<b>Minnesota</b>	Spotlight on Specialty Crops	30,808	Marketing & Promotion
<b>Mississippi</b>	Eating With the Seasons	8,000	Marketing & Promotion
<b>Mississippi</b>	Expanding Mississippi Farm to School Educational Efforts	13,500	Marketing & Promotion
<b>Mississippi</b>	Mississippi Sweet Potato Promotion/Marketing Campaign	12,000	Marketing & Promotion
<b>Mississippi</b>	Public Relations Campaign to Promote Buying Local Specialty Crops	50,000	Marketing & Promotion
<b>Missouri</b>	"Missouri Grown" Specialty Crop Labeling and Branding	11,078	Marketing & Promotion
<b>Missouri</b>	Show Me Missouri Specialty Crops - Missouri Made Better	54,518	Marketing & Promotion
<b>Nebraska</b>	Nebraska Farmers Market Online Database	52,600	Marketing & Promotion
<b>Nebraska</b>	Strengthening Our Local Food System and the Business Skills of Specialty Crop Growers	29,706	Marketing & Promotion
<b>Nebraska</b>	VitiNord International Cold Climate Viticulture Conference	15,000	Marketing & Promotion
<b>Nevada</b>	Increasing Awareness & Sales of Nevada Grown Specialty Crops Project	25,000	Marketing & Promotion
<b>Nevada</b>	Nevada Specialty Crops Export Promotion	7,500	Marketing & Promotion
<b>New Hampshire</b>	Continuation of the Buy Local Agriculture Campaign partnership with NH Division of Travel & Tourism Development	38,567	Marketing & Promotion
<b>New Hampshire</b>	Feeding the Valley ☑Workplace Markets	17,365	Marketing & Promotion
<b>New Hampshire</b>	Local Foods Plymouth Farm to Desk Project	10,000	Marketing & Promotion
<b>New Hampshire</b>	North Country Specialty Crop Promotion and Marketing	55,000	Marketing & Promotion
<b>New Hampshire</b>	Specialty Crops Promotion: Linking Socially Disadvantaged Farmers to Low Income Consumers in Southern New Hampshire	11,913	Marketing & Promotion
<b>New Jersey</b>	Advertising Jersey Fresh Blueberries Project 2014	40,000	Marketing & Promotion
<b>New Jersey</b>	Another Great Season A Project Designed to Maximize the Effectiveness of the Jersey Fresh Product Branding and Advertising Programs	345,546	Marketing & Promotion
<b>New Jersey</b>	Enhancing Market Value and Brand Recognition of New Jersey Wines	17,900	Marketing & Promotion
<b>New Jersey</b>	NJ Wine Industry Targeted Consumer Awareness & Market Development-Northern New Jersey	20,000	Marketing & Promotion
<b>New Jersey</b>	Promote and Handle Jersey Fresh Peaches	40,000	Marketing & Promotion
<b>New Mexico</b>	Engaging New Mexico Youth in Digital Media Promotion of Specialty Crops and Farming	20,535	Marketing & Promotion
<b>New Mexico</b>	Exploring New Strategies in Green Chile Market Development and Promotion	39,500	Marketing & Promotion
<b>New Mexico</b>	Implementation of a Certification Program for New Mexico Grown Chile Peppers	118,000	Marketing & Promotion
<b>New Mexico</b>	NMDA - Representing and Promoting New Mexico Specialty Crops to Food and Beverage Industry Associations, Purchasing Groups, and Distribution Groups	57,000	Marketing & Promotion
<b>New Mexico</b>	Wine Trails Signage and Tourism Promotion Project	63,700	Marketing & Promotion

<b>New York</b>	Expanding Market Competitiveness for Specialty Crop Producers at SUNY Colleges	99,427	Marketing & Promotion
<b>New York</b>	Northern NY Specialty Crop Project	93,460	Marketing & Promotion
<b>North Carolina</b>	Down East Connect Online Farmers Market	40,000	Marketing & Promotion
<b>North Carolina</b>	Greening the Green Industry	75,095	Marketing & Promotion
<b>North Carolina</b>	Marketing Support for the North Carolina Nursery Industry	55,000	Marketing & Promotion
<b>North Dakota</b>	Local Foods Initiative	79,673	Marketing & Promotion
<b>Ohio</b>	Keeping the Interest in Gardening Alive	34,262	Marketing & Promotion
<b>Ohio</b>	ONLA - Plant Something Campaign	50,000	Marketing & Promotion
<b>Oklahoma</b>	Oklahoma Grown Farmers Market Promotion	57,000	Marketing & Promotion
<b>Oklahoma</b>	Oklahoma Grown Recipe of the Week	30,094	Marketing & Promotion
<b>Oklahoma</b>	Promotion of Oklahoma Pecan Growers Association and Oklahoma Pecans	15,000	Marketing & Promotion
<b>Oregon</b>	Celebrate Oregon Agriculture! Digging Deeper into Core Nutrition Messages and Exploring Sponsored Content	42,102	Marketing & Promotion
<b>Oregon</b>	Enhancing New Product and Menu Item Development for NW Caneberries	55,407	Marketing & Promotion
<b>Oregon</b>	Export Certification Requirement Initiative for Southeast Asia	30,391	Marketing & Promotion
<b>Oregon</b>	Schools Reap the Oregon Harvest: Facilitating Market Transactions with Suppliers	56,990	Marketing & Promotion
<b>Oregon</b>	Serving Specialty Crops at Schools	89,796	Marketing & Promotion
<b>Oregon</b>	Showcase Oregon Nursery Products to Key European and Canadian Markets	45,700	Marketing & Promotion
<b>Oregon</b>	South East Asia Trade Mission and Educational Outreach	35,036	Marketing & Promotion
<b>Oregon</b>	USA Pear Road Show in China	100,000	Marketing & Promotion
<b>Oregon</b>	USDA Agricultural Trade Office Partnership: Promoting Oregon Specialty Crops to Key Asian Markets	54,000	Marketing & Promotion
<b>Oregon</b>	USDA Pilot for the Procurement of Unprocessed Fruits and Vegetables in Oregon: Phase 1	33,155	Marketing & Promotion
<b>Pennsylvania</b>	2013-2014 Educational and Media Campaign	50,000	Marketing & Promotion
<b>Pennsylvania</b>	Culinary Connection with Focus on Promoting Pennsylvania Specialty Crops	45,708	Marketing & Promotion
<b>Pennsylvania</b>	Direct Farm Sales Grant Program	40,000	Marketing & Promotion
<b>Pennsylvania</b>	Expanding Access to Regional Specialty Crops: "Food Bank as Food Hub" in Chester County Pennsylvania	45,000	Marketing & Promotion
<b>Pennsylvania</b>	Peach Nutrition & Promotion Campaign	30,000	Marketing & Promotion
<b>Pennsylvania</b>	Pennsylvania Wines Mobile Web Experience	40,000	Marketing & Promotion

<b>Pennsylvania</b>	Promotion of PA Preferred Specialty Crops	51,363	Marketing & Promotion
<b>Puerto Rico</b>	Buy Local Promotional Advertising Program Under A Branded Identity Project	158,745	Marketing & Promotion
<b>Puerto Rico</b>	Promotion for International Sales of Puerto Rico Specialty Coffee Products	15,751	Marketing & Promotion
<b>Rhode Island</b>	Developing African Vegetable Markets in Providence / Pawtucket Corner Markets in Low/Moderate Income Neighborhoods	20,000	Marketing & Promotion
<b>Rhode Island</b>	Harvesting Rhode Island	35,000	Marketing & Promotion
<b>Rhode Island</b>	Reaching New Customers for Rhode Island Specialty Crops through Farm to Cafeteria Programs and the Farmfresh.org Online Farm Guide	50,000	Marketing & Promotion
<b>Rhode Island</b>	RI Division of Agriculture Get Fresh Buy Local	40,576	Marketing & Promotion
<b>South Carolina</b>	Certified SC Grown Retail Merchandising Program	75,000	Marketing & Promotion
<b>South Carolina</b>	Increase Awareness of, and Desire for, Certified SC Grown Specialty Crops	102,558	Marketing & Promotion
<b>South Carolina</b>	Marketing Campaign Promoting SC Watermelons	18,477	Marketing & Promotion
<b>South Carolina</b>	Providing Platforms for the SCDA and SC Specialty Crop Producers at Trade Shows outside of South Carolina	35,000	Marketing & Promotion
<b>South Carolina</b>	Supporting Plant and Flower Shows	50,000	Marketing & Promotion
<b>South Dakota</b>	2014 Farmers Market Grower Grants	11,989	Marketing & Promotion
<b>South Dakota</b>	Archiving Historical Developments to Create an Identity and Culture for Viticulture in South Dakota	2,550	Marketing & Promotion
<b>South Dakota</b>	Buy Fresh Buy Local South Dakota	5,185	Marketing & Promotion
<b>South Dakota</b>	Fruit and Vegetable Enhancement of Interventions	11,750	Marketing & Promotion
<b>South Dakota</b>	State Fair Wine Pavilion	38,200	Marketing & Promotion
<b>Tennessee</b>	Local Sourcing Foodservice Industry Program	10,000	Marketing & Promotion
<b>Tennessee</b>	Marketing of Vineyards/Wineries	10,000	Marketing & Promotion
<b>Tennessee</b>	Pick Tennessee Conference Executive Director	40,000	Marketing & Promotion
<b>Tennessee</b>	Promoting the Fruit and Vegetable Industry in Tennessee	25,000	Marketing & Promotion
<b>Tennessee</b>	Providing Education and Marketing Opportunities for the Tennessee Nursery, Landscape and Garden Center Industry	49,930	Marketing & Promotion
<b>Tennessee</b>	The Nashville Grown Food Hub: Wholesale Specialty Crop Distribution for Small Farmers	22,225	Marketing & Promotion
<b>Texas</b>	Increasing Sales of Texas Specialty Crops by Building Brand Awareness	258,649	Marketing & Promotion
<b>Texas</b>	Pairing Texas Vegetables with Dairy to Increase Brand Awareness & Sales	81,000	Marketing & Promotion
<b>Utah</b>	Reintroducing Dried Tart Cherries	21,774	Marketing & Promotion
<b>Vermont</b>	A Marketing Assistance for Value Added Specialty Crop Products	14,000	Marketing & Promotion

<b>Vermont</b>	Beyond the Localvores: Creating and Sharing Marketing Solutions to Increase Local Food Consumption in Vermont (Phase II)	11,000	Marketing & Promotion
<b>Vermont</b>	Enhancing the Competitiveness of New England Specialty Crops through Regional Collaboration	6,000	Marketing & Promotion
<b>Vermont</b>	Feeding the Valley: Workplace Markets	17,366	Marketing & Promotion
<b>Vermont</b>	Marketing the New Classifications of Vermont Maple Syrup	13,000	Marketing & Promotion
<b>Vermont</b>	The Vermont CSA Network Project	24,685	Marketing & Promotion
<b>Vermont</b>	Vermont Specialty Crop Marketing Support	2,821	Marketing & Promotion
<b>Virginia</b>	Increasing the Competitiveness of Virginia Christmas Tree Growers	19,610	Marketing & Promotion
<b>Virginia</b>	VABF - Regional Farm Tours of Sustainable Farms	15,000	Marketing & Promotion
<b>Virginia</b>	Virginia Wineries Association Cooperative: Collective Purchasing Program	25,000	Marketing & Promotion
<b>Virginia</b>	Virginia Wineries Association: Commonwealth Quality Alliance Marketing	25,000	Marketing & Promotion
<b>Washington</b>	Market Development and Production Research for the Cider/Perry Industry	134,124	Marketing & Promotion
<b>Washington</b>	Market Research to Support Blueberries to Asia	95,144	Marketing & Promotion
<b>Washington</b>	Reverse Trade Mission - Canada and China	45,984	Marketing & Promotion
<b>Washington</b>	USA Pear Show in China	100,000	Marketing & Promotion
<b>West Virginia</b>	Bramwell Farmers Market and Healthy Eating Education	3,600	Marketing & Promotion
<b>West Virginia</b>	Framework for Food Security and Economic Development in the Mid Ohio Valley through a Locally Grown Food System	14,629	Marketing & Promotion
<b>West Virginia</b>	Tamarack Farmers Market 2014	4,500	Marketing & Promotion
<b>West Virginia</b>	Using Experiential Learning to Promote and Increase Maple Syrup Production in West Virginia	22,392	Marketing & Promotion
<b>Wisconsin</b>	Restaurant Rewards: Growing the Wholesale Market for Fresh Fruits and Vegetables	38,725	Marketing & Promotion
<b>Wyoming</b>	Wyoming Department of Agriculture Specialty Crop Program Support for Management, Marketing, Promotion and Education	16,185	Marketing & Promotion
<b>Alabama</b>	Developing a Statewide Organic and Small Farm Vegetable Pest Management Educational Campaign for Specialty Crop Producers	24,669	Pest & Plant Health
<b>Arizona</b>	Managing Weeds in Nursery Containers	33,429	Pest & Plant Health
<b>Arizona</b>	Pesticide Diagnostic Laboratory for Arizona Vegetables	25,661	Pest & Plant Health
<b>Arizona</b>	Reducing Pesticide Risks in Arizona Lettuce	141,924	Pest & Plant Health
<b>Arizona</b>	Sustainable Management Practices for Bagrada Bug	64,794	Pest & Plant Health
<b>California</b>	Biobased Matrix with Encapsulated Microbes as Substitute for Synthetic Fertilizers and Pesticides	291,629	Pest & Plant Health
<b>California</b>	Biological Control of the Brown Marmorated Stink Bug	285,896	Pest & Plant Health

