

## Specialty Crop Block Grant Program – Farm Bill

CFDA Number: 10.170, Funding Opportunity Number: USDA-AMS-TM-SCBGP-G-21-0003

### New Mexico Department of Agriculture State Plan for FY 2021-22

*First Submission 9/1/21*

*Second Submission 11/29/21*

*Third Submission 12/22/21*

NMDA Marketing & Development Division

Felicia Frost & Zak Barela

MSC 5600, P.O. Box 30005

Las Cruces, NM 88003-8005

#### Table of Contents

Project 0	Grant Administration	Page 2
Project 1	Cultivating economic sustainability for New Mexico winegrowers through E-commerce	Page 13
Project 2	La Cosecha’s Low-Sodium and Diabetes Friendly Prepared Foods	Page 26
Project 3	Southwest New Mexico Food Hub: Growth, Sustainability and Safety	Page 41
Project 4	Los Vecinos provides comprehensive, on-the-ground support for beginning, small, and underserved farmers in Taos County.	Page 59
Project 5	Education and Training for Socially-disadvantaged Young Native American Farmers	Page 72
Project 6	Elevating NM Specialty Crops	Page 86
Project 7	Sembrando Salud: Sowing Health through small-scale specialty vegetable and culinary/medicinal herb production	Page 97
Project 8	Warrior Farmer Specialty Crop Support Program	Page 115
Project 9	Cooking with Kids Farm to School Project: Supporting and Expanding New Mexico Grown	Page 126
Project 10	Promotional Campaign to Increase Consumer Awareness of NM Chile	Page 142
Appendix		Page 153

# GRANT ADMINISTRATION TEMPLATE

The State department of agriculture must include the following information once at the beginning of the State Plan.

## RECIPIENT INFORMATION

**State Department of Agriculture:**.....New Mexico Department of Agriculture

## STATE PLAN COORDINATOR

*List the person at the State department of agriculture directly responsible for administering the state plan.*

**Coordinator Name:**.....Felicia C. Frost and Zakary Barela  
**Title:**.....Marketing Specialists  
**Phone Number:**.....575-646-4929  
**Email:**.....specialtycrops@nmda.nmsu.edu

## OUTREACH

### OUTREACH TO SPECIALTY CROP STAKEHOLDERS TO IDENTIFY FUNDING PRIORITIES

*States are encouraged to conduct outreach to specialty crop stakeholders to receive and consider public comment to identify state funding priority needs in enhancing the competitiveness of specialty crops prior to development of your request for proposals or applications.*

### OUTREACH TO IDENTIFY FUNDING PRIORITIES

*Provide the steps you took to conduct outreach to identify funding priorities.*

Each year NMDA funding priorities are not limited to specific topics or crops; however, project proposals are largely based on the following:

- Potential Impact
- Potential Return on Investment
- Sustainability (the likelihood that a project will continue after federal funding has ceased)

2021 was slightly different in that early on, NMDA (like other states) heard clearly from industry that there was a need for funds to be used for COVID-19 (CV-19) recovery in addition to more traditional applications. Industry vocalized this need during various virtual meetings that NMDA marketing staff, communications staff, and leadership were participating in beginning in the Summer of 2020 through the end of the calendar year when formal outreach for the SCBGP began. Some examples of these virtual meetings include industry commissions and associations, various NM-Grown Initiative convenings, discussions with various non-government entities with large participation such as NM First, and many more.

NMDA’s response to the needs relayed by industry was to include CV-19 recovery as a major consideration along with the bullets listed above. (NMDA’s specific outreach efforts are bulleted below.) Since the RFA from USDA had yet to be released, NMDA asked the evaluation committee to score all 19 proposals received with the following maximum points allowed: 20 for project purpose; 30 for potential

impact (could include CV-19 recovery); 20 for expected measurable outcomes (also could include CV-19 recovery elements); 20 for work plan, and 10 for the budget narrative.

Grant Coordinators waited to present the evaluation committee's feedback to NMDA leadership until after the RFA was published by USDA so that the strategy moving forward was reflective of the evaluation committee's feedback, yet consistent with the new RFA.

After several meetings between coordinators and leadership, a strategy to move forward with was developed. A total of 18 proposals would be included in either the SCBGP-COVID application packet, or the SCBGP-Farm Bill packet. Those proposals exhibiting more connectivity to CV-19 recovery, were included in the SCBGP-COVID application packet (to be submitted at a later date). While this application packet is also to include a few non-CV-19 recovery proposals as allowed in the RFA, the more traditional proposals (less emphasis on recovery yet still timely) were delegated to the SCBGP-Farm Bill application.

Formal outreach efforts included:

- A recorded Zoom conversation between the secretary of agriculture and NMDA grant coordinators
- An animated video providing a broad overview of the SCBGP and the deadline and process to apply
- A press release and multiple media interviews
- Social media posts across various platforms
- A series of Zoom workshops

Outreach for the Farm Bill and HR 133 Stimulus funding was promoted together, through the bulleted efforts listed above. The outreach for the HR 133 Stimulus funding is complete.

Most of these can be found by accessing our Funding Opportunities page on the new [elevateNMag.com](https://www.elevatenmag.com) website. The SCBGP-specific page is <https://www.elevatenmag.com/specialty-crop-block-grant-program/>.

---

## IDENTIFIED FUNDING PRIORITIES

*Provide the funding priority needs identified through your outreach to specialty crop stakeholders. Add more funding priorities by copying and pasting the existing listing or delete funding priorities that aren't necessary.*

### **Funding Priority 1**

N/A. (See details in previous section.) In general, NMDA has elected not to identify funding priorities based on specific topics or crops, because by not doing so, NMDA receives a broader selection of proposals to select from based on the above-mentioned criteria.

---

## OUTREACH NOT CONDUCTED (IF APPLICABLE)

*If outreach was not conducted to identify funding priorities, provide an explanation why it was not conducted.*

N/A

---

## OUTREACH TO SOCIALLY DISADVANTAGED AND BEGINNING FARMERS

---

## IDENTIFYING SOCIALLY DISADVANTAGED AND BEGINNING FARMERS

*Describe the methods used to identify socially disadvantaged and beginning farmers within your state.*

The methods used to identify and reach socially disadvantaged and beginning farmers in New Mexico were the same methods mentioned above, including:

- A recorded Zoom conversation between the secretary of agriculture and NMDA grant coordinators
- An animated video providing a broad overview of the SCBGP and the deadline and process to apply
- A press release and multiple media interviews
- Social media posts across various platforms
- A series of Zoom workshops

In addition, staff made themselves available for one-on-one discussions via Zoom or phone with interested parties that could not attend the formal Zoom workshops. The new [elevateNMmag.com](http://elevateNMmag.com) website has a translation feature, which was not available on the previous marketing website. NMDA's press releases are also made available in Spanish; the most common primary or secondary language in New Mexico aside from English.

---

## ENGAGING SOCIALLY DISADVANTAGED AND BEGINNING FARMERS

*Describe the methods used to reach out to these groups to inform them about the SCBGP.*

Socially disadvantaged and beginning farmers are part of all of the above-mentioned groups as most farmers in New Mexico fit within one or both of these criteria. While face-to-face was not allowable due to CV-19 safety protocols, every reasonable effort was made to engage with socially disadvantaged and beginning farmers through the means already described.

---

## OUTREACH NOT CONDUCTED (IF APPLICABLE)

*If outreach was not conducted to socially disadvantaged farmers and beginning farmers, provide an explanation why it was not conducted.*

N/A

## COMPETITIVE REVIEW PROCESS

### PROPOSAL SOLICITATION

*Describe the methods you used to solicit proposals that met the identified specialty crop funding priority needs.*

The methods used to solicit proposals **for both Farm Bill and HR 133 Stimulus funding simultaneously** are the above-mentioned Zoom workshops, a press release, social media posts, the new website page, a Zoom recording, a new animated video, media interviews, and through word of mouth during staff participation in any pertinent virtual conferences and meetings that occurred prior to the deadline.

### GRANT PROPOSALS RECEIVED

**Number of Grant Proposals Received:**.....19

## APPLICATION REVIEW PANEL

### REVIEWER SELECTION

*Describe how you selected reviewers to ensure the review panel consisted of technical experts from various fields, who were qualified and able to perform high quality and fair reviews.*

The evaluation committee members are recommended by NMDA staff as well as past committee members and are approved by the New Mexico secretary of agriculture. There is no formal process, metrics, or mechanism as one is not needed at this time. Past recommendations have proven to be qualified, non-biased, and diverse in their professional expertise and background.

---

### REPRESENTED FIELDS OF EXPERTISE

*Provide the fields of expertise the review panel members represented (i.e., botanists, food nutrition experts, commodity association representatives, etc.).*

This year, there were three members on the evaluation committee and their fields of expertise are as follows:

- Member 1—Horticulture and Agricultural Production
- Member 2—Agricultural Business and Risk Management
- Member 3—General Business and Marketing

---

### PREVENTING REAL OR PERCEIVED CONFLICT OF INTEREST

*Describe how you documented and ensured reviewers were free from conflicts of interest (i.e., reviewers signed a conflict of interest statement).*

All members of our evaluation committee completed and signed a conflict of interest form.

## SHARING THE RESULTS OF COMPETITIVE PROCESS WITH APPLICANTS

*Describe how you will provide or did provide results of the peer review panel to the grant applicants while ensuring the confidentiality of the review panel members.*

As part of all follow-up with applicants, they were provided a list of strengths and weaknesses as well as their ranking. Rankings are based primarily on an average score for each proposal as determined by the committee. We disclose the number of panelists and their background during this process, but the names of the individuals are not disclosed to ensure their confidentiality. Upon request, NMDA shares all final and approved proposals, annual and final reports, and other related documents as they are considered public record.

## COMPETITIVE PROCESS NOT CONDUCTED (IF APPLICABLE)

*If you did not conduct a competitive grant process, provide an explanation as to why you did not.*

N/A

## OVERALL STATE PLAN BUDGET SUMMARY

Please ensure the total budget equals the State's available grant allocation and that the total indirect costs do not exceed 8 percent of your total grant request.

\*Please note, as part of the state level process all projects will be awarded for the full grant period of performance to **9/29/2025**.

#	Project Title	Direct	Indirect	Total
1	Cultivating economic sustainability for New Mexico winegrowers through E-commerce	\$85,000.00	\$0	\$85,000.00
2	La Cosecha's Low Sodium & Diabetes Friendly Prepared Foods	\$70,000.00	\$0	\$70,000.00
3	Southwest NM Food Hub: Growth, Sustainability and Safety	\$112,463.00	\$0	\$112,463.00
4	Los Vecinos Los Vecinos provides comprehensive, on-the-ground support for beginning, small, and underserved farmers in Taos County.	\$68,000.00	\$0	\$68,000.00
5	Education & Training for Socially-disadvantage Young Native American Farmers	\$60,459.00	\$0	\$60,459.00
6	Elevating NM Specialty Crops	\$104,951.62	\$0	\$104,951.62
7	Sembrando Salud: Sowing Health through small-scale specialty vegetable and culinary/medicinal herb production	\$60,421.04	\$0	\$60,421.04
8	Warrior Farmer Specialty Crop Support Program	\$40,000.00	\$0	\$40,000.00
9	Cooking with Kids Farm to School Project	\$69,594.36	\$0	\$69,594.36
10	Promotional Campaign to Increase Consumer Awareness of NM Chile	\$60,000.00	\$0	\$60,000.00
Grant Administration		\$63,555.56	\$0	\$63,555.56
<b>Total</b>		<b>\$794,444.58</b>	<b>\$0</b>	<b>\$794,444.58</b>

## STATE DEPARTMENT OF AGRICULTURE OVERSIGHT

If you are using grant funds for direct administration of the grant agreement, provide the start and end dates for the use of these funds.

**Start Date:** 9/30/2021

**End Date:** **9/29/2025**

## GRANT ADMINISTRATION BUDGET NARRATIVE

All expenses described in this Budget Narrative must be associated with administration expenses for the SCBGP. Applicants should review the Request for Applications section 4.7 Funding Restrictions prior to developing their budget narrative.

AMS encourages all grant recipients to include the grant administrative funds in their budget narrative, which can be used for costs such as monitoring subrecipients, ensuring grant recipient and subrecipient compliance with regulations and

requirements, and grant management training. Grant recipients are encouraged to conduct periodic site visits to review project accomplishments and monitor progress, to review financial and performance records, organizational procedures and financial control systems and to provide technical assistance to subrecipients as required. These recommended site visits are meant to support accountability, compliance with regulations and requirements, and achievements of subrecipients.

Please review previous State Plans to ensure that you are not requesting grant administration costs for the same activities for the same period as previously awarded. The Specialty Crop Block Grant Program (SCBGP) will not fund duplicative costs. Your administrative costs, which consist of indirect expenses associated with grant administration and individual project indirect costs, must not exceed 8 percent of your total grant request.

<b>Budget Summary</b>	
<b>Expense Category</b>	<b>Funds Requested</b>
<b>Personnel</b>	\$46,560.85
<b>Fringe Benefits</b>	\$16,994.71
<b>Travel</b>	\$0
<b>Equipment</b>	\$0
<b>Supplies</b>	\$0
<b>Contractual</b>	\$0
<b>Other</b>	\$0
<b>Direct Costs Subtotal</b>	\$63,555.56
<b>Indirect Costs</b>	\$0

<b>Total Budget</b>	\$63,555.56
---------------------	-------------

<b>Budget Breakdown by Year</b>			
<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	<b>Total</b>
\$31,777.78	\$31,777.78	\$0	\$63,555.56

\*As stated previously, as part of the state level process, all projects have varying timelines, but their awards will be for the maximum of three years to allow for delays, changes, etc.

## PERSONNEL

List the organization's employees whose time and effort can be specifically identified and easily and accurately traced to project activities that enhance the competitiveness of specialty crops. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Salaries and Wages, and Presenting Direct and Indirect Costs Consistently under section 4.7.1 for further guidance.

#	Name/Title	Level of Effort (# of hours OR % FTE)	Funds Requested
1	Felicia C. Frost	*	\$15,000.00
2	Zakary Barela	*	\$31,560.85

<b>Personnel Subtotal</b>	\$46,560.85
---------------------------	-------------

## PERSONNEL JUSTIFICATION

For each individual listed in the above table, describe the activities to be completed by name/title including approximately when activities will occur. Add more personnel by copying and pasting the existing listing or deleting personnel that aren't necessary.

\*FTEs are omitted as NMDA prefers not to disclose salaries of individuals in this context. NMDA/NMSU utilizes an online system for monitoring and acknowledging efforts associated with sponsored projects (grants). More information can be found at <https://spa.nmsu.edu/post-award-administration/electronic-effort-certification-eec/>

### Personnel 1:

Felicia Frost, Marketing Specialist:

- Review Progress Reports, Invoices, and Backup Documentation—Ongoing
- Facilitate, Write, Review and Submit all Required Annual and Final Reports—Each Year in October through December
- Conduct Site Visits—Ongoing

### Personnel 2:

Zak Barela, Marketing Specialist:

- Assist with all activities mentioned above

## FRINGE BENEFITS

Provide the fringe benefit rates for each of the project's salaried employees described in the Personnel section that will be paid with SCBGP funds.

#	Name/Title	Fringe Benefit Rate	Funds Requested
1	Felicia C. Frost	36.5%	\$5,475.00
2	Zakary Barela	36.5%	\$11,519.71

<b>Fringe Subtotal</b>	\$16,994.71
------------------------	-------------

## TRAVEL

Explain the purpose for each Trip Request. Please note that travel costs are limited to those allowed by formal organizational policy; in the case of air travel, project participants must use the lowest reasonable commercial airfares. For recipient organizations that have no formal travel policy and for-profit recipients, allowable travel costs may not exceed those established by the Federal Travel Regulation, issued by GSA, including the maximum per diem and subsistence rates prescribed in those regulations. This information is available at <http://www.gsa.gov>. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Travel, and Foreign Travel for further guidance.

#	Trip Destination	Type of Expense (airfare, car rental, hotel, meals, mileage, etc.)	Unit of Measure (days, nights, miles)	# of Units	Cost per Unit	# of Travelers Claiming the Expense	Funds Requested
1	N/A						

<b>Travel Subtotal</b>	\$0
------------------------	-----

## TRAVEL JUSTIFICATION

For each trip listed in the above table describe the purpose of this trip and how it will achieve the objectives and outcomes of the project. Be sure to include approximately when the trip will occur. Add more trips by copying and pasting the existing listing or delete trips that aren't necessary.

### Trip 1 (Approximate Date of Travel MM/YYYY):

N/A

## CONFORMING WITH YOUR TRAVEL POLICY

By checking the box to the right, I confirm that my organization's established travel policies will be adhered to when completing the above-mentioned trips in accordance with [2 CFR 200.474](#).

## EQUIPMENT

Describe any special purpose equipment to be purchased or rented under the grant. "Special purpose equipment" is tangible, nonexpendable, personal property having a useful life of more than one year and an acquisition cost that equals or exceeds \$5,000 per unit and is used only for research, medical, scientific, or other technical activities. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - Special Purpose for further guidance.

Rental of "general purpose equipment" must also be described in this section. Purchase of general purpose equipment is not allowable under this grant. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - General Purpose for definition, and Rental or Lease Costs of Buildings, Vehicles, Land and Equipment.

#	Item Description	Rental or Purchase	Acquire When?	Funds Requested
1	N/A			

<b>Equipment Subtotal</b>	\$0
---------------------------	-----

### EQUIPMENT JUSTIFICATION

For each Equipment item listed in the above table describe how this equipment will be used to achieve the objectives and outcomes of the project. Add more equipment by copying and pasting the existing listing or delete equipment that isn't necessary.

**Equipment 1:** N/A

### SUPPLIES

List the materials, supplies, and fabricated parts costing less than \$5,000 per unit and describe how they will support the purpose and goal of the proposal and enhance the competitiveness of specialty crops. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Supplies and Materials, Including Costs of Computing Devices for further information.

Item Description	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested
N/A				

<b>Supplies Subtotal</b>	\$0
--------------------------	-----

### SUPPLIES JUSTIFICATION

Describe the purpose of each supply listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).

N/A

### CONTRACTUAL/CONSULTANT

Contractual/consultant costs are the expenses associated with purchasing goods and/or procuring services performed by an individual or organization other than the applicant in the form of a procurement relationship. If there is more than one contractor or consultant, each must be described separately. (Repeat this section for each contract/consultant.)

### ITEMIZED CONTRACTOR(S)/CONSULTANT(S)

Provide a list of contractors/consultants, detailing out the name, hourly/flat rate, and overall cost of the services performed. Please note that any statutory limitations on indirect costs also apply to contractors and consultants.

#	Name/Organization	Hourly Rate/Flat Rate	Funds Requested
1	N/A		

<b>Contractual/Consultant Subtotal</b>	\$0
--	-----

## CONTRACTUAL JUSTIFICATION

Provide for each of your real or anticipated contractors listed above a description of the project activities each will accomplish to meet the objectives and outcomes of the project. Each section should also include a justification for why contractual/consultant services are to be used to meet the anticipated outcomes and objectives. Include timelines for each activity. If contractor employee and consultant hourly rates of pay exceed the salary of a GS-15 step 10 Federal employee in your area, provide a justification for the expenses. This limit does not include fringe benefits, travel, indirect costs, or other expenses. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Contractual and Consultant Costs for acceptable justifications.

### Contractor/Consultant 1:

N/A

## CONFORMING WITH YOUR PROCUREMENT STANDARDS

By checking the box to the right, I confirm that my organization followed the same policies and procedures used for procurements from non-federal sources, which reflect applicable State and local laws and regulations and conform to the Federal laws and standards identified in [2 CFR Part 200.317 through.326](#), as applicable. If the contractor(s)/consultant(s) are not already selected, my organization will follow the same requirements.

## OTHER

Include any expenses not covered in any of the previous budget categories. Be sure to break down costs into cost/unit. Expenses in this section include, but are not limited to, meetings and conferences, communications, rental expenses, advertisements, publication costs, and data collection.

If you budget meal costs for reasons other than meals associated with travel per diem, provide an adequate justification to support that these costs are not entertainment costs. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Meals for further guidance.

Item Description	Per-Unit Cost	Number of Units	Acquire When?	Funds Requested
N/A				

<b>Other Subtotal</b>	\$0
-----------------------	-----

## OTHER JUSTIFICATION

Describe the purpose of each item listed in the table above and how it is necessary for the completion of the project's objective(s) and outcome(s).

N/A

## INDIRECT COSTS

The indirect cost rate must not exceed 8 percent of your total grant request.

Indirect costs are any costs that are incurred for common or joint objectives that therefore, cannot be readily identified with an individual project, program, or organizational activity. They generally include facilities operation and maintenance costs, depreciation, and administrative expenses. See Request for Applications section 4.7.1 Limit on Administrative Costs and Presenting Direct and Indirect Costs Consistently for further guidance.

Indirect Cost Rate	Funds Requested
N/A	
Indirect Subtotal	\$0

# SCBGP PROJECT PROFILE TEMPLATE

The acceptable font size for the narrative is 11 or 12 pitch with all margins at 1 inch. Please email your completed proposal to [specialtycrops@nmda.nmsu.edu](mailto:specialtycrops@nmda.nmsu.edu) by March 2<sup>nd</sup>, 2020 by no later than 5pm.

## APPLICANT DETAILS

Applicant Name: Christopher Goblet

Applicant Organization: New Mexico Wine & Grape Association – dba New Mexico Wine

Contact Information (Please include phone number AND email): 575.648.8994 / [execdirector@nmwine.com](mailto:execdirector@nmwine.com)

## PROJECT TITLE

*Provide a descriptive project title in 15 words or less in the space below.*

Cultivating economic sustainability for New Mexico winegrowers through E-commerce.

## DURATION OF PROJECT (MUST BE BETWEEN 9/30/2021 AND 9/29/2023)

**Start Date:** 10/1/2021

**End Date:** 9/29/2023

## PROJECT PARTNER AND SUMMARY

*Include a project summary of 250 words or less suitable for dissemination to the public. A Project Summary provides a very brief (one sentence, if possible) description of your project. A Project Summary includes:*

- 1. The name of the applicant organization that if awarded a grant will establish an agreement or contractual relationship with the State department of agriculture to lead and execute the project,*
- 2. A concise outline the project's outcome(s), and*
- 3. A description of the general tasks to be completed during the project period to fulfill this goal.*

*For example:*

The ABC University will mitigate the spread of citrus greening (Huanglongbing) by developing scientifically-based practical measures to implement in a quarantine area and disseminating results to stakeholders through grower meetings and field days.

In response to the pandemic, climate change, and growing environmental concerns, New Mexico Wine has identified the need to embrace new methods to support the sale of grapes and wine to adapt to the post-Covid economy. A major shift in consumer behavior towards purchasing wine online evolved in 2020, and this trend shows no sign of slowing. This grant aims to build the most comprehensive marketplace for New Mexico wineries that offers an unparalleled selection of locally produced wines.

In order to ensure our vineyards and wineries are economically sustainable, new sales channels must be developed. Building on the success of our online sales efforts in 2020, this grant will provide an enhanced e-commerce platform. Consumer education is an essential component of our strategic plan; therefore, our new website will showcase the unique varieties that thrive in New Mexico's high-desert climate and highlight growers and producers who are embracing sustainable practices.

Key outcomes for a successful project include:

- 1) Increasing profitability of New Mexico grape growers and winemakers using newly developed sales channels,
- 2) Educating consumers on the unique climate and geographic qualities of our vineyards,
- 3) Showcasing the diversity of grape varieties grown throughout New Mexico.

Revenues generated from online wine sales will be directly reinvested into supporting grape growers and winemakers through marketing, advertising, promotion, education and advocacy.

## PROJECT PURPOSE (20 POINTS)

PROVIDE THE SPECIFIC ISSUE, PROBLEM OR NEED THAT THE PROJECT WILL ADDRESS

### **ECONOMIC SUSTAINABILITY**

Since the inception of the New Mexico Wine & Grape Growers Association in 1991, special events have been an integral part of the industry and an essential outlet for direct-to-consumer sales. Before creating wine events, many New Mexico grape growers and winemakers found it challenging to attract new customers, promote their brand, and ultimately sell their products. There were few retail opportunities for New Mexico wine, and most wineries depended entirely on “walk-in” customers to generate sales. Individual wineries were spending a substantial amount of their annual budget on marketing and advertising. With the creation of an association and the subsequent development of events, wineries consolidated their marketing efforts into a creative, cost-effective, high-impact solution to generate new customers and sell the latest vintage.

For nearly 30 years, the festival model became a tried-and-true formula for selling more wine and attracting new customers. As the festivals grew in popularity, many New Mexico wineries were able to expand their vineyards and their annual production with a degree of predictability. Over 15,000 customers attend a festival over any given major holiday weekend every summer. These well-attended events ran uninterrupted for 28-years. However, in 2019 the Memorial Day wine festival was cancelled for the first time in history due to inclement weather, high winds, and heavy rain made the event impossible to safely continue. In the fall of 2019, inclement weather and two tragic mass shooting events in El Paso, Texas, and Gilroy, California, played a significant role in deterring attendance, as rain, wind, and fears of terrorism caused many repeat customers to stay home. Before the unexpected events of 2020, the Board at New Mexico Wine was concerned about the sustainability of our signature annual events.

The rapid spread of Covid-19 virus in the spring of 2020 officially put all large-scale in-person events on hold as the nation attempted to control community spread. New Mexico Wine cancelled seven events for the entirety of 2020, representing a loss of two million dollars in economic activity. There is no guarantee that these festivals will ever return to their former scale. The time has come to reinvent our most reliable sales tool, and timely investment in digital platforms will pay dividends to our growers, environment, and communities for years to come.

Early in the pandemic, wineries with established e-commerce immediately saw increased sales as consumers shifted their purchasing habits from in-person to the internet. A quick internet search for “2020 online wine sales” reveals promising results. In the words of Danelle Kosmal, Vice President of Beverage Alcohol at Nielsen: *“For the COVID weeks ending 6/27/20 (beginning the first week of March), online alcohol dollar sales grew 309% compared to that same time last year. Week-over-week, alcohol was one of the fastest growing categories in e-commerce channels, though as one of the smallest categories in e-commerce channels, there is a lot of opportunity for growth.”*

(<https://wineindustryadvisor.com/2020/07/22/online-sales-role-growth-alcohol>)

Another article published on Dec. 7, 2020, by The Drinks Business entitled “How the Internet Is Changing The Way We Buy Wine” explains five of the biggest consumer trends emerging in the online wine market. 1) Online customers are more frequently purchasing mixed cases of different wines, 2) Virtual events and wine tastings have replaced in-person wine tastings, 3) Wine club memberships are flourishing, and customers are increasingly seeking out unique varietals, 4) Interest in wine education is growing, 5) New business models are essential for the survival of many businesses.

[\(https://www.thedrinksbusiness.com/2020/12/how-the-internet-is-changing-the-way-we-buy-wine/\)](https://www.thedrinksbusiness.com/2020/12/how-the-internet-is-changing-the-way-we-buy-wine/)

New Mexico Wine will leverage these grant funds to create a dynamic, professional, and educational e-commerce website to establish a new sales channel for our winegrowers while generating the necessary funds to maintain and expand the online platform over time.

### PROVIDE A LISTING OF THE OBJECTIVES THAT THIS PROJECT HOPES TO ACHIEVE

*Add more objectives by copying and pasting the existing listing or delete objectives that aren't necessary.*

**Objective 1:** By creating new, reliable, and consistent sales channels, we can support the economic sustainability of our grape growers and winemakers. This grant project will focus on building a robust e-commerce platform to sell New Mexico Wine on behalf of its membership.

**Objective 2:** While customers are visiting the newly created website, they will also have the opportunity to learn about the unique climate, geography, soil, topography, and most importantly, the variety of grapes grown throughout New Mexico. We internally refer to this portion of the website the “Grape Awareness Project”.

### PROJECT BENEFICIARIES

**Estimate the number of project beneficiaries:**.....50+ grape growers & 30+ wineries

**Does this project directly benefit socially disadvantaged farmers as defined in the RFA?** Yes   
No

**Does this project directly benefit beginning farmers as defined in the RFA?** Yes   
No

### STATEMENT OF SOLELY ENHANCING SPECIALTY CROPS

By checking the box to the right, I confirm that this project **solely** enhances the competitiveness of specialty crops in accordance with and defined by [7 U.S.C. 1621](#). Further information regarding the definition of a specialty crop can be found at [www.ams.usda.gov/services/grants/scbgp](http://www.ams.usda.gov/services/grants/scbgp).

### CONTINUATION PROJECT INFORMATION

*If your project is continuing the efforts of a previously funded SCBGP project, address the following:*

DESCRIBE HOW THIS PROJECT WILL DIFFER FROM AND BUILD ON THE PREVIOUS EFFORTS

Not Applicable

PROVIDE A SUMMARY (3 TO 5 SENTENCES) OF THE OUTCOMES OF THE PREVIOUS EFFORTS

Not Applicable

PROVIDE LESSONS LEARNED ON POTENTIAL PROJECT IMPROVEMENTS

**What was previously learned from implementing this project, including potential improvements?**

Not Applicable

**How are the lessons learned and improvements being incorporated into the project to make the ongoing project more effective and successful at meeting goals and outcomes?**

Not Applicable

DESCRIBE THE LIKELIHOOD OF THE PROJECT BECOMING SELF-SUSTAINING AND NOT INDEFINITELY DEPENDENT ON GRANT FUNDS

New Mexico Wine’s new website and e-commerce platform is designed to generate reoccurring income for both the participating wineries and the association from every online transaction. The e-commerce platform will sell wine and expand to include merchandise, event tickets, and limited release collaboration wines as part of fundraising activities. Half of these funds will be reinvested in monitoring, maintaining, updating the platform, or allocating to advertising efforts designed to drive sales.

If we look at the traditional three-tier alcohol sales system, New Mexico Wine will play the retailer's role. Wineries will be expected to wholesale their products to New Mexico Wine at 60-65% of retail cost, allowing the association to markup the product up to total retail price and retain these funds after discounts, transaction fees, and taxes are removed. The association can expect to retain anywhere from 18- 22% of the total retail price, which can be reinvested in staff to maintain the platform, website enhancements, and e-commerce advertising.

**OTHER SUPPORT FROM FEDERAL OR STATE GRANT PROGRAMS**

The SCBGP will not fund duplicative projects. Did you submit this project to a Federal or State grant program other than the SCBGP for funding and/or is a Federal or State grant program other than the SCBGP funding the project currently?

Yes  No

IF YOUR PROJECT IS RECEIVING OR WILL POTENTIALLY RECEIVE FUNDS FROM ANOTHER FEDERAL OR STATE GRANT PROGRAM

**Identify the Federal or State grant program(s).**

New Mexico Wine intends to apply for the 2021 Value Added Producer Grant.

**Describe how the SCBGP project differs from or supplements the other grant program(s) efforts.**

The funding from the SCBGP project will be used to develop our e-commerce website and the marketing or advertising materials used to promote this new platform. An appropriate amount is allocated to pay a part-time staff person to maintain the website and support the fulfillment of online orders. However, that same employee may work for New Mexico Wine part-time on another grant project.

Our VAPG application focuses on helping New Mexico Wine open a brick-and-mortar tasting room in Old Town Albuquerque to function as a visitor welcome center and a direct point of sale location. This grant is also intended to support phase-two development of a ticketing platform for our festivals and events. The two grants will certainly complement each other, with the VAPG focused primarily on our brick-and-mortar concept and the SCBGP ideally creating the foundation of our digital platform.