<b>California</b>	Characterization of Resistance in Cantaloupe and Honeydew to Cucurbit Yellow Stunting Disorder Virus and Sweetpotato Whitefly	199,182	Pest & Plant Health
<b>California</b>	Developing Soil Fumigation with Reduced Application Rate in Low Permeability Tarp Mulched Raised-Bed System	352,941	Pest & Plant Health
<b>California</b>	Development and Implementation of a Strategy for Durable Resistance to Lettuce Downy Mildew in California	340,997	Pest & Plant Health
<b>California</b>	Invasive Species Education	63,573	Pest & Plant Health
<b>California</b>	Mechanisms, Distribution and Invasion Potential of Glyphosate-Resistant Junglerice in Tree and Vine Cropping Systems	380,580	Pest & Plant Health
<b>California</b>	Release of a Promising Natural Enemy for Biological Control of Olive Fruit Fly	266,872	Pest & Plant Health
<b>Colorado</b>	Developing strategies for managing Cytospora canker in peach orchards in Colorado	18,684	Pest & Plant Health
<b>Connecticut</b>	Trap Cropping for Spotted Wing Drosophila Control	15,796	Pest & Plant Health
<b>Delaware</b>	Development of enhanced strategies to mitigate Lima Bean Pod Rot caused by Phytophthora capsici	27,596	Pest & Plant Health
<b>Florida</b>	An Integrated Approach to Managing Downy Mildew, a Devastating Disease Affecting Impatiens	173,468	Pest & Plant Health
<b>Florida</b>	Citrus Undercover Production Systems (CUPS) Keeping High-Value Florida Varieties	171,481	Pest & Plant Health
<b>Florida</b>	Control HLB by Understanding Mechanisms of Defoliation, Dieback, & Root Decline	189,449	Pest & Plant Health
<b>Florida</b>	Determining Nematode Selection Criteria for Peach Rootstock Evaluation	71,449	Pest & Plant Health
<b>Florida</b>	Development of Citrus Black Spot Sensing System Using Multispectral Imaging	157,577	Pest & Plant Health
<b>Florida</b>	Disease, Dogs and Drones: Early Detection of the Laurel Wilt Pathogen	148,443	Pest & Plant Health
<b>Florida</b>	Emerging Specialty Crops: Development of Varieties, Pest Control and Cultural Practices for Pomegranate and Blackberry in Florida	182,847	Pest & Plant Health
<b>Florida</b>	Enhancing Bacterial Leaf Spot Resistance in Lettuce for Sustainability	162,323	Pest & Plant Health
<b>Florida</b>	Extension Model to Improve ACP Control in Citrus Health Management Areas	77,645	Pest & Plant Health
<b>Florida</b>	IPM Strategies to Combat the Invasive Spotted Wing Drosophila in Berry Crops	132,914	Pest & Plant Health
<b>Florida</b>	Mechanism and Control of Citrus Preharvest Drop Related to HLB Disease	157,325	Pest & Plant Health
<b>Florida</b>	Reversing the Decline in Caladium Production Caused by Grassy Tuber Disease	185,402	Pest & Plant Health
<b>Georgia</b>	Field Test of Chemical Sensing for Armillaria in Orchards	38,000	Pest & Plant Health
<b>Hawaii</b>	Development of Non-GMO, Virus Resistant Papaya	39,400	Pest & Plant Health
<b>Hawaii</b>	Facilitating the Export of Hawaii Specialty Crops through Postharvest Treatment	76,531	Pest & Plant Health
<b>Idaho</b>	Eradication of the Necrotic Isolates of PVY from Idaho Potato	155,442	Pest & Plant Health
<b>Idaho</b>	Impact of Grapevine Viruses on Idaho Grape Quality	93,960	Pest & Plant Health
<b>Idaho</b>	Monitoring Potato Psyllid Biotypes in Idaho	157,363	Pest & Plant Health

<b>Iowa</b>	Improving Organic Apple Production as a Specialty Crop in Iowa	23,694	Pest & Plant Health
<b>Iowa</b>	Optimizing the Cropping Potential and Profitability of Organic and Sustainable Apple Orchards Through the Use of Dwarfing Rootstocks	11,000	Pest & Plant Health
<b>Kentucky</b>	Assessing the Interactive Effects of On-Farm Management in Organic Cucurbit Production Systems	45,001	Pest & Plant Health
<b>Louisiana</b>	Documenting the Impact of Hormonal Herbicides on Sweet Potato Growth and Yield as Influenced by Reduced Rate and Growth Stage	69,440	Pest & Plant Health
<b>Maine</b>	Enhancing and Expanding the Disease Integrated Pest Management Program for Maine's 575 Wild Blueberry Growers	57,273	Pest & Plant Health
<b>Maine</b>	Maine Potato Integrated Pest Management	125,000	Pest & Plant Health
<b>Maine</b>	Management Of New Serious Invasive Insect Pests Of Fruit And Vegetables, Spotted Wing Drosophila, Winter Moth, And Assessment Of Brown Marmorated Stin	69,628	Pest & Plant Health
<b>Maryland</b>	Assessing the Invasiveness of Plants under Consideration for Regulation in Maryland	58,404	Pest & Plant Health
<b>Maryland</b>	Monitoring and Management of Stink Bugs in Processing Sweet Corn	16,028	Pest & Plant Health
<b>Massachusetts</b>	Creating a Mapping Application Toolkit for BOGS Online Grower System	45,000	Pest & Plant Health
<b>Michigan</b>	2013 Soil Health Initiative for Michigan Upper Peninsula Potato Production Systems	31,798	Pest & Plant Health
<b>Michigan</b>	Assisting Growers with Detection, Identification, and Management of Spotted Wing Drosophila on Michigan Cherry Farms	10,196	Pest & Plant Health
<b>Michigan</b>	Characterizing Onion Pathogens to Develop Disease Management Strategies	54,638	Pest & Plant Health
<b>Michigan</b>	Increasing Asparagus Production through the Use of Disease-Tolerant Varieties, Targeted Fungicide Applications, and Irrigation	62,449	Pest & Plant Health
<b>Michigan</b>	Pest Research & Extension To Maintain The Short- And Long-Term Competitiveness Of The Michigan Blueberry Industry	74,545	Pest & Plant Health
<b>Michigan</b>	Phytophthora Capsici on Brassica Spp.: A New Threat to Vegetable Production	54,005	Pest & Plant Health
<b>Minnesota</b>	Biological and Nutrient-Based Management of Soilborne Diseases in Potato	94,500	Pest & Plant Health
<b>Mississippi</b>	Investigating Pre-Plant Soil Fumigants for Mississippi	23,609	Pest & Plant Health
<b>Mississippi</b>	Reniform Nematode Implicated in Sweet Potato End Rot: The Key to Economic Losses?	30,000	Pest & Plant Health
<b>Missouri</b>	Does Mycorrhizal Fungi Benefit Fruit Production in Tomatoes and Cucumbers: Data Collection and Results Sharing	3,345	Pest & Plant Health
<b>Missouri</b>	Exploring the Genetic Resources of Norton Grape for Fungal Disease Resistance	59,976	Pest & Plant Health
<b>Montana</b>	Evaluation of the Ascochyta/Mycosphaerella Pathogen in Pulses	20,235	Pest & Plant Health
<b>Montana</b>	Huckleberry Challenges: Pollinator Mysteries, Pests and New Invasive Threats	49,754	Pest & Plant Health
<b>Montana</b>	Monitoring Pathogens & Health of Honey Bee Colonies	49,905	Pest & Plant Health
<b>Nebraska</b>	Evaluation and Enhancement of Insect Pest Resistance in Confection Sunflower	40,000	Pest & Plant Health
<b>Nebraska</b>	Japanese Beetle Survey	6,553	Pest & Plant Health
<b>Nebraska</b>	Reducing/Eliminating Chemicals Used in Tomato Production	14,107	Pest & Plant Health

<b>New Hampshire</b>	Educating Consumers about the Contemporary Orchard	6,169	Pest & Plant Health
<b>New Jersey</b>	Evaluation and Integration of Behavioral Approaches with Conventional Controls to Manage Key Insect Pests of Blueberries	33,667	Pest & Plant Health
<b>New York</b>	An Insect, Disease and Weed Management Program for New York Organic Apples	56,055	Pest & Plant Health
<b>New York</b>	Developing Methods to Eliminate the Crown Gall Pathogen from Grapevine Propagation Material to Strengthen New York Viticulture and Nursery Industry	79,785	Pest & Plant Health
<b>New York</b>	Ensuring the Viability of the New York Allium Crop Industry by Meeting the Research and Outreach Needs for Controlling Leek Moth	94,553	Pest & Plant Health
<b>New York</b>	Expanding the Phytophthora ramorum Sample Processing: Searching for Phytophthora kernoviae, Identifying Phytophthora Species, and Evaluating a Test Method	88,124	Pest & Plant Health
<b>New York</b>	Implementation of an Area-Wide Insect Mating Disruption Participatory Program in Long Island Tree Fruit Orchards	65,168	Pest & Plant Health
<b>North Carolina</b>	Breeding Resistant Christmas Trees and Ornamentals	53,000	Pest & Plant Health
<b>North Carolina</b>	Cost-Effective Weed Management in Nursery Crops	87,000	Pest & Plant Health
<b>North Carolina</b>	Improving Cucurbit Downy Mildew Disease Management	50,000	Pest & Plant Health
<b>North Carolina</b>	Managing Rhizopus Soft Rot in Sweetpotato	75,000	Pest & Plant Health
<b>North Dakota</b>	Developing Pinto Bean Breeding Lines with Multiple Resistance to Diseases of Importance in North Dakota	91,580	Pest & Plant Health
<b>North Dakota</b>	Development of Super Confection Sunflower Effectively Resistant to Downy Mildew and Rust	77,500	Pest & Plant Health
<b>North Dakota</b>	Ensuring Accessibility and Suitability of Vegetable Varieties: Ongoing Vegetable Variety Trials for Traits and Qualities Needed by North Dakota Markets	77,572	Pest & Plant Health
<b>North Dakota</b>	Selection, Evaluation, and Propagation of Ornamental Woody Plants for the Northern Great Plains	35,530	Pest & Plant Health
<b>Oregon</b>	Integrating Christmas Tree Best Management Practices from Growing Through Shipping	49,971	Pest & Plant Health
<b>Pennsylvania</b>	Enhancing Preparedness against Phytophthora Pathogens that Threaten Specialty Crop Markets	81,818	Pest & Plant Health
<b>Pennsylvania</b>	Exploring an Alternative Model for Nursery Certification	103,700	Pest & Plant Health
<b>Rhode Island</b>	Improving Yield and Quality of RI-Grown Melons through Innovations in Control of Striped Cucumber Beetle	28,679	Pest & Plant Health
<b>South Carolina</b>	Finding Ways to Control Fungicide-resistant Anthracnose Pathogens of Peach and Strawberry	20,300	Pest & Plant Health
<b>South Carolina</b>	Improved Control of Powdery Mildew and Anthracnose on Watermelons in South Carolina	15,424	Pest & Plant Health
<b>Texas</b>	Checking the Spread of HLB in Texas: a Comprehensive Plan of Action	218,000	Pest & Plant Health
<b>Texas</b>	Developing Virus-Resistant, High Quality Tomato Cultivars for Vine-Ripe Production in South, Texas	64,562	Pest & Plant Health
<b>Texas</b>	Pecan Screening Nursery for Cotton Root Rot Resistance	30,909	Pest & Plant Health
<b>Utah</b>	Evaluation of New Products for Management of Fire Blight in Apple and Pear Orchards in Utah	6,005	Pest & Plant Health
<b>Utah</b>	Identification of insect-vectored viruses and Candidatus Liberibacter and their vectors on vegetables in Utah	29,671	Pest & Plant Health

<b>Utah</b>	Managed Honeybee Health Survey in Utah	16,666	Pest & Plant Health
<b>Utah</b>	Peach Twig Borer Mating Disruption Evaluation and Demonstration	11,672	Pest & Plant Health
<b>Utah</b>	Sustainable Pest Management in Greenhouses Using Biocontrol	18,155	Pest & Plant Health
<b>Utah</b>	Tree fruit leafroller pests in Utah: determination of biology and phenology, and development of outreach timing tools to improve management	15,747	Pest & Plant Health
<b>Vermont</b>	Developing a Sustainable Pest Management Program for the Invasive Swede Midge in Brassica Crops	50,000	Pest & Plant Health
<b>Vermont</b>	Spotted Wing Drosophila Exclusion Study	12,296	Pest & Plant Health
<b>Virginia</b>	Cover Crop Evaluation for Weed Suppression, Erosion Control and Nutrient Management in Newly Planted Vineyards	25,000	Pest & Plant Health
<b>Virginia</b>	Developing Soil Solarization and Microwaves for Pest Management in Annual Plasticulture Strawberry Production	26,752	Pest & Plant Health
<b>Washington</b>	Containing an Emerging Virus Disease Threatening Washington Vineyards	149,203	Pest & Plant Health
<b>Washington</b>	Enhancing Sustainability of Pea Production in Washington	109,870	Pest & Plant Health
<b>Washington</b>	Evaluating New Asparagus Varieties for Disease Resistance	40,000	Pest & Plant Health
<b>Washington</b>	Full Season Management of Powdery Mildew on Sweet Cherries	236,442	Pest & Plant Health
<b>Washington</b>	Management of an Emerging Adelgid Pest on Nordmann Fir Christmas Trees	117,243	Pest & Plant Health
<b>Washington</b>	Spotted Wing Drosophila Management in Sweet Cherries	237,908	Pest & Plant Health
<b>West Virginia</b>	Novel Approaches to Nematode Management in Peach and Apple	10,800	Pest & Plant Health
<b>Wisconsin</b>	Cranberry Flea Beetle Biology and Management	46,479	Pest & Plant Health
<b>Wisconsin</b>	Developing a Clean Propagative Plant Process for Wisconsin Hops	59,648	Pest & Plant Health
<b>Wisconsin</b>	Developing IPM for High Tunnel Tomatoes	52,161	Pest & Plant Health
<b>Wisconsin</b>	Evaluating the Susceptibility of Cold Hardy Grape Varieties to Spotted Wing Drosophila	38,184	Pest & Plant Health
<b>Wisconsin</b>	Improving Fresh Market Potato Varieties	50,000	Pest & Plant Health
<b>Wisconsin</b>	Minimizing Pesticide Residues on Ginseng Root to Remove Export Barriers for Wisconsin Growers	70,000	Pest & Plant Health
<b>Wisconsin</b>	Neonicotinoid Use Patterns in Central Sands	35,134	Pest & Plant Health
<b>Wisconsin</b>	Pest and Disease Forecasting for Onion and Carrot	57,884	Pest & Plant Health
<b>Wisconsin</b>	Using a Novel Cover Crop Blend to Increase the Sustainability of Ornamental Plant Nursery Production	35,060	Pest & Plant Health
<b>Wyoming</b>	Wyoming Specialty Crop Production and Distance Diagnostics Network	8,475	Pest & Plant Health
<b>Alabama</b>	Farm Food Collaborative: Linking Specialty Crop Producers to Institutional Buyers	25,000	Production
<b>Alabama</b>	Plasticulture Equipment for Cullman County Citizens	11,100	Production
<b>American Samoa</b>	Import Substitution Initiative (Specialty Crops)	182,266	Production

<b>California</b>	Fresh Food for Native Folks	315,003	Production
<b>California</b>	Fresno Food Commons Prototype Implementation	398,327	Production
<b>California</b>	Harvest Program	50,000	Production
<b>California</b>	NCO FoodPREP (Produce + Rural Enterprise for Prosperity) Project	400,000	Production
<b>Colorado</b>	Evaluation and demonstration of organic sweet cherry production using precocious dwarfing root stock, the super spindle axe training system and high tunnels	2,616	Production
<b>Connecticut</b>	Design and Launch of a Shared-Use Kitchen/Food Processing Center at the Hartford Regional Market	100,000	Production
<b>Connecticut</b>	Enhancing the Competitiveness of Hops as a New Specialty Crop in Connecticut	46,101	Production
<b>Delaware</b>	Planting Hope in Delaware Community Expansion and Engagement	21,648	Production
<b>Florida</b>	Providing Wholesome but Unmarketable Produce to the Hungry	194,750	Production
<b>Guam</b>	In Vitro Propagation of Dendrobium and Phalaenopsis for Guam's Local Production	156,139	Production
<b>Hawaii</b>	Hawaii Grown Tea: Industry Development through Farmer Education and Enhanced Production	37,950	Production
<b>Idaho</b>	Trials of Peruano Dry Bean Seed in the U.S. and Mexico	122,525	Production
<b>Indiana</b>	Growing Places Indy Urban Farm Expansion & U-Pick	31,700	Production
<b>Kansas</b>	Education and Cost-Share Opportunities to Expand Kansas Vineyards	25,530	Production
<b>Kansas</b>	Increase Value through Commercialization of New Food Products - Shared Incubator Kitchen at Kansas State University Olathe Campus	60,360	Production
<b>Kentucky</b>	Kentucky Blueberry Growers Safe Handling and Value-added Processing Project	47,140	Production
<b>Maryland</b>	ECO City Farms Microgreens Project	44,978	Production
<b>Mississippi</b>	Financial Aid and Workshops for Beginner Beekeepers	19,500	Production
<b>Montana</b>	Cost Effective Production of Montana Native Plants	42,500	Production
<b>Montana</b>	Developing a Distribution Network for Garden Seed Potatoes and Adopting Multiplex PCR for Identification of Potato Pathogens	49,992	Production
<b>Montana</b>	Test Marketing of Specialty Potato Variety MonDak Gold	41,608	Production
<b>Nevada</b>	High Altitude Vineyards in Nevada	25,856	Production
<b>Nevada</b>	Main Station Farm Vineyard	40,000	Production
<b>New Hampshire</b>	Farm Tools 101: Equipment bank and How-To Workshops	20,002	Production
<b>New York</b>	Enhancing Foundation Potato Seed Production for New York State by Establishing an Hydroponic (Aeroponic) Production System at the Uihlein Farm of Corn	47,260	Production
<b>Oklahoma</b>	Plasticulture Garden Grants	73,400	Production
<b>Oregon</b>	Expanding Access to Specialty Produce in the NW through Variety Trials	35,073	Production
<b>Puerto Rico</b>	Bio-ponics in Puerto Rico: Demonstration and Educational Outreach	20,000	Production
<b>Puerto Rico</b>	Implementation of Fine Quality Cacao in Puerto Rico	20,000	Production
<b>Tennessee</b>	Advancing Commercial Viniferous Grape Production through Variety Diversification in Tennessee	23,778	Production
<b>Virginia</b>	Advancing Virginia's Strawberry Production and Industry	26,600	Production
<b>Virginia</b>	Exploring Brussels Sprouts as a Profitable Crop for Southwest Virginia Farmers	25,000	Production
<b>Washington</b>	Developing Camas as a Dry-Farmed Specialty Food Crop	50,130	Production
<b>Washington</b>	Expanding Access to Specialty Produce in the NW through Variety Trials	64,246	Production
<b>West Virginia</b>	Incorporating Farm Fresh Products into West Virginia Schools	9,000	Production
<b>West Virginia</b>	Marinara Sauce - Good on Pasta and Great for the Economy	9,000	Production
<b>Wyoming</b>	Determining Opportunities for Expanded Specialty Crop Production for Wyoming	10,000	Production
<b>Wyoming</b>	Specialty Crop Season Extension Producer Small Grant Program	24,000	Production
<b>Wyoming</b>	Wyoming Specialty Crop Nonprofit Organization Small Grant Educational Program	2,4000	Production

<b>Alabama</b>	Enhancing Production Systems for Specialty Crops	60,000	Research
<b>Alaska</b>	Asparagus Variety Trials	26,719	Research
<b>Alaska</b>	Interior Alaska Market Analysis	15,500	Research
<b>Alaska</b>	Post Harvest Handling Methods for Enhanced Competitiveness of Fresh Cut Peonies	25,000	Research
<b>Arizona</b>	Breeding for Improved Nutrient Use Efficiency	62,454	Research
<b>Arizona</b>	Mechanism for Improving Seed Placement Uniformity	66,405	Research
<b>Arkansas</b>	Muscadine Grape Post Harvest and Antioxidant Research to Expand Fresh Market Muscadine Production in Arkansas	16,095	Research
<b>California</b>	Development of a Nutrient Budget Approach and Optimization of Fertilizer Management in Walnuts	376,424	Research
<b>California</b>	Food System Multipliers for Specialty Crops in the Sacramento Region	387,038	Research
<b>California</b>	Improving Water Quality in California Nursery Crops using Polyacrylamide	268,988	Research
<b>California</b>	Making the California Women, Infants, and Children (WIC) Program Work for California Farmers and WIC Program Participants	99,484	Research
<b>California</b>	Microcalorimetry for Rapid Assessment of Specialty Crop Salinity Tolerance	340,638	Research
<b>California</b>	Online Irrigation and Nitrogen Management Tool for Cool Season Vegetables	265,474	Research
<b>California</b>	Salt-Tolerant Lettuce and Spinach Varieties	339,218	Research
<b>California</b>	Temecula Valley Winegrower Research and Demonstration Project	81,149	Research
<b>California</b>	Towards Sustainability of Lettuce Production through Breeding Approaches to Increase Water and Nitrogen Use Efficiency	180,713	Research
<b>Colorado</b>	Better harvest and wine making decisions through detailed berry and must chemical analysis	34,956	Research
<b>Colorado</b>	Screening of Potato Germplasm for Flavor as a Potato Breeding Selection Tool	125,100	Research
<b>Connecticut</b>	Development of Sterile, Non-Invasive Burning Bush ( <i>Euonymus alatus Compactus</i> ) for the Connecticut and United States Green Industry	43,406	Research
<b>Delaware</b>	Investigation of Genetic and Physiological Factors Underlying Heat Tolerance in Lima Bean and Development and Selection of Heat Tolerant Lima Bean Breeding Lines	56,804	Research
<b>Florida</b>	Improving Yield and Profit of Greenhouse Production of Citrus Trees for Out-planting	127,455	Research
<b>Florida</b>	Irrigation Application Rate Study by HSWCD for Water Conservation	20,000	Research
<b>Florida</b>	New and Sustainable Fruit and Nut Crops for North Florida	167,527	Research
<b>Florida</b>	Recycling Waste Byproducts to Reduce Fertilizer Inputs for Specialty Crops	172,577	Research
<b>Florida</b>	Reduced Fungicide Applications to Improve Postharvest Quality and Extend Shelf Life of Strawberries	172,663	Research
<b>Florida</b>	Reducing Costs with Cultivars and Production Systems for Compact-Growth Tomato	306,762	Research
<b>Florida</b>	Smart Apps for Smart Farmers	188,427	Research
<b>Florida</b>	Stimulating Resveratrol Production in Muscadine Grapes to Ensure Health Value and Boost Market Potential	83,240	Research
<b>Georgia</b>	Using Precision Irrigation Technology to Increase the Economic Competitiveness and Environmental Sustainability of Georgia Specialty Crop Producer	42,300	Research
<b>Hawaii</b>	Controlling Seasonal Fruit Quality Problems in Pineapple: Translucency and Acidity	40,000	Research
<b>Hawaii</b>	Development of Genetically Engineered Blue Anthuriums	40,000	Research
<b>Hawaii</b>	Introduction and Propagation of New, High-Yielding Cacao Cultivars to Support the Specialty Crop Industry in Hawaii	39,830	Research
<b>Idaho</b>	In Search of Suitable Rootstocks to Improve Yield Efficiency, Precocity, Mineral Nutrient Uptake, and Fruit Quality of Apples in Idaho	106,491	Research
<b>Idaho</b>	Slow Release Nitrogen Trials for Dry Bean Production	13,397	Research
<b>Illinois</b>	Horseradish Breeding and Propagation Research 2014-2015	38,429	Research