## EXTERNAL PROJECT SUPPORT (REQUIRED)

*Describe the specialty crop stakeholders who support this project and why (other than the applicant and organizations involved in the project). **Letters of support from potential industry beneficiaries are required.***

The New Mexico Wine & Grape Growers' Board of Directors has asked current association members to indicate whether or not their business would register their winery to sell via the New Mexico Wine e-commerce website. From this informal poll, we received 22 responses that indicated YES; these wineries would participate in one or both of the sustainability programs. This represents nearly 50% of our total membership but does not include the many non-member grape growers, amateur wine producers, and wine enthusiasts in the State of New Mexico.

In terms of the need for this grant, New Mexico wineries have seen the industry upended by Covid-19, and they acknowledge that we likely need to rebuild the industry with the global pandemic in mind. Many express their fear that large-scale events may never return to their former levels of attendance, and they realize they need to diversify how we do business in the future.

In addition to the poll numbers, New Mexico Wine has assembled a half-dozen letters of support that explain why our members are enthusiastic about participating in both of these programs. Please refer to the attached letters of support.

## EXPECTED MEASURABLE OUTCOMES (20 POINTS)

### SELECT THE APPROPRIATE OUTCOME(S) AND INDICATOR(S)/SUB-INDICATOR(S)

*You must choose at least one of the eight outcomes listed in the [SCBGP Performance Measures](#), which were approved by the Office of Management and Budget (OMB) to evaluate the performance of the SCBGP on a national level.*

### OUTCOME MEASURE(S)

*Select the outcome measure(s) that are applicable for this project from the listing below.*

- Outcome 1:** Enhance the competitiveness of specialty crops through increased sales (required for marketing projects)
- Outcome 2:** Enhance the competitiveness of specialty crops through increased consumption
- Outcome 3:** Enhance the competitiveness of specialty crops through increased access
- Outcome 4:** Enhance the competitiveness of specialty crops through greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources
- Outcome 5:** Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems

- Outcome 6:** Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety
- Outcome 7:** Enhance the competitiveness of specialty crops through increased understanding of the ecology of threats to food safety from microbial and chemical sources
- Outcome 8:** Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development

## OUTCOME INDICATOR(S)

Provide at least one indicator listed in the [SCBGP Performance Measures](#) and the related quantifiable result. If you have multiple outcomes and/or indicators, repeat this for each outcome/indicator.

*For example:*

### **Outcome 2, Indicator 1.a.**

Of the 150 total number of children and youth reached, 132 will gain knowledge about eating more specialty

Outcome 1, Indicator 1; Online winery sales through New Mexico Wine will increase from \$2,500 to \$5,000 in total annual sales per winery, representing a 50% percent increase over 2020 sales volume, due to marketing and e-commerce activities. 2022 total online sales of \$75,000 with 20 participating wineries will increase to \$150,000 by 2023, with \$30,000 in annual profits to be reinvested in programs.

## MISCELLANEOUS OUTCOME MEASURE

*In the unlikely event that the outcomes and indicators above the selected outcomes are not relevant to your project, you must develop a project-specific outcome(s) and indicator(s) which will be subject to approval by AMS.*

Not Applicable

## DATA COLLECTION TO REPORT ON OUTCOMES AND INDICATORS

*Explain how you will collect the required data to report on the outcome and indicator in the space below.*

New Mexico Wine collected website data, visitation statistics, and keyword search acquisition for [www.nmwine.com](http://www.nmwine.com) since it was relaunched. This data, collected from Google Analytics, will create the baseline for our performance measures. As Affinity Creative Group has outlined in section 4 of their work plan below, they will leverage various Key Performance Indicators (KPI), including site traffic tracking via Google Tag Manager and e-commerce analytics using Google Analytics. This will include a handoff and training session with Affinity developers offering back-end support and technical assistance. The data will go well beyond the total volume of visitors and dollars spent, which will allow us to tailor the site enhancements to achieve maximum performance. New Mexico Wine staff will be able to compare historical data with our new metrics over the life of the grant to show how outcomes and indicators have been met.

## BUDGET NARRATIVE (MUST TOTAL) (10 POINTS)

*All expenses described in this Budget Narrative must be associated with expenses that will be covered by the SCBGP. Applicants should review the Request for Applications section 4.7 Funding Restrictions prior to developing their budget narrative.*

Budget Summary	
Expense Category	Funds Requested
Personnel	\$21,000
Fringe Benefits	\$0
Travel	\$0
Equipment	\$0
Supplies	\$0
Contractual	\$64,000
Other	\$0
<b>Direct Costs Subtotal</b>	<b>\$85,000</b>

<b>Total Budget</b>	<b>\$85,000</b>
---------------------	-----------------

## PERSONNEL

List the organization's employees whose time and effort can be specifically identified and easily and accurately traced to project activities that solely enhance the competitiveness of specialty crops. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Salaries and Wages, and Presenting Direct Costs Consistently under section 4.7.1 for further guidance.

#	Name/Title	Level of Effort (# of hours OR % FTE)	Funds Requested
1	Assistant Director / Website Manager & Education Coordinator	12 hours/week @ \$25 x 70 weeks	\$21,000

<b>Personnel Subtotal</b>	<b>\$21,000</b>
---------------------------	-----------------

## PERSONNEL JUSTIFICATION

For each individual listed in the above table, describe the activities to be completed by name/title including approximately when activities will occur. Add more personnel by copying and pasting the existing listing or deleting personnel that aren't necessary.

**Personnel 1: Assistant Director / Website Manager & Education Coordinator** This part-time position will support the Executive Director with implementing the proposed projects. For the first six months of the grant timeline, while the website is under development, the Assistant Director will work closely with Affinity Creative Group to ensure the project meets the grant deliverables and the needs of New Mexico Wine & Grape Growers Association. Once the website has been launched, Affinity Creative Group will train the Assistant Director on operating the website, managing all the settings, updating new wines, and keeping track of monthly and quarterly sales and visitation data. Sales from the website will go towards

the necessary compensation for the work required of this individual to keep both aspects of the project moving forward.

## FRINGE BENEFITS

Provide the fringe benefit rates for each of the project's salaried employees described in the Personnel section that will be paid with SCBGP funds.

#	Name/Title	Fringe Benefit Rate	Funds Requested
1	N/A		

<b>Fringe Subtotal</b>	\$0
------------------------	-----

## TRAVEL

Explain the purpose for each Trip Request. Please note that travel costs are limited to those allowed by formal organizational policy; in the case of air travel, project participants must use the lowest reasonable commercial airfares. For recipient organizations that have no formal travel policy and for-profit recipients, allowable travel costs may not exceed those established by the Federal Travel Regulation, issued by GSA, including the maximum per diem and subsistence rates prescribed in those regulations. This information is available at <http://www.gsa.gov>. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Travel, and Foreign Travel for further guidance.

#	Trip Destination	Type of Expense (airfare, car rental, hotel, meals, mileage, etc.)	Unit of Measure (days, nights, miles)	# of Units	Cost per Unit	# of Travelers Claiming the Expense	Funds Requested
1	N/A						

<b>Travel Subtotal</b>	\$0
------------------------	-----

## TRAVEL JUSTIFICATION

For each trip listed in the above table describe the purpose of this trip and how it will achieve the objectives and outcomes of the project. Be sure to include approximately when the trip will occur. Add more trips by copying and pasting the existing listing or delete trips that aren't necessary.

**Trip 1 (Approximate Date of Travel MM/YYYY):** N/A

## CONFORMING WITH YOUR TRAVEL POLICY

By checking the box to the right, I confirm that my organization's established travel policies will be adhered to when completing the above-mentioned trips in accordance with [2 CFR 200.474](#) or [48 CFR subpart 31.2](#) as applicable.

## EQUIPMENT

Describe any special purpose equipment to be purchased or rented under the grant. "Special purpose equipment" is tangible, nonexpendable, personal property having a useful life of more than one year and an acquisition cost that equals or exceeds \$5,000 per unit and is used only for research, medical, scientific, or other technical activities. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - Special Purpose for further guidance

NMSU considers any tangible item with an acquisition value of \$1,000 or more as equipment. If such equipment is requested, NMDA will discuss this with the applicant in more detail before submitting final proposals to USDA for funding consideration as there are other implications to consider.

Rental of "general purpose equipment" must also be described in this section. Purchase of general purpose equipment is not allowable under this grant. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - General Purpose for definition, and Rental or Lease Costs of Buildings, Vehicles, Land and Equipment.

#	Item Description	Rental or Purchase	Acquire When?	Funds Requested
1	N/A			

<b>Equipment Subtotal</b>	\$0
---------------------------	-----

## EQUIPMENT JUSTIFICATION

For each Equipment item listed in the above table describe how this equipment will be used to achieve the objectives and outcomes of the project. Add more equipment by copying and pasting the existing listing or delete equipment that isn't necessary.

**Equipment 1: N/A**

## SUPPLIES

List the materials, supplies, and fabricated parts costing less than \$1,000 per unit and describe how they will support the purpose and goal of the proposal and solely enhance the competitiveness of specialty crops. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Supplies and Materials, Including Costs of Computing Devices for further information.

Item Description	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested
N/A				

<b>Supplies Subtotal</b>	\$0
--------------------------	-----

## SUPPLIES JUSTIFICATION

Describe the purpose of each supply listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).

N/A

## CONTRACTUAL/CONSULTANT

*Contractual/consultant costs are the expenses associated with purchasing goods and/or procuring services performed by an individual or organization other than the applicant in the form of a procurement relationship. If there is more than one contractor or consultant, each must be described separately. (Repeat this section for each contract/consultant.)*

### ITEMIZED CONTRACTOR(S)/CONSULTANT(S)

*Provide a list of contractors/consultants, detailing out the name, hourly/flat rate, and overall cost of the services performed. Please note that any statutory limitations costs also apply to contractors and consultants.*

#	Name/Organization	Hourly Rate/Flat Rate	Funds Requested
1	Affinity Creative - Website	Project Cost \$40,000 (flat)	\$40,000
2	Monsoon Design - Advertising	\$55 per hour	\$19,000
3	Gabriella Marks - Photography	\$5,000 (flat)	\$5,000
<b>Contractual/Consultant Subtotal</b>			<b>\$64,000</b>

### CONTRACTUAL JUSTIFICATION

*Provide for each of your real or anticipated contractors listed above a description of the project activities each will accomplish to meet the objectives and outcomes of the project. Each section should also include a justification for why contractual/consultant services are to be used to meet the anticipated outcomes and objectives. Include timelines for each activity. If contractor employee and consultant hourly rates of pay exceed the salary of a GS-15 step 10 Federal employee in your area (for more information please go to <http://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/2016/general-schedule/>), provide a justification for the expenses. This limit does not include fringe benefits, travel or other expenses. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Contractual and Consultant Costs for acceptable justifications.*

**Contractor/Consultant 1: Affinity Creative Group** The most important element to achieving our goals is building this project on a solid foundation. When researching web development teams, we looked for companies whose portfolio demonstrated high level of execution with significant experience in the wine industry. While we found plenty of vendors who have experience creating shopping carts and building attractive websites, few had the level of insight and understanding of the wine industry, wine consumers, and the technical and legal aspects of selling wine online. Affinity Creative Group has an outstanding portfolio of work. - <https://affinitycreative.com>. We feel the up-front investment in building the highest quality e-commerce platform and website is paramount to our success. The revenue that we believe the site will generate is the key element to making this project sustainable. Affinity Creative Group understands what wine consumers expect and how to best convert a shopper into a buyer. Online wine consumers are savvy, educated, and willing to pay a premium for a quality product. We are confident that Affinity will deliver a product that takes our VIVAVINO brand and places it on par with premium brands from the heart of west-coast wine regions.

In 2020 the Covid 19 pandemic transformed American consumers from in-person and in-store shoppers to purchasing any number of goods, including wine, on the internet. In response to the pandemic, New

Mexico Wine identified the opportunity to build a robust e-commerce website and sell wine on behalf of its membership in the form of an online wine club.

The sale of wine on the internet is quite complex and highly regulated. To comply with interstate wine shipments, New Mexico Wine will need to acquire permits from each inbound state and pay the individual state and federal taxes on the sale of wine. New Mexico Wine wanted to hire a firm who specialized in e-commerce for the wine industry, which naturally drew us to California where the American wine industry is based.

New Mexico Wine worked closely with an independent agent in California called the Wine Industry Network, which is a business created to connect wineries with industry partners through trade shows and conferences. We asked Wine Industry Network (WIN) for their recommendations of website companies that have expertise in building e-commerce websites for wineries in California. WIN recommended a couple of firms and Affinity Creative was the company that stepped up and said they were interested in the project. Affinity Creative sent Ed Rice to New Mexico in March of 2020 to meet with the Board of Directors and the staff of New Mexico Wine.

Affinity Creative specializes in wine packaging and marketing, e-commerce solutions, and branding and identity development. Their portfolio of work shows the degree of sophistication and custom platform development for wine brands that want to deliver a unique online experience and push customer conversion. We wanted to work with a company that understands wine consumers and the complexities of interstate wine sales to ensure a highly profitable venture. This is a long-term investment in promoting both the new Mexico wine industry and the individual members, and we feel the expertise Affinity Creative brings to the table will ensure our success. Affinity Creative, or a company with similar qualifications, will oversee building the website for New Mexico Wine and help direct the overall project development, launch and promotion.

**Contractor/Consultant 2: Monsoon Design** Monsoon Design will provide Affinity Creative Group with all the brand and media assets they have developed thus far for the VIVAVINO strategic marketing plan. Monsoon will participate in the development phase alongside Affinity Creative Group, so they can carry out the marketing and branding strategy once the website has been launched. As part of the overall project scope, Affinity Creative Group will create a website launch campaign and ongoing marketing strategy to keep the website fresh and top of mind with consumers. It will be Monsoon Design's job to roll out the local strategy here in New Mexico, including print, digital, and social media assets and buying digital media. Monsoon Design will create marketing materials that promote the destination of New Mexico Wine country on behalf of the association and for use by the association.

**Contractor/Consultant 3: Gabriella Marks** Gabriella Marks has been working with New Mexico Wine for nearly four years and is one of the top food photographers in New Mexico. Mrs. Marks is a regular contributor to Edible Magazine, Local Flavor Magazine, New Mexico Magazine and is the official event photographer for the Santa Fe Wine & Chile Fiesta. Photography will be gathered from across New Mexico to showcase the vineyards, wineries, landscape, products and destinations that customers will experience when visiting our wine region. This may include photographs from events, activations, wine dinners and tasting events that show individuals enjoying New Mexico wine country. These will be used on the website to showcase the region and the unique characteristics that make up our unique destination and products.

---

CONFORMING WITH YOUR PROCUREMENT STANDARDS

By checking the box to the right, I confirm that my organization followed the same policies and procedures used for procurements from non-federal sources, which reflect applicable State and local laws and regulations and conform to the Federal laws and standards identified in [2 CFR Part 200.317 through.326](#), as applicable. If the contractor(s)/consultant(s) are not already selected, my organization will follow the same requirements.

## OTHER

*Include any expenses not covered in any of the previous budget categories. Be sure to break down costs into cost/unit. Expenses in this section include, but are not limited to, meetings and conferences, communications, rental expenses, advertisements, publication costs, and data collection.*

*If you budget meal costs for reasons other than meals associated with travel per diem, provide an adequate justification to support that these costs are not entertainment costs. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Meals for further guidance.*

Item Description	Per-Unit Cost	Number of Units	Acquire When?	Funds Requested
N/A				

<b>Other Subtotal</b>	<b>\$0</b>
-----------------------	------------

## OTHER JUSTIFICATION

*Describe the purpose of each item listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).*

Not Applicable

## PROGRAM INCOME

*Program income is gross income—earned by a recipient or subrecipient under a grant—directly generated by the grant-supported activity, or earned only because of the grant agreement during the grant period of performance. Program income includes, but is not limited to, income from fees for services performed; the sale of commodities or items fabricated under an award (this includes items sold at cost if the cost of producing the item was funded in whole or partially with grant funds); registration fees for conferences, etc.*

Source/Nature of Program Income	Description of how you will reinvest the program income into the project to solely enhance the competitiveness of specialty crops	Estimated Income
Year 1 of online wine sales	Funds generated will be used by New Mexico Wine to maintain, upgrade, and expand the e-commerce platform.	<b>\$15,000</b>
Year 2 of online wine sales	Funds generated will be used by New Mexico Wine to maintain, upgrade, and expand the e-commerce platform.	<b>\$30,000</b>

<b>Program Income Total</b>	<b>\$45,000</b>
---------------------------------	-----------------

For the purposes of this grant, New Mexico Wine has put forth modest sales goals because of the current uncertainty due to the global pandemic. Based on our own experience from the Grape Aid pilot project and from feedback gathered from our members, a small New Mexico winery can anticipate selling \$100,000 in a year online with one or two persons managing the sales and fulfillment. If we are successful in building an exceptional e-commerce platform and we continue to build our customer base across New Mexico, Texas and Colorado and augment our social media budget, we imagine great potential for future sales through this platform. We thank you for your consideration of this project and hope you will help us make this project a reality. Cheers and VIVAVINO!

# SCBGP PROJECT PROFILE TEMPLATE

The acceptable font size for the narrative is 11 or 12 pitch with all margins at 1 inch. Please email your completed proposal to [specialtycrops@nmda.nmsu.edu](mailto:specialtycrops@nmda.nmsu.edu) by March 2<sup>nd</sup>, 2020 by no later than 5pm.

## APPLICANT DETAILS

Applicant Name: Helga Garcia-Garza

Applicant Organization: La Cosecha Community Supported Agriculture

Contact Information (Please include phone number AND email): 505-595-4449, [helga@agri-cultura.org](mailto:helga@agri-cultura.org)

## PROJECT TITLE

*Provide a descriptive project title in 15 words or less in the space below.*

La Cosecha's Low-Sodium and Diabetes Friendly Prepared Foods

## DURATION OF PROJECT (MUST BE BETWEEN 9/30/2021 AND 9/29/2023)

**Start Date:** 10/1/2021

**End Date:** 9/29/2023

## PROJECT PARTNER AND SUMMARY

*Include a project summary of 250 words or less suitable for dissemination to the public. A Project Summary provides a very brief (one sentence, if possible) description of your project. A Project Summary includes:*

- 4. The name of the applicant organization that if awarded a grant will establish an agreement or contractual relationship with the State department of agriculture to lead and execute the project,*
- 5. A concise outline the project's outcome(s), and*
- 6. A description of the general tasks to be completed during the project period to fulfill this goal.*

*For example:*

The ABC University will mitigate the spread of citrus greening (Huanglongbing) by developing scientifically-based practical measures to implement in a quarantine area and disseminating results to stakeholders through grower meetings and field days.

In partnership with Agri-Cultura Network, La Cosecha Community Supported Agriculture will work with urban and rural small-scale and vegetable growers in Albuquerque's South Valley and across New Mexico to build La Cosecha's line of plant-based, low sodium and diabetic friendly value-added shelf-stable foods. This project will increase specialty crop sales, reduce specialty crop waste during peak season and improve the year-round market for specialty crops. Furthermore, it will increase awareness and access to specialty crops among youth, seniors, SNAP and New Mexico Double-Up Food Bucks participants and other socially disadvantaged communities.

## PROJECT PURPOSE (20 POINTS)

PROVIDE THE SPECIFIC ISSUE, PROBLEM OR NEED THAT THE PROJECT WILL ADDRESS

New Mexico residents living with diabetes, children, seniors and low-income families have extremely limited access to local and sustainably grown produce. La Cosecha Community Supported Agriculture (CSA) is a non-profit food access program that operates out of an FDA-certified commercial kitchen and cold storage facility at the South Valley Economic Development Center in Albuquerque. We work in partnership with the Agri-Cultura Network, a farmer-owned cooperative located in Albuquerque's South Valley, to support local farmers, the New Mexico economy, and residents. We feed approximately 300 families a week during the 20-week CSA season June through October, providing a weekly bag (or "share") of fresh local vegetables and fruits. If a share member meets the income eligibility for SNAP benefits, lives in the South Valley, or has small children in the home (0-8 years old), they qualify for a subsidized share. Subsidization for our program is provided by funders, private donors, and our members. Each week we distribute produce at our partner sites pickups. In 2016, we expanded into Martineztown and the International District, recognizing the same needs and struggles experienced in both neighborhoods. We provide a bilingual newsletter with the vegetable shares each week with healthy recipes, storage tips, and nutrition information. We also work with the referral clinics at our partner sites to reach families and children who either need food access or have been diagnosed with chronic illnesses such as diabetes. Good access to specialty crops such as organic and sustainably grown vegetables and culinary herbs is a major determinant of health in our community. The COVID-19 pandemic has exacerbated this inequality and has shown a large increase in the number of households receiving SNAP benefits. La Cosecha's CSA is an important program that helps low-income families purchase local produce and directs SNAP and Double Up Food Bucks dollars towards specialty crop growers. As our organization expands alongside the need for affordable healthy food options, we see value-added production as a crucial step towards strengthening the year-round market and diversifying how we support our specialty crop growers. Many farmers struggle to grow in the off-season to meet year-round demand; La Cosecha's ability to purchase and process greater quantities of crops like tomatoes and fresh herbs that inevitably flood the market during their peak season will help reduce waste on these small farms when they struggle to sell all their product at their preferred price point. Additionally, produce will reach the communities that need it most and help our CSA program run year-round.

## PROVIDE A LISTING OF THE OBJECTIVES THAT THIS PROJECT HOPES TO ACHIEVE

*Add more objectives by copying and pasting the existing listing or delete objectives that aren't necessary.*

**Objective 1:** Establish a baseline of sales in dollars for these New Mexico-grown organic or sustainably grown vegetables and culinary herbs:

- tomatoes, potatoes, onions, garlic, jalapeños, chile peppers, sweet peppers, sweet corn, green beans, okra, beets, sweet potatoes, green chile
- oregano, cilantro, lemon balm, basil, parsley, dill, rosemary, ginger, tarragon, thyme, epazote

**Objective 2:** Develop, produce and distribute flavorful and accessible low-sodium and diabetes-friendly specialty crop-based prepared foods.

**Objective 3:** Increase the number of small-scale beginning farmers and socially disadvantaged farmers growing specialty crops with on-farm food safety certifications such as Good Agricultural Practices or Good Handling Practices.

**Objective 4:** Expand the market for specialty crops by creating a year-round market, reducing crop waste through value-added production, and ultimately increasing access to specialty crops among consumers

and wholesale institutions serving youth, seniors, low-income and SNAP and Double Up Food Buck participants in communities with a high prevalence of diabetes.

## PROJECT BENEFICIARIES

Estimate the number of project beneficiaries:..... 150-180

Does this project directly benefit socially disadvantaged farmers as defined in the RFA? Yes   
No

Does this project directly benefit beginning farmers as defined in the RFA? Yes   
No

## STATEMENT OF SOLELY ENHANCING SPECIALTY CROPS

By checking the box to the right, I confirm that this project **solely** enhances the competitiveness of specialty crops in accordance with and defined by [7 U.S.C. 1621](#).   
Further information regarding the definition of a specialty crop can be found at [www.ams.usda.gov/services/grants/scbgp](http://www.ams.usda.gov/services/grants/scbgp).

## CONTINUATION PROJECT INFORMATION

*If your project is continuing the efforts of a previously funded SCBGP project, address the following:*

### DESCRIBE HOW THIS PROJECT WILL DIFFER FROM AND BUILD ON THE PREVIOUS EFFORTS

This project has not been previously funded by the SCBGP.

### PROVIDE A SUMMARY (3 TO 5 SENTENCES) OF THE OUTCOMES OF THE PREVIOUS EFFORTS

N/A

### PROVIDE LESSONS LEARNED ON POTENTIAL PROJECT IMPROVEMENTS

**What was previously learned from implementing this project, including potential improvements?**

N/A

**How are the lessons learned and improvements being incorporated into the project to make the ongoing project more effective and successful at meeting goals and outcomes?**

N/A

### DESCRIBE THE LIKELIHOOD OF THE PROJECT BECOMING SELF-SUSTAINING AND NOT INDEFINITELY DEPENDENT ON GRANT FUNDS

The likelihood of this project becoming self-sustaining and not indefinitely dependent on grant funds is very high. La Cosecha brings in approximately \$70,000 each year from our CSA and we estimate that it will bring in an additional \$30,000 when it can operate year-round starting in 2022 (for a total of

\$100,000 each year). As a critical part of our plan to establish value-added capacity, this project is directly related to making our CSA able to operate year-round because it will supplement the produce already available from our farmers in the winter and early spring.

Estimated sales from our value-added products to wholesale institutions (and including those that participate in Double Up Food Bucks and SNAP) serving youth, seniors, and communities with a high prevalence of diabetes will conservatively total \$30,000 in gross sales for each year that we are in value-added production. This grant funding will help La Cosecha cover the up-front costs of recipe development, buying produce, and the other product ingredients, supplies, packaging, labeling, marketing, and promotion. In addition, it will cover labor costs associated directly with jump-starting these products for production in the process of becoming self-sustaining.

#### OTHER SUPPORT FROM FEDERAL OR STATE GRANT PROGRAMS

The SCBGP will not fund duplicative projects. Did you submit this project to a Federal or State grant program other than the SCBGP for funding and/or is a Federal or State grant program other than the SCBGP funding the project currently?

Yes

No

---

#### IF YOUR PROJECT IS RECEIVING OR WILL POTENTIALLY RECEIVE FUNDS FROM ANOTHER FEDERAL OR STATE GRANT PROGRAM

##### Identify the Federal or State grant program(s).

Ceres Trust \$15,000  
Albuquerque Community Foundation (pending) \$15,000  
Coming Clean \$25,500  
Unorthodox Philanthropy (pending)  
\$40,000 Robert Wood Johnson Foundation  
\$28,000

##### Describe how the SCBGP project differs from or supplements the other grant program(s) efforts.

This particular SCBGP project focuses on culinary herbs and vegetables that will be transformed into shelf-stable products that are low-sodium and diabetic friendly. Funding and sources outlined above are helping to build our capacity for value-added production by covering equipment, facility fees and rent, two additional jobs associated with value-added production, administrative wages/salaries and development of non-Low Sodium and Diabetic Friendly value-added products. Funding requested in this grant is solely for activities dedicated to expanding the market for these specialty crops among youth, seniors, low-income and SNAP/Double Up Food Bucks participants in communities with a high prevalence of diabetes in order to benefit small-scale specialty vegetable and culinary herb growers. The project has other benefits to producers including expanding the year-round market and increasing food safety on specialty crop farms.

## EXTERNAL PROJECT SUPPORT (REQUIRED)

Describe the specialty crop stakeholders who support this project and why (other than the applicant and organizations involved in the project). **Letters of support from potential industry beneficiaries are required.**

Ashoka Farm and Los Jardines de Moctezuma are two small-scale vegetable farms that sell to La Cosecha CSA and Agri-Cultura Network. They support this project because it will increase the market for their crops during the height of the growing season with our ability to purchase and preserve more produce into value-added product and expand the year-round market for their crops.

The Center of Southwest Culture also supports this project. Their work with developing beginning farmers has helped us increase organic produce to Indigenous and Latino communities in Albuquerque. Their mission of developing healthy Indigenous and Latino communities through economic development and educational and cultural work aligns with our work to create a healthier food system, build self-sufficiency among local farmers and families, and improve community health by increasing access to healthy, affordable, locally grown food and community-based nutrition education.

## EXPECTED MEASURABLE OUTCOMES (20 POINTS)

### SELECT THE APPROPRIATE OUTCOME(S) AND INDICATOR(S)/SUB-INDICATOR(S)

You must choose at least one of the eight outcomes listed in the [SCBGP Performance Measures](#), which were approved by the Office of Management and Budget (OMB) to evaluate the performance of the SCBGP on a national level.

### OUTCOME MEASURE(S)

Select the outcome measure(s) that are applicable for this project from the listing below.

- Outcome 1:** Enhance the competitiveness of specialty crops through increased sales (required for marketing projects)
- Outcome 2:** Enhance the competitiveness of specialty crops through increased consumption
- Outcome 3:** Enhance the competitiveness of specialty crops through increased access
- Outcome 4:** Enhance the competitiveness of specialty crops through greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources
- Outcome 5:** Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems
- Outcome 6:** Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety
- Outcome 7:** Enhance the competitiveness of specialty crops through increased understanding of the ecology of threats to food safety from microbial and chemical sources
- Outcome 8:** Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development

### OUTCOME INDICATOR(S)

Provide at least one indicator listed in the [SCBGP Performance Measures](#) and the related quantifiable result. If you have multiple outcomes and/or indicators, repeat this for each outcome/indicator.

*For example:*

#### **Outcome 2, Indicator 1.a.**

Of the 150 total number of children and youth reached, 132 will gain knowledge about eating more specialty

Outcome 1: Marketing and Promotion

Indicator: Specialty crop sales increased from [dollar amount unknown - will need to establish - estimated \$500,000] to [unknown - estimated at \$550,000] and by percent, as result of marketing and/or promotion activities.

Crop Name	Previous Sales (In Lbs)	Estimated Sales Increase
Tomatoes	185	164%
Green Chile	260	43%
Red Chile	new item	NA
Onion	389	19%
Garlic	140	9%
Cilantro	15,375	69%
Herbs salt substitute	1,100	200%
Vegi Snak Packs	19,900	10%

Outcome 3: Enhance the competitiveness of specialty crops through increased access and awareness  
 Indicator 1.c. Of the 320-350 total number of consumers or wholesale buyers reached, [150-180 will report] supplementing their diets with specialty crops that they produced/preserved/obtained/prepared.

#### MISCELLANEOUS OUTCOME MEASURE

*In the unlikely event that the outcomes and indicators above the selected outcomes are not relevant to your project, you must develop a project-specific outcome(s) and indicator(s) which will be subject to approval by AMS.*

Outcome: Enhance the competitiveness of specialty crops by increasing access to specialty crops among SNAP and Double Up Food Buck participants.

Indicator: Number of SNAP and Double Up Food Buck dollars used to purchase specialty crop-based value-added foods.

We estimate that SNAP or Double-up Food Bucks will be used on about 25% of products sold.

#### DATA COLLECTION TO REPORT ON OUTCOMES AND INDICATORS

*Explain how you will collect the required data to report on the outcome and indicator in the space below.*

We will first establish the baseline of sales in dollars for the specialty crops included in the project, using Agri-Cultura Network’s extensive crop purchasing records and researching other sales of organic or sustainably grown New Mexico vegetables and culinary herbs. Then, in order to determine the increase in specialty crop sales due to marketing and promotion of La Cosecha’s Low-Sodium and Diabetic Friendly Prepared Foods, we will collect data on our bi-annual member surveys indicating whether our social media, newsletter and brochure advertisements made them more likely to buy or consume the specialty crops.

To report on Outcome 3, Indicator 1.c., we will publish surveys in September 2022 and September 2023 to our 350 members and wholesale customers in order to report whether they supplemented their diet with one or more of the specialty crops benefited in this grant as a result of this project.

## BUDGET NARRATIVE (MUST TOTAL) (10 POINTS)

All expenses described in this Budget Narrative must be associated with expenses that will be covered by the SCBGP. Applicants should review the Request for Applications section 4.7 Funding Restrictions prior to developing their budget narrative.

<b>Budget Summary</b>	
<b>Expense Category</b>	<b>Funds Requested</b>
<b>Personnel</b>	\$29,256
<b>Fringe Benefits</b>	\$0
<b>Travel</b>	\$0
<b>Equipment</b>	\$0
<b>Supplies</b>	\$35,744
<b>Contractual</b>	\$5,000
<b>Other</b>	\$0
<b>Direct Costs Subtotal</b>	<b>\$70,000</b>

<b>Total Budget</b>	<b>\$70,000</b>
---------------------	-----------------

## PERSONNEL

List the organization's employees whose time and effort can be specifically identified and easily and accurately traced to project activities that solely enhance the competitiveness of specialty crops. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Salaries and Wages, and Presenting Direct Costs Consistently under section 4.7.1 for further guidance.