<b>Illinois</b>	Impact of Novel and Traditional Soil Management Systems on Vine Balance, Water Status, Wine Quality, and Soil Health	49,803	Research
<b>Illinois</b>	Strawberries from Tower to Table: Maximizing Productivity of High Tunnel Space with Slacked Hydroponic Pots	44,869	Research
<b>Indiana</b>	ICDC Direct to Retail Study	40,000	Research
<b>Indiana</b>	Indiana Food Hub Feasibility Study	82,244	Research
<b>Louisiana</b>	Zoysiagrass Sod Production for Shaded Lawns in Louisiana	63,120	Research
<b>Maine</b>	Unlocking Higher Cranberry Yields with Boron: A Key Element in Fruit Set	2,070	Research
<b>Massachusetts</b>	Addressing Sales at Massachusetts Farmers Markets by Examining Perceptions of Produce Attributes Among Producers and Shoppers	9,775	Research
<b>Michigan</b>	A Study on the Effectiveness of Onsite Wastewater Treatment Systems for Michigan Wineries	60,095	Research
<b>Michigan</b>	Advanced Technology for the Addressing the Challenge of Quality Assurance of Processed Carrot	62,263	Research
<b>Michigan</b>	Developing Integrated High Tunnel Production Strategies that Enhance the Feasibility and Competitiveness of Michigan Organic Fruit Production	39,158	Research
<b>Michigan</b>	Establishing Dry Bean Acreage in Non-Traditional Regions within the State of Michigan	75,000	Research
<b>Michigan</b>	Innovative Fruit Plantings: Keeping Michigan Fruit Producers Competitive By Establishing Research Plots Designed For 21st Century Production	75,000	Research
<b>Michigan</b>	Producing High Sugar Content Planting Stock for the Michigan Maple Syrup Industry	27,807	Research
<b>Michigan</b>	Utility of Plant Growth Regulators in Christmas Tree and Conifer Nursery Production	69,241	Research
<b>Minnesota</b>	Food Hub Strategic Development	40,000	Research
<b>Mississippi</b>	Containerized Vegetable Production for Fields and Tunnels	9,812	Research
<b>Mississippi</b>	Tea Evaluation Trial in Mississippi	49,802	Research
<b>Missouri</b>	Development of a Combined Black Walnut Harvester-Huller that will Transform Harvest Efficiency and Producer Profitability	24,500	Research
<b>Missouri</b>	Establishment of Grape Industry Analysis Lab and Related Outreach	33,811	Research
<b>Missouri</b>	Growing Missouri's Chestnut Industry-Harvesting, Marketing and Financial Decision-Making	40,491	Research
<b>Missouri</b>	High Tunnel Production Rotation of Primo Cane Bearing Raspberries in Grow Bags	9,500	Research
<b>Missouri</b>	Increasing the Competitiveness of Missouri Grown Specialty Cut Flowers for Major Holiday Markets	21,281	Research
<b>Nebraska</b>	Agronomic Practices for Fenugreek in Western Nebraska	22,600	Research
<b>Nebraska</b>	Growing Potato Starch Under Dryland Conditions in Western Nebraska	25,410	Research
<b>Nebraska</b>	Improving Utilization of Dry-Edible Beans in Snack Food Processing	49,050	Research
<b>Nevada</b>	High Desert Hops Project	40,000	Research
<b>Nevada</b>	Measuring the Efficiency of Salanova Lettuce in High Desert Hoop House Production	25,000	Research
<b>New Jersey</b>	Reduced Cranberry Fruit Acidity May Lead to Reduced Sugar Content, Improved Consumer Health Benefits and Greater Cranberry Product Marketability	40,000	Research
<b>New Jersey</b>	Revitalizing the New Jersey Strawberry Industry Through Needs Assessment and New Varieties	36,213	Research
<b>New Mexico</b>	Mitigation of Alternate Bearing in New Mexico Pecans	84,997	Research
<b>New York</b>	Evaluation of Grape and Wine Production Practices in Support of the Emerging Cold-hardy Northern Grapes Industry in New York	74,330	Research
<b>New York</b>	Expanding the Green Industry Palette; Improving Nursery Native Tree Production to Increase Profitability	99,594	Research
<b>New York</b>	Increasing Profitability for the New York Onion Industry via Introduction of Novel Mild Hybrids Adapted to New York State	99,806	Research
<b>North Carolina</b>	Developing Blueberry Cultivars for Mechanical Harvest	28,340	Research

<b>North Carolina</b>	Expanding North Carolina Markets Using Seedless Cucumbers	90,000	Research
<b>North Carolina</b>	Exploring Stevia for Western North Carolina	42,000	Research
<b>Oklahoma</b>	Establishing Vineyard Ground Cover	9,320	Research
<b>Oklahoma</b>	Impact of Plasticulture on Water Dynamics and Production of Tomatoes	9,330	Research
<b>Oklahoma</b>	Oklahoma Vineyard Quality Project	39,500	Research
<b>Pennsylvania</b>	Identify Potato Varieties for Par-Frying for the Pennsylvania Potato Industry	50,000	Research
<b>Rhode Island</b>	Dry Bean Trials	10,500	Research
<b>South Carolina</b>	Development of Peach Varieties with Superior Qualities	21,960	Research
<b>South Carolina</b>	Economic Impact and Feasibility of a Horry County Food Hub Promoting SC Grown Specialty Crops	21,152	Research
<b>Tennessee</b>	Chokeberry and Stevia: Two Potential Specialty Crops for Tennessee	22,356	Research
<b>Texas</b>	Strategies to Enhance Quality, Taste and Production of Specialty Melons and Artichokes	63,635	Research
<b>Texas</b>	Truffle Production and Promotion in Texas: Adding Value to the Pecan Industry	43,000	Research
<b>Utah</b>	Coping with the Cold: Conditioning Transplants for Better Survival in Tunnels and the Field	27,790	Research
<b>Utah</b>	Developing Reduced Input Conventional Orchard Floor Management Options for Improved Tree Nutrition, Pests, and Efficient Water Use	9,500	Research
<b>Utah</b>	Nursery Propagation of Gambel Oak and Serviceberry for Niche Market Use	6,829	Research
<b>Utah</b>	Reaping Economic and Ecological Benefits from Growing Stress-Tolerant Succulents as Food Crops for Flourishing Ethnic and Specialty-Food Markets in Utah	15,133	Research
<b>Virginia</b>	Building a Bridge between Farmers and Food Industry: Setting Standard Criteria for Chickpea Physicochemical and Functional Properties for Hummus Prep	29,186	Research
<b>Virginia</b>	Developing Research-based Resources on Hard Cider Apples for Virginia's Commercial Orchards and Cider Makers	30,000	Research
<b>Virginia</b>	Evaluating High Tunnel Strawberry Production in a Substrate System	12,000	Research
<b>Virginia</b>	Improving Strawberry Production Through the Use of Native Bees	22,900	Research
<b>Virginia</b>	Phase II, Commercial Green Production in Underused Industrial Sites in Martinsville, VA	30,000	Research
<b>Washington</b>	Cherry Powder Placebo Development	40,000	Research
<b>Washington</b>	Early Maturing Dry Beans for Specialty Markets in Western Washington	222,998	Research
<b>Washington</b>	Effectiveness of ET, Soil, and Plant-Based Tools for Irrigation Strategies	181,818	Research
<b>Washington</b>	Mechanizing Red-Raspberry Pruning	169,926	Research
<b>Washington</b>	Spotted Wing Drosophila and the Asian Blueberry Markets	100,000	Research
<b>West Virginia</b>	Late Season Variety Trial	4,009	Research
<b>West Virginia</b>	Specialty Hops Production in West Virginia	22,478	Research
<b>West Virginia</b>	Specialty Mushroom Cultivation in Urban and Rural West Virginia	13,500	Research
<b>Wisconsin</b>	Deficit Irrigation as a Means for Preserving Groundwater Resources in Central Wisconsin	66,949	Research
<b>Wisconsin</b>	Improving American Hazelnut Germplasm for Growers in the Upper Midwest	55,241	Research
<b>Wyoming</b>	Alleviating Grapevine Cold Damage in Wyoming Vineyards	18,400	Research
<b>Wyoming</b>	Evaluation of Kinwa (Quinoa) for Adaptation to Wyoming	20,000	Research
<b>Wyoming</b>	Local Food Production: High vs. Low Tunnels for Veggies and Herbs	21,800	Research
<b>Wyoming</b>	Strawberry Production Using Vertical Growing Systems in High Tunnels	12,500	Research

## 9.2 CODE BOOK

Node Name	Description
Challenges	Barriers to success, unanticipated problems – are their common challenges that might inform future grantees? How are failures used as learning opportunities?
Impact, Attribution, Outcomes	Evaluation questions under impact, attributes and outcomes (1-6) attempt to capture return on investment (ROI) relative to a host of different indicators of success. Success can be defined as growth in any sense – for example, increased production capacity, revenue, sales, market growth, and market outcome. It can also be defined by fewer food safety incidence, more certification for food safety, exploration of viability of different market channels, knowledge gain, customer counts, behaviour changes, ...
Evidence of Impact or Outcome (Q1)	<p>What evidence of impact/outcomes is reported for each of SCBGP’s main project types: Education, Research, Pest and Plant Health, Marketing and Promotion, Food Safety, and Production? To what extent can cause and effect be attributed to programs implemented with SCBGP funding?</p> <p>Each project can be classified by type and subtype. – This information will be captured in attributes.</p>
Communication-Networking Outcome (1a)	This might reflect increased communication of information in one direction or in many directions. Networks may be within states and/or between states and can include: US DoA, State DoAs, commodity groups, growers, wholesalers or retailers, researchers, processors, and others. This node is differentiated from the marketing and promotion node as this communication is to strengthen connections among contributors to the SC production and distribution community to facilitate efficiency and effectiveness.
Learning Outcome (1b)	Can be aimed at a variety of audiences (producers, processors, consumers, schools, policy makers, commodity groups, ...) and have a range of potential outcomes (increased knowledge, changes in attitudes, changes in behaviour, ...). Learning outcomes can be measured using metrics (# people reached, # programs, ...) or through outcome measures (knowledge gain, behaviour change, attitudinal change, ...). Content can relate to any of the project types or subtypes.
Safety and Quality Outcome (1c)	Outcomes that suggest safer or better quality products, production methods, or other affordances, including: fewer food safety incidents; more certification for food safety; more viable technologies developed or modified to detect, characterize, or control specialty crop contamination from pests or pathogens; viable prevention, control, and intervention strategies to protect against pests or pathogens; increased skills or knowledge about prevention, detection, control, or food safety practices; behaviour changes that minimize safety or quality threats;
Nutrition or Health (1d)	Health impacts can be considered broadly. Some examples might include new cultivars that offer enhanced nutritional composition or that require fewer pesticides for production. Increased access to fresh fruits and vegetables by underserved communities. Increased knowledge of the health benefits of a diet that includes SCs. Increased consumption of fruits and vegetables.