#	Name/Title	Level of Effort (# of hours OR % FTE)	Funds Requested
1	Helga Garcia-Garza/ Executive Director	156 hours (1.5 hrs/wk for 2 years at \$25/hr)	\$0
2	Theresa Dunworth/Bookkeeper	156 hours (1.5 hrs/wk for 2 years at \$19.50/hr)	\$0
3	Alicia Robinson-Welsh/Operations and Communication, Marketing	138 hours (2.6 hours/week, on average, at 16.50/hr)	\$2,276  (rounded down by \$1 to fit total approved)
4	Klarissa Torres/Produce and Distribution Manager, Food Safety Coordinator	104 hours (1 hr /wk at \$20/hr)	\$2,080

#	Name/Title	Level of Effort (# of hours OR % FTE)	Funds Requested
5	Georgina Caravajal/Quality Control and Kitchen Manager	100 hours at \$14/hr	\$0
6	Kitchen Employee 1	840 hours at \$12/hr	\$10,080
7	Kitchen Employee 2	840 hours at \$12/hr	\$10,080
8	Food Safety Coordinator (to be announced)	104 hours (1 hr/wk at \$20/hr)	\$2,080
9	Employee Payroll Taxes	10%	\$2,660

<b>Personnel Subtotal</b>	\$29,256
---------------------------	----------

## PERSONNEL JUSTIFICATION

*For each individual listed in the above table, describe the activities to be completed by name/title including approximately when activities will occur. Add more personnel by copying and pasting the existing listing or deleting personnel that aren't necessary.*

**\*Helga, Theresa, and Georgina's pay are covered by other existing funding. The intent is to describe their roles in this project, but no match will be provided.**

**Personnel 1:** Helga Garcia-Garza, Executive Director, is the driving force behind La Cosecha CSA's Low-Sodium and Diabetes-Friendly Prepared Foods project. She will oversee the project from its inception to product delivery and data reporting, including funding procurement, recipe development and coordination, production, supplies ordering, branding and outreach. Helga will coordinate sampling/taste testing for the new products among the CSA members in the fall of 2021 alongside our recipe developer.

**Personnel 2:** Theresa Dunworth, La Cosecha's Bookkeeper, disburses ACN and La Cosecha's labor and other costs and coordinates payment for other supplies. In addition, she will provide the product sales reports for the project and the financials that indicate how much ACN purchases from its member and allied farms.

**Personnel 3:** Alicia Robinson-Welsh, La Cosecha's Operations and Communication manager, is closely involved with procuring for the project and fleshing out its details. She is responsible for back-end operations for La Cosecha CSA. These duties include coordinating pick-up and drop off of the food boxes and coordinating participation, payment and surveys from the 320 CSA members. Alicia will collect data and monitor the project's performance according to the specified outcomes in collaboration with our bookkeeper and produce and distribution Manager. Alicia will develop the marketing plan (Jan 2022) and carry out the product advertising on our social media platforms (starting April 2022), promotion and education on specialty crop products in La Cosecha's bilingual CSA newsletters (once a month starting June 2022). She also collects payments (including SNAP & matching DUFEB for fresh fruits and vegetables) from our CSA members and collects the member surveys that will be used to report on Outcome 3, Indicator 1.c.

**Personnel 4:** Klarissa Torres, Produce and Distribution Manager, will purchase specialty crops from the farmers and coordinate product distribution into member shares and Agri-

Cultura Network’s institutional and wholesale outlets. In addition, Klarissa works with the kitchen staff to hire and train new staff.

**Personnel 5:** Georgina Carvajal, Quality Control and Kitchen Manager, will train our project’s 2 new kitchen staff in using the FDA-certified commercial kitchen.

**Personnel 6 & 7:** We will hire 2 kitchen employees in April 2022 before starting production to be trained in the kitchen. They will be responsible for receiving produce deliveries and processing specialty crops, including cleaning, preparation, drying, cooking, packaging and labeling. Each employee will be hired for 10hrs/wk at \$12/hr for 7 months out of each year starting in April 2022.

**Personnel 8:** To Be Announced: ACN’s Food Safety Coordinator maintains the records needed for ACN’s HGAP+ Certification and oversees food safety certifications for the specialty crop growers that ACN and La Cosecha purchase from and support. As an HGAP+ certified food hub, ACN provides support to the farmers we buy from in order to ensure that food safety standards are in compliance. In 2021 we procured \$8,500 in grant funding for a Farmer Food Safety Fund to cover our network farms’ water tests and other costs associated with increasing food safety on their farms. The Food Safety Coordinator will oversee these funds.

#### FRINGE BENEFITS

*Provide the fringe benefit rates for each of the project’s salaried employees described in the Personnel section that will be paid with SCBGP funds.*

#	Name/Title	Fringe Benefit Rate	Funds Requested
1	N/A		

<b>Fringe Subtotal</b>	N/A
------------------------	-----

#### TRAVEL

*Explain the purpose for each Trip Request. Please note that travel costs are limited to those allowed by formal organizational policy; in the case of air travel, project participants must use the lowest reasonable commercial airfares. For recipient organizations that have no formal travel policy and for-profit recipients, allowable travel costs may not exceed those established by the Federal Travel Regulation, issued by GSA, including the maximum per diem and subsistence rates prescribed in those regulations. This information is available at <http://www.gsa.gov>. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Travel, and Foreign Travel for further guidance.*

#	Trip Destination	Type of Expense (airfare, car rental, hotel, meals, mileage, etc.)	Unit of Measure (days, nights, miles)	# of Units	Cost per Unit	# of Travelers Claiming the Expense	Funds Requested
1	N/A						

<b>Travel Subtotal</b>	N/A
------------------------	-----

## TRAVEL JUSTIFICATION

For each trip listed in the above table describe the purpose of this trip and how it will achieve the objectives and outcomes of the project. Be sure to include approximately when the trip will occur. Add more trips by copying and pasting the existing listing or delete trips that aren't necessary.

**Trip 1 (Approximate Date of Travel MM/YYYY):** N/A

## CONFORMING WITH YOUR TRAVEL POLICY

By checking the box to the right, I confirm that my organization's established travel policies will be adhered to when completing the above-mentioned trips in accordance with [2 CFR 200.474](#) or [48 CFR subpart 31.2](#) as applicable.

## EQUIPMENT

Describe any special purpose equipment to be purchased or rented under the grant. "Special purpose equipment" is tangible, nonexpendable, personal property having a useful life of more than one year and an acquisition cost that equals or exceeds \$5,000 per unit and is used only for research, medical, scientific, or other technical activities. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - Special Purpose for further guidance

NMSU considers any tangible item with an acquisition value of \$1,000 or more as equipment. If such equipment is requested, NMDA will discuss this with the applicant in more detail before submitting final proposals to USDA for funding consideration as there are other implications to consider.

Rental of "general purpose equipment" must also be described in this section. Purchase of general purpose equipment is not allowable under this grant. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - General Purpose for definition, and Rental or Lease Costs of Buildings, Vehicles, Land and Equipment.

#	Item Description	Rental or Purchase	Acquire When?	Funds Requested
1	N/A			

<b>Equipment Subtotal</b>	N/A
---------------------------	-----

## EQUIPMENT JUSTIFICATION

For each Equipment item listed in the above table describe how this equipment will be used to achieve the objectives and outcomes of the project. Add more equipment by copying and pasting the existing listing or delete equipment that isn't necessary.

**Equipment 1:** N/A

## SUPPLIES

List the materials, supplies, and fabricated parts costing less than \$1,000 per unit and describe how they will support the purpose and goal of the proposal and solely enhance the competitiveness of specialty crops. See Request for Applications

section 4.7.2 Allowable and Unallowable Costs and Activities, Supplies and Materials, Including Costs of Computing Devices for further information.

Item Description	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested
Aspire 8-oz Stand-Up Pouches with clear oval window.	\$0.22	10,000	December 2021 (5,000 units) December 2022 (5,000 units)	\$2,794 (includes shipping) Shipping determined from selected vendor's website
Aspire 2-oz Stand-Up Pouches with clear oval window.	\$0.32	10,000	December 2021 (5,000 units) December 2022 (5,000 units)	\$3,200 Includes shipping determined from selected vendor's website
Salsa jars - 16 oz	\$0.85	8,000	December 2021 (4,000 units) December 2022 (4,000 units)	\$6,800 Includes shipping from selected vendor's website
Salsa lids	\$0.159	8,000	December 2021 (4,000 units) December 2022 (4,000 units)	\$1,272 Includes shipping from selected vendor's website
Labels (8 different labels, 2 for each product)	\$0.02	56,000	December 2021 December 2022	\$1,120
Specialty Crop Budget Year 1 (Oct 1 2021- Sept 30 2022)			10/1/2021 through 09/30/2022	\$7,938
Specialty Crop Budget Year 2 (Oct 1 2022- Sept 30 2023)			10/1/2022 through 9/30/2023	\$10,500

Item Description	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested
Organic Lemons – 1 case	\$60	26	Every 6 weeks starting January 2022 (26 units total)	\$1,560
Organic Limes – case, 175 count	\$40	14	Every 6 weeks starting January 2022 (14 units total)	\$560

<b>Supplies Subtotal</b>	\$35,744
--------------------------	----------

### SUPPLIES JUSTIFICATION

*Describe the purpose of each supply listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).*

1. 8-oz eco-friendly one-color printed pouches for dehydrated vegetable snack mix.
2. 2-oz eco-friendly one-color printed pouches for dried herb mix salt substitute.
3. Salsa containers needed to package and distribute salsa.
4. Salsa lids needed to seal jars.
5. Labels- for product name, source farm, nutritional and other information.
6. The Specialty Crop Budget for year one will cover the cost of the specialty crop ingredients to be used in trialing the three new products and the cost of all specialty crop ingredients for production between April 1st, 2022 and October 1st, 2022.
7. The Specialty Crop Budget for year two will cover the cost of specialty crop ingredients for the salsa, dried herb mix salt substitute and dehydrated vegetable snack mix for distribution to La Cosecha CSA and ACN's wholesale outlets between October 1st, 2022 and September 30th, 2023.
8. Organic Lemons are a vital ingredient in all our low-sodium and diabetic-friendly products as they add an important flavor element in the absence of sugar and salt.
9. Organic Limes are a vital ingredient in all our low-sodium and diabetic-friendly products as they add an important flavor element in the absence of sugar and salt.

### CONTRACTUAL/CONSULTANT

*Contractual/consultant costs are the expenses associated with purchasing goods and/or procuring services performed by an individual or organization other than the applicant in the form of a procurement relationship. If there is more than one contractor or consultant, each must be described separately. (Repeat this section for each contract/consultant.)*

## ITEMIZED CONTRACTOR(S)/CONSULTANT(S)

Provide a list of contractors/consultants, detailing out the name, hourly/flat rate, and overall cost of the services performed. Please note that any statutory limitations costs also apply to contractors and consultants.

#	Name/Organization	Hourly Rate/Flat Rate	Funds Requested
1	Andrea Mayahuel Garza/Mayahuel Catering/Comida Mayahuel	\$17/hr	\$5,000

<b>Contractual/Consultant Subtotal</b>	\$5,000
--	---------

## CONTRACTUAL JUSTIFICATION

Provide for each of your real or anticipated contractors listed above a description of the project activities each will accomplish to meet the objectives and outcomes of the project. Each section should also include a justification for why contractual/consultant services are to be used to meet the anticipated outcomes and objectives. Include timelines for each activity. If contractor employee and consultant hourly rates of pay exceed the salary of a GS-15 step 10 Federal employee in your area (for more information please go to <http://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/2016/general-schedule/>), provide a justification for the expenses. This limit does not include fringe benefits, travel or other expenses. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Contractual and Consultant Costs for acceptable justifications.

**Contractor/Consultant 1:** Andrea Mayahuel Garza – Recipe Developer, Non-toxic Packaging Researcher and Coordinator. Mayahuel is the coordinator, presenter and curriculum builder for family engagement and Decolonize Your Diet cooking classes for the Native American Community Academy. She coordinates and builds the plant-based curriculum for adults and children in La Cosecha’s Nutrition Education/Cooking for Health Classes and will be contracted for recipe development for La Cosecha’s products. She has already developed our 100% Organic and Locally-Grown, Diabetic Friendly and Low-Sodium salsa recipe and will be developing our Dried Herb Mix Salt Substitute and Dehydrated Vegetable Snack Mix by October 1st, 2021. She will complete researching and coordinating the non-toxic packaging for these products by February. Total is based on an estimate of approximately 294 hours.

## CONFORMING WITH YOUR PROCUREMENT STANDARDS

By checking the box to the right, I confirm that my organization followed the same policies and procedures used for procurements from non-federal sources, which reflect applicable State and local laws and regulations and conform to the Federal laws and standards identified in [2 CFR Part 200.317 through.326](#), as applicable. If the contractor(s)/consultant(s) are not already selected, my organization will follow the same requirements.

## OTHER

Include any expenses not covered in any of the previous budget categories. Be sure to break down costs into cost/unit. Expenses in this section include, but are not limited to, meetings and conferences, communications, rental expenses, advertisements, publication costs, and data collection.

If you budget meal costs for reasons other than meals associated with travel per diem, provide an adequate justification to support that these costs are not entertainment costs. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Meals for further guidance.

Item Description	Per-Unit Cost	Number of Units	Acquire When?	Funds Requested
N/A				

<b>Other Subtotal</b>	N/A
-----------------------	-----

### OTHER JUSTIFICATION

Describe the purpose of each item listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).

N/A

### PROGRAM INCOME

Program income is gross income—earned by a recipient or subrecipient under a grant—directly generated by the grant-supported activity, or earned only because of the grant agreement during the grant period of performance. Program income includes, but is not limited to, income from fees for services performed; the sale of commodities or items fabricated under an award (this includes items sold at cost if the cost of producing the item was funded in whole or partially with grant funds); registration fees for conferences, etc.

Source/Nature of Program Income	Description of how you will reinvest the program income into the project to solely enhance the competitiveness of specialty crops	Estimated Income
La Cosecha CSA projected income from membership fees during winter & early spring months December 2022-May 2023.	La Cosecha CSA has two parts. It pools farmer products and distributes those products to local members paying dues and to the public outlets for non-member consumption. Income from La Cosecha's CSA during the winters and early spring months (starting in December 2021) and attributed to the availability of value-added products will be reinvested into the direct costs of producing low-sodium and diabetic friendly prepared foods.  Both CSA members & the general public will have access to these new Value-Added products.	\$30,000
Projected Sales of La Cosecha's low-sodium and diabetic friendly prepared foods to wholesale outlets through Agri-Cultura Network between June 1st, 2022 and September 30th, 2023.	La Cosecha CSA has two parts. It pools farmer products and distributes those products to local members paying dues and to the public outlets for non-member consumption. Income from the sales of La Cosecha's low-sodium and diabetic-friendly prepared foods to wholesale outlets will be reinvested into the direct costs of producing low-sodium and diabetic-friendly prepared	\$45,000

Source/Nature of Program Income	Description of how you will reinvest the program income into the project to solely enhance the competitiveness of specialty crops	Estimated Income
	foods. Both CSA members & the general public will have access to these new Value-Added products.	

<b>Program Income Total</b>	\$75,000
-----------------------------	----------

# SCBGP PROJECT PROFILE TEMPLATE

The acceptable font size for the narrative is 11 or 12 pitch with all margins at 1 inch. Please email your completed proposal to [specialtycrops@nmda.nmsu.edu](mailto:specialtycrops@nmda.nmsu.edu) by March 2<sup>nd</sup>, 2020 by no later than 5pm.

## APPLICANT DETAILS

Applicant Name: Benjamin Rasmussen

Applicant Organization: The National Center for Frontier Communities

Contact Information (Please include phone number AND email): 575-654-5130 [Brasmussen@frontierus.org](mailto:Brasmussen@frontierus.org)

## PROJECT TITLE

*Provide a descriptive project title in 15 words or less in the space below.*

Southwest New Mexico Food Hub: Growth, Sustainability and Safety

## DURATION OF PROJECT (MUST BE BETWEEN 9/30/2021 AND 9/29/2023)

**Start Date:** 10/1/2021

**End Date:** 9/29/2023

## PROJECT PARTNER AND SUMMARY

*Include a project summary of 250 words or less suitable for dissemination to the public. A Project Summary provides a very brief (one sentence, if possible) description of your project. A Project Summary includes:*

- 7. The name of the applicant organization that if awarded a grant will establish an agreement or contractual relationship with the State department of agriculture to lead and execute the project,*
- 8. A concise outline the project's outcome(s), and*
- 9. A description of the general tasks to be completed during the project period to fulfill this goal.*

*For example:*

The ABC University will mitigate the spread of citrus greening (Huanglongbing) by developing scientifically-based practical measures to implement in a quarantine area and disseminating results to stakeholders through grower meetings and field days.

The National Center for Frontier Communities' SWNM Food Hub (Food Hub) will continue its groundbreaking work revitalizing the remote food system in southwest New Mexico by implementing several strategies to help increase its ability to provide equitable market access and services for remote growers in the region, shift into self-sufficiency and build a culture of food safety among its network of growers. The Food Hub's dynamic array of services has helped nearly two dozen regional growers reach new markets and has generated nearly \$175,000 in new sales over the past two years.

*Despite this rapid growth, The Food Hub continuously misses potential sales due to a lack of competitive branding, packaging, and out-of-date customer interfacing. Moreover, The Food Hub needs to regain sales lost due to COVID-19 market closures but strategically expand to reach self-sufficiency.*

This project will allow The Food Hub to:

- 1) Increase its competitiveness amongst retail and institutional customers by upgrading its branding, customer interfacing and packaging, resulting in a 30-40% increase in sales to these markets.
- 2) Help instill a culture of food safety amongst both food hub growers and other regional growers resulting in two new certified food safety trainers (food hub staff) and a minimum of 5 growers achieving food safety certificates.
- 3) Recover from COVID-19 sales droughts and reach self-sustainable sales numbers (roughly \$180,000 per year in sales).

Successful implementation of this project will result in a self-sustaining food hub that will generate continuous economic impact in southwest New Mexico for years to come.

## PROJECT PURPOSE (20 POINTS)

### PROVIDE THE SPECIFIC ISSUE, PROBLEM OR NEED THAT THE PROJECT WILL ADDRESS

#### **Introduction:**

The SWNM Food Hub promotes regionally grown specialty crops both locally and around the state. The hub began as a way to level the playing field and provide equitable access to these large markets for geographically remote producers who face numerous challenges related to their distance from these markets and information centers.

Producers of specialty crops in southwest New Mexico face added costs due to extra time, longer distances and marketing to reach the large metropolitan markets needed to increase sales and ultimately production. The southwest region requires economic stimulation and increased local food revenue, recirculating revenue and creating a multiplier effect, which can have far-reaching impacts. While local market potential is relatively small, markets in metropolitan areas within a 400-mile radius have high, steady demand and can offer regional producers an opportunity to increase sales and production. This project aims to enhance an innovative, dual-purpose food hub, reduce costs, and link local growers to urban markets, thereby increasing their sales and sustainability.

The SWNM Food Hub serves growers in a frontier region that primarily includes Luna, Grant, Catron and Hidalgo Counties, covering over 17,000 square miles and home to just under 64,000 residents, with additional growers in nearby counties. This vast terrain is made up of many different communities that are linked through shared economies, challenges and geographies. Three of the four counties, Catron, Hidalgo and Luna, are identified by USDA as low-income and low food access areas (Census tracts 35023970000, 35003976400, 35029000400, 35029000500). Sections of Grant County also meet the definition (Census tract 35017964400).

A high percentage of residents in the region live in poverty: Luna (29.7%), Hidalgo (22.5%), Catron (18.8%), Grant (18.4%), compared to New Mexico (19.5%) and the U.S. (14.5%) (2012 US Census). Within interviews for the Food Hub Feasibility Study, the majority (72%) of farmers in the region report annual sales of less than \$50,000 and expressed significant challenges in increasing sales through existing channels.

Frontier economies are often fragile and trapped in the boom-and-bust cycle of extractive industries, many non-local chain stores effectively funnel hard-earned wages outside of the community. This project

would specifically do the opposite of that. The project intends to help bring revenue from nearby metro areas into local specialty crop producers and eventually other local businesses.

Expansion of markets outside of the region is crucial to helping growers reach their business goals and revitalizing the local food system. The Food Hub engages in several strategies to market and distribute this food from its base in Silver City, to markets in all regions of the state including Taos, Las Cruces, Albuquerque, Santa Fe and Capitan. These strategies primarily include customer interfacing and branding.

Currently, The Food Hub works with over two dozen growers of different sizes, backgrounds, locations and specialties to aggregate and distribute produce around the state. To date, food hub efforts have generated nearly \$175,000 in new sales for local producers, saved producers over \$50,000 in mileage and distribution costs, and introduced SWNM grown produce to over eight new counties across the state, including five school districts, seven grocery stores and numerous restaurants and other outlets.

There are three major problems bottlenecking the growth of The Food Hub that this project will address: Out-of-date branding and customer interfacing, food safety and COVID-19 sales droughts.

### **Branding and Interfacing:**

Despite the progress The Food Hub has made, it is often unable to sell certain products, and has received negative reviews of its packaging, primarily from customers and consumers. This resulted in consistent loss of potential sales and missed opportunities to increase brand recognition with buyers. Current packaging includes food-safe, recycled boxes, plastic clamshells, and a simple sticker logo. There are no differentiating features on the packaging and The Food Hub does not currently utilize any custom packaging.

Additionally, The Food Hub currently relies on an outdated customer interfacing system: email. The hub sends out a price list on a weekly basis and relies on the buyer to place orders through email response. This process also received negative feedback and resulted in countless lost orders due to communication issues, spam folders, untimely responses and inability to quickly communicate inventory changes.

Orders are tallied manually, making it very difficult to provide real-time feedback to growers, accurately calculating unmet demand, and providing updates on available supply chain and inventory

Overall, The Food Hub uses an outdated, inefficient customer interfacing system that does not allow for easy ordering, inventory tracking and subsequent year-end reports to growers, which would allow them to adjust and expand production to meet specific needs.

These branding and interfacing issues have already begun to bottleneck the expansion of food hub products around the state, which prevents growers in SWNM from effectively responding to and altering production in response to changes in demand.

The Food Hub to truly be competitive in the state marketplace, it needs to improve these key business functions. With upgraded branding and packaging and a modern customer interfacing system, The Food Hub will provide truly equitable access for southwest New Mexico growers and help them achieve their own business goals.

### **Food Safety:**

Currently, The Food Hub conducts an in-house inspection of all associated farms and assumes liability of their product. With more and more farmers, especially small and very small farms being interested in selling through the hubs market channels, a more uniform, in-depth training should be required for these growers.

Because hub products are sold to schools, grocery stores and other outlets, it is imperative that The Food Hub gains the necessary knowledge and skills to conduct on-site trainings for growers across the region. Gathering growers together for group trainings has proved to be incredibly challenging, mostly owing to the reality of large geographic distances between growers.

The Food Hub is committed to providing the safest possible products for its clients and the most relevant training in an accessible manner for its growers. By allowing hub staff to become certified trainers, it will enable The Food Hub to develop an in-house training curriculum on par with any third party certificates available and will make them accessible to growers free of charge.

Additionally, this training will position the hub to become GAP (Good Agricultural Practices) certified by 2024, approximately 1 year after this grant ends.

### **COVID-19 Sales Droughts:**

The Food Hub initially projected 2020 to be a huge step forward towards achieving self-sufficiency however, with widespread market closures in March 2020, the hub lost an estimated \$60,000 in projected sales. Currently, sales have not returned to pre-COVID levels, and The Food Hub needs support to get back on track.

As a non-profit organization, the primary benefit of the SWNM Food Hub is the economic impact it generates through its operation and services on behalf of dozens of SWNM growers. While COVID-19 market closures have impacted growers across the state, The Food Hub has been tenacious in its role of ensuring growers do not end up with unsold produce and lose the income and cash flow that is so important for their continued success.

During COVID-19 market closures, the Food Hub was able to leverage community resources to purchase over 5,000 lbs. of unsold locally grown produce at regular market prices and distribute, free of charge to area food pantries. Additionally, the Food Hub was able to increase visibility around frontier food system issues and engage the public in conversation around potential solutions.

The Food Hub does not anticipate sales to return to normal until fall of 2021, at that time, more realistic projections can be made about recouping lost sales and returning to a track of self-sufficiency. In the meantime, the Food Hub needs operational support to ensure that the momentum gained amongst its growers is not lost and that it can continue to provide services to growers so that they do not suffer from further loss of sales.

### **Conclusion:**

The Food Hub has gained incredible momentum since forming in 2018. Sales projections has exceeded initial projections and until COVID-19 related market closures (namely schools and restaurants), the hub was on track to achieve self-sufficiency in 2021.

The Food Hub revitalizes frontier food systems and helps emote food producers reach their goals by ensuring equitable market access, education, transportation and support.

The Food Hub must upgrade its customer interfacing capabilities, develop an attractive branding and packaging model for its customers to compete with larger producers in more urban markets, increase hub sales to support expanding production and achieve sustainability. This will ensure its growers have access to all potential markets by instilling a culture of food safety.

With the support of this grant, the Food Hub can implement strategies to become more competitive in the statewide marketplace, ensure a culture of food safety is instilled in the region and continue operations until self-sufficiency can be achieved.

### PROVIDE A LISTING OF THE OBJECTIVES THAT THIS PROJECT HOPES TO ACHIEVE

*Add more objectives by copying and pasting the existing listing or delete objectives that aren't necessary.*

**Objective 1:** Successful implementation of new customer interfacing software and branding strategy to increase food hub sales by at least 40% annually, on track for reaching self-sufficiency by 2024, approximately one year after this grant ends.

**Objective 2:** Through two food hub staff members becoming certified food safety trainers, the hub will train at least five regional food hub growers in food safety methods.

### PROJECT BENEFICIARIES

**Estimate the number of project beneficiaries:** At least 5 regional specialty crop producers and over 200 potential retail, restaurant and institutional customers.

**Does this project directly benefit socially disadvantaged farmers as defined in the RFA?** Yes   
No

**Does this project directly benefit beginning farmers as defined in the RFA?** Yes   
No

### STATEMENT OF SOLELY ENHANCING SPECIALTY CROPS

By checking the box to the right, I confirm that this project **solely** enhances the competitiveness of specialty crops in accordance with and defined by [7 U.S.C. 1621](#). Further information regarding the definition of a specialty crop can be found at [www.ams.usda.gov/services/grants/scbgp](http://www.ams.usda.gov/services/grants/scbgp).

### CONTINUATION PROJECT INFORMATION

*If your project is continuing the efforts of a previously funded SCBGP project, address the following:*

#### DESCRIBE HOW THIS PROJECT WILL DIFFER FROM AND BUILD ON THE PREVIOUS EFFORTS

Previous Funding Title: The Southwest New Mexico Food Export Initiative

Previous Funding Number: AM180100XXXXG004

Initial SCBG funding received by NCFC was to begin and operate the SWNM Food Hub and focus on exporting SWNM grown products to markets outside of the region. During this period the Food Hub launched and began operations - weekly establishing and developing relationships with grocery stores, restaurants, schools and other markets. It was clear early on that to expand the local food system the Food Hub needed to export food to market centers with higher populations.

The Food Hub has encountered numerous challenges and learned many lessons over the course of the previous several years but has been able to offer a consistent market outlet for growers and has helped farmers plan to expand their production and get their product into new markets around the state. The Food Hub nearly doubled initial sales projections throughout the previous project period and is poised *to increase these sales with some upgrades to current operations.*

This project differs from previous efforts because food hub operations are already in place and partially sustained through its sales. This project is focused specifically on upgrading the branding, customer interfacing and food safety components of business, which will position the hub for increased sales for the next two years.

This project builds on previous efforts because it is working with the foundation laid in the initial SCBG grant and allows the Food Hub to improve its operations, marketing and grower services.

---

#### PROVIDE A SUMMARY (3 TO 5 SENTENCES) OF THE OUTCOMES OF THE PREVIOUS EFFORTS

Previous efforts saw the formation, launch and weekly operation of the SWNM Food Hub. Initial annual sales were projected at a modest \$37,500 for the first project period and were on track to reach over \$100,000 annually before COVID-19 market closures. During initial project period the Food Hub developed working relationships with over two dozen regional growers and market outlets in 8 counties around the state. The SWNM Food Hub is the only entity providing these services in southwest New Mexico.

---

#### PROVIDE LESSONS LEARNED ON POTENTIAL PROJECT IMPROVEMENTS

##### **What was previously learned from implementing this project, including potential improvements?**

NCFC and Food Hub staff are continuously learning lessons about operating a food hub in a frontier region. NCFC knows of no other food hubs in the country operating in such a remote region. Because of this, the SWNM Food Hub is a trailblazing entity and most lessons must be learned first-hand and eventually those lessons are used for larger food hubs and food distribution models. The frontier regions are always underserved and the need to be inclusive of frontier areas and use of the unique lessons in this area benefit the entire food chain.

One of the primary lessons learned is how crucial it is to streamline the customers experience when purchasing from the Food Hub. For many customers, purchasing from a smaller, local entity is already an unknown, and hiccups in communication and ordering can result in cold feet and unfulfilled sales.

Additionally, because the Food Hub promotes items to customers in distant urban areas, there is a lack of familiarity with the region it represents amongst customers. While the Food Hub believes its products can speak for themselves, the reality is that many customers are swayed by packaging and appearances. Because the Food Hub is already at a slight disadvantage, being distant from end markets, it must ensure that its packaging, branding and customer interfacing do not put it more significant disadvantage.

Finally, as the Food Hub continues to understand its role as it grows and develops, it will be advantageous to entrench further food safety culture amongst its network of growers. This food safety initiative will be advantageous because it will allow the Food Hub to exercise more influence over the products it receives and ensure that no future markets are closed off to its growers for not having the proper certifications.

In essence, previous lessons learned are directly responsible for this project's design, goals, and outcomes. The Food Hub must continue to be proactive and assertive in securing adequate marketplace for the growers it serves and anticipate future hurdles when designing programs and strategies.

**How are the lessons learned and improvements being incorporated into the project to make the ongoing project more effective and successful at meeting goals and outcomes?**

Please see above.

---

**DESCRIBE THE LIKELIHOOD OF THE PROJECT BECOMING SELF-SUSTAINING AND NOT INDEFINITELY DEPENDENT ON GRANT FUNDS**

Developing a food hub that helps increase local food production and sales and is self-sustaining is one of our highest priorities. However, from our initial feasibility study in 2015, we learned that many food hubs begin with high overhead costs, heavy staff loads and cannot sustain the level of sales and growth needed to exist independently from grant funding. Our plan for sustainability includes learning from the well-documented pitfalls of other food hubs and utilizing only the minimum necessary resources to achieve our sales goals.

Additionally, over the previous two years of operation, the Food Hub has learned where its shortcomings fall and how eliminate them effectively.

**Efficient, attractive marketing-** To increase sales to the level necessary to reach self-sufficiency, the Food Hub has to ensure that its products are attractive to customers and that its branding is synonymous with convenience, quality and community.

**Convenient Customer Interfacing-** The Food Hub has learned that previous and current customer communication methods and sales have led to the loss of regular clients and sales and will take steps to ensure that customer experience is easy.

**Low Overhead-** Since its initial launch, the Food Hub has been frugal regarding overhead costs. The Hub rents space in a local non-profit that provides a certified kitchen for re-packing and cold storage. This arrangement allows the Food Hub to focus more on operations and logistics without a high overhead for facilities.

Moving forward, the Food Hub will continue to weigh options and determine if the current arrangement is conducive to increased volume.

**Minimal Staff Input-** Currently, the Food Hub only operates an average of three days per week and has adjusted all logistics to fit within this time-frame, which not only helps keep costs down but ensures optimum efficiency amongst all Food Hub partners.

**Logistical Creativity-** Currently, Silver City offers the best location for the Foo Hub due to its proximity to an existing La Montanita Cooperative Distribution Center (CDC) stopping point. La Montanita is a food aggregator and distributor in central New Mexico and is working to build the local supply chain

around the state. CDC will be a major partner in delivering produce from southwest New Mexico to markets in Albuquerque and Santa Fe at a very reasonable cost. Additionally, CDC may purchase food directly from the Food Hub.

**In-demand Service-** Our feasibility study and test distributions show a sustained demand and desire for this service in the region.

#### OTHER SUPPORT FROM FEDERAL OR STATE GRANT PROGRAMS

The SCBGP will not fund duplicative projects. Did you submit this project to a Federal or State grant program other than the SCBGP for funding and/or is a Federal or State grant program other than the SCBGP funding the project currently?

Yes

No

#### IF YOUR PROJECT IS RECEIVING OR WILL POTENTIALLY RECEIVE FUNDS FROM ANOTHER FEDERAL OR STATE GRANT PROGRAM

**Identify the Federal or State grant program(s).**

NCFC is the current recipient of a USDA Local Food Promotion Program (LFPP) Grant.

**Describe how the SCBGP project differs from or supplements the other grant program(s) efforts.**

The LFPP grant solely focuses on direct-to-consumer markets and allows the Food Hub to work directly with end consumers to create a CSA-type model.

The SCBGP focuses on helping The Food Hub recover from COVID-19 sales droughts and increasing sales to “wholesale” or “intermediary” customers such as restaurants, grocery stores and institutions.

#### EXTERNAL PROJECT SUPPORT (REQUIRED)

*Describe the specialty crop stakeholders who support this project and why (other than the applicant and organizations involved in the project). **Letters of support from potential industry beneficiaries are required.***

**New Mexico Farmers Marketing Association- NMFMA** is a major presence in the state’s local food system.

*Specifically, the hub will partner with its expert staff to become certified food safety trainers for this project. In addition, it will help ensure a culture of food safety is instilled across the region and allow the hub to design and implement a food safety curriculum to ensure access to all current and future markets.*

**La Montanita Cooperative Distribution-** *The CDC offers back-hauling and produce delivery services around the state. The Food Hub utilizes this service successfully on a regular basis and it will be its main mode of produce transportation to markets outside of the region.*

**Matt Stong, Luna Ecofarms LLC-** *Mr. Stong’s farm has significantly benefitted from The Food Hub since its launch and will further benefit from continued hub operation, market expansion, and food safety trainings.*

*Ivon Diaz, De Colores Farm* Since its inception, Ms. Diaz has been working with the hub and has developed plans for growing food hub markets. Ms. Diaz will continue to benefit from the expansion of the hub and play a pivotal role in developing food hub internal food safety plans.

## EXPECTED MEASURABLE OUTCOMES (20 POINTS)

### SELECT THE APPROPRIATE OUTCOME(S) AND INDICATOR(S)/SUB-INDICATOR(S)

You must choose at least one of the eight outcomes listed in the [SCBGP Performance Measures](#), which were approved by the Office of Management and Budget (OMB) to evaluate the performance of the SCBGP on a national level.

#### OUTCOME MEASURE(S)

Select the outcome measure(s) that are applicable for this project from the listing below.

- Outcome 1:** Enhance the competitiveness of specialty crops through increased sales (required for marketing projects)
- Outcome 2:** Enhance the competitiveness of specialty crops through increased consumption
- Outcome 3:** Enhance the competitiveness of specialty crops through increased access
- Outcome 4:** Enhance the competitiveness of specialty crops through greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources
- Outcome 5:** Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems
- Outcome 6:** Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety
- Outcome 7:** Enhance the competitiveness of specialty crops through increased understanding of the ecology of threats to food safety from microbial and chemical sources
- Outcome 8:** Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development

#### OUTCOME INDICATOR(S)

Provide at least one indicator listed in the [SCBGP Performance Measures](#) and the related quantifiable result. If you have multiple outcomes and/or indicators, repeat this for each outcome/indicator.

*For example:*

**Outcome 2, Indicator 1.a.**

Of the 150 total number of children and youth reached, 132 will gain knowledge about eating more specialty

**Outcome 1: To enhance the competitiveness of specialty crops through increased sales**

This project will focus on increasing annual food hub sales of SWNM grown produce both within and without SWNM. Sales will increase from a baseline of about \$50,000 per year to over \$150,000 per year. Therefore, by the end of year two, a 300% increase through sales and marketing activities.

**Outcome 7: Enhance the competitiveness of specialty crops through increased understanding of threats to food safety from microbial and chemical sources**

Indicators:

Number of projects focused on:

1. Increased understanding of fecal indicators and pathogens: 1
2. Increased safety of all inputs into the specialty crop chain: 1
3. Increased understanding of the roles of humans, plants and animals as vectors: 1

4. Increased understanding of preharvest and postharvest process impacts on microbial and chemical threats: 1
5. Number of growers or producers obtaining on-farm food safety certifications (such as Good Agricultural Practices or Good Handling Practices): 20

### MISCELLANEOUS OUTCOME MEASURE

*In the unlikely event that the outcomes and indicators above the selected outcomes are not relevant to your project, you must develop a project-specific outcome(s) and indicator(s) which will be subject to approval by AMS.*

N/A

### DATA COLLECTION TO REPORT ON OUTCOMES AND INDICATORS

*Explain how you will collect the required data to report on the outcome and indicator in the space below.*

Data or Product	Collected When?	Data Source	Collection & Analysis	Relevant Indicator
<b>Outcome 1: Tracking food hub sales</b>				
Food hub sales, expenses, profit	Monthly	NCFC monthly financials	Project Manager Hub Coordinator	Outcome 1
Sales data from growers and buyers--who, when, what	Monthly	NCFC – electronic invoicing system and database	Project Manager Hub Coordinator	Outcome 1
<b>Outcome 7: Food Safety</b>				
Food Hub staff “train the trainer” certificates- these certificates will be provided by either NMFMA or PSA- which offer “trainer” certificates for widely respected food safety certification programs- they will allow food hub staff to conduct trainings for growers and improve food safety practices across the region. These trainings typically take 2-4 training days and are offered regularly by both organizations. Ben and John, food hub staff will receive the certs.	Within 6 months of project start	Certificate from NMFMA	Project Manager	Outcome 7, Indicators 1-4
Onsite food safety trainings with SWNM Food Hub Growers – certificates	As needed to achieve objective	Spreadsheet of SWNM Food Hub growers	Project Manager Hub Coordinator	Outcome 7, indicator 5

### BUDGET NARRATIVE (MUST TOTAL) (10 POINTS)

*All expenses described in this Budget Narrative must be associated with expenses that will be covered by the SCBGP. Applicants should review the Request for Applications section 4.7 Funding Restrictions prior to developing their budget narrative.*

Budget Summary	
Expense Category	Funds Requested
Personnel	\$78,500
Fringe Benefits	\$10,205
Travel	\$8,783
Equipment	\$0
Supplies	\$6,000
Contractual	\$4,975
Other	\$4,000
<b>Direct Costs Subtotal</b>	<b>\$112,463</b>

<b>Total Budget</b>	<b>\$112,463</b>
---------------------	------------------

## PERSONNEL

List the organization's employees whose time and effort can be specifically identified and easily and accurately traced to project activities that solely enhance the competitiveness of specialty crops. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Salaries and Wages, and Presenting Direct Costs Consistently under section 4.7.1 for further guidance.

#	Name/Title	Level of Effort (# of hours OR % FTE)	Funds Requested
1	Ben Rasmussen, Program Manager	.3 FTE	\$30,000
2	John Song, Program Specialist	.46 FTE	\$32,500
3	Stacey Cox, Executive Director	.04 FTE	\$6,000
4	Kelly McGhiey, Finance Director	.1 FTE	\$10,000

<b>Personnel Subtotal</b>	<b>\$78,500</b>
---------------------------	-----------------

## PERSONNEL JUSTIFICATION

For each individual listed in the above table, describe the activities to be completed by name/title including approximately when activities will occur. Add more personnel by copying and pasting the existing listing or deleting personnel that aren't necessary.

**Personnel 1:** Benjamin Rasmussen, Program Manager, 0.3 FTE at a full-time annual rate of \$50,000. \$15,000 per year x 2 years = \$30,000 Mr. Rasmussen is responsible for daily operations of the project, all aspects of program management and coordination, contact with growers and buyers, documentation of all activities, quality assurance and reporting.

**Personnel 2:** John Song, Program Specialist, 0.4643 FTE at a full-time annual rate of \$35,000. \$16,250 per year x 2 years = \$32,500. Mr. Song will carry out many daily food hub related activities, including driving, packing, grower contact and sales. Additionally, Mr. Song will become a certified food safety trainer and conduct on-site safety trainings.

**Personnel 3:** Stacey Cox, Executive Director, 0.04 FTE at \$3,000 yr. x 2 years = \$6,000 Ms. Cox is responsible for all aspects of grant compliance, including financial and programmatic reporting with backup documentation. Ms. Cox provides supervision and guidance to the Program Manager.

**Personnel 4:** Kelli Mcghiey, Finance Director, .1 FTE at \$5,000 yr x 2 years = \$10,000. Ms. Mcghiey is responsible for all financial transactions relating to this grant, including financial reporting, food hub finances, bookkeeping, and all applicable reporting.

## FRINGE BENEFITS

*Provide the fringe benefit rates for each of the project's salaried employees described in the Personnel section that will be paid with SCBGP funds.*

#	Name/Title	Fringe Benefit Rate	Funds Requested
1	Ben Rasmussen, Program Manager	.13	\$3,900.00
2	John Song, Program Specialist	.13	\$4,225.00
3	Stacey Cox, Executive Director	.13	\$780.00
4	Kelly McGhiey, Finance Director	.13	\$1,300.00

<b>Fringe Subtotal</b>	\$10,205.00
------------------------	-------------

## TRAVEL

*Explain the purpose for each Trip Request. Please note that travel costs are limited to those allowed by formal organizational policy; in the case of air travel, project participants must use the lowest reasonable commercial airfares. For recipient organizations that have no formal travel policy and for-profit recipients, allowable travel costs may not exceed those established by the Federal Travel Regulation, issued by GSA, including the maximum per diem and subsistence rates prescribed in those regulations. This information is available at <http://www.gsa.gov>. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Travel, and Foreign Travel for further guidance.*

	<b>Trip Destination</b>	<b>Type of Expense (airfare, car rental, hotel, meals, mileage, etc.)</b>	<b>Unit of Measure (days, nights, miles)</b>	<b># of Units</b>	<b>Cost per Unit</b>	<b># of Travelers Claiming the Expense</b>	<b>Funds Requested</b>
1	Trip 1 - Silver City to Deming round-trip (x41.6)	Mileage	100 miles each (4160 miles total)	41.6	\$56 \$0.56/mile	1	\$2,329.60
2	Trip 2 - Silver City to Las Cruces Round-trip (x22.4)	Mileage	200 miles each (4,480 miles total)	22.4	\$112	1	\$2,509
3	Trip 3 - Project Manager to Albuquerque (x6)	Mileage	Miles 454 miles each	6 trips	\$254.24	1	\$1,525.44
4	Trip 3 - Project Manager to Albuquerque (x6)	Meal per-diem	Per day	6 trips	\$53.25 each	1	\$319.50
5	Trip 3 - Project Manager to Albuquerque (x6)	Lodging	Per night	6 trips	\$111 each	1	\$666
6	Trip 4 - Project Manager to Tucson, Arizona (x3)	Mileage	Miles	3 trips	229 miles each \$0.56/mile	1	\$384.72
7	Trip 4 - Project Manager to Tucson, Arizona (x3)	Meal per-diem	Per day	3 trips	\$45.75 each	1	\$137.25
8	Trip 4 - Project Manager to Tucson, Arizona (x3)	Lodging	Per night	3 trips	\$96 each	1	\$288
9	Trip 5 - Project Manager to El Paso (x2)	Mileage	Miles	2 trips	300 miles each \$0.56/mile	1	\$336
10	Trip 5 -Project Manager to El Paso (x2)	Meal per-diem	Per day	2 trips	\$45.75 each	1	\$91.50
11	Trip 5 -Project Manager to El Paso (x2)	Lodging	Per night	2 trips	\$98 each	1	\$196

<b>Travel Subtotal</b>	<b>\$8,783</b>
------------------------	----------------

TRAVEL JUSTIFICATION

For each trip listed in the above table describe the purpose of this trip and how it will achieve the objectives and outcomes of the project. Be sure to include approximately when the trip will occur. Add more trips by copying and pasting the existing listing or delete trips that aren't necessary.

**Trip 1 (Weekly Trips for Duration of Project):** Most of our growers are in and around Deming. Weekly trips will be taken throughout the project to pick up produce and consult with growers. The produce will be taken to the Food Hub location in Silver City for packing and further distribution. These figures account for occasional off-weeks during the slow season and holidays.

**Trip 2 (Bi-weekly trips for duration of project):** We will be obtaining and distributing produce to the Las Cruces area throughout the project. This is an important market location and an area to connect with growers to increase market potential for them through the Food Hub. The project manager will also use these trips to consult with our partners. **These trips are for buying and selling food as part of regular hub operations and do not use project funding to buy or sell food.**

**Trip 3 (As needed trips to Albuquerque through duration of project):** The project manager will take as-needed trips to Albuquerque to promote southwest New Mexico products and consult with partners in the region.

**Trip 4 (Trip at beginning of project and as needed through duration of project):** Trips will be taken to eastern Arizona and the Tucson region at the beginning of the project, and as needed to connect with new growers and promote southwest New Mexico products to potential markets.

**Trip 5 (Trip at beginning of project and as needed through duration of project):** Trips will be taken to El Paso at the beginning of the project and as needed to promote southwest New Mexico products to potential markets.

---

#### CONFORMING WITH YOUR TRAVEL POLICY

By checking the box to the right, I confirm that my organization's established travel policies will be adhered to when completing the above-mentioned trips in accordance with [2 CFR 200.474](#) or [48 CFR subpart 31.2](#) as applicable.

#### EQUIPMENT

*Describe any special purpose equipment to be purchased or rented under the grant. "Special purpose equipment" is tangible, nonexpendable, personal property having a useful life of more than one year and an acquisition cost that equals or exceeds \$5,000 per unit and is used only for research, medical, scientific, or other technical activities. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - Special Purpose for further guidance*

*NMSU considers any tangible item with an acquisition value of \$1,000 or more as equipment. If such equipment is requested, NMDA will discuss this with the applicant in more detail before submitting final proposals to USDA for funding consideration as there are other implications to consider.*

*Rental of "general purpose equipment" must also be described in this section. Purchase of general purpose equipment is not allowable under this grant. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - General Purpose for definition, and Rental or Lease Costs of Buildings, Vehicles, Land and Equipment.*

#	Item Description	Rental or Purchase	Acquire When?	Funds Requested
1	No equipment requested			\$0

<b>Equipment Subtotal</b>	\$0
---------------------------	-----

## EQUIPMENT JUSTIFICATION

For each Equipment item listed in the above table describe how this equipment will be used to achieve the objectives and outcomes of the project. Add more equipment by copying and pasting the existing listing or delete equipment that isn't necessary.

## SUPPLIES

List the materials, supplies, and fabricated parts costing less than \$1,000 per unit and describe how they will support the purpose and goal of the proposal and solely enhance the competitiveness of specialty crops. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Supplies and Materials, Including Costs of Computing Devices for further information.

Item Description	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested
Custom Corrugated Boxes for shipping	\$1.13	2,654	Within 6 months	\$3,000 (Rounded)
Custom printed Bags	\$0.25	6,000	Within 6 months	\$1,500
Custom clamshells	\$0.25	4,000	Within 6 months	\$1,000
Custom twist ties	\$.10	5,000	Within 6 months	\$500

<b>Supplies Subtotal</b>	\$6,000
--------------------------	---------

## SUPPLIES JUSTIFICATION

Describe the purpose of each supply listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).

**Corrugated Boxes-** Corrugated boxes are needed for shipment to all markets. These custom boxes will have the upgraded SWNM Food Hub logo printed on the outside. The custom boxes will be used for specialty crops only and be compliant with USDA grant terms and conditions. Additional space to affix tracking/traceability stickers for food safety requirements.

**Custom Bags-** Bags of various sizes are needed to fulfill orders and for shipping. These custom bags will help The Food Hubs products compete on grocery store shelves and will be designed to accentuate certain products such as cucumbers, carrots and more.

**Clamshells-** Clamshells are a great way to ensure the integrity of products during transport and increase their value to retailers.

**Twist Ties-** The Food Hub will purchase custom twist ties to bundling items such as radishes, beets, carrots and greens. These will be distributed to growers who bundle them on site.

### CONTRACTUAL/CONSULTANT

*Contractual/consultant costs are the expenses associated with purchasing goods and/or procuring services performed by an individual or organization other than the applicant in the form of a procurement relationship. If there is more than one contractor or consultant, each must be described separately. (Repeat this section for each contract/consultant.)*

### ITEMIZED CONTRACTOR(S)/CONSULTANT(S)

*Provide a list of contractors/consultants, detailing out the name, hourly/flat rate, and overall cost of the services performed. Please note that any statutory limitations costs also apply to contractors and consultants.*

#	Name/Organization	Hourly Rate/Flat Rate	Funds Requested
1	Food Packaging/Branding Consultant TBD	\$4,975 (flat rate)	\$4,975

<b>Contractual/Consultant Subtotal</b>	\$4,975
--	---------

### CONTRACTUAL JUSTIFICATION

*Provide for each of your real or anticipated contractors listed above a description of the project activities each will accomplish to meet the objectives and outcomes of the project. Each section should also include a justification for why contractual/consultant services are to be used to meet the anticipated outcomes and objectives. Include timelines for each activity. If contractor employee and consultant hourly rates of pay exceed the salary of a GS-15 step 10 Federal employee in your area (for more information please go to <http://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/2016/general-schedule/>), provide a justification for the expenses. This limit does not include fringe benefits, travel or other expenses. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Contractual and Consultant Costs for acceptable justifications.*

**Contractor/Consultant 1:** Food Packaging/Branding Consultant- NCFC will select and hire a consultant to design and source attractive, eco-friendly packaging solutions for the Food Hub’s needs. The cost listed is an estimate after searching potential consultants on the internet. Project funds will only be used for general packaging and branding that promote NM Grown, not the individual organization.

### CONFORMING WITH YOUR PROCUREMENT STANDARDS

By checking the box to the right, I confirm that my organization followed the same policies and procedures used for procurements from non-federal sources, which reflect applicable State and local laws and regulations and conform to the Federal laws and standards identified in [2 CFR Part 200.317 through.326](#), as applicable. If the contractor(s)/consultant(s) are not already selected, my organization will follow the same requirements.

### OTHER

*Include any expenses not covered in any of the previous budget categories. Be sure to break down costs into cost/unit. Expenses in this section include, but are not limited to, meetings and conferences, communications, rental expenses, advertisements, publication costs, and data collection.*

If you budget meal costs for reasons other than meals associated with travel per diem, provide an adequate justification to support that these costs are not entertainment costs. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Meals for further guidance.

Item Description	Per-Unit Cost	Number of Units	Acquire When?	Funds Requested
Local Food Marketplace- Customer interfacing system.	\$2,000/yr	2	Immediately	\$4,000

<b>Other Subtotal</b>	<b>\$4,000</b>
-----------------------	----------------

## OTHER JUSTIFICATION

Describe the purpose of each item listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).

**Local Food Marketplace:** NCFC will acquire LFM, a digital software solution for food hubs, immediately upon project launch. This interface will allow the Food Hub to receive orders and communicate more efficiently with buyers and provide an attractive, modern website with invoicing and payment capabilities. This software will ensure the Food Hub no longer loses sales to an out-of-date system and can more efficiently communicate demand with its growers.

LFM is an online interface with a yearly subscription fee that handles food hub payments, inventory and invoicing.

Upon completion of this project, if internal sales goals are met and LFM is deemed to be a vital contributor to increasing and sustaining sales volume then further subscriptions will be paid for out of food hub operational budget, a large part of which will come from sales revenue.

## PROGRAM INCOME

Program income is gross income—earned by a recipient or subrecipient under a grant—directly generated by the grant-supported activity, or earned only because of the grant agreement during the grant period of performance. Program income includes, but is not limited to, income from fees for services performed; the sale of commodities or items fabricated under an award (this includes items sold at cost if the cost of producing the item was funded in whole or partially with grant funds); registration fees for conferences, etc.

Source/Nature of Program Income	Description of how you will reinvest the program income into the project to solely enhance the competitiveness of specialty crops	Estimated Income
SWNM Food Hub Sales	All food hub income goes into operational costs that further support hub activities to market, aggregate, distribute and work with local growers. These costs include; vehicle fuel, vehicle maintenance, staff time, supply purchasing, rent, volunteer stipends and purchasing food for promotions. Directly tying increase in sales as a result of this	\$0

Source/Nature of Program Income	Description of how you will reinvest the program income into the project to solely enhance the competitiveness of specialty crops	Estimated Income
	<p>project is hard to accurately project but will all be monitored and reported. Food is purchased from growers at an agreed upon rate dependent on the individual grower and the food hub takes an average of 25% mark-up. The mark up revenue is used to support hub operations and invest in hub infrastructure, salary and equipment. No other income source is expected to be generated.</p>	

<b>Program Income Total</b>	\$0
-----------------------------	-----

# SCBGP PROJECT PROFILE TEMPLATE

The acceptable font size for the narrative is 11 or 12 pitch with all margins at 1 inch. Please email your completed proposal to [specialtycrops@nmda.nmsu.edu](mailto:specialtycrops@nmda.nmsu.edu) by March 2<sup>nd</sup>, 2020 by no later than 5pm.

## APPLICANT DETAILS

Applicant Name: Alianza Agri-Cultura de Taos

Applicant Organization: Alianza Agri-Cultura de Taos

Contact Information (Please include phone number AND email): Gillian Joyce, Executive Director, taosagriculture@gmail.com, 505-470-4080

## PROJECT TITLE

Provide a descriptive project title in 15 words or less in the space below.

Los Vecinos provides comprehensive, on-the-ground support for beginning, small, and underserved farmers in Taos County.

## DURATION OF PROJECT (MUST BE BETWEEN 9/30/2021 AND 9/29/2023)

**Start Date:** 10/1/2021

**End Date:** 9/29/2023

## PROJECT PARTNER AND SUMMARY

Include a project summary of 250 words or less suitable for dissemination to the public. A Project Summary provides a very brief (one sentence, if possible) description of your project. A Project Summary includes:

10. The name of the applicant organization that if awarded a grant will establish an agreement or contractual relationship with the State department of agriculture to lead and execute the project,
11. A concise outline the project's outcome(s), and
12. A description of the general tasks to be completed during the project period to fulfill this goal.

*For example:*

The ABC University will mitigate the spread of citrus greening (Huanglongbing) by developing scientifically-based practical measures to implement in a quarantine area and disseminating results to stakeholders through grower meetings and field days.

Los Vecinos provides comprehensive, on-the-ground support for beginning, small, and underserved farmers in Taos County. Particularly as we recover from COVID-19, Los Vecinos is dedicated to building community resilience from the ground up, focusing on the specialty crops essential to our food web, increased financial viability for our producers, and our cultural heritage. A project of Alianza Agri-Cultura de Taos, Los Vecinos develops one-to-one relationships with farmers. Our purpose is to identify their farming goals and develop strategies for meeting those goals; we also provide education and technical assistance to the broader community interested in specialty crop production, encouraging and supporting aspiring farmers and producers to get started.

**Services include:**

**Land, Water, and Production:** land conservation planning, soil regeneration, crop selection, irrigation infrastructure consulting and rehabilitation, regenerative agricultural practices consulting, orchard health and care consultation;

**Land-Linking:** connecting landowners to farmers, farmers to labor and aspiring farmers to mentorship opportunities by providing templates for leasing, employment and legal agreements;

**Business Development Support:** identifying loan and grant opportunities, marketing support, CSA development, product diversification consulting, and agro-tourism development support;

**Agricultural Land Tax Support:** tax planning, agricultural exemption and agricultural exemption status protests for productive lands; and

**Legacy Planning:** estate planning for the protection of agricultural lands.

The services each producer will be provided will be determined by individual producer needs. Individual client interactions will also be determined by producer needs. Each producer will be provided with an assessment and work plan that includes what services AA-CT will provide. AA-CT will not only provide on-the-ground services listed in the work plan, but will also be available for phone or in-person, on-land consultation as needed. On top of one-on-one producer support services, we will provide at least 12 workshops for Vecinos participants as well as the general public. Examples of the sort of workshops we will provide include, but are not limited to:

- How to develop a CSA for specialty crops
- Co-ops 101 for specialty crops
- Fruit tree pruning - mature, overgrown trees
- Fruit tree pruning - young trees
- Acequia flood irrigation for vegetable crops
- Hybrid irrigation systems for vegetable crops - how to do drip off an acequia
- Organic and mechanical pest and disease management for fruit trees
- Poly-cropping in orchard systems
- Organic and mechanical pest and disease management for vegetable crops
- Improving soil health for vegetable crops
- Natural and low-cost amendments for vegetable crops
- Succession planning for vegetable cropping
- Season extension for vegetable crops

**PROJECT PURPOSE (20 POINTS)**

PROVIDE THE SPECIFIC ISSUE, PROBLEM OR NEED THAT THE PROJECT WILL ADDRESS

Many beginning farmers in northern New Mexico interested in growing specialty crops work in relative isolation, with few opportunities to access either government or peer-to-peer support. Research shows that since the 1940s, peer-to-peer and horizontal education dwindled in the agricultural community as government research-based education grew. With a smaller and smaller percentage of our population engaged in agricultural production, and production centralized, extension and other services have lost funding, leaving producers with less-than-ideal access to in-person on-ground education.

Alianza and our partners work closely with farmers to ensure they develop:

- Relationships with ditch communities (mayordomos, acequia associations, fellow parciantes), suppliers, equipment contractors, and markets in their geographic area;
- Relationships with fellow farmers in their region to improve farmer-to-farmer learning and support;
- Knowledge of the range of services and grants available through State and Federal programs, nonprofits and for-profit consultants.

Similarly, long-time producers looking to innovate their practices in response to consumer tastes or climatic variation often express challenges in accessing on-the-ground support or peer-to-peer support in implementing innovations.

Finally, it is well-documented that our farming population is older than the national average. By supporting and encouraging beginning and underserved farmers, we hope to bring that average down. As consumer knowledge and interest in agriculture increases, and as organizations such as National Young Farmers take hold in our community, we find an increasing number of young people, both from legacy agricultural families and newcomers to agriculture, take an interest in farming. However, the steep learning curve and uncertainty for small and beginning farmers make this problematic.

Our program can hold the hands of this new generation as they navigate the complexities of agricultural production. At Alianza Agri-Cultura de Taos, we envision a future in which Taos County is home to a resilient local food, farming and ranching community. A future where food and agriculture play a holistic role in the vitality of our land and water, culture, community and economy.

**PROVIDE A LISTING OF THE OBJECTIVES THAT THIS PROJECT HOPES TO ACHIEVE**

*Add more objectives by copying and pasting the existing listing or delete objectives that aren't necessary.*

**Objective 1:** Increased agricultural production on historically agricultural lands in Taos County.

**Objective 2:** Increased availability of specialty crops for the local market, including improved health of our many heritage species orchards and increased connections between orchardists and local and regional markets.

**Objective 3:** Increased production of higher value crops, and therefore increased income for producers.

**Objective 4:** Increased utilization of soil health principles among producers.

**Objective 5:** Diversification of the regional food system in order to improve redundancies in the agricultural system so that we can better respond to food availability issues in times of crisis.

**PROJECT BENEFICIARIES**

**Estimate the number of project beneficiaries:**.....500

**Does this project directly benefit socially disadvantaged farmers as defined in the RFA? Yes**   
**No**

**Does this project directly benefit beginning farmers as defined in the RFA?**

**Yes**

**No**

#### STATEMENT OF SOLELY ENHANCING SPECIALTY CROPS

By checking the box to the right, I confirm that this project **solely** enhances the competitiveness of specialty crops in accordance with and defined by [7 U.S.C. 1621](#). Further information regarding the definition of a specialty crop can be found at [www.ams.usda.gov/services/grants/scbgp](http://www.ams.usda.gov/services/grants/scbgp).

#### CONTINUATION PROJECT INFORMATION

*If your project is continuing the efforts of a previously funded SCBGP project, address the following:*

DESCRIBE HOW THIS PROJECT WILL DIFFER FROM AND BUILD ON THE PREVIOUS EFFORTS

Not Applicable

PROVIDE A SUMMARY (3 TO 5 SENTENCES) OF THE OUTCOMES OF THE PREVIOUS EFFORTS

Not Applicable

PROVIDE LESSONS LEARNED ON POTENTIAL PROJECT IMPROVEMENTS

**What was previously learned from implementing this project, including potential improvements?**

Not Applicable

**How are the lessons learned and improvements being incorporated into the project to make the ongoing project more effective and successful at meeting goals and outcomes?**

Not Applicable

DESCRIBE THE LIKELIHOOD OF THE PROJECT BECOMING SELF-SUSTAINING AND NOT INDEFINITELY DEPENDENT ON GRANT FUNDS

There is definite potential for the program to become self-sustaining. Our current program focuses on clarifying the metrics for inclusion, definitions of programmatic tiers, and expanding our knowledge of the universe of services, practices, and experts in various subject areas. As we move forward, we will begin charging clients who fall into the one-time consultation tier. Another element of our program is working with a farm producer on particular projects. We offer community workshops on farmer's properties to bring extra volunteer labor onto the client's land, increase learning opportunities for the community beyond our clients, and increase the number or depth of relationships between producers. While we are currently offering these workshops free of charge, we will be moving to a model where the community pays for participation.

OTHER SUPPORT FROM FEDERAL OR STATE GRANT PROGRAMS

The SCBGP will not fund duplicative projects. Did you submit this project to a Federal or State grant program other than the SCBGP for funding and/or is a Federal or State grant program other than the SCBGP funding the project currently?

Yes

No

---

IF YOUR PROJECT IS RECEIVING OR WILL POTENTIALLY RECEIVE FUNDS FROM ANOTHER FEDERAL OR STATE GRANT PROGRAM

**Identify the Federal or State grant program(s).**

N/A

**Describe how the SCBGP project differs from or supplements the other grant program(s) efforts.**

N/A

### EXTERNAL PROJECT SUPPORT (REQUIRED)

*Describe the specialty crop stakeholders who support this project and why (other than the applicant and organizations involved in the project). **Letters of support from potential industry beneficiaries are required.***

We are including letters of support from the following stakeholders:

**Taos Valley Acequia Association:** Founded as a 501(c)(3) non-profit in 1989, TVAA supports 54 acequias used by an estimated 15,000 parciantes, or small-scale farmers and ranchers. TVAA is a hub for systems change strategies and community education at the grassroots level. They recognize and advocate for the continued use and maintenance of acequias as sustainable, ecologically sound and democratic methods of farming, and a part of our living communal heritage that supports traditional methods of food production and preparation, ecosystem sustainability, ancestral learning, and oral customs.

**Taos County Economic Development Corporation,** with whom we partner closely in supporting producers. TCEDC is the county headquarters for value-added products, and offers educational opportunities and resources to producers in partnership with organizations like our own.

**Baltazar Reed:** a beginning farmer located in Ranchos de Taos who has recently come into the Los Vecinos program.

**Rocky Mountain Farmers Union Cooperative Development Center:** One of 20+ co-op development centers around the country whose mission is to spread the word about the cooperative business model and help parties interested in establishing a cooperative to get there! Their services range from initial consultation to advising regarding feasibility studies and business plans to the necessary legal documentation to rural and urban efforts to create marketing, processing, services, and worker cooperatives. They partner with the United States Department of Agriculture and other agencies to help farmers, ranchers, consumers, and workers to start cooperatives and related business ventures.