Capacity and Growth 1e)	<p>Focus on efforts to sell, advertise, promote, market, and generate publicity, attract new customers, or raise customer awareness for specialty crops or a specialty crop venue. May include, but not limited to: use of social media to market and promote; specialty crop local, regional and national campaigns; specialty crop only tradeshow; website promotion and development; use/development of billboards, radio, television, magazine and email ads, marketing materials such as direct mail, brochures; agritourism; export market development; retail promotions including point-of-purchase items, labels, packaging etc.; farmers market promotions; marketing and promotion campaigns with an education component directed toward customers.</p> <p>Indicators that point to impact of increased access and awareness may be attributable to marketing and promotion activities, including: # consumers or wholesale buyers reached; number of existing SC access points that improved or expanded their offerings of SC – or number of new SC access points added.</p>
Discovery or Innovation(1h)	<p>Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems. This might include: new or improved innovation models (biological, economic, business, management, ...), technologies, products, processes, etc. It might also include new diagnostic systems for analysing SC pests or diseases or development of new technologies or processes that will increase specialty crop production, and/or distribution.</p>
Evidence Type	<p>What type(s) of evidence support each outcome? Evidence types were generated based on word frequency tables for each outcome and collapsed into 5 major categories: economic, human factors, monitoring and detection, products, and reach. Each major category of evidence type also has several subcategories. Evidences are generally measurable.</p>
SCBGP role in increasing ag performance (Q2)	<p>What evidence supports a role for the SCBGP in increasing the performance of the Specialty Crop (SC) industry? What contributions can be attributed to SCBGP?</p>
Cross state capacity development (Q3)	<p>Does evidence suggest that SCBGP fostered development of emergent capacities across states and territories? If so, what is the supporting evidence and what mechanisms are indicated as effective for developing capacity?</p> <p>This question reflects the impact of the SCBGP across states and/or at a national level – rather than merely within a single state. Is knowledge, capacity, or other outcomes from SCBGP in one state transferable to other states?</p>
Opportunities, innovation, risks (Q4)	<p>To what extent have participating States and Territories been able to seize opportunities, foster innovation, and take risks on promising initiatives funded through SCBGP grants?</p> <p>What are examples of innovations that were enabled by SCBGP funds?</p>
Enhance agility and adaptability (Q5)	<p>Is there evidence that the SCBGP funds are a primary tool used by States and Territories to remain agile and adaptable to changing priorities and external factors?</p> <p>This question looks at the role of SCBGP in capacity building from a state perspective.</p>

Detrimental impact of loss of SCBGP funds (Q6)	<p>Is there evidence that SCBGP funds are critical to the success of the SC industry?</p> <p>In what way(s) do SCBGP funds foster SC industry success? What difference might the absence of SCBGP funds have on the indicators of SC industry success? This question is specifically geared towards indicators relative to production capacity, revenue, sales, market growth, market outcome, etc. There may be overlap between this question and Q7 (In what ways is the SCBGP an effective mechanism for supporting the SC industry?)</p>
Function and Structure	Function and Structure evaluation questions (7, 8 & 9) examine the impact of state-level management structures on SCBGP success, the efficacy of SCBGP as a means to support the SC industry as a whole, and the ability of states and territories to leverage SCBGP funds to develop sustainable programs (where sustainability is desired/needed).
Effective support of SC industry (Q7)	<p>In what ways is the SCBGP an effective mechanism for supporting the SC industry? How can it be improved?</p> <p>- Data for the first part of this question comprises data relative to Q1 (evidence of impact/outcomes), Q2 (evidence of increased performance of SC industry), Q3 (evidence of enhanced capacities), Q4 (evidence of enhanced ability to seize opportunities, foster innovation, take risks on promising initiatives), Q5 (contribution to State and Territory ability to remain agile and adaptable), and Q6 (evidence that SCBGP funds are critical to success of SC industry).</p> <p>-Data for the second part of this question will most likely be collected using a survey and/or interviews</p>
Structure and process for SCBGP support (Q8)	What variability exists across States and Territories in the structure and process for supporting projects with SCBGP funds? Do certain structures and/or processes lead to more successful outcomes? (Data for this question will most likely come from surveys, interviews, and site visit reports)
Additional funds (Q9)	<p>To what extent have SCBGP funds allowed recipient States and Territories to compete successfully for competitive funds, leverage additional funding from AMS or other federal agencies or otherwise move towards sustainability?</p> <p>*Note that some projects are designed to use SCBGP funds to fill a short term need, thus sustainability is not an intended outcome.</p>
Roles	
Role of partnership SCBGP and State DOA (Q10)	<p>What role has the partnership between SCBGP staff and State Dept. of Ag played in overall programs achieving strategic goals?</p> <p>Much of this data will come from surveys and interviews.</p>
Partnership improvement (Q11)	How can the federal and state partnerships between USDA SCBGP and SDA be improved?

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### 9.3 SCBGP SUBRECIPIENT SURVEY

#### SCBGP Subrecipient Survey Spring 2018

Specialty Crop Block Grant Program (SCBGP) Grant recipient Survey of 2013-2016 Grant Program

The USDA has contracted with the Evaluation and Learning Research Center (ELRC) at Purdue University to conduct a program evaluation of the 2013 Specialty Crop Block Grant Program (SCBGP) to better understand the role of this program in enhancing the competitiveness of specialty crops. You are receiving this survey, as you were the point of contact of XXX project funded by 2013 SCBGP funds. This survey is completely voluntary and you are free to skip questions or discontinue participation at any point. All responses will be collected by the ELRC confidentially and shared with USDA only in aggregate form. Your responses will inform recommendations for future program structure and ongoing program evaluation, as well as provide information relative to program outcomes and impacts that can inform decision makers and the public.

Should you have any questions or concerns about this survey, please contact: Wilella Burgess, ELRC Director, wburgess@purdue.edu or 765-494-0668.

Name: \_\_\_\_\_

Organization \_\_\_\_\_

Title/Position: \_\_\_\_\_

Email: \_\_\_\_\_

State/Territory: \_\_\_\_\_

Please describe your role relative to your 2013 SCBGP funded project, entitled XXXX.

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1. Thinking about your 2013 Specialty Crop Block Grant Program (SCBGP) project, xxxxx, please indicate your level of agreement with the following statements:

(In the box below each statement, please explain your answer with examples, descriptions of challenges and successes, and sources of information, where appropriate.)	Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree
a. My SCBGP project helped support the Specialty Crop (SC) industry in my community. Please describe:	<input type="radio"/>				
b. My SCBGP project helped support the Specialty Crop (SC) industry in my State/Territory. Please describe:					

<p>c. My SCBGP project provided knowledge, innovations, tools, or other resources that increased the performance of the existing SC industry in my community. Please describe:</p> <p>d. My SCBGP project provided knowledge, innovations, tools, or other resources that increased the performance of the existing SC industry in my State/Territory. Please describe:</p>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
<p>e. My SCBGP project fostered development of new or emergent capabilities in my community. Please describe:</p> <p>f. My SCBGP project fostered development of new or emergent capabilities in my State/Territory. Please describe:</p>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
<p>g. My SCBGP project shared knowledge, capacity, or other outcomes of our project outside my local community. Please describe.</p> <p>h. My SCBGP project shared knowledge, capacity, or other outcomes of our project outside my State/Territory. Please describe.</p>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
<p>i. Funding from the SCBGP helps agriculture in my local area adapt to changing priorities and external factors. Please describe.</p> <p>j. Funding from the SCBGP helps agriculture in my State/Territory adapt to changing priorities and external factors. Please describe.</p>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>

	Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree
k. SCBGP funds are important to the success of the SC industry in my local area. Please describe:	<input type="radio"/>				
l. SCBGP funds are important to the success of the SC industry in my State/Territory. Please describe:	<input type="radio"/>				
m. My project was able to leverage SCBGP funds to secure additional public or private funds. Please describe.	<input type="radio"/>				
n. My SCBGP project had important impacts on the health and well-being of people in my local community. Please describe:	<input type="radio"/>				
o. My SCBGP project had important impacts on the health and well-being of people in my State/Territory. Please describe:	<input type="radio"/>				

2. Please indicate the degree to which your SCBGP project impacted the following indicators of increased performance in your community.

(In the box below each statement, please explain your answer with examples, descriptions of challenges and successes, and sources of information that inform your response.)

My SCBGP enhanced or improved the economy of my community by ...

	No Impact	Slight Impact	Unsure	Moderate Impact	Great Impact
a. creating new types of careers in my community. Please explain:	<input type="radio"/>				
b. creating or maintaining jobs in my community. Please explain:	<input type="radio"/>				

c. creating or maintaining small businesses in my community. Please explain:	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
d. increasing agricultural revenues in my community. Please explain:	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
e. Increasing access to healthy foods in my community. Please explain:	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>

My SCBGP project enhanced or improved the economy of my community by ...

	No Impact	Slight Impact	Unsure	Moderate Impact	Great Impact
f. creating infrastructure or shared resources in my community. Please explain:	<input type="radio"/>				
g. supporting participation of new/beginning farmers in specialty crop production in my community. Please explain:	<input type="radio"/>				
h. supporting participation of socially disadvantaged farmers in specialty crop production. Please explain:	<input type="radio"/>				

i. supporting established farmers to add to or increase their specialty crop production. Please explain:	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
j. informing policy decisions. Please explain:	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>

3. How can the SCBGP be improved to better support the SC industry in your community or State/Territory?

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4. How did you learn about the SCBGP in your State/Territory?

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5. How would you describe your experience with the SCBGP? In what ways did the program facilitate or impede your work?

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6. How can the SCBGP be changed to better support successful outcomes?

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7. What else should we know? Is there a question we should have asked that we didn't?

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8. ELRC will be conducting a number of phone interviews to further explore information gathered through this survey. Would you be willing to participate in a 30-45 minute phone interview, if selected?

Yes please include your phone number and email address

Maybe please include your phone number and email address

No

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## 9.4 GRANT RECIPIENT SURVEY

### SCBGP Grant Recipient Survey Spring 2018

#### Specialty Crop Block Grant Program (SCBGP) State/Territory Survey of 2013-2016 Grant Program

The USDA has contracted the Evaluation and Learning Research Center (ELRC) at Purdue University to conduct a program evaluation of the 2013 Specialty Crop Block Grant Program (SCBGP) to better understand the role of this program in enhancing the competitiveness of specialty crops. As a part of the SCBGP program evaluation, this survey is completely voluntary and you are free to skip questions or discontinue participation at any point. All responses will be collected by the ELRC confidentially and shared with USDA only in aggregate form. Your responses will inform recommendations for future program structure and ongoing program evaluation, as well as provide information relative to program outcomes and impacts that can inform decision makers and the public.

Should you have any questions or concerns about this survey, please contact: Wilella Burgess, ELRC Director, [wburgess@purdue.edu](mailto:wburgess@purdue.edu) or 765-494-0668.

Name: \_\_\_\_\_

Title/Position: \_\_\_\_\_

Email: \_\_\_\_\_

State/Territory: \_\_\_\_\_

Did you work on the 2013-2016 SCBGP program in your State/Territory?

- Yes
- No

How long have you been working with the SCBGP in your State/Territory?

- less than 1 year
- 1-3 years
- 3-5 years
- more than 5 years

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Please describe your role relative to the 2013 SCBGP.

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1. Considering the portfolio of the 2013 Specialty Crop Block Grant Program (SCBGP) awards in your state/territory, please indicate your level of agreement with the following statements:

(In the box below each statement, please explain your answer with examples, descriptions of challenges and successes, and sources of information, where appropriate.)

	Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree
a. The SCBGP is an effective mechanism for supporting the Specialty Crop (SC) industry in my state/territory. Please describe:	<input type="radio"/>				
b. Partnership with USDA SCBGP helped my state/territory achieve strategic goals related to the SC industry. Please describe:	<input type="radio"/>				
c. Results from my state/territory's SCBGP (e.g., programs/processes/innovation) are generally sustainable. Please describe:	<input type="radio"/>				
d. The SCBGP increased the performance of the SC Industry in my state/territory. Please describe:	<input type="radio"/>				
e. The SCBGP fostered development of new or emergent capacities in my state/territory. Please describe:	<input type="radio"/>				

1. Continued: Considering the portfolio of the 2013 Specialty Crop Block Grant Program (SCBGP) awards in your state/territory, please indicate your level of agreement with the following statements: (In the box

below each statement, please explain your answer with examples, descriptions of challenges, successes and sources of information, where appropriate.)

	Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree
f. My state/territory transferred the knowledge, capacity, or other outcomes of our SCBGP projects to other states/territories. Please describe:	<input type="radio"/>				
g. The SCBGP allowed the SC industry in my State/Territory to seize opportunities, foster innovation, or take risks on promising initiatives. Please describe:	<input type="radio"/>				
h. The SCBGP helped agriculture in my state/territory remain agile and adaptable to changing priorities or external factors. Please describe:	<input type="radio"/>				
i. SCBGP funds are important to the success of the SC industry in my state/territory. Please describe:	<input type="radio"/>				
j. My state/territory leveraged SCBGP funds to help secure additional public or private funds. Please describe:	<input type="radio"/>				

2. Considering the portfolio of the 2013 Specialty Crop Block Grant Program (SCBGP) awards in your state/territory, please indicate the degree to which the SCBGP impacted the following indicators of increased performance in your state/territory.

(In the box below each statement, please explain your answer with examples, descriptions of challenges and successes, and sources of information that inform your response.)

The SCBGP enhanced or improved the economy of my state/territory by ...

	No Impact	Slight Impact	Unsure	Moderate Impact	Great Impact
a. creating new rural careers in my state/territory Please explain:	<input type="radio"/>				
b. creating new urban careers in my state/territory Please explain:	<input type="radio"/>				
c. creating or maintaining jobs in my state/territory Please explain:	<input type="radio"/>				
d. creating or maintaining small businesses in my state/territory Please explain:	<input type="radio"/>				
e. increasing agricultural revenues in my state/territory Please explain:	<input type="radio"/>				

2. Continued: Considering the portfolio of the 2013 Specialty Crop Block Grant Program (SCBGP) awards in your state/territory, please indicate the degree to which the SCBGP impacted the following indicators of increased performance in your state/territory.

(In the box below each statement, please explain your answer with examples, descriptions of challenges and successes, and sources of information that inform your response)

The SCBGP enhanced or improved the economy of my state/territory by ...