**Taos Land Trust Working Lands Resiliency Initiative:** The Working Lands Resiliency Initiative combines community organizing with research and advocacy to begin venturing solutions and support to protect Taos' agricultural heritage and landscapes.

## EXPECTED MEASURABLE OUTCOMES (20 POINTS)

### SELECT THE APPROPRIATE OUTCOME(S) AND INDICATOR(S)/SUB-INDICATOR(S)

You must choose at least one of the eight outcomes listed in the [SCBGP Performance Measures](#), which were approved by the Office of Management and Budget (OMB) to evaluate the performance of the SCBGP on a national level.

#### OUTCOME MEASURE(S)

Select the outcome measure(s) that are applicable for this project from the listing below.

- Outcome 1:** Enhance the competitiveness of specialty crops through increased sales (required for marketing projects)
- Outcome 2:** Enhance the competitiveness of specialty crops through increased consumption
- Outcome 3:** Enhance the competitiveness of specialty crops through increased access
- Outcome 4:** Enhance the competitiveness of specialty crops through greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources
- Outcome 5:** Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems
- Outcome 6:** Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety
- Outcome 7:** Enhance the competitiveness of specialty crops through increased understanding of the ecology of threats to food safety from microbial and chemical sources
- Outcome 8:** Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development

#### OUTCOME INDICATOR(S)

Provide at least one indicator listed in the [SCBGP Performance Measures](#) and the related quantifiable result. If you have multiple outcomes and/or indicators, repeat this for each outcome/indicator.

*For example:*

**Outcome 2, Indicator 1.a.**

Of the 150 total number of children and youth reached, 132 will gain knowledge about eating more specialty

**Outcome 4, Indicator 2.a:** Adoption of best practices and technologies resulting in increased yields, reduced inputs, increased efficiency, increased economic return, and conservation of resources.

Between workshop attendees and one-to-one client relationships, 75 producers will indicate adoption of recommended practices.

**Outcome 4, Indicator 2.b:** Adoption of best practices and technologies resulting in increased yields, reduced inputs, increased efficiency, increased economic return, and conservation of resources.

Between workshop attendees and one-to-one client relationships, 75 producers will report a reduction in pesticides, fertilizer, water used/acre.

**Outcome 4, Indicator 2.c:** Adoption of best practices and technologies resulting in increased yields, reduced inputs, increased efficiency, increased economic return, and conservation of resources.

Of Los Vecinos' one-to-one clients, 8 will report increased dollar returns per acre or reduced costs per acre.

**Outcome 4, Indicator 2.d:** Adoption of best practices and technologies resulting in increased yields, reduced inputs, increased efficiency, increased economic return, and conservation of resources.

This program will result in 40 acres in conservation tillage or other best management practices.

**Outcome 4, Indicator 3:** This program will result in 40 acres established and maintained for the mutual benefit of pollinators and specialty crops.

**Outcome 5, Indicator 1:** This program will result in 30 new or improved innovation models (biological, economic, business, management, etc.), technologies, networks, products, processes, etc. developed for specialty crop entities, including producers, processors, distributors, etc. This will include but not be limited to: implementation of soil health strategies, such as cover cropping, soil health monitoring practices, compost application; various forms of season extension, split-system irrigation off of acequias allowing for flood and drip irrigation thereby extending irrigation season, improving irrigation efficiency while also maintaining ecosystem benefits of acequia flood irrigation, polycropping both in vegetable and orchard production, diversified business models that include value added products and/or agro-tourism development, co-op participation and/or development, succession planning, use of innovative opportunities to access labor such as Woofer and related programs, accessing the Agriculture Workforce Development Program, etc., increased networks among producers implementing similar methods.

**Outcome 5, Indicator 8:** 350 growers/producers will gain knowledge about science-based tools through outreach and education programs.

**Outcome 8, Indicator 6:** 10 new beginning farmers will enter into specialty crop production.

**Outcome 8, Indicator 7:** 7 socially disadvantaged farmers will enter into specialty crop production.

#### MISCELLANEOUS OUTCOME MEASURE

*In the unlikely event that the outcomes and indicators above the selected outcomes are not relevant to your project, you must develop a project-specific outcome(s) and indicator(s) which will be subject to approval by AMS.*

N/A

#### DATA COLLECTION TO REPORT ON OUTCOMES AND INDICATORS

*Explain how you will collect the required data to report on the outcome and indicator in the space below.*

We will develop both qualitative and quantitative evaluation measures to track the progress of Los Vecinos. The primary data collection method will be participant pre- and post-surveys, conducted annually with one-to-one clients.

All workshop participants will be surveyed immediately after each workshop, with additional follow-up and after the subsequent growing season, to track relevant progress.

Additionally, Alianza has a robust oral history program, publishes a quarterly newspaper, and is committed to sharing the stories and lessons-learned that make our agricultural communities stronger. This type of story-based, qualitative data will be collected by our Outreach Coordinator, and published

to increase awareness of the programs and better-understand additional, multi-factor program outcomes that will help us grow.

### BUDGET NARRATIVE (MUST TOTAL) (10 POINTS)

All expenses described in this Budget Narrative must be associated with expenses that will be covered by the SCBGP. Applicants should review the Request for Applications section 4.7 Funding Restrictions prior to developing their budget narrative.

Budget Summary	
Expense Category	Funds Requested
Personnel	\$34,362
Fringe Benefits	\$0
Travel	\$0
Equipment	\$0
Supplies	\$1,570
Contractual	\$32,068
Other	\$0
<b>Direct Costs Subtotal</b>	<b>\$68,000</b>

<b>Total Budget</b>	<b>\$68,000</b>
---------------------	-----------------

### PERSONNEL

List the organization's employees whose time and effort can be specifically identified and easily and accurately traced to project activities that solely enhance the competitiveness of specialty crops. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Salaries and Wages, and Presenting Direct Costs Consistently under section 4.7.1 for further guidance.

#	Name/Title	Level of Effort (# of hours OR % FTE)	Funds Requested
1	Gillian Joyce, Executive Director	402 Hours (201 hr/year)	\$21,708
2	Corilia Ortega	342 hours (171 hr/year)	\$12,654

<b>Personnel Subtotal</b>	<b>\$34,362</b>
---------------------------	-----------------

## PERSONNEL JUSTIFICATION

For each individual listed in the above table, describe the activities to be completed by name/title including approximately when activities will occur. Add more personnel by copying and pasting the existing listing or deleting personnel that aren't necessary.

**Personnel 1:** Gillian Joyce, E.D. Outreach, site visits and work plans, client engagement, workshop development and facilitation, professional development. Work will be evenly dispersed throughout the 2-year grant period. Gillian Joyce has been involved in food production and soil health in northern New Mexico for over twenty years. She is certified in Permaculture planning from University of New Mexico, is a Fellow with Rocky Mountain Farmers Union, and wrote her Master's thesis on agricultural land issues in northern New Mexico.

**Personnel 2:** Corilia Ortega, Community Outreach and Agricultural Resource Coordinator: Outreach, site visits, client engagement, workshop outreach and administration, professional development. Work will be evenly dispersed through the 2-year grant period. Corilia Ortega is a multi-generational farmer specializing in acequia-fed vegetable production who has extensive knowledge on acequia agriculture as a graduate of NMAA's Sembradores program and former employee of NMAA. She is the founding member of the Taos chapter of National Young Farmers Coalition is trained in acequia policy, farm succession planning, various soil building -techniques, and is currently studying agro-forestry. She has also previously worked on agricultural community service provision efforts with Taos Community Economic Development Corporation and Taos Land Trust, and helped found a local farmer's market and regularly volunteers her time with local farms and acequias.

## FRINGE BENEFITS

Provide the fringe benefit rates for each of the project's salaried employees described in the Personnel section that will be paid with SCBGP funds.

#	Name/Title	Fringe Benefit Rate	Funds Requested
1	N/A		

<b>Fringe Subtotal</b>	N/A
------------------------	-----

## TRAVEL

Explain the purpose for each Trip Request. Please note that travel costs are limited to those allowed by formal organizational policy; in the case of air travel, project participants must use the lowest reasonable commercial airfares. For recipient organizations that have no formal travel policy and for-profit recipients, allowable travel costs may not exceed those established by the Federal Travel Regulation, issued by GSA, including the maximum per diem and subsistence rates prescribed in those regulations. This information is available at <http://www.gsa.gov>. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Travel, and Foreign Travel for further guidance.

#	Trip Destination	Type of Expense (airfare, car rental, hotel, meals, mileage, etc.)	Unit of Measure (days, nights, miles)	# of Units	Cost per Unit	# of Travelers Claiming the Expense	Funds Requested
1	N/A						

<b>Travel Subtotal</b>	N/A
------------------------	-----

### TRAVEL JUSTIFICATION

For each trip listed in the above table describe the purpose of this trip and how it will achieve the objectives and outcomes of the project. Be sure to include approximately when the trip will occur. Add more trips by copying and pasting the existing listing or delete trips that aren't necessary.

**Trip 1 (Approximate Date of Travel MM/YYYY):**N/A

### CONFORMING WITH YOUR TRAVEL POLICY

By checking the box to the right, I confirm that my organization's established travel policies will be adhered to when completing the above-mentioned trips in accordance with [2 CFR 200.474](#) or [48 CFR subpart 31.2](#) as applicable.

### EQUIPMENT

Describe any special purpose equipment to be purchased or rented under the grant. "Special purpose equipment" is tangible, nonexpendable, personal property having a useful life of more than one year and an acquisition cost that equals or exceeds \$5,000 per unit and is used only for research, medical, scientific, or other technical activities. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - Special Purpose for further guidance

NMSU considers any tangible item with an acquisition value of \$1,000 or more as equipment. If such equipment is requested, NMDA will discuss this with the applicant in more detail before submitting final proposals to USDA for funding consideration as there are other implications to consider.

Rental of "general purpose equipment" must also be described in this section. Purchase of general purpose equipment is not allowable under this grant. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - General Purpose for definition, and Rental or Lease Costs of Buildings, Vehicles, Land and Equipment.

#	Item Description	Rental or Purchase	Acquire When?	Funds Requested
1	N/A			

<b>Equipment Subtotal</b>	N/A
---------------------------	-----

### EQUIPMENT JUSTIFICATION

For each Equipment item listed in the above table describe how this equipment will be used to achieve the objectives and outcomes of the project. Add more equipment by copying and pasting the existing listing or delete equipment that isn't necessary.

**Equipment 1:** N/A

## SUPPLIES

List the materials, supplies, and fabricated parts costing less than \$1,000 per unit and describe how they will support the purpose and goal of the proposal and solely enhance the competitiveness of specialty crops. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Supplies and Materials, Including Costs of Computing Devices for further information.

Item Description	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested
12' Orchard ladder	\$277.50	2	Feb. 2022	\$555
27" hardpan broadfork	\$247.50	2	Feb. 2022	\$495
Backpack flame weeder	\$345	1	Feb. 2022	\$345
24" Dibbler	\$175	1	Feb. 2022	\$175

<b>Supplies Subtotal</b>	\$1,570
--------------------------	---------

## SUPPLIES JUSTIFICATION

Describe the purpose of each supply listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).

With no tool lending library or tool rental services in our county, we want to introduce producers to tools of the trade and allow them use of the tools before they make investments in these tools themselves.

Orchard Ladders: For orchard health education and tool lending to producers.

Hardpan broadfork: For bed preparation and soil health education and tool lending to producers.

Backpack flame weeder: For invasive species mitigation education and tool lending to producers.

Dibbler: For planning and bed preparation education and tool lending to producers.

## CONTRACTUAL/CONSULTANT

Contractual/consultant costs are the expenses associated with purchasing goods and/or procuring services performed by an individual or organization other than the applicant in the form of a procurement relationship. If there is more than one contractor or consultant, each must be described separately. (Repeat this section for each contract/consultant.)

## ITEMIZED CONTRACTOR(S)/CONSULTANT(S)

Provide a list of contractors/consultants, detailing out the name, hourly/flat rate, and overall cost of the services performed. Please note that any statutory limitations costs also apply to contractors and consultants.

#	Name/Organization	Hourly Rate/Flat Rate	Funds Requested
1	Darryl Maestas	\$45 (hourly rate)	\$22,000
2	Workshop Facilitators and specialty consultants	\$70 (hourly rate)	\$10,068

<b>Contractual/Consultant Subtotal</b>	<b>\$32,068</b>
--	-----------------

## CONTRACTUAL JUSTIFICATION

Provide for each of your real or anticipated contractors listed above a description of the project activities each will accomplish to meet the objectives and outcomes of the project. Each section should also include a justification for why contractual/consultant services are to be used to meet the anticipated outcomes and objectives. Include timelines for each activity. If contractor employee and consultant hourly rates of pay exceed the salary of a GS-15 step 10 Federal employee in your area (for more information please go to <http://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/2016/general-schedule/>), provide a justification for the expenses. This limit does not include fringe benefits, travel or other expenses. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Contractual and Consultant Costs for acceptable justifications.

**Contractor/Consultant 1:** Darryl Maestas, Field Operations Coordinator: site visits and work plans, client engagement, workshop facilitation, skill development for producers. Work will be evenly dispersed through the 2-year grant period. Darryl will participate in 10 site visits and work plans.

**Contractor/Consultant 2:** Workshop Facilitators (could include Ben Wright, arborist; Daniel Carmona, vegetable crop specialist); Alianza engages regional experts to offer workshops based on demonstrated community need and interest. The funding for workshop facilitators will allow Alianza to contract 12 consultants for workshops at an average of 6 hours, allowing for presentation prep time, travel time, and presentation time, and an average of 7 hours of on-the-ground consultant time for each Vecinos participant. Workshops will occur throughout the grant period, as needed and appropriate for the season.

The going rate for agricultural consultants and custom contractors in Taos County is \$45- \$75/ hour. All of our staff and contractors are at the lower end of this range and all are not only skilled producers in their own right, but deeply involved in agricultural advocacy, policy, and program development in Taos County. Darryl Maestas is a multigenerational farmer and custom contractor with extensive knowledge of acequias as a long-time acequia commissioner and board member of Taos Valley Acequia Assn. He also has extensive knowledge of agricultural equipment and brings access to his substantial collection of farm implements. He has been working with local agricultural consultants and has attended Soil Health Academy courses in order to implement and provide knowledge about soil health and regenerative animal husbandry.

## CONFORMING WITH YOUR PROCUREMENT STANDARDS

By checking the box to the right, I confirm that my organization followed the same policies and procedures used for procurements from non-federal sources, which reflect applicable State and local laws and regulations and conform to the Federal laws and standards identified



in [2 CFR Part 200.317 through.326](#), as applicable. If the contractor(s)/consultant(s) are not already selected, my organization will follow the same requirements.

## OTHER

*Include any expenses not covered in any of the previous budget categories. Be sure to break down costs into cost/unit. Expenses in this section include, but are not limited to, meetings and conferences, communications, rental expenses, advertisements, publication costs, and data collection.*

*If you budget meal costs for reasons other than meals associated with travel per diem, provide an adequate justification to support that these costs are not entertainment costs. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Meals for further guidance.*

Item Description	Per-Unit Cost	Number of Units	Acquire When?	Funds Requested
N/A				

<b>Other Subtotal</b>	N/A
-----------------------	-----

## OTHER JUSTIFICATION

*Describe the purpose of each item listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).*

N/A

## PROGRAM INCOME

*Program income is gross income—earned by a recipient or subrecipient under a grant—directly generated by the grant-supported activity, or earned only because of the grant agreement during the grant period of performance. Program income includes, but is not limited to, income from fees for services performed; the sale of commodities or items fabricated under an award (this includes items sold at cost if the cost of producing the item was funded in whole or partially with grant funds); registration fees for conferences, etc.*

Source/Nature of Program Income	Description of how you will reinvest the program income into the project to solely enhance the competitiveness of specialty crops	Estimated Income
Workshop Registration Fees	Sliding-scale workshop registration fees will be reinvested in educational programming (additional workshops or one-to-one training) for enrolled producers	\$3,000

<b>Program Income Total</b>	\$3,000
-----------------------------	---------

# SCBGP PROJECT PROFILE TEMPLATE

The acceptable font size for the narrative is 11 or 12 pitch with all margins at 1 inch. Please email your completed proposal to [specialtycrops@nmda.nmsu.edu](mailto:specialtycrops@nmda.nmsu.edu) by March 2<sup>nd</sup>, 2020 by no later than 5pm.

## APPLICANT DETAILS

Applicant Name: HEALTHY FUTURES INC Applicant

Applicant Organization: HEALTHY FUTURES INC

Contact Information (Please include phone number AND email): 505-463-3152 / [healthyfuturesinc@gmail.com](mailto:healthyfuturesinc@gmail.com)

## PROJECT TITLE

Provide a descriptive project title in 15 words or less in the space below.

Education and Training for Socially-disadvantaged Young Native American Farmers

## DURATION OF PROJECT (MUST BE BETWEEN 9/30/2021 AND 9/29/2023)

**Start Date:** 10/1/2021

**End Date:** 9/29/2023

## PROJECT PARTNER AND SUMMARY

Include a project summary of 250 words or less suitable for dissemination to the public. A Project Summary provides a very brief (one sentence, if possible) description of your project. A Project Summary includes:

1. The name of the applicant organization that if awarded a grant will establish an agreement or contractual relationship with the State department of agriculture to lead and execute the project,
2. A concise outline the project's outcome(s), and
3. A description of the general tasks to be completed during the project period to fulfill this goal.

### *For example:*

The ABC University will mitigate the spread of citrus greening (Huanglongbing) by developing scientifically-based practical measures to implement in a quarantine area and disseminating results to stakeholders through grower meetings and field days.

Healthy Futures, in collaboration with indigenous agricultural partners, will address the long-standing inequities faced by socially disadvantaged Native American youth who want to become more skilled and empowered as farmers. Healthy Futures will advance the goals of this program by providing educational and technical support, recruiting eligible participants, mentoring sixty participants from the Northern Navajo Reservation. Healthy Futures shall assist participants in overcoming agricultural disparities and learn the benefits of growing and harvesting specialty crops.

## PROJECT PURPOSE (20 POINTS)

### PROVIDE THE SPECIFIC ISSUE, PROBLEM OR NEED THAT THE PROJECT WILL ADDRESS

For generations, New Mexican Native American peoples have learned how to survive and prosper by incorporating the knowledge, skills, traditions, customs and proven practices handed down from generation to generation to harvest the

sustenance of native plants, fruits and vegetables that the earth provides. This enduring connection with land and water is at the heart of their cultures.

However, during recent years, particularly due to the Covid pandemic, the importance of connecting, educating, training and empowering Native American youth to become successful farmers and ranchers, with a particular focus on recruiting and educating young women, has never been more critical.

Healthy Futures will offer a two-year program strategy to address these inequities and unmet needs in collaboration with other indigenous farmers, non-government organizations, or non-profits of the Navajo Nation (Dine). They have demonstrated and possess community trust, farm expertise and the desire to work with the Healthy Futures team to help recruit, mentor and train sixty (60) socially disadvantaged young Native American youth to become more skilled and proficient as farmers over the grant period. Healthy Futures believes recruiting, training, and providing technical support for 60 participants is an achievable goal for this two-year grant.

Over the two-year grant cycle, Dine Introspective Life, Northwest New Mexico First Born, and Northern Navajo Trading Company, in collaboration with our experienced horticultural consultant, Fergus Whitney, and others from the Healthy Futures team, shall focus on these objectives. By working together, we will meet with local chapter personnel, school leaders, teachers of Native American youth, and others in and around Shiprock, New Mexico, to recruit, inspire, empower and train Native American youth learn more about traditional foods and the benefits of taking ownership of their own family and community gardens, incorporating specialty crops in their diets, and/or beginning their own farms, during these challenging times.

**PROVIDE A LISTING OF THE OBJECTIVES THAT THIS PROJECT HOPES TO ACHIEVE**

*Add more objectives by copying and pasting the existing listing or delete objectives that aren't necessary.*

**Objective 1:** To meet with, motivate, educate and empower sixty socially disadvantaged Native American youth to gain knowledge about the value of planting, production and harvesting of specialty crops.

**Objective 2:** To recruit sixty socially disadvantaged Native American youth participants to learn about the benefits of specialty crops, the ways to select and plant cover crops to improve the soil, ways to extend the growing season by using hoop houses, how to employ raised beds in their home gardens, and strategies to reduce pests in their fields.

**Objective 3:** Of the sixty eligible socially disadvantaged Native American youth participants, at least twenty will be young women who should become more skilled and empowered to market and sell their specialty crops at the local farmers' markets.

**Objective 4:** By the end of the grant, at least ten Native American youth will have chosen agriculturally-related career pursuits.

**PROJECT BENEFICIARIES**

**Estimate the number of project beneficiaries:**.....60

**Does this project directly benefit socially disadvantaged farmers as defined in the RFA?** Yes  No

**Does this project directly benefit beginning farmers as defined in the RFA?** Yes  No

**STATEMENT OF SOLELY ENHANCING SPECIALTY CROPS**

By checking the box to the right, I confirm that this project **solely** enhances the competitiveness of specialty crops in accordance with and defined by [7 U.S.C. 1621](#). Further information regarding the definition of a specialty crop can be found at [www.ams.usda.gov/services/grants/scbgp](http://www.ams.usda.gov/services/grants/scbgp).

## CONTINUATION PROJECT INFORMATION

*If your project is continuing the efforts of a previously funded SCBGP project, address the following:*

### DESCRIBE HOW THIS PROJECT WILL DIFFER FROM AND BUILD ON THE PREVIOUS EFFORTS

This is not a continuation of a project. The special focus is on youth in Shiprock NM, not the Ojo Encino and Torreon chapter houses. It is useful to apply lessons learned from the prior grant and improve upon our communication and focus. We are building on our experience with Native American indigenous youth. Healthy Futures was previously awarded an USDA specialty crops block grant that focused on assisting farmers and families in the Ojo Encino and Torreon chapter houses of the Navajo Reservation, with the Hasbidito mobile farmers market. The experiences of working with Native American farmers, understanding their skill sets and challenges and the importance of building trust with the local elders, will be applied as we work with participants from Northern New Mexico in and around the Shiprock area so that by recruiting, educating, and mentoring local youth they will become more skilled and empowered in their agricultural pursuits.

### PROVIDE A SUMMARY (3 TO 5 SENTENCES) OF THE OUTCOMES OF THE PREVIOUS EFFORTS

With the previous USDA grant, Healthy Futures staff and consultants were able to enhance the effectiveness of our collaborative partner, the Hasbidito mobile farmers market, by improving production of specialty crops, teaching the benefits of conservation, elimination of pests by using safe methods, as well as encouraging the use of cover crops. We provided seeds, supplies and technical assistance to eighteen Native American farmers and provided agricultural education about specialty crops to 165 families of the Ojo Encino and Torreon chapter house communities.

### PROVIDE LESSONS LEARNED ON POTENTIAL PROJECT IMPROVEMENTS

#### **What was previously learned from implementing this project, including potential improvements?**

The experiences of working with Native American farmers during the Covid pandemic presented considerable challenges. Healthy Futures used a variety of web-based supports and effectively hosted video-conference meetings. Nevertheless, Healthy Futures learned how to build trust with the local elders as we understood their various skill sets. These lessons learned during the pandemic will be applied as we work in the Shiprock area and recruit local youth to become more skilled and empowered in their agricultural pursuits. Specifically, our team learned that by encouraging farmers to share their resources and personal strengths with each other, they could become more productive and more likely to achieve greater resiliency in their communities. As we met with these Native farmers in small groups, they became more willing to apply proven techniques like using covercrops, growing specialty crops in hoop houses, and applying proven techniques to minimize damage to crops caused by pests and invasive species.

#### **How are the lessons learned and improvements being incorporated into the project to make the ongoing project more effective and successful at meeting goals and outcomes?**

Healthy Futures became aware of the importance of building trust among the participants before delivering

technical and educational support. One of the most effective means of establishing trust was to engage local farmers of the target community as collaborative partners. Accordingly, in this grant proposal, we established relationships with local farmers and educators in Shiprock, NM, Kyle Jim of Dine Introspective Life, and Peshway Ben. We are also collaborating with Mary Gaul, the Executive Director of Northwest New Mexico First Born, to assist our team in recruiting and communicating with young Navajo women about the benefits and potential outcomes of participating in the sequence of this two-year agricultural endeavor for themselves, their children, and their communities. With the continuation of the Covid Pandemic challenges, Healthy Futures will continue to utilize various web-based supports and video-conferencing as appropriate.

**DESCRIBE THE LIKELIHOOD OF THE PROJECT BECOMING SELF-SUSTAINING AND NOT INDEFINITELY DEPENDENT ON GRANT FUNDS**

Healthy Futures is confident that the efforts to recruit, mentor and educate and empower young Native Americans as farmers will yield long term benefits in increasing the variety and quantity of specialty crops grown and harvested in the Shiprock community as a result of the effectiveness of conveying the horticultural strategies, technical methods and benefits of growing and integrating specialty crops in the family diets of participants. It is also highly likely that these participants will become “agricultural ambassadors” to other Dine youth as a result of our program.

**OTHER SUPPORT FROM FEDERAL OR STATE GRANT PROGRAMS**

The SCBGP will not fund duplicative projects. Did you submit this project to a Federal or State grant program other than the SCBGP for funding and/or is a Federal or State grant program other than the SCBGP funding the project currently?

Yes                                            No                     

**IF YOUR PROJECT IS RECEIVING OR WILL POTENTIALLY RECEIVE FUNDS FROM ANOTHER FEDERAL OR STATE GRANT PROGRAM**

**Identify the Federal or State grant program(s).**

Healthy Futures has a USDA Rural Business Development Grant that focuses on assisting Native American small business persons and farmers in the Pueblo of Isleta.

**Describe how the SCBGP project differs from or supplements the other grant program(s) efforts.**

The SCBG project will focus on recruiting, educating and training young Native American to learn more about specialty crops. Although Healthy Futures has grants from the Native American Agriculture Fund to address inequities in the Navajo food desert, these projects do not focus on youth recruitment, education or training.

**EXTERNAL PROJECT SUPPORT (REQUIRED)**

*Describe the specialty crop stakeholders who support this project and why (other than the applicant and organizations involved in the project). Letters of support from potential industry beneficiaries are required.*

Please see the attached letters confirming the intent to collaborate and support the Healthy Futures program from Peshway Ben, Mary Gaul, Kyle Jim, and Fergus Whitney. The letter from Emmy Lee, a Native American woman residing in Shiprock, confirms her interest in being a beneficiary of the program.

**EXPECTED MEASURABLE OUTCOMES (20 POINTS)**

## SELECT THE APPROPRIATE OUTCOME(S) AND INDICATOR(S)/SUB-INDICATOR(S)

You must choose at least one of the eight outcomes listed in the [SCBGP Performance Measures](#), which were approved by the Office of Management and Budget (OMB) to evaluate the performance of the SCBGP on a national level.

### OUTCOME MEASURE(S)

Select the outcome measure(s) that are applicable for this project from the listing below.

- Outcome 1:** Enhance the competitiveness of specialty crops through increased sales (required for marketing projects)
- Outcome 2:** Enhance the competitiveness of specialty crops through increased consumption
- Outcome 3:** Enhance the competitiveness of specialty crops through increased access
- Outcome 4:** Enhance the competitiveness of specialty crops through greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources
- Outcome 5:** Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems
- Outcome 6:** Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety
- Outcome 7:** Enhance the competitiveness of specialty crops through increased understanding of the ecology of threats to food safety from microbial and chemical sources
- Outcome 8:** Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development

### OUTCOME INDICATOR(S)

Provide at least one indicator listed in the [SCBGP Performance Measures](#) and the related quantifiable result. If you have multiple outcomes and/or indicators, repeat this for each outcome/indicator.

*For example:*

#### **Outcome 2, Indicator 1.a.**

Of the 150 total number of children and youth reached, 132 will gain knowledge about eating more specialty

Outcome 2: Enhance the competitiveness of specialty crops through increased consumption

Indicator 1. a. Of the 60 Native American youths reached, the number that gained knowledge about eating more specialty crops will be 45.

**Outcome 3: Enhance the competitiveness of specialty crops through increased access.**

1. Of the 60 total number of consumers or wholesale buyers reached,

a. The number that gained knowledge on how to access/produce/prepare/preserve specialty crops 60.

Outcome 8: Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development.

Indicator 1. Number of new rural careers created 10

Indicator 3. Number of jobs maintained/created 16

Indicator 4. Number of small businesses maintained/created 8

Indicator 6. Number of new beginning farmers who went into specialty crop production 10

### MISCELLANEOUS OUTCOME MEASURE

In the unlikely event that the outcomes and indicators above the selected outcomes are not relevant to your project, you must develop a project-specific outcome(s) and indicator(s) which will be subject to approval by AMS.

N/A

**DATA COLLECTION TO REPORT ON OUTCOMES AND INDICATORS**

Explain how you will collect the required data to report on the outcome and indicator in the space below.

Lorna Samraj, our Communications Director, will maintain a spreadsheet detailing monthly interactions between staff, consultants and project participants, including the substance of each meeting, the number of participants at training sessions, and outcomes of each such interaction either in person or via video conference meetings.

Outcome 2: Enhance the competitiveness of specialty crops through increased consumption  
 Indicator 1. a. Of the 60 Native American youths reached, the number that gained knowledge about eating more specialty crops will be 45.

Staff will prepare and administer pre-and post-questionnaires designed to elicit answers as to specific knowledge of increase in eating a variety of specialty crops. A list of specialty crops will be incorporated in the questionnaires.

Outcome 3: Enhance the competitiveness of specialty crops through increased access. 1. Of the 60 total number of consumers or wholesale buyers reached,  
 a. The number that gained knowledge on how to access/produce/prepare/preserve specialty crops 60.

Staff will prepare administer pre- and post-questionnaires designed to elicit answers specific to gaining knowledge on how to access/produce/prepare/preserve specialty crops. Pre-questionnaires will measure each individual’s current knowledge; post-questionnaires will measure knowledge gained.

Outcome 8: Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development.  
 Indicator 1. Number of new rural careers created 10  
 Indicator 3. Number of jobs maintained/created 16  
 Indicator 4. Number of small businesses maintained/created 8  
 Indicator 6. Number of new beginning farmers who went into specialty crop production 10

Healthy Futures shall use questionnaires at the completion of Year 1 and Year 2 to ascertain how many new rural careers were created, how many jobs were maintained or created, how many small businesses were maintained or created, and how many new farmers entered into specialty crop production.

**BUDGET NARRATIVE (MUST TOTAL) (10 POINTS)**

All expenses described in this Budget Narrative must be associated with expenses that will be covered by the SCBGP. Applicants should review the Request for Applications section 4.7 Funding Restrictions prior to developing their budget narrative.

Budget Summary	
Expense Category	Funds Requested
Personnel	\$32,750
Fringe Benefits	\$5,895

Budget Summary	
Expense Category	Funds Requested
Travel	\$3,000
Equipment	\$0
Supplies	\$4,000
Contractual	\$7,400
Other	\$7,414
<b>Direct Costs Subtotal</b>	<b>\$60,459</b>

<b>Total Budget</b>	<b>\$60,459</b>
---------------------	-----------------

## PERSONNEL

List the organization's employees whose time and effort can be specifically identified and easily and accurately traced to project activities that solely enhance the competitiveness of specialty crops. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Salaries and Wages, and Presenting Direct Costs Consistently under section 4.7.1 for further guidance.

#	Name/Title	Level of Effort (# of hours OR % FTE)	Funds Requested
1	Raphael Nevins, Project Director (Hourly rate \$80) (300 hours)	22.5% FTE	\$24,000
2	Lorna Samraj, Education & Communications Director (hourly rate \$50) (175 hours)	17.5% FTE	\$8,750

<b>Personnel Subtotal</b>	<b>\$32,750</b>
---------------------------	-----------------

## PERSONNEL JUSTIFICATION

For each individual listed in the above table, describe the activities to be completed by name/title including approximately when activities will occur. Add more personnel by copying and pasting the existing listing or deleting personnel that aren't necessary.