	No Impact	Slight Impact	Unsure	Moderate Impact	Great Impact
f. enabling savings or capital purchases in my state/territory Please explain:	<input type="radio"/>				

g. supporting participation of new/beginning farmers in specialty crop production in my state/territory Please explain:	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
h. supporting participation of socially disadvantaged farmers in specialty crop production Please explain:	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>
i. supporting established farmers to add to or increase their specialty crop production Please explain:	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>

3. How can the SCBGP be improved to better support the SC industry in your state/territory?

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4. How is the SCBGP administered in your state – please describe your process for soliciting/reviewing/rewarding/and supporting grants under this program? If desired, you may copy and paste relevant sections of your program solicitation or upload relevant files below.

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5. What key elements have you found to be the most important for successfully administering the SCBGP at the state/territory and project levels?

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6. What administrative changes have you made at the state/territory and/or project level to better support successful outcomes?

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7. How can the federal and state partnerships between USDA SCBGP and State Departments of Agriculture be improved?

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8. What else should we know? Is there a question we should have asked that we didn't?

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9. ELRC will be conducting a number of phone interviews to further explore information gathered through this survey. Would you be willing to participate in a 30-45 minute phone interview, if selected?

- Yes
- Maybe
- No

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## 9.5 PHONE INTERVIEW PROTOCOL

### **SCBGP interview question guide:**

Thank you for your willingness to participate in the SCBGP external evaluation. As you know, the Evaluation and Learning Research Center at Purdue University has been asked to conduct an external evaluation of the 2013 Specialty Crop Block Grant Program. The evaluation is intended to help elucidate the value of the program to various stakeholders, identify areas for improvement, and provide an independent program review. We've reviewed and analyzed all 2013 project reports, official statistics and program records, we've conducted surveys of both State Department of Agriculture SCBGP administrators and subrecipients, and now we will finish our data collection with interviews.

This interview, which should take about 30-45 minutes will ask about your perceptions and experiences relative to the value, structure, accessibility, transferability, and sustainability of the SCBGP. Your answers will help us understand the richness, variability, and importance of the SCBGP at the state and local levels.

Your participation in this interview is completely voluntary and your answers will only be shared with USDA and others in aggregate fashion. You are free to skip any question that you do not wish to answer and can end the interview at any time with no negative consequences.

#### **Value:**

The SCBGP is designed to support the SC industry. This first set of questions seeks your insights into the impacts of the SCBGP on the SC industry and on society as a whole.

1. Overall, what do you see as the most important contribution of the SCBGP to your State/Territory or your community?
2. What would be the major impacts of losing this program on your community or your state?
3. Who are the main beneficiaries of the SCBGP in your state/community?
4. Has the SCBGP helped create/extend/or solidify partnerships in your community/state? If so, how and with whom. What is the result of those partnerships?

#### **Structure:**

The second set of questions examines the impact of the SCBGP structure in facilitating or impeding program outcomes.

1. Do you feel the level of administrative burden for managing the SCBGP in your state is appropriate? How could the SCBGP be modified to increase/decrease administrative burden?
2. What metrics/indicators of success are most appropriate for understanding the impacts of the SCBGP projects in your community/state?
3. What structures or supports do you need to effectively collect and report outcome data? How can this process be improved?
4. Is the feedback received from the USDA or State DoA appropriate, timely, and useful? How can communication be improved?

#### **Equity and Accessibility:**

This set of questions seeks to understand the degree to which the SCBGP is accessible to a the full array of SCBGP stakeholders

- 
1. Do all eligible stakeholders in your State/Territory have access to SCBGP funds? Why or why not?
  2. What would make the SCBGP more effective/efficient/equitable/accessible?
  3. How can the federal and/or state partners help publicize the SCBGP to community stakeholders?

#### Transferability and Communication:

This set of question examines the degree to which outcomes and products from individual SCBGP projects are disseminated/accessible to others.

1. To what extent is information/knowledge/innovations/tools derived from individual SCBGP projects disseminated to others – within the state, outside the state?
2. How can dissemination of SCBGP products be improved?

#### Sustainability

This set of questions seeks to understand the role of the SCBGP in sustaining ongoing work.

1. How successful have you/your state been in finding funds to sustain successful SCBGP projects?
2. How can the state or federal partners assist with sustainability efforts?
3. What other partners have been or may be helpful?

#### General

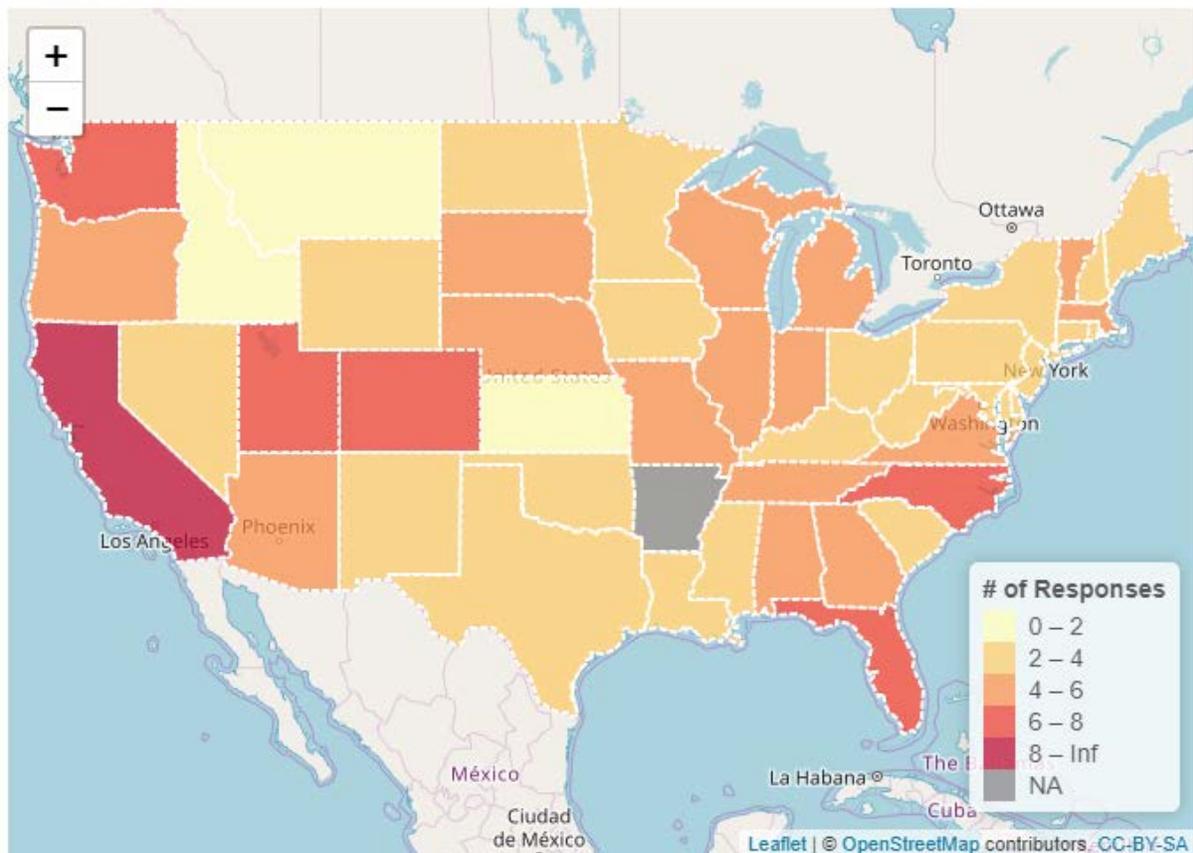
1. What is one aspect of the SCBGP that must continue? Why?
2. What is one aspect of the SCBGP that should be modified? Why?
3. What other comments do you have with regard to the value, strengths, weaknesses, or recommendations for improving the SCBGP?

## 9.6 MAP OF SURVEY RESPONDENTS

# SDA SCBGP Recipient and Subrecipient Responses by State

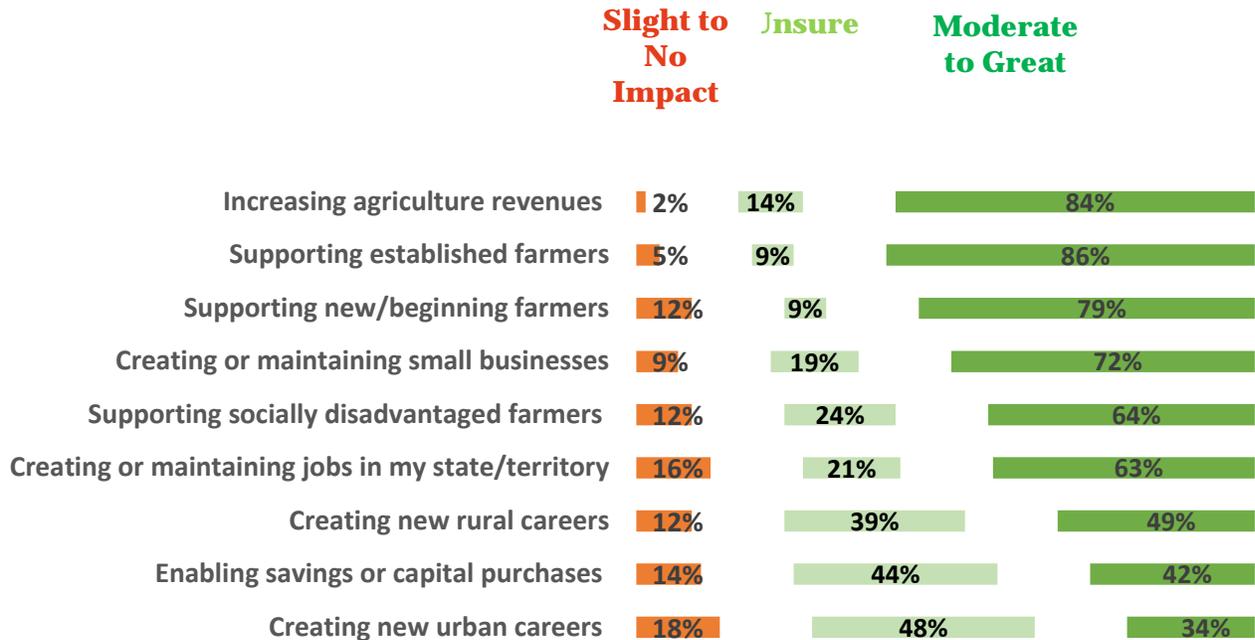
ELRC

September 2018



## 9.7 GRANT RECIPIENT AND SUBRECIPIENT PERCEPTIONS OF IMPACT OF SCBGP ON STATES AND COMMUNITIES

### Grant Recipient Perceptions of Impact of SCBGP on State/Territory



### Subrecipient Perceptions of Impact of SCBGP on Community



## 9.8 EVIDENCE BY TYPE AND SUBTYPE

Evidence Types and Subtypes	
Evidence Types and Subtypes	Examples – excerpts from final performance reports
<b>Economic</b>	
New Career Creation or attainment	<p><i>“At least five residents (employed by the project) have developed the skills of tissue culture propagation, which has made them competitive on the job market. One former employee found a well-paid job that directly utilizes these acquired skills.”</i></p> <p><i>“Three clients gained employment in the food service sector, two earned Food Manager Certificates, and three earned Food Handler certificates.”</i></p> <p><i>“Providing education that aids in keeping certifications and making them better employees helps maintain their jobs.”</i></p>
Job Creation	<p><i>“Through our location, we are able to provide 12 new jobs during the harvest season. These jobs entailed 10 warehouse workers whom helped sort, pack and maintain the food safety standards set forth through our HAACP plan, and 2 delivery drivers whom delivered our commodity to various locations.”</i></p> <p><i>“This translates into an employment multiplier of 1.82 (every job in specialty crops generates another 0.82 jobs in other areas of the regional economy).”</i></p> <p><i>“An independent study concluded that the approximately \$16 million investment in IR-4 annually contributes \$7.3 billion to the US economy and this includes over a \$290 million to the State’s economy. This supports over 100,000 jobs nationally.”</i></p> <p><i>“Some growers expanded production and hired additional farm workers.”</i></p> <p><i>“The research funding has created new research positions in this new area.”</i></p>
New Markets	<p><i>“15% of wineries indicated that they are getting more inquiries from local restaurants.”</i></p> <p><i>“Over the two-year project period, we doubled the number of worksites engaged in on-site CSA delivery with specialty crop farms in two states. Eleven farms sold products to 19 workplaces, over 50% of new customers bought more local specialty crops due to the project, and farms grossed \$135,016 over two years.”</i></p> <p><i>“Asian imports have been reduced and partially replaced by local production.”</i></p> <p><i>“The project helped a number of small growers supply artichokes and specialty melons at farmers markets, while introducing these attractive products to many consumers.”</i></p>
New Businesses	<p><i>“In 2015 there are now 77 licensed wineries, 165 vineyards, and an 84% increase in the state’s production tonnage from 2010 to 2014.”</i></p> <p><i>“The project more recently attracted a new initiative for the establishment of another large scale hydroponic system in the metropolitan area.”</i></p>