**Personnel 1:** Raphael Nevins will serve as the Project Director for the grant period, overseeing all activities, directing consultants, and being ultimately responsible for submitting reports. He will supervise all field activities in Shiprock, meet with young farmers, chapter house officials, and coordinate the collaborative efforts of indigenous partners. All tasks will be performed in person, either in Shiprock, NM, or via telephone and/or video conference from the Healthy Futures Albuquerque office. The hourly rate of \$80 is consistent with other current grant programs. Hours have been calculated to equal 22.5 % of full-time equivalency. Raphael will work a total of 300 hours from the start of the program until its completion. (10/1/2021 – 9/29/2023)

**Personnel 2:** Lorna Samraj will serve as the Communications Director for the grant period and will be tasked with facilitating and scheduling meetings between consultants, staff and project participants, ordering supplies, and maintaining all grant records. All of Ms. Samraj’s tasks will be performed in person either in Shiprock, NM, or as appropriate via telephone or video conference from the Healthy Futures Albuquerque office. The hourly rate of \$50 is consistent with other current grant programs. Hours have been calculated to equal 17.5 % of full-time equivalency. Ms. Samraj will work a total of 175 hours from the start of the program until its completion. (10/1/2021 – 9/29/2023)

**FRINGE BENEFITS**

Provide the fringe benefit rates for each of the project’s salaried employees described in the Personnel section that will be paid with SCBGP funds.

#	Name/Title	Fringe Benefit Rate	Funds Requested
1	Raphael Nevins, Project Director	18%	\$4,320
2	Lorna Samraj, Communications Director	18%	\$1,575

<b>Fringe Subtotal</b>	\$5,895
------------------------	---------

**TRAVEL**

Explain the purpose for each Trip Request. Please note that travel costs are limited to those allowed by formal organizational policy; in the case of air travel, project participants must use the lowest reasonable commercial fares. For recipient organizations that have no formal travel policy and for-profit recipients, allowable travel costs may not exceed those established by the Federal Travel Regulation, issued by GSA, including the maximum per diem and subsistence rates prescribed in those regulations. This information is available at <http://www.gsa.gov>. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Travel, and Foreign Travel for further guidance.

#	Trip Destination	Type of Expense (airfare, car rental, hotel, meals, mileage, etc.)	Unit of Measure (days, nights, miles)	# of Units	Cost per Unit	# of Travelers Claiming the Expense	Funds Requested
1	Albuquerque to Shiprock (500 miles per roundtrip)	Mileage	Miles	500	\$0.50	1	\$250.00
2	Albuquerque to Shiprock (500 miles per roundtrip)	Mileage	Miles	500	\$0.50	1	\$250.00
3	Albuquerque to Shiprock (500 miles per roundtrip)	Mileage	Miles	500	\$0.50	1	\$250.00
4	Albuquerque to Shiprock (500 miles per roundtrip)	Mileage	Miles	500	\$0.50	1	\$250.00
5	Albuquerque to Shiprock (500 miles per roundtrip)	Mileage	Miles	500	\$0.50	1	\$250.00
6	Albuquerque to Shiprock (500 miles per roundtrip)	Mileage	Miles	500	\$0.50	1	\$250.00
7	Albuquerque to Shiprock (500 miles per roundtrip)	Mileage	Miles	500	\$0.50	1	\$250.00
8	Albuquerque to Shiprock (500 miles per roundtrip)	Mileage	Miles	500	\$0.50	1	\$250.00
9	Albuquerque to Shiprock (500 miles per roundtrip)	Mileage	Miles	500	\$0.50	1	\$250.00

	miles per roundtrip)						
10.	Albuquerque to Shiprock (500 miles per roundtrip)	Mileage	Miles	500	\$0.50	1	\$250.00
11.	Albuquerque to Shiprock (500 miles per roundtrip)	Mileage	Miles	500	\$0.50	1	\$250.00
12.	Albuquerque to Shiprock (500 miles per roundtrip)	Mileage	Miles	500	\$0.50	1	\$250.00

## TRAVEL JUSTIFICATION

For each trip listed in the above table describe the purpose of this trip and how it will achieve the objectives and outcomes of the project. Be sure to include approximately when the trip will occur. Add more trips by copying and pasting the existing listing or delete trips that aren't necessary.

**Trip 1:** Oct 2021- Project Director – Coordination of program with Shiprock community members and potential program participants

**Trip 2:** Nov 2021 – Communications Director – Outreach for the recruitment of participants

**Trip 3:** Jan 2022 – Communications Director - - Scheduling and meeting with participants

**Trip 4:** April 2022 – Consultant Whitney – Presentation on specialty crops to program participants

**Trip 5:** July 2022 – Consultant Whitney – Presentation on specialty crops to program participants

**Trip 6:** Aug 2022 – Project Director - Meeting with program participants, consultants and collaborating indigenousfarmers.

**Trip 7:** Oct 2022- Project Director – Meeting with program participants, consultants and collaborating indigenous farmers.

**Trip 8:** Nov 2022 – Communications Director – Outreach for the recruitment of participants

**Trip 9:** Jan 2023 – Communications Director - Scheduling and meeting with participants

**Trip 10:** April 2023 – Consultant Whitney – Presentation on specialty crops to program participants

**Trip 11:** July 2023 – Consultant Whitney – Presentation on specialty crops to program participants

**Trip 12:** Aug 2023 – Project Director –Meeting with program participants, consultants and collaborating indigenousfarmers.

## CONFORMING WITH YOUR TRAVEL POLICY

By checking the box to the right, I confirm that my organization's established travel policies will be adhered to when completing the above-mentioned trips in accordance with [2 CFR 200.474](#) or [48 CFR subpart 31.2](#) as applicable.



## EQUIPMENT

Describe any special purpose equipment to be purchased or rented under the grant. "Special purpose equipment" is tangible, nonexpendable, personal property having a useful life of more than one year and an acquisition cost that equals or exceeds \$5,000 per unit and is used only for research, medical, scientific, or other technical activities. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - Special Purpose for further guidance

NMSU considers any tangible item with an acquisition value of \$1,000 or more as equipment. If such equipment is requested, NMDA will discuss this with the applicant in more detail before submitting final proposals to USDA for funding consideration as there are other implications to consider.

Rental of "general purpose equipment" must also be described in this section. Purchase of general purpose equipment is not allowable under this grant. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - General Purpose for definition, and Rental or Lease Costs of Buildings, Vehicles, Land and Equipment.

#	Item Description	Rental or Purchase	Acquire When?	Funds Requested
1	N/A			

<b>Equipment Subtotal</b>	N/A
---------------------------	-----

## EQUIPMENT JUSTIFICATION

For each Equipment item listed in the above table describe how this equipment will be used to achieve the objectives and outcomes of the project. Add more equipment by copying and pasting the existing listing or delete equipment that isn't necessary.

**Equipment 1:** N/A

## SUPPLIES

List the materials, supplies, and fabricated parts costing less than \$1,000 per unit and describe how they will support the purpose and goal of the proposal and solely enhance the competitiveness of specialty crops. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Supplies and Materials, Including Costs of Computing Devices for further information.

Item Description	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested
Supplies for hoop houses	\$360	1	3/2022	\$360
Raised boxes (4'x4')	\$120	4	3/2022	\$480
Irrigation lines kits	\$150	2	3/2022	\$300
Water storage containers	\$160	2	3/2022	\$320
Heaters	\$100	1	10/2022	\$100
Plastic row coverings per foot	\$0.25	400	6/2022	\$100
Tools – trowels, forks, weeders	\$25	12	6/2022	\$300
Seeds per packet	\$3	80	3/2022, 23	\$240
Wonder waterer – sprayer	\$50	2	3/2022	\$100

Item Description	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested
Easy-flow / fertilizer injector	\$100	1	3/2022	\$100
Wheeled produce cart	\$320	1	6/2022	\$320
Soil amendments – 20 quart	\$17	20	3/2022, 23	\$340
Leak proof seedlings trays (per hundred trays)	\$140	2	3/2022, 23	\$280
Vegetable Garden Bible – books	\$11	60	3/2022, 23	\$660

<b>Supplies Subtotal</b>	<b>\$4,000</b>
--------------------------	----------------

### SUPPLIES JUSTIFICATION

Describe the purpose of each supply listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).

Healthy Futures intends to purchase books, seeds, soil amendments, small tools and other related materials to complement the education of young farmers about specialty crops. Each participant will receive a copy of the “Vegetable Garden Bible” and be encouraged to complete various assignments from the book during meetings with staff and consultants. This shall enhance and reinforce their understanding of specialty crops. The various seeds and supplies related to the demonstration hoop house construction will be used during the spring/summer to complement our education and technical agricultural sessions. Participants can learn techniques for successful planting, growing, and harvesting specialty crops.

### CONTRACTUAL/CONSULTANT

Contractual/consultant costs are the expenses associated with purchasing goods and/or procuring services performed by an individual or organization other than the applicant in the form of a procurement relationship. If there is more than one contractor or consultant, each must be described separately. (Repeat this section for each contract/consultant.)

### ITEMIZED CONTRACTOR(S)/CONSULTANT(S)

Provide a list of contractors/consultants, detailing out the name, hourly/flat rate, and overall cost of the services performed. Please note that any statutory limitations costs also apply to contractors and consultants.

#	Name/Organization	Hourly Rate/Flat Rate	Funds Requested
1	Fergus Whitney (60 hours)	\$35 (hourly rate)	\$2,100
2	Mary Gaul (30 hours)	\$50 (hourly rate)	\$1,500
3	Kyle Jim (40 hours)	\$35 (hourly rate)	\$1,400
4	Peshway Ben (60 hours)	\$40 (hourly rate)	\$2,400

<b>Contractual/Consultant Subtotal</b>	<b>\$7,400</b>
--	----------------

---

## CONTRACTUAL JUSTIFICATION

*Provide for each of your real or anticipated contractors listed above a description of the project activities each will accomplish to meet the objectives and outcomes of the project. Each section should also include a justification for why contractual/consultant services are to be used to meet the anticipated outcomes and objectives. Include timelines for each activity. If contractor employee and consultant hourly rates of pay exceed the salary of a GS-15 step 10 Federal employee in your area (for more information please go to <http://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/2016/general-schedule/>), provide a justification for the expenses. This limit does not include fringe benefits, travel or other expenses. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Contractual and Consultant Costs for acceptable justifications.*

**Contractor/Consultant 1:** Fergus Whitney is an experienced farmer who has previously served as a horticultural consultant with Healthy Futures under our prior USDA SCBGP project. He will meet with young farmers at Ben Farms or other mutually desirable sites in the Shiprock area to provide education and hands-on instruction in the ways to plant, nurture, protect and harvest specialty crops, in gardens, fields and/or in hoop houses, as appropriate in the Shiprock community. Consulting rates are the same as the previous grant with NMSU. Fergus will work a total of 60 hours which will be split between the two program years. Year 1 from 04/01/2022 to 08/31/2022. Year 2 from 04/01/2023 to 08/31/2023.

**Contractor/Consultant 2:** Mary Gaul has established important relationships with families and young women throughout the Navajo Nation as the Executive Director of Northern New Mexico First Born. She will serve as a valuable resource in assisting Ms. Samraj in recruiting young Native American women who may express an interest in agriculture and farming, to enroll and participate in the Healthy Futures program. Consulting rates are consistent with rates reflected in our Native American Agricultural Fund grant. Ms. Gaul will work a total of 30 hours which will be split between the two program years. Year 1 from 04/01/2022 to 08/31/2022. Year 2 from 04/01/2023 to 08/31/2023.

**Contractor/Consultant 3:** Kyle Jim is a lifelong resident of Shiprock. He has grown up on a Navajo family farm. Mr. Jim has proven skills as both a traditional farm and indigenous chef. Mr. Jim has previously served as a consultant with Healthy Futures under our grants from the New Mexico Farmers Marketing Association, Con Alma Foundation and the Native American Agriculture Fund. He has previously demonstrated how to prepare meals from traditional foods and specialty crops grown on his farm. Mr. Jim will be tasked with helping to mentor and motivate young Navajo farmers to learn about growing traditional crops, and using them in their family meals. This education may be done at Ben Farms or other suitable sites in the Shiprock area, enhancing both agricultural education and hands-on instruction in the ways to plant, nurture, protect and harvest specialty crops, in gardens, fields and/or in hoop houses, as appropriate in the Shiprock community. Consulting rates are consistent with rates reflected in our Native American Agricultural Fund grant. Kyle will work a total of 40 hours which will be split between the two program years. Year 1 from 04/01/2022 to 08/31/2022. Year 2 from 04/01/2023 to 08/31/2023.

**Contractor/Consultant 4:** Peshway Ben has grown up in Shiprock, on his family farm. He is a skillful indigenous farmer. Mr. Ben has previously served as a consultant under the Native American Agriculture grant with Healthy Futures. He has previously mentored and helped motivate young Navajo farmers to learn about growing traditional crops at Ben Farms. He shall serve as a consultant in this grant to provide education and technical support to participants, either at either Ben Farms or other mutually desirable sites in the Shiprock area, to provide education and hands-on instruction in the ways to plant, nurture, protect and harvest specialty crops, in gardens, fields and/or in hoop houses, as appropriate in the Shiprock community. Consulting rates are consistent with rates reflected in our Native American Agricultural Fund grant. Peshway will work a total of 60 hours which will be split between the two program years. Year 1 from 04/01/2022 to 08/31/2022. Year 2 from 04/01/2023 to 08/31/2023.

## CONFORMING WITH YOUR PROCUREMENT STANDARDS

By checking the box to the right, I confirm that my organization followed the same policies and procedures used for procurements from non-federal sources, which reflect applicable State and local laws and regulations and conform to the Federal laws and standards identified in [2 CFR Part 200.317 through.326](#), as applicable. If the contractor(s)/consultant(s) are not already selected, my organization will follow the same requirements.

## OTHER

*Include any expenses not covered in any of the previous budget categories. Be sure to break down costs into cost/unit. Expenses in this section include, but are not limited to, meetings and conferences, communications, rental expenses, advertisements, publication costs, and data collection.*

*If you budget meal costs for reasons other than meals associated with travel per diem, provide an adequate justification to support that these costs are not entertainment costs. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Meals for further guidance.*

Item Description	Per-Unit Cost	Number of Units	Acquire When?	Funds Requested
Telephone Internet	100	18 months	10/2021	\$1,800
Vehicle Insurance	600	2 years	10/2021	\$1,200
NM Sales Tax @ 7.875%				\$4,414

<b>Other Subtotal</b>	<b>\$7,414</b>
-----------------------	----------------

## OTHER JUSTIFICATION

*Describe the purpose of each item listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).*

The prorated telephone and internet expenses will be used for communication among staff, consultants and participants. Vehicle insurance is prorated among grants for travel to and from Albuquerque to Shiprock, NM. **These charges are integral parts of our program activity.** NM Sales Tax is calculated at the Bernalillo County rate. **It is customary for Healthy Futures to include charges for sales tax as mandated by the state of New Mexico tax authority.**

## PROGRAM INCOME

*Program income is gross income—earned by a recipient or subrecipient under a grant—directly generated by the grant-supported activity, or earned only because of the grant agreement during the grant period of performance. Program income includes, but is not limited to, income from fees for services performed; the sale of commodities or items fabricated under an award (this includes items sold at cost if the cost of producing the item was funded in whole or partially with grant funds); registration fees for conferences, etc.*

Source/Nature of Program Income	Description of how you will reinvest the program income into the project to solely enhance the competitiveness of specialty crops	Estimated Income
N/A		

<b>Program Income Total</b>	N/A
-----------------------------	-----

# SCBGP PROJECT PROFILE TEMPLATE

The acceptable font size for the narrative is 11 or 12 pitch with all margins at 1 inch. Please email your completed proposal to [specialtycrops@nmda.nmsu.edu](mailto:specialtycrops@nmda.nmsu.edu) by March 2<sup>nd</sup>, 2020 by no later than 5pm.

## APPLICANT DETAILS

Applicant Name: Juan Sanchez

Applicant Organization: New Mexico Department of Agriculture

Contact Information (Please include phone number AND email): 575-646-4929; jsanchez@nmda.nmsu.edu

## PROJECT TITLE

Provide a descriptive project title in 15 words or less in the space below.

Elevating NM Specialty Crops

## DURATION OF PROJECT (MUST BE BETWEEN 9/30/2021 AND 9/29/2023)

**Start Date:** 10/1/2021

**End Date:** 9/29/2023

## PROJECT PARTNER AND SUMMARY

Include a project summary of 250 words or less suitable for dissemination to the public. A Project Summary provides a very brief (one sentence, if possible) description of your project. A Project Summary includes:

4. The name of the applicant organization that if awarded a grant will establish an agreement or contractual relationship with the State department of agriculture to lead and execute the project,
5. A concise outline the project's outcome(s), and
6. A description of the general tasks to be completed during the project period to fulfill this goal.

*For example:*

The ABC University will mitigate the spread of citrus greening (Huanglongbing) by developing scientifically-based practical measures to implement in a quarantine area and disseminating results to stakeholders through grower meetings and field days.

*Elevating NM Specialty Crops* is a digital educational project that will raise awareness, competitiveness, and access to New Mexico's specialty crops at regional, national, and international levels. The New Mexico Department of Agriculture (NMDA) will implement new innovative strategies utilizing the latest digital methods and platforms to enhance New Mexico specialty crops to retailers, wholesalers, and home food-delivery companies. By using digital and online strategies, this educational project will allow staff to reach a large diverse audience of culinary, dieticians, and foodies worldwide. The project will offer enhanced techniques, including a social media component, influencer segments, menu development, and high-quality digital content such as recipe videos and photography. All specialty crops used will be unbranded throughout the project's activities. Educational information will focus on nutritional information, flavor profiles, seasonality, preparation and handling, storage, and traditional and non-cooking methods with said specialty crops.

**PROJECT PURPOSE (20 POINTS)**

**PROVIDE THE SPECIFIC ISSUE, PROBLEM OR NEED THAT THE PROJECT WILL ADDRESS**

New Mexico produces high quality, high volume, and unique specialty crops, such as green chile, pecans, onions, pinto beans, and others. These crops lack exposure at regional, national, and international levels. Potential consumers lack knowledge of how to best prepare the crops and use them in traditional and nontraditional recipes. They also lack awareness about the nutritional information, flavor profiles, seasonality, storage needs, history, and more about these crops. The digital educational project will introduce New Mexico Specialty Crops to a large, diverse audience, increasing knowledge, access, and awareness.

**PROVIDE A LISTING OF THE OBJECTIVES THAT THIS PROJECT HOPES TO ACHIEVE**

*Add more objectives by copying and pasting the existing listing or delete objectives that aren't necessary.*

**Objective 1:** Educate consumers about quality characteristics and accessibility of New Mexico specialty crops. We will target three specific audiences- the culinary industry, retailers, and foodies/end consumers.

**PROJECT BENEFICIARIES**

**Estimate the number of project beneficiaries:**.....100

**Does this project directly benefit socially disadvantaged farmers as defined in the RFA?** Yes   
No

**Does this project directly benefit beginning farmers as defined in the RFA?** Yes   
No

**STATEMENT OF SOLELY ENHANCING SPECIALTY CROPS**

By checking the box to the right, I confirm that this project **solely** enhances the competitiveness of specialty crops in accordance with and defined by [7 U.S.C. 1621](#). Further information regarding the definition of a specialty crop can be found at [www.ams.usda.gov/services/grants/scbgp](http://www.ams.usda.gov/services/grants/scbgp).

**CONTINUATION PROJECT INFORMATION**

*If your project is continuing the efforts of a previously funded SCBGP project, address the following:*

**DESCRIBE HOW THIS PROJECT WILL DIFFER FROM AND BUILD ON THE PREVIOUS EFFORTS**  
N/A

**PROVIDE A SUMMARY (3 TO 5 SENTENCES) OF THE OUTCOMES OF THE PREVIOUS EFFORTS**  
N/A

PROVIDE LESSONS LEARNED ON POTENTIAL PROJECT IMPROVEMENTS

**What was previously learned from implementing this project, including potential improvements?**

N/A

**How are the lessons learned and improvements being incorporated into the project to make the ongoing project more effective and successful at meeting goals and outcomes?**

N/A

DESCRIBE THE LIKELIHOOD OF THE PROJECT BECOMING SELF-SUSTAINING AND NOT INDEFINITELY DEPENDENT ON GRANT FUNDS

N/A

OTHER SUPPORT FROM FEDERAL OR STATE GRANT PROGRAMS

The SCBGP will not fund duplicative projects. Did you submit this project to a Federal or State grant program other than the SCBGP for funding and/or is a Federal or State grant program other than the SCBGP funding the project currently?

Yes  No

IF YOUR PROJECT IS RECEIVING OR WILL POTENTIALLY RECEIVE FUNDS FROM ANOTHER FEDERAL OR STATE GRANT PROGRAM

**Identify the Federal or State grant program(s).**

N/A

**Describe how the SCBGP project differs from or supplements the other grant program(s) efforts.**

N/A

EXTERNAL PROJECT SUPPORT (REQUIRED)

*Describe the specialty crop stakeholders who support this project and why (other than the applicant and organizations involved in the project). **Letters of support from potential industry beneficiaries are required.***

The New Mexico Chile Commission is in support of the “Elevate New Mexico Specialty Crops” project. The chile industry will benefit immensely by increasing awareness at regional, national, and international levels. By utilizing innovative online tools, this will help benefit the chile industry at all levels.

Please see appendix for letter of support from the New Mexico Chile Commission.

## EXPECTED MEASURABLE OUTCOMES (20 POINTS)

### SELECT THE APPROPRIATE OUTCOME(S) AND INDICATOR(S)/SUB-INDICATOR(S)

You must choose at least one of the eight outcomes listed in the [SCBGP Performance Measures](#), which were approved by the Office of Management and Budget (OMB) to evaluate the performance of the SCBGP on a national level.

#### OUTCOME MEASURE(S)

Select the outcome measure(s) that are applicable for this project from the listing below.

- Outcome 1:** Enhance the competitiveness of specialty crops through increased sales (required for marketing projects)
- Outcome 2:** Enhance the competitiveness of specialty crops through increased consumption
- Outcome 3:** Enhance the competitiveness of specialty crops through increased access
- Outcome 4:** Enhance the competitiveness of specialty crops through greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources
- Outcome 5:** Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems
- Outcome 6:** Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety
- Outcome 7:** Enhance the competitiveness of specialty crops through increased understanding of the ecology of threats to food safety from microbial and chemical sources
- Outcome 8:** Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development

#### OUTCOME INDICATOR(S)

Provide at least one indicator listed in the [SCBGP Performance Measures](#) and the related quantifiable result. If you have multiple outcomes and/or indicators, repeat this for each outcome/indicator.

*For example:*

**Outcome 2, Indicator 1.a.**

Of the 150 total number of children and youth reached, 132 will gain knowledge about eating more specialty

**Outcome 3, Indicator 1.a.**

Of the 1,000 total number of consumers or wholesale buyers reached,

- a. 1,000 gained knowledge on how to access/produce/prepare/preserve specialty crops.

**Outcome 3, Indicator 2.a.**

Of the 1,000 total number of individuals (culinary professionals, institutional kitchens, specialty crop entrepreneurs such as kitchen incubators/shared-use kitchens, etc.) reached,

- a. 1,000 gained knowledge on how to access/produce/prepare/preserve specialty crops.

#### MISCELLANEOUS OUTCOME MEASURE

In the unlikely event that the outcomes and indicators above the selected outcomes are not relevant to your project, you must develop a project-specific outcome(s) and indicator(s) which will be subject to approval by AMS.

N/A

## DATA COLLECTION TO REPORT ON OUTCOMES AND INDICATORS

Explain how you will collect the required data to report on the outcome and indicator in the space below.

Data and information will be gathered with robust consumer surveys conducted by the contractor. The survey will indicate if consumers gained knowledge on how access/produce/prepare/preserve specialty crops. In addition, contractors will also provide social media analytical reports. These reports will include data and information on insights, impact, strategic analysis, engagements, impressions, reach, and more.

Social media surveys and polls will be utilized to collect data. They will be disseminated by the contractors as part of their strategic plan. Polls will be conducted prior and after social media posts as polls generate quick feedback. In addition, polls are already featured on major platforms and are a popular tool that assists with generating user participation.

## BUDGET NARRATIVE (MUST TOTAL) (10 POINTS)

All expenses described in this Budget Narrative must be associated with expenses that will be covered by the SCBGP. Applicants should review the Request for Applications section 4.7 Funding Restrictions prior to developing their budget narrative.

Budget Summary	
Expense Category	Funds Requested
Personnel	\$0
Fringe Benefits	\$0
Travel	\$0
Equipment	\$0
Supplies	\$1,000
Contractual	\$103,000
Other	\$951.60
<b>Direct Costs Subtotal</b>	<b>\$104,951.62</b>

<b>Total Budget</b>	<b>\$104,951.62</b>
---------------------	---------------------

## PERSONNEL

List the organization's employees whose time and effort can be specifically identified and easily and accurately traced to project activities that solely enhance the competitiveness of specialty crops. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Salaries and Wages, and Presenting Direct Costs Consistently under section 4.7.1 for further guidance.

#	Name/Title	Level of Effort (# of hours OR % FTE)	Funds Requested
1	N/A		

<b>Personnel Subtotal</b>	N/A
---------------------------	-----

### PERSONNEL JUSTIFICATION

For each individual listed in the above table, describe the activities to be completed by name/title including approximately when activities will occur. Add more personnel by copying and pasting the existing listing or deleting personnel that aren't necessary.

**Personnel 1:** N/A

### FRINGE BENEFITS

Provide the fringe benefit rates for each of the project's salaried employees described in the Personnel section that will be paid with SCBGP funds.

#	Name/Title	Fringe Benefit Rate	Funds Requested
1	N/A		

<b>Fringe Subtotal</b>	N/A
------------------------	-----

### TRAVEL

Explain the purpose for each Trip Request. Please note that travel costs are limited to those allowed by formal organizational policy; in the case of air travel, project participants must use the lowest reasonable commercial airfares. For recipient organizations that have no formal travel policy and for-profit recipients, allowable travel costs may not exceed those established by the Federal Travel Regulation, issued by GSA, including the maximum per diem and subsistence rates prescribed in those regulations. This information is available at <http://www.gsa.gov>. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Travel, and Foreign Travel for further guidance.

#	Trip Destination	Type of Expense (airfare, car rental, hotel, meals, mileage, etc.)	Unit of Measure (days, nights, miles)	# of Units	Cost per Unit	# of Travelers Claiming the Expense	Funds Requested
1	N/A						

<b>Travel Subtotal</b>	N/A
------------------------	-----

### TRAVEL JUSTIFICATION

For each trip listed in the above table describe the purpose of this trip and how it will achieve the objectives and outcomes of the project. Be sure to include approximately when the trip will occur. Add more trips by copying and pasting the existing listing or delete trips that aren't necessary.

**Trip 1: N/A**

**CONFORMING WITH YOUR TRAVEL POLICY**

By checking the box to the right, I confirm that my organization’s established travel policies will be adhered to when completing the above-mentioned trips in accordance with [2 CFR 200.474](#) or [48 CFR subpart 31.2](#) as applicable.

**EQUIPMENT**

*Describe any special purpose equipment to be purchased or rented under the grant. “Special purpose equipment” is tangible, nonexpendable, personal property having a useful life of more than one year and an acquisition cost that equals or exceeds \$5,000 per unit and is used only for research, medical, scientific, or other technical activities. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - Special Purpose for further guidance*

*NMSU considers any tangible item with an acquisition value of \$1,000 or more as equipment. If such equipment is requested, NMDA will discuss this with the applicant in more detail before submitting final proposals to USDA for funding consideration as there are other implications to consider.*

*Rental of “general purpose equipment” must also be described in this section. Purchase of general purpose equipment is not allowable under this grant. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - General Purpose for definition, and Rental or Lease Costs of Buildings, Vehicles, Land and Equipment.*

#	Item Description	Rental or Purchase	Acquire When?	Funds Requested
1	N/A			

<b>Equipment Subtotal</b>	N/A
---------------------------	-----

**EQUIPMENT JUSTIFICATION**

*For each Equipment item listed in the above table describe how this equipment will be used to achieve the objectives and outcomes of the project. Add more equipment by copying and pasting the existing listing or delete equipment that isn’t necessary.*

**Equipment 1: N/A**

**SUPPLIES**

*List the materials, supplies, and fabricated parts costing less than \$1,000 per unit and describe how they will support the purpose and goal of the proposal and solely enhance the competitiveness of specialty crops. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Supplies and Materials, Including Costs of Computing Devices for further information.*

Item Description	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested
<b>Year 1:</b> Food Products/Ingredients = \$250 Kitchenware/Cookware = \$200	Flat	TBD	06/2022	\$500

Item Description	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested
Sanitation Supplies = \$50				
Year 2: Food Products/Ingredients = \$250 Kitchenware/Cookware = \$200 Sanitation Supplies = \$50	Flat	TBD	06/2023	\$500

<b>Supplies Subtotal</b>	\$1,000.00
--------------------------	------------

## SUPPLIES JUSTIFICATION

Describe the purpose of each supply listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).

Supplies purchased will be used to execute the online educational campaigns. The supplies will be purchased as needed. Anticipated supplies include food products/ingredients, cookware, kitchenware, and sanitation supplies.

Anticipated supplies:

Food products/ingredients:

- Specialty crops such as chiles, pecans, pistachios, pinto beans, onions, watermelons, etc.

Estimated costs per product:

Chile = \$50-\$75

Pecans= \$50-\$75

Pistachios= \$50-\$75

Pinto Beans= \$25-\$50

Onions= \$25-\$50

Watermelons= \$25-\$50

Products and quantities will vary.

- Ingredients such as oil, seasonings, butter, etc. Estimated cost is \$50. Ingredients will vary.

Cookware/Kitchenware:

-Items such as Air fryers, griddles, grills, pots, pans, spatulas, tongs, ladles etc. Estimated cost is \$100-200. Items will vary.

Sanitation Supplies:

-Supplies such as soap, towels, gloves, disinfectants, etc. Estimated cost is \$50-\$100. Supplies will vary.

A flat-rate is included because supplies will vary. The flat-rate allows us to set a cap on the amount of SCBGP money. Anything above the fixed amounts will be paid for with state funds.

## CONTRACTUAL/CONSULTANT

*Contractual/consultant costs are the expenses associated with purchasing goods and/or procuring services performed by an individual or organization other than the applicant in the form of a procurement relationship. If there is more than one contractor or consultant, each must be described separately. (Repeat this section for each contract/consultant.)*

### ITEMIZED CONTRACTOR(S)/CONSULTANT(S)

*Provide a list of contractors/consultants, detailing out the name, hourly/flat rate, and overall cost of the services performed. Please note that any statutory limitations costs also apply to contractors and consultants.*

#	Name/Organization	Hourly Rate/Flat Rate	Funds Requested
1	Professional Social Media/Influencer Contractor (x3)	Flat	\$30,000 x 3 = \$90,000
2	Professional Videographer (x2)	Flat	\$1,500 x 2 = \$3,000
3	International Contractor	Flat	\$10,000

<b>Contractual/Consultant Subtotal</b>	\$103,000.00
--	--------------

### CONTRACTUAL JUSTIFICATION

*Provide for each of your real or anticipated contractors listed above a description of the project activities each will accomplish to meet the objectives and outcomes of the project. Each section should also include a justification for why contractual/consultant services are to be used to meet the anticipated outcomes and objectives. Include timelines for each activity. If contractor employee and consultant hourly rates of pay exceed the salary of a GS-15 step 10 Federal employee in your area (for more information please go to <http://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/2016/general-schedule/>), provide a justification for the expenses. This limit does not include fringe benefits, travel or other expenses. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Contractual and Consultant Costs for acceptable justifications.*

**Contractor/Consultant 1:** NMDA is seeking to collaborate with social media/influencer contractors to educate and diffuse information about the awareness and accessibility of New Mexico specialty crops. Influencer contractors have an extensive network of working professional cooks, chefs, and foodies with a highly engaged audience. These influencers develop creative content and have pioneered programs to deliver New Mexico specialty crop information to large audiences before, but this will be on a more extensive scale to include a variety of specialty crops. In addition, these contractors will provide analytic data indicating reach, engagements, and projections on social media. The flat-rate estimate is per activity. Activities include:

Social Media Promotion: Influencers will introduce New Mexico Specialty Crops to their audiences. They will inform them of nutritional attributes, ways to incorporate them in their menus/recipes, and where they can access New Mexico specialty crops. This will be done via social

media posts, blogs, videos, etc. We are anticipating six to eight influencers per campaign. Each influencers will create three to five content pieces for their platforms. The campaigns will be executed in the late summer, fall, and winter (during specialty crop harvest seasons).