	<p><i>“The partnerships helped many incubator farmers to expand, grow and supply specialty crops to urban markets.”</i></p> <p><i>“At least two growers are in the process of implementing a commercial size mushroom production operation.”</i></p>
Price Premium	<p><i>“Approximately 60% of consumers were willing to pay \$0.50 (per pound of apples) to \$2 more (per half dozen sweet corn) for a [State] Grown logo labeled product.”</i></p> <p><i>“The winemaker who makes the Tempranillo wines indicated that they could charge 25% more for the wines that were preferred during the blind taste tests.”</i></p> <p><i>“On average, organic and hydroponic varieties were valued more than conventional varieties. Out of all of the products, on average, hydroponic mixed and organic green varieties received the largest premiums across treatments.”</i></p>
Revenues	<p><i>“Estimated financial benefit to farmers is upwards of \$50 per tree.”</i></p> <p><i>“The 8,437 and 12,157 extra acres in 2014 and 2015 will result in an additional 1.434 and 2.067 million dollars at the grower level for the 16 target counties. This is based on the assumption dry beans will net \$170 over soybeans in 2014 and 2015.”</i></p> <p><i>“An independent study concluded that the approximately \$16 million investment in IR-4 annually contributes \$7.3 billion to the US economy and this includes over \$290 million to the state’s economy.”</i></p> <p><i>“[Company] had great success with this program and reported \$2 million in export sales directly related to the training received from this program in the following year.”</i></p> <p><i>“Produce demonstrations resulted in an average of 12,000 pounds of [State] vegetables sold during the promotional period at participating retailers. Campaign tactics resulted in an average increase in sales of 46.5 percent from the previous year.”</i></p>
Savings	<p><i>“While not quantitatively shown in the experiment conducted in this project, a 47% reduction in closely spaced plants would reduce the time required by hand crews to remove excess plants after machine thinning by an estimated 0.6 hr/ac. ... If these gains were realized on the 50,000 acres of iceberg and romaine lettuce raised in the state, growers would save \$200,000 annually in labor costs and increase revenues by \$3.75 million.”</i></p> <p><i>“Cost savings of adopting CGH cultivars were derived. Two main cost savings are material saving and labor saving. ... The material cost saving is about \$500....The savings on labor (excluding picking) are about \$490.”</i></p> <p><i>“Pesticide applications were reduced using perimeter trap cropping for SWD. Without the brambles to intercept the SWD, the strawberries would have been sprayed on the same schedule as the brambles resulting in an additional \$436 in 2014 and \$505 in 2015 spent on pesticides, labor and application equipment.”</i></p>
<b>Human Factors</b>	

Awareness	<p><i>“At this point small farmers have an awareness of plastic and drip irrigation systems and the value of Enterprise budgets because of the hands on outreach work that has been done by the DSFA.”</i></p> <p><i>“Each individual touched by this effort becomes aware of the pollinator risks associated with individual pesticide practices, enabling them to alter choices when needed or more importantly to interact, once again, with growers, buyers and markets armed with science-based, peer-reviewed information that justifies their pesticide actions.”</i></p> <p><i>“Increased awareness of FSMC vendor requirements, and the specialty crop producer landscape amongst 6 specialty crop distributors serving institutions.”</i></p> <p><i>“The secondary goal was to influence the community. This goal was recognized by 85% of the surveyed customers whose awareness of specialty crops increased, based on the student demonstrations. 12% had somewhat increased awareness and 3% and little or no change.”</i></p>
Knowledge Gain	<p><i>“All students who participated in the 5-Week Community Education Course and completed the final evaluation were able to correctly identify two economic advantages to Aeroponic gardening.”</i></p> <p><i>“At the beginning and end of each workshop, a series of 10 questions related to key cottage foods concepts were displayed. Attendees were asked to use their clickers to indicate the correct multiple-choice answer. The average percentage of attendees with correct answers increased from 48% before the workshop to 87% after the workshop--representing an 81% gain in knowledge.”</i></p> <p><i>“2,328 Landscape workers were trained in techniques to create sustainable turf grass with an average of 30% improvement from pre- to post-training knowledge evaluations.”</i></p> <p><i>“In providing technical outreach assistance prior to the start of the audit season, we saw a 50% reduction in the number of failed audits even though the overall number of audits has increased between 2014 and 2016.”</i></p>
Behavior Change	<p><i>“Overall adoption of organic IPM practices: 30% in 2013 to 72% in 2015 (almost doubled over the project period and continues to rise). Farmers directly consulting with extension (25 to 30 each year) have IPM adoption rate of 90% due to urgency to protect crops.”</i></p> <p><i>“Of the eighty-seven families surveyed, 85% reported that the program increased the amount of fresh fruits and vegetables their family consumed and 61% said they purchased additional produce because of their exposure to it through the program.”</i></p> <p><i>“Student journaling provided evidence of increased consumption of specialty crops.”</i></p> <p><i>“We received comments that students ate new vegetables for the first time, because they were involved in the entire growing process, ...”</i></p>
<b>Monitoring and Detection</b>	
Certifications and Audits	<p><i>“The benchmark was 30 farms, and the target was to have a more than 30% increase. This goal was exceeded with a 70% increase in the number of</i></p>

	<p><i>specialty crop growers that are GAP Certified in [State] state, from the number in 2013.”</i></p> <p><i>“16 local specialty crop producers attained a critical food safety certification qualifying them to sell into new wholesale markets.”</i></p>
Training/ Implementation	<p><i>“This project assisted 14 Growers in the MFV with Global G.A.P. implementation on their farms which has a direct impact on approximately 2,500 acres of tree fruit orchards in production.”</i></p> <p><i>“152 farmers and service providers participated in the nine Practical Produce Safety Workshops, increasing the numbers of farms writing produce safety plan from 90 to 242.”</i></p>
Scouting, detection, and prevention	<p><i>“...establish baseline susceptibility for commonly used insecticides in [State] blueberries. This will serve as an invaluable resource that can be used as a reference when conducting future susceptibility monitoring experiments. Knowing the baseline susceptibility will help with efforts to provide an early warning regarding resistance if it begins to develop in SWD populations.”</i></p> <p><i>“57% farmers are using scouting practices to detect and correctly identify the pests before an outbreak occurs.”</i></p> <p><i>“Canines (5) have successfully been trained to alert to pre-symptomatic trees. When those trees are immediately treated with TILT per UF-TREC recommendations, &gt; 90% are still healthy and show no signs of the disease a year later; thus curbing the spread of the disease.”</i></p>
Sampling and Testing	<p><i>“Swab sampling on-farm showed that there is a great need for this type of evaluation of sanitation steps in the packinghouse. ATP levels were typically high during active line production and typically low post sanitation step. Generic E. coli levels were low or zero and low or zero post sanitation.”</i></p> <p><i>“This program allowed the commercial citrus industry to identify the areas that are highly infected with HLB.”</i></p> <p><i>“A total of 47 field men, growers, research and extension personnel submitted 1,002 samples since the laboratory was established. The results were used in making management decisions and to support research projects.”</i></p> <p><i>“Through trapping and use of sentinel egg cards an initial survey has been completed on the types of natural enemies attacking BMSB in [City] and near [Town].”</i></p>
New method/tool development	<p><i>“Based on field studies in 2013 and 2014, we developed and validated a degree-day model that can be used to predict the emergence of adult LM and their flights, thus providing warning to growers to implement control tactics.”</i></p> <p><i>“This project has developed the technology to allow growers to take samples in the field and identify presymptomatic trees and then pull them from the orchard to prevent the spread of the disease.”</i></p>
<b>Products</b>	
Curricula, lesson plans, fact sheets	<p><i>“A free online publication was developed containing temperate climate agroforestry specialty crop planting templates with establishment and maintenance guidelines so growers could replicate designs.”</i></p>

	<p><i>“Developed a farm-based education program for specialty crop producers that included six on-farm field days, one webinar and six online training videos.”</i></p> <p><i>“Invasive species fact sheets provided teachers with the agricultural content needed for student understanding, and provided teachers with the kind of lessons they need to meet education standards and busy schedules in quick, 30-minute lessons using hands-on, real-life applications.”</i></p> <p><i>“Developed training materials for handling media inquiries.”</i></p> <p><i>“Project Staff developed educational materials in the form of fact sheets and workshop curriculum to assist faith-based groups with decisions about: sales of specialty crops; food sampling and commercial kitchen use; and establishing and managing on-site CSA or farm stand programs.”</i></p>
Knowledge	<p><i>“Biological and genetic insight was gained from the isotope experimental approach that will establish the basis to more fully understand how to improve lettuce and directly identify the genes underlying the QTL identified in this project.”</i></p> <p><i>“The variety Socrates was identified as the highest marketable quantity of fruit and Katrina was identified as the highest marketable yield with regard to weight. This information not only helps a producer decide which variety to sell but whether or not to sell based on quantity or weight.”</i></p> <p><i>“Establishment of nuclear seed stock shoot cultures of all 15 caladium disease free varieties was achieved.”</i></p> <p><i>“The research found that a facility that focused only on selling specialty crops to food co-ops was not economically feasible.”</i></p> <p><i>“A dietary research study with human subjects was carried out to show that consumption of cranberry juice made from a low acid cranberry variety, Demoranville, provided antioxidant phytonutrients through the diet.”</i></p> <p><i>“The research conducted as part of the Project showed that through implementation of RDI, application of irrigation water could be reduced and wine quality could be improved.”</i></p> <p><i>“Tomato, cucumber, melon, corn, kale and lettuce crops were all produced under protective covering in 2015. These crops had on average a 75 percent higher yield than their field-grown counterparts.”</i></p> <p><i>“The major successful outcomes of the project are the three professionally-designed edible landscape demonstration gardens that are populated with numerous edible plant species; these gardens and their educational value will persist for decades.”</i></p> <p><i>“Staff have a validated method that allows them to test for the salt tolerances of plant species four times faster than traditional methods.”</i></p> <p><i>“A gold nanoparticle biosensor is being developed (patent pending) that will allow for more rapid identification of the fungus and should be field deployable, thus decreasing the time between canine alert, confirmation of the pathogen and treatment.”</i></p>

<p>News Reports, Media Contacts, or Videos</p>	<p><i>“Three food bloggers visited the [University] Culinary facility for the day. They were educated on the Aeroponic towers and helped with the first major food harvest. They also worked with Chef [Name] to prepare and sample the foods from the harvest and blog about the [University] Aeroponic Towers.”</i></p> <p><i>“A news segment featuring a farmer, whose tomato crop was hit with pesticide drift in 2013, was picked up by 27 news outlets and reached an audience of over 18,000 people.”</i></p> <p><i>“Three 30-second public service announcement videos for grower, consumer, and municipal audiences were created. Each video aired on the Farmweek television show and was posted onto the website and social networking sites for viewing at any time.”</i></p>
<p>Publications or Presentations</p>	<p><i>“Results of the trials were presented at a workshop at CFSA’s Organic Commodities and Livestock Conference.”</i></p> <p><i>“The project has yielded five published abstracts in HortScience. Six manuscripts have been developing and will be submitted to HortScience or HortTechnology for publication by the end of 2016. Four extension fact sheets on high tunnel and high tunnel specialty crops production are under internal reviews.”</i></p> <p><i>“Three poster and one oral presentations were made during professional conferences.”</i></p>
<p>Trainings, Workshops,</p>	<p><i>“300 County residents observed the preparation of healthy recipes at six workshops.”</i></p> <p><i>“We had eight educational sessions that consisted of fruit production, vegetable production methods, food safety and buyer audits, pest management, alternative or minor crops, and marketing methods for specialty crops.”</i></p> <p><i>“Field Day on Organic Apple Production was held on July 13, 2015, at the on-farm site for approximately 30 students, farmers and ag professionals.”</i></p> <p><i>“The Division has hosted on farm food safety workshops in different regions of the State. When possible workshops included a mock Good Agricultural Practices (GAP) audits to help producers understand the requirements.”</i></p> <p><i>“[Food Store] staff provided store owner trainings for 16 stores to profitably sell more fresh fruits and vegetables with a focus on how to merchandise and promote [State] grown items.”</i></p>
<p>Websites and Newsletters</p>	<p><i>“About 2500 producers statewide and regionally received direct research-based information from the Vegetable IPM project through the IPM newsletter, social media channels, and websites with a great impact on the state’s economy.”</i></p> <p><i>“The project created an asparagus disease website for growers to use and obtain additional information on the diseases.”</i></p> <p><i>“[Organization] identified and engaged [Name] Studios to design and implement the standalone website. The website launched in October 2014 and provided resources to promote the state’s specialty crops and to assist new school districts in joining the expanding network.”</i></p>