**Culinary Virtual Event:** Culinary influencers will introduce New Mexico specialty crops to professional cooks, chefs, and foodies in the foodservice sector. They will inform them of nutritional attributes, ways to incorporate them in their menus/recipes, and where they can access New Mexico specialty crops. This will be done via social media post, blogs, videos, etc.

**At Home Food Delivery Partnerships:** Contractors will work with established companies to introduce new products into their operations. They will inform them of nutritional attributes, ways to incorporate them in their menus/recipes, and where they can access New Mexico specialty crops.

**Contractor/Consultant 2:** Professional videographer. The videographer will produce high-quality recipe videos utilizing New Mexico specialty crops. We anticipate eight to ten recipe videos. The videos will be done during the specialty crop harvest season.

**Contractor/Consultant 3:** International contractors will identify, evaluate, and appoint social media influencers in international markets. These foreign influencers will inform their audiences on the nutritional attributes, ways to incorporate New Mexico specialty crops in their menus/recipes, and where they can access New Mexico specialty crops. This will be done via social media post, blogs, videos, etc. International contractors will work in Canada and the European Union. We anticipate six to eight influencers for this campaign. Each influencers will create three to five content pieces for their platforms utilized New Mexico specialty crops during the harvest season.

---

**CONFORMING WITH YOUR PROCUREMENT STANDARDS**

By checking the box to the right, I confirm that my organization followed the same policies and procedures used for procurements from non-federal sources, which reflect applicable State and local laws and regulations and conform to the Federal laws and standards identified in [2 CFR Part 200.317 through.326](#), as applicable. If the contractor(s)/consultant(s) are not already selected, my organization will follow the same requirements.

**OTHER**

*Include any expenses not covered in any of the previous budget categories. Be sure to break down costs into cost/unit. Expenses in this section include, but are not limited to, meetings and conferences, communications, rental expenses, advertisements, publication costs, and data collection.*

*If you budget meal costs for reasons other than meals associated with travel per diem, provide an adequate justification to support that these costs are not entertainment costs. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Meals for further guidance.*

Item Description	Per-Unit Cost	Number of Units	Acquire When?	Funds Requested
Social Media Post Boosts	\$95.16	10	Throughout	\$951.62

<b>Other Subtotal</b>	<b>\$951.62</b>
-----------------------	-----------------

## OTHER JUSTIFICATION

*Describe the purpose of each item listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).*

Boosted Posts on Social Media: In addition, the boosts placed in strategically targeted areas will enhance developed specialty crop content.

\*Spending caps- Anything above the stated cap will be paid for with state funds.

## PROGRAM INCOME

*Program income is gross income—earned by a recipient or subrecipient under a grant—directly generated by the grant-supported activity, or earned only because of the grant agreement during the grant period of performance. Program income includes, but is not limited to, income from fees for services performed; the sale of commodities or items fabricated under an award (this includes items sold at cost if the cost of producing the item was funded in whole or partially with grant funds); registration fees for conferences, etc.*

<b>Source/Nature of Program Income</b>	<b>Description of how you will reinvest the program income into the project to solely enhance the competitiveness of specialty crops</b>	<b>Estimated Income</b>
N/A		

<b>Program Income Total</b>	N/A
-----------------------------	-----

# SCBGP PROJECT PROFILE TEMPLATE

The acceptable font size for the narrative is 11 or 12 pitch with all margins at 1 inch. Please email your completed proposal to [specialtycrops@nmda.nmsu.edu](mailto:specialtycrops@nmda.nmsu.edu) by March 2<sup>nd</sup>, 2020 by no later than 5pm.

## APPLICANT DETAILS

Applicant Name: Emma Dewey

Applicant Organization: Center of Southwest Culture, Inc.

Contact Information (Please include phone number AND email): 505-247-2729,  
emma@centerofsouthwestculture.org

## PROJECT TITLE

*Provide a descriptive project title in 15 words or less in the space below.*

Sembrando Salud: Sowing Health through small-scale specialty vegetable and culinary/medicinal herb production

## DURATION OF PROJECT (MUST BE BETWEEN 9/30/2021 AND 9/29/2023)

**Start Date:** 10/1/2021

**End Date:** 9/29/2023

## PROJECT PARTNER AND SUMMARY

*Include a project summary of 250 words or less suitable for dissemination to the public. A Project Summary provides a very brief (one sentence, if possible) description of your project. A Project Summary includes:*

- 7. The name of the applicant organization that if awarded a grant will establish an agreement or contractual relationship with the State department of agriculture to lead and execute the project,*
- 8. A concise outline the project's outcome(s), and*
- 9. A description of the general tasks to be completed during the project period to fulfill this goal.*

*For example:*

The ABC University will mitigate the spread of citrus greening (Huanglongbing) by developing scientifically-based practical measures to implement in a quarantine area and disseminating results to stakeholders through grower meetings and field days.

The **Center Southwest Culture of is seeking funding to lead and execute the** Sembrando Salud project will enhance access and awareness of specialty crops. The project will also increase production and consumption of specialty crops and enhance the economy in socially- disadvantaged communities through specialty cropping. Through educational workshops, we will teach participants how to grow specialty

vegetable and culinary/medicinal herb crops and expand their operations to produce crops for markets and establish small agribusinesses. The program will focus on young Indigenous and Latino/Hispanic/Chicano women who are beginning farmers with access to small plots of land in Jemez Pueblo, Isleta Pueblo, Zuni Pueblo, Bernalillo, and the South Valley in Albuquerque. Participants will gain hands-on education in how to use an assortment of supplies that they will get to take home upon completion of workshops, including: organic specialty crop seeds, drip irrigation supplies, a bag of compost, an instructional guidebook and access to a communal rototiller. All participants will receive organic specialty crop seeds, drip irrigation supplies, a bag of compost, an instructional guidebook, and access to a communal rototiller. We will do this work in collaboration with community organizers: Seeded Sisters, Pueblo Resurgents, Shabeta Gardens, Bernalillo Church, and Enclave. The purpose is to conduct outreach and coordinate community workshops, and support local institutions including Agricultura Network and New Mexico Farmers Marketing Association.

## PROJECT PURPOSE (20 POINTS)

### PROVIDE THE SPECIFIC ISSUE, PROBLEM OR NEED THAT THE PROJECT WILL ADDRESS

The Center of Southwest Culture has been working closely with rural Indigenous and Latino/Hispanic/Chicano land-based communities since 2011 to form successful organic farming businesses and cooperatives across New Mexico through our Community Development Center (CODECE) program. To date, we have helped launch more than 40 farming operations in Indigenous and Latino/Hispanic/Chicano communities, all of them implementing organic growing practices. We have done this work to help rural isolated and economically impoverished communities recreate a local economy while keeping their traditional cultures alive and in place.

With the early food shortages that affected many communities at the start of the COVID-19 pandemic, we realized that rural communities struggled with food access. Many individuals lost their jobs and only sources of income, and with limited financial assistance available to them, it became even more difficult for socially disadvantaged groups to access food. Additionally, with children engaging in at-home learning and spending excessive amounts of time indoors, it became increasingly apparent that engaging families in at-home food production is imperative. Women in particular, and primarily the matriarchs of family units, expressed a desire to grow food at home to help their families and communities. However, because of various living situations and limited growing space, not every family can participate in the full-fledged farming activities that we support through CODECE to increase access to healthy foods and generate livable incomes.

The average household in New Mexico has at least 1/4 of an acre of arable yard space, which is more than enough space to produce high-yield, profitable market gardens of specialty vegetable and herb crops. With guidance through our program, even families with very limited outdoor space can produce a robust garden using minimal processing and packaging techniques. Families can generate a generous supplemental income through their efforts.

Participating families in the Sembrando Salud project are recruited through our collaborations with established community organizations including Seeded Sisters, Pueblo Resurgents, Shabeta Gardens, Bernalillo Church, and Enclave. These organizations are pillars of support to Indigenous and Mexicano communities, and their work aligns strongly with the mission of the Center of Southwest Culture. By collaborating with these organizations, we are able to reach our target audience more easily through their

assistance in distributing promotional materials, collecting registration information for participants, and providing centralized pick-up spots for distribution of supplies.

The Sembrando Salud model starts families out with a small vegetable garden of specialty crops and guides them over time through the process of scaling up in size and incorporating additional specialty crop varieties into their crop plans. This will allow them to increase their access to and consumption of specialty crops and build their confidence and skill in growing techniques, preparing them for market production, and the launch of a small agribusiness. Eventually, we hope to aggregate specialty crop products from these women-led gardens for sale to food hubs such as the Agricultura Network and CSA programs.

We place program participants on a direct path to improving the long-term health of their families and communities by teaching families how to:

- Use conservation techniques
- Make their own compost
- Set up a drip irrigation system
- Practice seed saving
- prepare and use their vegetables in meals
- Use medicinal herbs for health benefits

**PROVIDE A LISTING OF THE OBJECTIVES THAT THIS PROJECT HOPES TO ACHIEVE**

*Add more objectives by copying and pasting the existing listing or delete objectives that aren't necessary.*

**Objective 1:** Train 100 women in the set-up and production of specialty crop vegetables, culinary and medicinal herbs, and training in how to use and process the herbs.

**Objective 2:** Train 100 women in growing for market production and launching a small agribusiness.

**PROJECT BENEFICIARIES**

**Estimate the number of project beneficiaries:**..... 100

**Does this project directly benefit socially disadvantaged farmers as defined in the RFA?**

Yes

No

**Does this project directly benefit beginning farmers as defined in the RFA?**

Yes

No

**STATEMENT OF SOLELY ENHANCING SPECIALTY CROPS**

By checking the box to the right, I confirm that this project **solely** enhances the competitiveness of specialty crops in accordance with and defined by [7 U.S.C. 1621](#). Further information regarding the definition of a specialty crop can be found at [www.ams.usda.gov/services/grants/scbgp](http://www.ams.usda.gov/services/grants/scbgp).

## CONTINUATION PROJECT INFORMATION

*If your project is continuing the efforts of a previously funded SCBGP project, address the following:*

DESCRIBE HOW THIS PROJECT WILL DIFFER FROM AND BUILD ON THE PREVIOUS EFFORTS

N/A

PROVIDE A SUMMARY (3 TO 5 SENTENCES) OF THE OUTCOMES OF THE PREVIOUS EFFORTS

N/A

PROVIDE LESSONS LEARNED ON POTENTIAL PROJECT IMPROVEMENTS

**What was previously learned from implementing this project, including potential improvements?**

N/A

**How are the lessons learned and improvements being incorporated into the project to make the ongoing project more effective and successful at meeting goals and outcomes?**

N/A

DESCRIBE THE LIKELIHOOD OF THE PROJECT BECOMING SELF-SUSTAINING AND NOT INDEFINITELY DEPENDENT ON GRANT FUNDS

The Sembrando Salud Project is supported by private foundations like the Candelaria Fund, which contributes \$50,000 annually in unrestricted funding for our Sembrando Salud and CODECE projects. Additionally, we anticipate that Sembrando Salud can become self-sufficient through fundraising campaigns and contributions from donors. Over time, we also anticipate that participants will become future Sembrando Salud educators, which would help reduce our personnel costs in future program iterations.

OTHER SUPPORT FROM FEDERAL OR STATE GRANT PROGRAMS

The SCBGP will not fund duplicative projects. Did you submit this project to a Federal or State grant program other than the SCBGP for funding and/or is a Federal or State grant program other than the SCBGP funding the project currently?

**Yes**

**No**

IF YOUR PROJECT IS RECEIVING OR WILL POTENTIALLY RECEIVE FUNDS FROM ANOTHER FEDERAL OR STATE GRANT PROGRAM

**Identify the Federal or State grant program(s).**

N/A

**Describe how the SCBGP project differs from or supplements the other grant program(s) efforts.**

N/A

**EXTERNAL PROJECT SUPPORT (REQUIRED)**

*Describe the specialty crop stakeholders who support this project and why (other than the applicant and organizations involved in the project). **Letters of support from potential industry beneficiaries are required.***

Specialty crop stakeholders supporting this project are the Agricultura Network and the New Mexico Farmers Marketing Association. They support this project because Agricultura Network is a food hub and CSA, and expanding their offerings to include specialty crops would increase the value of their CSA shares and open up new markets to whom they can sell the specialty crops produced. Likewise, New Mexico Farmers' Marketing Association is supportive of this program because it increases the production and access to specialty crops and has the potential to produce new vendors for markets throughout the state.

**EXPECTED MEASURABLE OUTCOMES (20 POINTS)**

**SELECT THE APPROPRIATE OUTCOME(S) AND INDICATOR(S)/SUB-INDICATOR(S)**

*You must choose at least one of the eight outcomes listed in the [SCBGP Performance Measures](#), which were approved by the Office of Management and Budget (OMB) to evaluate the performance of the SCBGP on a national level.*

**OUTCOME MEASURE(S)**

*Select the outcome measure(s) that are applicable for this project from the listing below.*

- Outcome 1:** Enhance the competitiveness of specialty crops through increased sales (required for marketing projects)
- Outcome 2:** Enhance the competitiveness of specialty crops through increased consumption
- Outcome 3:** Enhance the competitiveness of specialty crops through increased access
- Outcome 4:** Enhance the competitiveness of specialty crops through greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources
- Outcome 5:** Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems
- Outcome 6:** Enhance the competitiveness of specialty crops by increasing the number of viable technologies to improve food safety

- Outcome 7:** Enhance the competitiveness of specialty crops through increased understanding of the ecology of threats to food safety from microbial and chemical sources
- Outcome 8:** Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development

#### OUTCOME INDICATOR(S)

*Provide at least one indicator listed in the [SCBGP Performance Measures](#) and the related quantifiable result. If you have multiple outcomes and/or indicators, repeat this for each outcome/indicator.*

*For example:*

##### **Outcome 2, Indicator 1.a.**

Of the 150 total number of children and youth reached, 132 will gain knowledge about eating more specialty

Outcome 2, Indicator 2.a.

Of the 100 total number of adults reached, 100 will gain knowledge about eating more specialty crops.

Outcome 3, Indicator 3.f.

Number of existing delivery systems/access points of those reached that expanded and/or improved offerings of specialty crops, 1 food hub that processes, aggregates, distributes, or stores specialty crops.

Outcome 3, Indicator 3.i.

Number of existing delivery systems/access points of those reached that expanded and/or improved offerings of specialty crops, 2 CSA programs.

Outcome 4, Indicator 2.a.

Adoption of best practices and technologies resulting in increased yields, reduced inputs, increased efficiency, increased economic return, and conservation of resources. Number of growers/producers indicating adoption of recommended practices, 100.

Outcome 8, Indicator 4.

Number of small businesses maintained/created: 100

Outcome 8, Indicator 6.

Number of new beginning farmers who went into specialty crop production: 100

Outcome 8, Indicator 7.

Number of socially disadvantaged farmers who went into specialty crop production: 100

#### MISCELLANEOUS OUTCOME MEASURE

*In the unlikely event that the outcomes and indicators above the selected outcomes are not relevant to your project, you must develop a project-specific outcome(s) and indicator(s) which will be subject to approval by AMS.*

N/A

#### DATA COLLECTION TO REPORT ON OUTCOMES AND INDICATORS

*Explain how you will collect the required data to report on the outcome and indicator in the space below.*

Outcome 2, Indicator 2.a.: Before and after each educational workshop to be conducted each year, we will give participants a poll asking them to rate their level of knowledge about consuming more specialty crops. We will be looking for an increase in knowledge of consuming more specialty crops after they have attended the workshop.

Outcome 3, Indicator 3.f.: We work with a food hub in Albuquerque (Agricultura Network) that we will be targeting for expansion of their offerings of specialty crops. Upon the start of our program, we will acquire their list of product offerings. We will acquire an updated list to compare their available products to past offerings and assess the expansion of offerings of specialty crops.

Outcome 4, Indicator 3.i.: There are two existing CSAs in Albuquerque, and others in development in tribal communities, whom we will also be targeting for expansion of their specialty crop offerings. We will maintain contact with the CSA managers each year to survey them on the number of specialty crops they offer.

Outcome 4, Indicator 2.a.: We will conduct follow-up surveys with each participant in the program at 1 and 2 months after each workshop to assess the number of participants implementing drip irrigation, making and using compost, using companion planting methods, and rainwater catchment systems.

Outcome 8, Indicator, 4: Upon completion of the program, we will survey each participant to assess the number of participants who create a small business through participation in the program.

Outcome 8, Indicators 6 and 7: All of our participants will be women of color and beginning farmers. At the end of each growing season, we will survey each of our participants to assess how many are actively growing specialty crops. Additionally, throughout the growing season, we will ask our participants to take and send us pictures of their gardens to ensure their progress.

**BUDGET NARRATIVE (MUST TOTAL) (10 POINTS)**

*All expenses described in this Budget Narrative must be associated with expenses that will be covered by the SCBGP. Applicants should review the Request for Applications section 4.7 Funding Restrictions prior to developing their budget narrative.*

<b>Budget Summary</b>	
<b>Expense Category</b>	<b>Funds Requested</b>
<b>Personnel</b>	\$46,147.78
<b>Fringe Benefits</b>	\$3,530.30
<b>Travel</b>	\$1,147.96
<b>Equipment</b>	0
<b>Supplies</b>	<b>\$2,095.00</b>

Budget Summary	
Expense Category	Funds Requested
Contractual	\$7,500.00
Other	0
<b>Direct Costs Subtotal</b>	\$60,421.04

<b>Total Budget</b>	\$60,421.04
---------------------	-------------

## PERSONNEL

List the organization's employees whose time and effort can be specifically identified and easily and accurately traced to project activities that solely enhance the competitiveness of specialty crops. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Salaries and Wages, and Presenting Direct Costs Consistently under section 4.7.1 for further guidance.

#	Name/Title	Level of Effort (# of hours OR % FTE)	Funds Requested
1	Kateri Zuni	208 (hours)	\$8,952.32
2	Emma Dewey	208 (hours)	\$8,952.32
3	Jose Castro	208 (hours)	\$8,952.32
4	Arturo Sandoval	62.8 (hours)	\$4,945.82
5	Sarah Dewey	52 (hours)	\$2,238.08
6	Marco Nieto	78 (hours)	\$3,357.12
7	Noemi Davila	62.4 (hours)	\$3,568.03
8	Intern	33.6 (hours)	\$705.60
9	Marco Sandoval	104 (hours)	\$4,476.16

<b>Personnel Subtotal</b>	\$46,147.78
---------------------------	-------------

## PERSONNEL JUSTIFICATION

*For each individual listed in the above table, describe the activities to be completed by name/title including approximately when activities will occur. Add more personnel by copying and pasting the existing listing or deleting personnel that aren't necessary.*

Personnel 1: Kateri Zuni, Project Manager, will serve as the overall logistics and administrative coordinator for the ¡Sembrando Salud! project. She will assist with this project full-time. In addition to overseeing the project management, she will be the primary point of contact for our families. She will collaborate with them to schedule online workshops and coordinate supply deliveries in each area. Kateri Zuni is a proud daughter of the Isleta and Zuni Pueblos. She is a BA graduate of the University of New Mexico in multimedia journalism and political science. She earned her MA in Studies of Law with a concentration in Indian Law from the UNM School of Law in 2019. At CSC, she is a full-time employee.

Personnel 2: Emma Dewey, Agricultural Advisor, will assist full-time with implementing the project by conducting research and analysis and developing the workshop curriculum and digitized companion materials. Miss Dewey will also present the workshops and companion materials to participants and will assist in dissemination outreach. Emma has a lifetime of experience in working on small and large-scale production farms and agricultural NGOs, as well as managing the general operations, marketing, accounting and product procurement for a well-known local food hub business. Emma is a graduate of the Soil Health Academy, a student of native and medicinal plants, and has certifications in Tier I & Tier II Food Safety Training and Produce Safety Alliance Grower Training. She is a full-time employee of CSC.

Personnel 3: Jose Castro, Education Coordinator, will organize and translate all educational materials for all workshops. He will assist with this project full-time. Jose will also be responsible for acquiring all of the supplies needed to conduct project activities and assist in conducting research and analysis for the project and dissemination outreach. Jose has three years of experience in project management for CSC's government-funded initiatives and writes all quarterly and final reports for such projects. He is certified in Tier I & Tier II Food Safety Training and Produce Safety Alliance Grower Training. He has a degree in Integrated Studies and is obtaining a degree in Tourism and Hospitality. Jose is a bilingual entrepreneur and launched his own restaurant business in 2016, overseeing management and general operations and marketing and branding. Jose is a full-time employee of CSC.

Personnel 4: Arturo Sandoval, Executive Director, oversees and directs all projects at CSC. Work plans are developed jointly between him and each staff member and include tasks and a timeline. Monthly work assignments are delegated to appropriate staff to complete objectives and activities. Follow-up assignments are implemented to cover unanticipated impediments in accomplishing stated results and outcomes in proposed projects. Ongoing data collection also indicates progress with planned objectives and activities and project success. CSC uses Malcolm Baldrige Quality Standards to ensure a constant review and improvement of all work processes. Mr. Sandoval is a full-time employee of CSC.

Personnel 5: Sarah Dewey, Executive Assistant, brings nine years of experience in non-profit administration to CSC and will be assisting with this project part-time. She will perform administrative assistance and program support to the Executive Director and Project Manager. In addition to administrative assistance, Sarah will assist program staff in designing the graphics for digitized companion materials. She holds a Bachelor of Fine Arts from the University of New Mexico and has complete grant-writing, website development and graphic design courses through UNM Continuing Education. She is a part-time employee of CSC.

Personnel 6: Marco Nieto, Program Assistant, assists with administrative support and evaluation development. Pursuing a bachelor's degree at the University of New Mexico in mechanical engineering, he has been a part-time employee of CSC for five years.

Personnel 7: Noemí Dávila, Intern Manager, is our contact for the South Valley Academy internship program. For this project, she will assist part-time in managing and coordinating interns and delegating responsibilities to ensure each intern is receiving a robust educational experience. She has more than 25 years of experience in business administration, bookkeeping, financial management and CSC Financial Director. Her impeccable work is reflected in multiple audits with zero findings. Dávila is a full-time employee of CSC.

Personnel 8: We will be partnering with South Valley Academy to employ one intern from the school to assist program staff in conducting pre and post-evaluation surveys and data entry of results. Through our partnership, they will be gaining mentorship and career training in non-profit program management.

Personnel 9: Marco Sandoval, Curriculum Development Assistant, brings over 13 years of experience as an educator in cultural, spiritual, musical and nature-based curriculums to this project and will be assisting part-time. He has worked with youth and adults and is currently the Project Manager for the Center of Southwest Culture’s Story Rider program. Mr. Sandoval will assist this project in curriculum development, Spanish translation, and education assistance. He has worked with CSC for five years and is a full-time employee.

**FRINGE BENEFITS**

*Provide the fringe benefit rates for each of the project’s salaried employees described in the Personnel section that will be paid with SCBGP funds.*

#	Name/Title	Fringe Benefit Rate	Funds Requested
1	Kateri Zuni	.0765	\$684.85
2	Emma Dewey	.0765	\$684.85
3	Jose Castro	.0765	\$684.85
4	Arturo Sandoval	.0765	\$378.36
5	Sarah Dewey	.0765	\$171.21
6	Marco Nieto	.0765	\$256.82
7	Noemi Davila	.0765	\$272.95
8	Intern	.0765	\$53.98
9	Marco Sandoval	.0765	\$342.43

<b>Fringe Subtotal</b>	\$3,530.30
------------------------	------------

**TRAVEL**

Explain the purpose for each Trip Request. Please note that travel costs are limited to those allowed by formal organizational policy; in the case of air travel, project participants must use the lowest reasonable commercial airfares. For recipient organizations that have no formal travel policy and for-profit recipients, allowable travel costs may not exceed those established by the Federal Travel Regulation, issued by GSA, including the maximum per diem and subsistence rates prescribed in those regulations. This information is available at <http://www.gsa.gov>. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Travel, and Foreign Travel for further guidance.

#	Trip Destination	Type of Expense (airfare, car rental, hotel, meals, mileage, etc.)	Unit of Measure (days, nights, miles)	# of Units	Cost per Unit	# of Travelers Claiming the Expense	Funds Requested
1	Jemez Pueblo	Mileage	Miles	99.01	.56	2	\$110.90
2	Isleta Pueblo	Mileage	Miles	32.51	.56	2	\$36.42
3	South Valley	Mileage	Miles	30.66	.56	2	\$34.34
4	Zuni Pueblo	Mileage	Miles	312.37	.56	2	\$349.86
5	Town of Bernalillo	Mileage	Miles	37.91	.56	2	\$42.46
6	Jemez Pueblo	Mileage	Miles	99.01	.56	2	\$110.90
7	Isleta Pueblo	Mileage	Miles	32.51	.56	2	\$36.42
8	South Valley	Mileage	Miles	30.66	.56	2	\$34.34
9	Zuni Pueblo	Mileage	Miles	312.37	.56	2	\$349.86
10	Town of Bernalillo	Mileage	Miles	37.91	.56	2	\$42.46

<b>Travel Subtotal</b>	\$1,147.96
------------------------	------------

#### TRAVEL JUSTIFICATION

For each trip listed in the above table describe the purpose of this trip and how it will achieve the objectives and outcomes of the project. Be sure to include approximately when the trip will occur. Add more trips by copying and pasting the existing listing or delete trips that aren't necessary.

**Trip 1 (03/2022):** Travel to Jemez Pueblo to conduct an educational workshop in partnership with Seeded Sisters. This workshop will establish a specialty vegetable crop garden and conservation methods such as

drip irrigation, making and using compost, mulching, rainwater catchment, companion planting, and growing pollinator strips. We will also distribute gardening supplies and seeds at this time. **Emma Dewey and Jose Castro will be the travelers.** This will result in completion of Objective 1.

**Trip 2(03/2022):** Travel to Isleta Pueblo to conduct an educational workshop in partnership with Pueblo Resurgents. This workshop will establish a specialty vegetable crop garden and using conservation methods such as drip irrigation, making and using compost, mulching, rainwater catchment, companion planting, and growing pollinator strips. We will also distribute gardening supplies and seeds at this time. **Emma Dewey and Jose Castro will be the travelers.** This will result in completion of Objective 1.

**Trip 3 (03/2022):** Travel to the South Valley to conduct an educational workshop in partnership with Shabeta Gardens and Enclave. This workshop will establish a specialty vegetable crop garden and using conservation methods such as drip irrigation, making and using compost, mulching, rainwater catchment, companion planting, and growing pollinator strips. We will also distribute gardening supplies and seeds at this time. **Emma Dewey and Jose Castro will be the travelers.** This will result in completion of Objective 1.

**Trip 4 (03/2022):** Travel to Zuni Pueblo to conduct an educational workshop to establish a specialty vegetable crop garden and using conservation methods such as drip irrigation, making and using compost, mulching, rainwater catchment, companion planting, and growing pollinator strips. We will also distribute gardening supplies and seeds at this time. **Emma Dewey and Jose Castro will be the travelers.** This will result in completion of Objective 1.

**Trip 5 (03/2022):** Travel to Bernalillo to conduct an educational workshop in partnership with Bernalillo Church. This workshop will establish a specialty vegetable crop garden and conservation methods such as drip irrigation, making and using compost, mulching, rainwater catchment, companion planting, and growing pollinator strips. We will also distribute gardening supplies and seeds at this time. **Emma Dewey and Jose Castro will be the travelers.** This will result in completion of Objective 1.

**Trip 6 (03/2022):** Travel to Jemez Pueblo to conduct an educational workshop in partnership with Seeded Sisters on expanding and scaling up garden space to include medicinal and culinary herbs. We will also teach participants how to use and process herbs to sell at markets, and participants will receive herb seeds. **Emma Dewey and Jose Castro will be the travelers.** This will result in completion of Objective 2.

**Trip 7 (03/2022):** Travel to Isleta Pueblo to conduct educational workshop in partnership with Pueblo Resurgents on expanding and scaling up garden space to include medicinal and culinary herbs. We will also teach participants how to use and process herbs to sell at markets, and participants will receive herb seeds. **Emma Dewey and Jose Castro will be the travelers.** This will result in completion of Objective 2.

**Trip 8 (03/2022):** Travel to the South Valley to conduct an educational workshop in partnership with Shabeta Gardens and Enclave on expanding and scaling up garden space to include medicinal and culinary herbs. We will also teach participants how to use and process herbs to sell at markets, and participants will receive herb seeds. **Emma Dewey and Jose Castro will be the travelers.** This will result in completion of Objective 2.

**Trip 9 (03/2022):** Travel to Zuni Pueblo to conduct an educational workshop with Zuni Public Library on expanding and scaling up garden space to include medicinal and culinary herbs. We will also teach participants how to use and process herbs to sell at markets, and participants will receive herb seeds. **Emma Dewey and Jose Castro will be the travelers.** This will result in completion of Objective 2.

**Trip 10 (03/2022):** Travel to Bernalillo to conduct an educational workshop in partnership with Bernalillo Church on expanding and scaling up garden space to include medicinal and culinary herbs. We will also teach participants how to use and process herbs to sell at markets, and participants will receive herb seeds. **Emma Dewey and Jose Castro will be the travelers.** This will result in completion of Objective 2.

**CONFORMING WITH YOUR TRAVEL POLICY**

By checking the box to the right, I confirm that my organization’s established travel policies will be adhered to when completing the above-mentioned trips in accordance with [2 CFR 200.474](#) or [48 CFR subpart 31.2](#) as applicable.

**EQUIPMENT**

*Describe any special purpose equipment to be purchased or rented under the grant. “Special purpose equipment” is tangible, nonexpendable, personal property having a useful life of more than one year and an acquisition cost that equals or exceeds \$5,000 per unit and is used only for research, medical, scientific, or other technical activities. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - Special Purpose for further guidance*

*NMSU considers any tangible item with an acquisition value of \$1,000 or more as equipment. If such equipment is requested, NMDA will discuss this with the applicant in more detail before submitting final proposals to USDA for funding consideration as there are other implications to consider.*

*Rental of “general purpose equipment” must also be described in this section. Purchase of general purpose equipment is not allowable under this grant. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - General Purpose for definition, and Rental or Lease Costs of Buildings, Vehicles, Land and Equipment.*

#	Item Description	Rental or Purchase	Acquire When?	Funds Requested
1	N/A			

<b>Equipment Subtotal</b>	N/A
---------------------------	-----

**EQUIPMENT JUSTIFICATION**

*For each Equipment item listed in the above table describe how this equipment will be used to achieve the objectives and outcomes of the project. Add more equipment by copying and pasting the existing listing or delete equipment that isn’t necessary.*

**Equipment 1:** N/A

## SUPPLIES

List the materials, supplies, and fabricated parts costing less than \$1,000 per unit and describe how they will support the purpose and goal of the proposal and solely enhance the competitiveness of specialty crops. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Supplies and Materials, Including Costs of Computing Devices for further information.