	<p><i>“A website was created that provides relevant food safety sites housed at other land-grant Universities and reputable food safety training center websites. Over 300 people have accessed the website over the last 6 months.”</i></p>
<p><b>Reach</b></p>	
Access	<p><i>“The Farm Food Collaborative increases specialty crop producers’ competitive ability to access local, wholesale markets by overcoming the barriers impeding the sale of local, specialty crops and fostering long-term relationships among producers and local institutional buyers.”</i></p> <p><i>“Thirty-eight residents of the Transitional Housing program for veterans...are working in the garden at that site each year. The food is utilized by the veterans for their meals.”</i></p> <p><i>“Beyond the state’s specialty crop producers, other beneficiaries include local institutions and those they serve, such as school children, employees and general consumers, who as a result of the project have greater access to locally grown fruits and vegetables in a region reporting some of the highest rates of diet-related diseases in the nation.”</i></p> <p><i>“During this grant cycle, 2014-2016, the [State] Gleaning Project provided 4,866,928 pounds of fresh produce to...food banks. This is the equivalent of 4,055,773 meals.”</i></p> <p><i>“Identified over 20 farmers interested in starting SC production, with capacity to start at 2 to 100 acres. All of the 5 main SC producers in the CV want more land. 580 acres in new planting of cherries (40 acres), walnuts (280 acres) and mixed row crop operation, expansion and in new management (260 acres).”</i></p>
Attendees or Participants	<p><i>“Since the project’s outset, the Collaborative hosted 8 educational events that promoted specialty crops and reached 46,400 people.”</i></p> <p><i>“Cumulatively, 3,000 County residents received nutrition information at various public events such as the Farmers’ Market and Health Fair.”</i></p> <p><i>“At the social media training an average attendance was 10 for each session. Most were small business owners with one farmer and one cattleman participating.”</i></p> <p><i>“Each year over 180 children from over 150 households participated in gardening class through our summer children’s program.”</i></p>
Print Materials	<p><i>“30,000 rack cards were distributed to each WIC participant in the state.”</i></p> <p><i>“Recipe cards for each of the twelve new recipes were distributed to all counties (250 per county) in the state.”</i></p> <p><i>“Additionally, nearly 13,000 Storage &amp; Handling Tips flyers were produced for marketer distribution to consumers. Some marketers used the provided Storage &amp; Handling Tips template and produced their own flyers on their letterhead. It is estimated that at least 6,000 additional flyers were distributed to consumers, for a total of 19,000 – 20,000 total flyers.”</i></p>
Circulation, Media Contacts, Subscribers, Readership, Social Media	<p><i>“Growth in IPM newsletter subscriptions: 1,300 in 2013 to 2,500 in 2015 (92% increase).”</i></p>

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*“Food and Wine’s social audience yielded 12,205 social engagements including likes, comments, shares, favorites and mentions.”*

*“At the end of 2014, there were 3,009 Facebook fans.”*

*“Our PSA was aired 364 times during the late summer and fall of 2014. Our goal was to reach “millions” of consumers with 300 airings of the PSAs and that goal was met. Using the demographic information provided by the television stations, we calculate that a possible 1.3 million people (average 4 people per household) may have viewed the PSAs’ message of using more fruits and vegetables in snacks and home cooking.”*

## 9.9 GRANT RECIPIENT AND SUBRECIPIENT BELIEFS REGARDING ECONOMIC IMPACT OF SCBGP

Categories	Local F (%)	State F (%)	Examples of Comments
Research and marketing otherwise not affordable to the SC industry	14 (30%)	23 (44%)	<p><i>"Many projects that need research support would not be possible in the absence of SCBGP support."</i></p> <p><i>"Funding provides for economic development through television that farmers cannot afford."</i></p>
General benefits	12 (25%)	12 (23%)	<p><i>"I have seen many successful projects funded by SCBGP that are extremely beneficial."</i></p> <p><i>"Without these grants, the specialty crop industry would not have funds..."</i></p>
Local, small and urban farms would otherwise not afford these projects	10 (21%)	9 (17%)	<p><i>"Without these funds, local issues may not be met."</i></p>
Start-up Capital, new SC, new technology	8 (17%)	6 (11%)	<p><i>"The future of the SC industry locally depends on the development of the next generation of farmers."</i></p>
Longer, larger grants are needed	3 (6%)	2 (4%)	<p><i>"Many grants fund money for seeds and/or plants which is helpful but not always what you need to get something sustainable going."</i></p>

Note: F = frequency counts, local communities n=46, state communities n=48

## 9.10 SCBGP REACH BY PARTICIPANT TYPE

Project Type	Food Industry and Retailers	Producers	Researchers	Adults and Teachers	Students and Youth	Total Individuals	Food Industry and Retailer Groups	Consumer groups, including families and classes	Total Groups
Education and Outreach	1,375	4,746	87,833	27,881	1,383,566	1,505,401	30	591	621
Marketing & Promotion	1,720	2,209	137	24,399	45,600	74,065	7,664	5,249	12,913
Food Safety	1,364	5,586	144	7,930	33,000	48,024	115	20	135
Research	2	5,841	1,355	7,548	25	14,771	--	--	0
Pest and Plant Health	49	1,534	1,020	7,613	--	10,216	20	--	20
Production	84	315	--	7,945	--	8,344	97	--	97
<b>Total</b>	<b>4,594</b>	<b>20,231</b>	<b>90,489</b>	<b>83,316</b>	<b>1,462,191</b>	<b>1,660,821</b>	<b>7,926</b>	<b>5,860</b>	<b>13,786</b>

## 9.11 CATEGORIES AND FREQUENCY OF NEW OR EMERGING CAPABILITIES CREDITED TO SCBGP ACTIVITIES

Categories	Local F (%)	State F (%)	Examples of Comments
Education and training	14 (28%)	15 (35%)	<i>“Local county agents trained on symptoms of various viruses...”</i>
Research leading to additional research and SC improvements	10 (20%)	12 (28%)	<i>“We were able to directly correlate reductions in disease incidence and severity...”</i>  <i>“ability to grow day neutral strawberries”</i>
Knowledge of the benefits and how to use fresh foods/SC	8 (16%)	4 (9%)	<i>“It inspired a new way of thinking when producing foods.”</i>  <i>“...empower them to add more fruits and vegetables to their diets...”</i>
Support and development of coalitions, collaborations and communities	8 (16%)	5 (12%)	<i>“partnerships have been created by this project which will serve us well in engaging new ideas with this promotion”</i>  <i>“It created a coalition of cooperation among people dedicated to local food.”</i>
Tools created for marketing, production and management	5 (10%)	5 (12%)	<i>“Helped develop tools to support optimal fertilizer use.”</i>  <i>“Funded additional smartphone irrigation app development...”</i>
New farmers/growers/producers	5 (10%)	2 (5%)	<i>“New beekeepers were created.”</i>  <i>“We now have a beginning farmer and rancher program...”</i>

Note: F = frequency counts, local communities n=50, state communities n=43

## 9.12 FREQUENCY OF GRANT RECIPIENT AND SUBRECIPIENT REPORTED MECHANISMS FOR SHARING SCBGP RESULTS

Category	Regional F (%)	State F (%)	National F (%)	International F (%)
Other/Unknown	24 (35%)	20 (29%)	16 (23%)	3 (4%)
Discussions/Meetings/Workshops	19 (27%)	19 (27%)	10 (14%)	4 (6%)
Publications	11 (16%)	9 (13%)	8 (12%)	1 (1%)
Conferences/Presentations/TV	10 (14%)	9 (13%)	9 (13%)	3 (4%)
Extension	3 (4%)	3 (4%)	1 (1%)	0 (0%)

Note: F = frequency counts, n=69

## 9.13 GRANT RECIPIENT AND SUBRECIPIENT REPORTED CATEGORIES OF ADAPTION ENABLED BY SCBGP

Categories	Local F (%)	State F (%)	Examples of Comments
Allowing Farmers/Growers/Producers to adapt to new challenges	14 (30%)	22 (46%)	<p>“Under the SCBGP we have erected high-tunnels to extend our growing season”</p> <p>“Helps growers adapt to threats from invasive exotic pests.”</p> <p>“Introduce new ways of thinking about what to do and how to do it.”</p>
Marketing adaptation to changing customers of SC	13 (28%)	9 (19%)	<p>“Online presence and selling is the next big demand and we have to use our experiences to get better at meeting customer demand.”</p> <p>‘Yes, the Co-op helps farms adjust to changing prices and demands from customers...’</p>
Collection of data and validation of new approaches	10 (22%)	7 (15%)	<p>“...data collection from beginning farmers, providing a mechanism for understanding changing priorities...”</p> <p>“Growers did save money by not using potential technology that did not work.”</p>
Focus on local concerns	9 (20%)	10 (21%)	<p>“Funds are dedicated to local issues facing industry.”</p> <p>“These are region specific projects that often are derived from grower requests and issues.”</p> <p>“...affords researchers the ability to address local and regional issues of critical importance...”</p>

Note: F = frequency counts, local communities n=46, state communities n=48

## 9.14 GRANT RECIPIENT AND SUBRECIPIENT REPORTED IMPACTS OF SCBGP ON HEALTH AND WELL-BEING

Categories	Local F (%)	State F (%)	Examples of comments
Increase access to fresh produce	11 (29%)	10 (26%)	<p>“Through this SCBGP local community members were able to access more locally grown produce.”</p> <p>“Increasing access to fresh fruits and veggies is certainly a boost to the wellbeing of residents in the region.”</p>
Increase safety of fresh produce	9 (24%)	9 (23%)	<p>“By improving food safety, this works supports the health and wellbeing of people in my local community.”</p> <p>“We were able to control disease in tomato production without the use of chemical pesticides by using ozone spray.”</p>
Financial wellbeing	5 (13%)	7 (18%)	“Helped increase revenue for local farms and supported jobs.”
General increase	4 (11%)	3 (8%)	“Tangential infrastructure investment is intended to have positive health outcomes.”
Increase awareness of the benefits of fresh food	3 (8%)	3 (8%)	“People in the community were made aware of the importance of buying local and the benefits of consuming fresh food that is grown locally...”

Note: F = frequency counts, local communities n=38, state communities n=39

## 9.15 SCBGP GRANT RECIPIENT AND SUBRECIPIENT REPORTS OF LEVERAGED FUNDS

Categories	F (%)	Examples of Comments
Private Foundations, grants, industries	18 (31%)	“We now receive funding to continue this work, at a smaller level, from private foundations.” “The wine industry contributed both cash and in-kind support...”
Undefined, provided a catalyst for future work in general	9 (16%)	“Served as a catalyst for private vineyard/winery development but no public or educational funding.” “Our project gave me a platform to hire a high-achieving undergraduate research assistant ... [she] developed her own related research question and investigation.”
National grant programs	9 (16%)	“Seed funding for larger federal funding programs from USDA” “Used findings to help secure USDA-RMA funds for outreach.”
No support available	7 (12%)	“Public or private funds (grove owners) are not available in that there is not a “willingness to pay” unless subsidized.” “We tried getting additional funding from other sources but were rejected due to small acreage in that the disease problems that were severe in [state] were not a big issue across the nation.”
Growers/Grower Associations	6 (10%)	“The [area] Christmas Tree Association provided additional funding from growers.” “Grape growers are cooperating and providing some support...”
University funding	4 (7%)	“Both national and university funds were obtained through the leveraging of SCBG funds.”
Volunteer labor	4 (7%)	“We were able to add volunteers to our program...”
Local Government Support	3 (5%)	“Funding was leveraged from the local Economic Development Authority...”

Note: F = frequency counts, n=58

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## 9.16 ABBREVIATIONS USED IN THIS REPORT

<b>Abbreviation</b>	<b>Definition</b>
2013	Federal Fiscal Year 2013
AMS	Agricultural Marketing Service
ELRC	Evaluation and Learning Research Center
Grant Recipient	State Department of Agriculture receiving SCBGP funds
Grant Subrecipient	Recipient of SCBGP funds from State Department of Agriculture
NASDA	National Association of State Departments of Agriculture
OMB	Office of Management and Budget
RFA	Request for Application
SC	Specialty Crop
SCBGP	Specialty Crop Block Grant Program
SDA	State Departments of Agriculture
USDA	United States Department of Agriculture

## 10 WORKS CITED

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