Item Description	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested
Hole punch for drip irrigation	2.07	100	Jan-Feb 2022	\$207.00
Landscape staples for drip irrigation (1,000 count)	49.83	1	Jan-Feb 2022	\$49.83
Drip Emitters for drip irrigation (set of 20)	15.00	10	Jan-Feb 2022	\$150.00
Female hose adapter for drip irrigation	1.75	68	Jan-Feb 2022	\$119.00
End cap for drip irrigation	1.55	75	Jan-Feb 2022	\$116.25
Poly drip tubing (500 ft per roll)	40.48	4	Jan-Feb 2022	\$161.92
Bag of Compost	8.00	100	Jan-Feb 2022	\$800.00
Seeds (vegetable, medicinal/culinary) (12 varieties)	1.07	100	Jan-Feb 2022	\$107.00
Printing (Companion booklets for 100 participants)	3.84	100	Jan-Feb 2022	\$384.00
<b>Supplies Subtotal</b>				<b>\$2,095.00</b>

## SUPPLIES JUSTIFICATION

Describe the purpose of each supply listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).

Each of the supplies described is needed for the set-up of each participant's garden space. The majority of supplies are for a drip irrigation line, and the rest are seeds that the participants will be growing in their

gardens and the coin envelopes that we will supply them in. The printing materials are for the guidebooks that each participant will receive that details the topics discussed in educational workshops.

## CONTRACTUAL/CONSULTANT

*Contractual/consultant costs are the expenses associated with purchasing goods and/or procuring services performed by an individual or organization other than the applicant in the form of a procurement relationship. If there is more than one contractor or consultant, each must be described separately. (Repeat this section for each contract/consultant.)*

### ITEMIZED CONTRACTOR(S)/CONSULTANT(S)

*Provide a list of contractors/consultants, detailing out the name, hourly/flat rate, and overall cost of the services performed. Please note that any statutory limitations costs also apply to contractors and consultants.*

#	Name/Organization	Hourly Rate/Flat Rate	Funds Requested
1	Eileen Shendo/Seeded Sisters	\$1,500.00 (Flat)	\$1,500.00
2	Daryl Lucero/Pueblo Resurgents	\$1,500.00 (Flat)	\$1,500.00
3	Bernadette Torres/Shabeta Gardens	\$1,500.00 (Flat)	\$1,500.00
4	Sandro Anguiano/Enclave	\$1,500.00 (Flat)	\$1,500.00
5	Maria Tillo /Bernalillo Church	\$1,500.00 (Flat)	\$1,500.00

<b>Contractual/Consultant Subtotal</b>	\$7,500.00
--	------------

### CONTRACTUAL JUSTIFICATION

*Provide for each of your real or anticipated contractors listed above a description of the project activities each will accomplish to meet the objectives and outcomes of the project. Each section should also include a justification for why contractual/consultant services are to be used to meet the anticipated outcomes and objectives. Include timelines for each activity. If contractor employee and consultant hourly rates of pay exceed the salary of a GS-15 step 10 Federal employee in your area (for more information please go to <http://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/2016/general-schedule/>), provide a justification for the expenses. This limit does not include fringe benefits, travel or other expenses. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Contractual and Consultant Costs for acceptable justifications.*

**Contractor/Consultant 1:** Eileen Shendo of Seeded Sisters will be paid a flat fee of \$1,500 (approximately 50 hours per year at a rate of \$15 per hour) for her efforts to conduct outreach to young women in her community to inform them about the Sembrando Salud workshops. She will work with

CSC staff member Kateri Zuni to acquire informational fliers to display in public places and share via social media and email. She will also work with Kateri Zuni to coordinate a date, time, and location to hold the Sembrando Salud workshops and collect registration forms and contact information for project participants. While Eileen Shendo will only help recruit women in the first year of the project, she will assist us in coordinating dates, times, and locations for workshops each year. She will help us collect participant RSVP and registration information for each workshop. Work will take place between October 2021 and March 2022 in year one, and between October 2022 and March 2023 in year two.

**Contractor/Consultant 2:** Daryl Lucero of Pueblo Resurgents will be paid a flat fee of \$1,500 (approximately 50 hours per year at a rate of \$15 per hour) for his efforts to conduct outreach to young women in his community to inform them about the Sembrando Salud workshops. He will work with CSC staff member Kateri Zuni to acquire informational fliers to display in public places and share via social media and email. Mr. Lucero will also work with Kateri Zuni to coordinate a date, time and location to hold the Sembrando Salud workshops and collect registration forms and contact information for project participants. While Daryl Lucero will only help recruit women in the first year of the project, he will assist us in coordinating dates, times, and locations for workshops each year. Mr. Lucero will help us collect participant RSVP and registration information for each workshop. Work will take place between October 2021 and March 2022 in year one, and between October 2022 and March 2023 in year two.

**Contractor/Consultant 3:** Bernadette Torres of Shabeta Gardens and Enclave will be paid a flat fee of \$1,500 (approximately 50 hours per year at a rate of \$15 per hour) for her efforts to conduct outreach to young women in her community to inform them about the Sembrando Salud workshops. She will work with CSC staff member Kateri Zuni to acquire informational fliers to display in public places and share via social media and email. She will also work with Kateri Zuni to coordinate a date, time, and location to hold the Sembrando Salud workshops and collect registration forms and contact information for project participants. While Bernadette Torres only helps recruit women in the first year of the project, she will assist us in coordinating dates, times and locations for workshops each year. She will help us collect participant RSVP and registration information for each workshop. Work will take place between October 2021 and March 2022 in year one, and between October 2022 and March 2023 in year two.

**Contractor/Consultant 4:** Sandro Anguiano of Enclave will be paid a flat fee of \$1,500 (approximately 50 hours per year at a rate of \$15 per hour) for his efforts to conduct outreach to young women in his community to inform them about the Sembrando Salud workshops. He will work with CSC staff member Kateri Zuni to acquire informational fliers to display in public places and share via social media and email. Mr. Anguiano will also work with Kateri Zuni to coordinate a date, time and location to hold the Sembrando Salud workshops and collect registration forms and contact information for project participants. While Sandro Anguiano will only help recruit women in the first year of the project, he will assist us in coordinating dates, times and locations for workshops each year. He will help us collect participant RSVP and registration information. Work will take place between October 2021 and March 2022 in year one, and between October 2022 and March 2023 in year two.

**Contractor/Consultant 5:** Maria Tillo of Bernalillo Church will be paid a flat fee of \$1,500 (approximately 50 hours per year at a rate of \$15 per hour) for her efforts to conduct outreach to young women in her community to inform them about the Sembrando Salud workshops. She will work with CSC staff member Kateri Zuni to acquire informational fliers to display in public places and share via social media and email. She will also work with Kateri Zuni to coordinate a date, time, and location to hold the Sembrando Salud workshops and collect registration forms and contact information for project participants. While Maria Tillo will only help recruit women in the first year of the project, she will assist us in coordinating dates, times and locations for workshops each year. She will help us collect participant

RSVP and registration information. Work will take place between October 2021 and March 2022 in year one, and between October 2022 and March 2023 in year two.

Contractor flat fees were determined by evaluating average estimated cost of living wages in the Albuquerque/Middle Rio Grande area, and by basing the estimated number of hours worked on how much time community organizers spent on this project in past years.

**CONFORMING WITH YOUR PROCUREMENT STANDARDS**

By checking the box to the right, I confirm that my organization followed the same policies and procedures used for procurements from non-federal sources, which reflect applicable State and local laws and regulations and conform to the Federal laws and standards identified in [2 CFR Part 200.317 through.326](#), as applicable. If the contractor(s)/consultant(s) are not already selected, my organization will follow the same requirements.

**OTHER**

*Include any expenses not covered in any of the previous budget categories. Be sure to break down costs into cost/unit. Expenses in this section include, but are not limited to, meetings and conferences, communications, rental expenses, advertisements, publication costs, and data collection.*

*If you budget meal costs for reasons other than meals associated with travel per diem, provide an adequate justification to support that these costs are not entertainment costs. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Meals for further guidance.*

Item Description	Per-Unit Cost	Number of Units	Acquire When?	Funds Requested
N/A				

<b>Other Subtotal</b>	N/A
-----------------------	-----

**OTHER JUSTIFICATION**

*Describe the purpose of each item listed in the table above purchased and how it is necessary for the completion of the project’s objective(s) and outcome(s).*

N/A

**PROGRAM INCOME**

*Program income is gross income—earned by a recipient or subrecipient under a grant—directly generated by the grant-supported activity, or earned only because of the grant agreement during the grant period of performance. Program income includes, but is not limited to, income from fees for services performed; the sale of commodities or items fabricated under an award (this includes items*

*sold at cost if the cost of producing the item was funded in whole or partially with grant funds); registration fees for conferences, etc.*

Source/Nature of Program Income	Description of how you will reinvest the program income into the project to solely enhance the competitiveness of specialty crops	Estimated Income
N/A		

<b>Program Income Total</b>	N/A
-----------------------------	-----

# SCBGP PROJECT PROFILE TEMPLATE

The acceptable font size for the narrative is 11 or 12 pitch with all margins at 1 inch. Please email your completed proposal to [specialtycrops@nmda.nmsu.edu](mailto:specialtycrops@nmda.nmsu.edu) by March 2<sup>nd</sup>, 2020 by no later than 5pm.

## APPLICANT DETAILS

Applicant Name: Jon Roberts

Applicant Organization: Gooder Longer, LLC

Contact Information (Please include phone number AND email): gooderlonger@gmail.com. 505-503-3326

## PROJECT TITLE

*Provide a descriptive project title in 15 words or less in the space below.*

Warrior Farmer Project

## DURATION OF PROJECT (MUST BE BETWEEN 9/30/2020 AND 9/29/2023)

**Start Date:** 09/30/2021

**End Date:** 09/29/2023

## PROJECT PARTNER AND SUMMARY

*Include a project summary of 250 words or less suitable for dissemination to the public. A Project Summary provides a very brief (one sentence, if possible) description of your project. A Project Summary includes:*

- 1. The name of the applicant organization that if awarded a grant will establish an agreement or contractual relationship with the State department of agriculture to lead and execute the project,*
- 2. A concise outline the project's outcome(s), and*
- 3. A description of the general tasks to be completed during the project period to fulfill this goal.*

### FOR EXAMPLE:

The ABC University will mitigate the spread of citrus greening (Huanglongbing) by developing scientifically-based practical measures to implement in a quarantine area and disseminating results to stakeholders through grower meetings and field days.

Through the Warrior Farmer Project, Gooder Longer, LLC will support the Desert Forge Foundation in providing hands-on farmer training to Veterans through direct support of labor to small local farms in Central New Mexico.

## PROJECT PURPOSE (20 POINTS)

PROVIDE THE SPECIFIC ISSUE, PROBLEM OR NEED THAT THE PROJECT WILL ADDRESS

Small local farms struggle with seasonal workloads, and many veterans become isolated and seek employment or engagement in their community. By training Veterans to become Warrior Farmers, **Gooder Longer, LLC is supporting the Desert Forge Foundation to help** our heroes connect with the land they fought to defend - restoring hope, creating jobs and building authentic community.

Every day 17 veterans commit suicide. In 2018, 68 veterans in New Mexico took their own lives.\* Often cited was lost hope or the isolation of unemployment or homelessness. **These tragedies are preventable.**

Every year New Mexico imports over 90% of its food. With an estimated \$5 billion spent on imported food every year, the potential of producing even a fraction of food would create jobs and sustain lasting economic renewal.\*\*

**Gooder Longer, LLC is working to solve these challenges by creating clear linkages between existing specialty crop producers and Veteran trainees from the Desert Forge Foundation. These specialty crop producers will share their knowledge and experience as farm business owners, while Veterans can find authentic, paid, experiential training and opportunities to step out of isolation and consistently into a community of agrarians. This solves multiple issues - creating paths to employment, developing transferrable skills in agricultural production, and facilitating community engagement for Veterans while giving extra hands to producers at strategically important times in their growing seasons in a way we believe will help their productivity and enhance specialty crop sales for all involved.**

**Every project partner has committed to host a minimum of 2-4 training workshops over the course of the year for a minimum of 12-24 specific teaching workshops and 20-30 additional project-focused working days based on the specifically focused interests of the trainees. Workshops will be scheduled and hosted throughout the year at farm locations in Albuquerque, Los Ranchos, Peralta, and Cedar Crest with additional opportunities for farm tours and project support in Abiquiu, Belen, and other locations as opportunities arise. As workshops are designed to be immersive and experiential, they will follow the needs of the various producers over the course of the growing season.**

\* <https://www.mentalhealth.va.gov/docs/data-sheets/2018/2018-State-Data-Sheet-New-Mexico-508.pdf>

\*\* <http://www.dreamingnewmexico.org/food/ff-fair-trade/ff-fair-trade-facts>

## PROVIDE A LISTING OF THE OBJECTIVES THAT THIS PROJECT HOPES TO ACHIEVE

*Add more objectives by copying and pasting the existing listing or delete objectives that aren't necessary.*

**Objective 1:** To train Veterans through direct, hands-on labor to support small farms in Central New Mexico.

**Objective 2:** To increase yearly sales at participating small family farms by 25% through added labor support.

**Objective 3:** To provide brand awareness of the cultivation of specialty crops in New Mexico provided by the Warrior Farmer Project through promotional materials with branding **to be in full compliance with NM SCBGP guidelines if awarded.**

## PROJECT BENEFICIARIES

**Estimate the number of project beneficiaries:** 6 small family farms and 12 or more Veterans.

**Does this project directly benefit socially disadvantaged farmers as defined in the RFA?** Yes  No

**Does this project directly benefit beginning farmers as defined in the RFA?** Yes  No

## STATEMENT OF SOLELY ENHANCING SPECIALTY CROPS

By checking the box to the right, I confirm that this project **solely** enhances the competitiveness of specialty crops in accordance with and defined by [7 U.S.C. 1621](#). Further information regarding the definition of a specialty crop can be found at [www.ams.usda.gov/services/grants/scbgp](http://www.ams.usda.gov/services/grants/scbgp).



## CONTINUATION PROJECT INFORMATION

*If your project is continuing the efforts of a previously funded SCBGP project, address the following:*

DESCRIBE HOW THIS PROJECT WILL DIFFER FROM AND BUILD ON THE PREVIOUS EFFORTS

N/A

PROVIDE A SUMMARY (3 TO 5 SENTENCES) OF THE OUTCOMES OF THE PREVIOUS EFFORTS

N/A

PROVIDE LESSONS LEARNED ON POTENTIAL PROJECT IMPROVEMENTS

**What was previously learned from implementing this project, including potential improvements?**

N/A

**How are the lessons learned and improvements being incorporated into the project to make the ongoing project more effective and successful at meeting goals and outcomes?**

N/A

DESCRIBE THE LIKELIHOOD OF THE PROJECT BECOMING SELF-SUSTAINING AND NOT INDEFINITELY DEPENDENT ON GRANT FUNDS

The Warrior Farmer Project's goal focuses on creating pathways for self-sustainment of program activities through training, entrepreneur support, and connection to available resources. Generating salable goods will create program revenue and deepen existing connections within the specialty crop, ag producer, and food processing communities.

## OTHER SUPPORT FROM FEDERAL OR STATE GRANT PROGRAMS

The SCBGP will not fund duplicative projects. Did you submit this project to a Federal or State grant program other than the SCBGP for funding and/or is a Federal or State grant program other than the SCBGP funding the project currently?

Yes



No



---

IF YOUR PROJECT IS RECEIVING OR WILL POTENTIALLY RECEIVE FUNDS FROM ANOTHER FEDERAL OR STATE GRANT PROGRAM

**Identify the Federal or State grant program(s).**

N/A

**Describe how the SCBGP project differs from or supplements the other grant program(s) efforts.**

N/A

**EXTERNAL PROJECT SUPPORT (REQUIRED)**

*Describe the specialty crop stakeholders who support this project and why (other than the applicant and organizations involved in the project). Letters of support from potential industry beneficiaries are required.*

Victor Versace, Executive Director for the Desert Forge Foundation supports this project because it will directly connect Veterans to paid training opportunities and further enhance the mission of the Foundation. (See attached letter)

Dr. Drew Harrell of Burque Bee Farms supports this project because it will help provide additional labor for beekeeping activities and vegetable crop production. (See attached letter)

Zach Withers of Polks Folly Farm supports this project because it will help provide additional labor support at their farm stand to sell local vegetables. (See attached letter)

Kemper Barkhurst of Bluefly Farms supports this project because it will help provide additional support for their herb crops. (See attached letter)

Tom Brewer of Red Hat Hops supports this project because it will help provide additional support for their field of hops. (See attached letter)

Mark Robertson of Loose Leaf Farm supports this project because it will help provide additional support for their mixed herb, flower, and vegetable farm. (See attached letter)

David Ruben of Farm Stand Thank and Trust supports this project because it will help provide additional support for growing ginger and turmeric. (See attached letter)

**EXPECTED MEASURABLE OUTCOMES (20 POINTS)**

**SELECT THE APPROPRIATE OUTCOME(S) AND INDICATOR(S)/SUB-INDICATOR(S)**

*You must choose at least one of the eight outcomes listed in the [SCBGP Performance Measures](#), which were approved by the Office of Management and Budget (OMB) to evaluate the performance of the SCBGP on a national level.*

---

**OUTCOME MEASURE(S)**

*Select the outcome measure(s) that are applicable for this project from the listing below.*

- Outcome 1:** Enhance the competitiveness of specialty crops through increased sales (required for marketing projects)
- Outcome 2:** Enhance the competitiveness of specialty crops through increased consumption

- Outcome 3:** Enhance the competitiveness of specialty crops through increased access
- Outcome 4:** Enhance the competitiveness of specialty crops through greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources
- Outcome 5:** Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems
- Outcome 6:** Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety
- Outcome 7:** Enhance the competitiveness of specialty crops through increased understanding of the ecology of threats to food safety from microbial and chemical sources
- Outcome 8:** Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development

## OUTCOME INDICATOR(S)

Provide at least one indicator listed in the [SCBGP Performance Measures](#) and the related quantifiable result. If you have multiple outcomes and/or indicators, repeat this for each outcome/indicator.

### FOR EXAMPLE:

#### **Outcome 2, Indicator 1.a.**

Of the 150 total number of children and youth reached, 132 will gain knowledge about eating more specialty crops.

### **Outcome 1**

The total sales from this group of farms in 2020 were \$240,000. Our 2022 goal is to increase revenue to \$300,000 (25%), due to marketing and promotion activities. Sales of each farm will be recorded each year. After reviewing and considering USDA/NMDA comments that this grant may help enhance access and awareness for wholesale buyers, we feel it to be most prudent to focus our efforts on growing more specialty crop producers through the educational training activities of this grant and supporting the production of existing producers. While engagement and connection with wholesale buyers will likely be a connected process in our training, we feel that tracking and specifically shifting focus to this indicator as an outcome focus, may dilute the primary objective of increased sales of specialty crops.

## MISCELLANEOUS OUTCOME MEASURE

*In the unlikely event that the outcomes and indicators above the selected outcomes are not relevant to your project, you must develop a project-specific outcome(s) and indicator(s) which will be subject to approval by AMS.*

N/A

## DATA COLLECTION TO REPORT ON OUTCOMES AND INDICATORS

*Explain how you will collect the required data to report on the outcome and indicator in the space below.*

To accomplish reporting for Outcome 1, Indicator, the sales increased from \$240,000 in 2020 with expected sales of \$300,000 (25% growth) in 2022 as result of marketing and/or promotion activities. Gooder Longer, LLC will keep a record of yearly sales from each farm. As of October 15, 2021 all farms listed have agreed to share data with the organization of sales totals for outcome reporting. Verbal confirmation has been given and emails from each farm confirming this commitment are forthcoming.

## BUDGET NARRATIVE (MUST TOTAL) (10 POINTS)

All expenses described in this Budget Narrative must be associated with expenses that will be covered by the SCBGP. Applicants should review the Request for Applications section 4.7 Funding Restrictions prior to developing their budget narrative.

Budget Summary	
Expense Category	Funds Requested
Personnel	\$36,074.00
Fringe Benefits	\$0
Travel	\$0
Equipment	\$0
Supplies	\$3,926.00
Contractual	\$0
Other	\$0
<b>Direct Costs Subtotal</b>	

<b>Total Budget</b>	<b>\$40,000</b>
---------------------	-----------------

## PERSONNEL

List the organization's employees whose time and effort can be specifically identified and easily and accurately traced to project activities that solely enhance the competitiveness of specialty crops. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Salaries and Wages, and Presenting Direct Costs Consistently under section 4.7.1 for further guidance.

#	Name/Title	Level of Effort (# of hours OR % FTE)	Funds Requested
1	Jon Roberts, Director of Operations	170 hours	\$4,250
2	Project Leader	272 hours	\$4,080
3	Project Leader	272 hours	\$4,080
4	Project Leader	272 hours	\$4,080
5	Trainee	272 hours	\$3,264
6	Trainee	272 hours	\$3,264
7	Trainee	272 hours	\$3,264
8	Trainee	272 hours	\$3,264
9	Trainee	272 hours	\$3,264

#	Name/Title	Level of Effort (# of hours OR % FTE)	Funds Requested
10	Trainee	272 hours	\$3,264

<b>Personnel Subtotal</b>	\$36,074
---------------------------	----------

## PERSONNEL JUSTIFICATION

For each individual listed in the above table, describe the activities to be completed by name/title including approximately when activities will occur. Add more personnel by copying and pasting the existing listing or deleting personnel that aren't necessary.

**Personnel 1:** Jon Roberts, Director of Operations, Gooder Longer, LLC will be paid \$25/hr. for 170 hours between January 1, 2022, to January 1, 2023. He will coordinate with the farm owners to establish a seasonal schedule and oversee the **three team**-leaders. He will also provide record keeping and reports for the project. (see attached resume)

**Personnel 2:** Three Project Leaders will provide daily coordination with both the farm owners and the trainees. They will directly oversee work done on the farms. Project Leaders will be paid at \$15/hr. for 272 hours per season for a total of 816 hours combined

**Personnel 3:** Six Trainees are critical to the labor required for farm work. They will be the **on-the-ground force** to get large projects done in a shorter amount of time. Trainees will be paid \$12/hr. for 272 hours per season for a total of 1,632 hours combined.

## FRINGE BENEFITS

Provide the fringe benefit rates for each of the project's salaried employees described in the Personnel section that will be paid with SCBGP funds.

#	Name/Title	Fringe Benefit Rate	Funds Requested
1	N/A		

<b>Fringe Subtotal</b>	N/A
------------------------	-----

## TRAVEL

Explain the purpose for each Trip Request. Please note that travel costs are limited to those allowed by formal organizational policy; in the case of air travel, project participants must use the lowest reasonable commercial airfares. For recipient organizations that have no formal travel policy and for-profit recipients, allowable travel costs may not exceed those established by the Federal Travel Regulation, issued by GSA, including the maximum per diem and subsistence rates prescribed in those regulations. This information is available at <http://www.gsa.gov>. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Travel, and Foreign Travel for further guidance.

#	Trip Destination	Type of Expense (airfare, car rental, hotel, meals, mileage, etc.)	Unit of Measure (days, nights, miles)	# of Units	Cost per Unit	# of Travelers Claiming the Expense	Funds Requested
1	N/A						

<b>Travel Subtotal</b>	N/A
------------------------	-----

### TRAVEL JUSTIFICATION

For each trip listed in the above table describe the purpose of this trip and how it will achieve the objectives and outcomes of the project. Be sure to include approximately when the trip will occur. Add more trips by copying and pasting the existing listing or delete trips that aren't necessary.

**Trip 1 (Approximate Date of Travel MM/YYYY):** N/A

**Add other Trips as necessary**

### CONFORMING WITH YOUR TRAVEL POLICY

By checking the box to the right, I confirm that my organization's established travel policies will be adhered to when completing the above-mentioned trips in accordance with [2 CFR 200.474](#) or [48 CFR subpart 31.2](#) as applicable.



### EQUIPMENT

Describe any special purpose equipment to be purchased or rented under the grant. "Special purpose equipment" is tangible, nonexpendable, personal property having a useful life of more than one year and an acquisition cost that equals or exceeds \$5,000 per unit and is used only for research, medical, scientific, or other technical activities. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - Special Purpose for further guidance

NMSU considers any tangible item with an acquisition value of \$1,000 or more as equipment. If such equipment is requested, NMDA will discuss this with the applicant in more detail before submitting final proposals to USDA for funding consideration as there are other implications to consider.

Rental of "general purpose equipment" must also be described in this section. Purchase of general purpose equipment is not allowable under this grant. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - General Purpose for definition, and Rental or Lease Costs of Buildings, Vehicles, Land and Equipment.

#	Item Description	Rental or Purchase	Acquire When?	Funds Requested
1	N/A			

<b>Equipment Subtotal</b>	N/A
---------------------------	-----

## EQUIPMENT JUSTIFICATION

For each Equipment item listed in the above table describe how this equipment will be used to achieve the objectives and outcomes of the project. Add more equipment by copying and pasting the existing listing or delete equipment that isn't necessary.

**Equipment 1:** N/A

**Add other Equipment as necessary**

## SUPPLIES

List the materials, supplies, and fabricated parts costing less than \$1,000 per unit and describe how they will support the purpose and goal of the proposal and solely enhance the competitiveness of specialty crops. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Supplies and Materials, Including Costs of Computing Devices for further information.

Item Description	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested
Branded Hats	\$30	20	January 1, 2022	\$600
Branded T-Shirts	\$20	45	January 1, 2022	\$900
Branded Jacket	\$70	20	January 1, 2022	\$1,400
Stickers	\$0.50	1,002	January 1, 2022	\$501
Posters	\$35	15	January 1, 2022	\$525

<b>Supplies Subtotal</b>	<b>\$3,926</b>
--------------------------	----------------

## SUPPLIES JUSTIFICATION

Describe the purpose of each supply listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).

The branded clothing will be shared with project participants so that promotional photos can represent the Warrior Farmer Project to attract more participants to be involved with the specialty crop block grant program and New Mexico-grown specialty crop production. Posters will be displayed at various market locations and stickers will be shared with the community. **These items will be in full compliance with USDA SCBGP guidelines if awarded.**

## CONTRACTUAL/CONSULTANT

Contractual/consultant costs are the expenses associated with purchasing goods and/or procuring services performed by an individual or organization other than the applicant in the form of a procurement relationship. If there is more than one contractor or consultant, each must be described separately. (Repeat this section for each contract/consultant.)

### ITEMIZED CONTRACTOR(S)/CONSULTANT(S)

Provide a list of contractors/consultants, detailing out the name, hourly/flat rate, and overall cost of the services performed. Please note that any statutory limitations costs also apply to contractors and consultants.

#	Name/Organization	Hourly Rate/Flat Rate	Funds Requested
1	N/A		

<b>Contractual/Consultant Subtotal</b>	N/A
--	-----

### CONTRACTUAL JUSTIFICATION

Provide for each of your real or anticipated contractors listed above a description of the project activities each will accomplish to meet the objectives and outcomes of the project. Each section should also include a justification for why contractual/consultant services are to be used to meet the anticipated outcomes and objectives. Include timelines for each activity. If contractor employee and consultant hourly rates of pay exceed the salary of a GS-15 step 10 Federal employee in your area (for more information please go to <http://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/2016/general-schedule/>), provide a justification for the expenses. This limit does not include fringe benefits, travel or other expenses. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Contractual and Consultant Costs for acceptable justifications.

**Contractor/Consultant 1:** N/A

**Add other Contractors/Consultants as necessary**

### CONFORMING WITH YOUR PROCUREMENT STANDARDS

By checking the box to the right, I confirm that my organization followed the same policies and procedures used for procurements from non-federal sources, which reflect applicable State and local laws and regulations and conform to the Federal laws and standards identified in [2 CFR Part 200.317 through.326](#), as applicable. If the contractor(s)/consultant(s) are not already selected, my organization will follow the same requirements.



### OTHER

Include any expenses not covered in any of the previous budget categories. Be sure to break down costs into cost/unit. Expenses in this section include, but are not limited to, meetings and conferences, communications, rental expenses, advertisements, publication costs, and data collection.

If you budget meal costs for reasons other than meals associated with travel per diem, provide an adequate justification to support that these costs are not entertainment costs. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Meals for further guidance.

Item Description	Per-Unit Cost	Number of Units	Acquire When?	Funds Requested
N/A				

<b>Other Subtotal</b>	N/A
-----------------------	-----

## OTHER JUSTIFICATION

Describe the purpose of each item listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).

N/A

## PROGRAM INCOME

Program income is gross income—earned by a recipient or subrecipient under a grant—directly generated by the grant-supported activity, or earned only because of the grant agreement during the grant period of performance. Program income includes, but is not limited to, income from fees for services performed; the sale of commodities or items fabricated under an award (this includes items sold at cost if the cost of producing the item was funded in whole or partially with grant funds); registration fees for conferences, etc.

Source/Nature of Program Income	Description of how you will reinvest the program income into the project to solely enhance the competitiveness of specialty crops	Estimated Income
N/A	N/A	\$0

<b>Program Income Total</b>	\$0
-----------------------------	-----

# SCBGP PROJECT PROFILE TEMPLATE

The acceptable font size for the narrative is 11 or 12 pitch with all margins at 1 inch. Please email your completed proposal to [specialtycrops@nmda.nmsu.edu](mailto:specialtycrops@nmda.nmsu.edu) by March 2<sup>nd</sup>, 2020 by no later than 5pm.

## APPLICANT DETAILS

Applicant Name: Cooking with Kids, Inc. Applicant

Applicant Organization: Cooking with Kids, Inc.

Contact Information (Please include phone number AND email): Anna Farrier, Executive Director, 505-438-0098, [contactus@cookingwithkids.org](mailto:contactus@cookingwithkids.org)

Cooking with Kids is a 501(c)(3) non-profit organization.

Cooking with Kids has received SCBG funding in the past, and are in year 3 of our current grant.

## PROJECT TITLE

Provide a descriptive project title in 15 words or less in the space below.

Cooking with Kids Farm-to-School Project: Supporting and Expanding New Mexico Grown

## DURATION OF PROJECT (MUST BE BETWEEN 9/30/2021 AND 9/29/2023)

**Start Date:** 10/1/2021

**End Date:** 9/29/2023

## PROJECT PARTNER AND SUMMARY

Include a project summary of 250 words or less suitable for dissemination to the public. A Project Summary provides a very brief (one sentence, if possible) description of your project. A Project Summary includes:

13. The name of the applicant organization that if awarded a grant will establish an agreement or contractual relationship with the State department of agriculture to lead and execute the project,
14. A concise outline the project's outcome(s), and
15. A description of the general tasks to be completed during the project period to fulfill this goal.

### *For example:*

The ABC University will mitigate the spread of citrus greening (Huanglongbing) by developing scientifically-based practical measures to implement in a quarantine area and disseminating results to stakeholders through grower meetings and field days.

The *Cooking with Kids Farm-to-School Project: Supporting and Expanding New Mexico Grown* will enhance the competitiveness of New Mexico specialty crops by building upon past success in creating integrated school-based programs. The project aims to increase school market demand for New Mexico grown fresh fruit and vegetables and expand student, family, and school staff awareness and consumption of these crops.

*Cooking with Kids Farm-to-School Project: Supporting and Expanding New Mexico Grown* will: 1) work with school districts and community partners to create regionally-focused educational campaigns that raise

awareness of NM specialty crops and celebrate local agricultural traditions; 2) integrate New Mexico Public Education Department's *New Mexico Grown* campaign and NMDA's *Grown with Tradition* campaign into these efforts only focusing on specialty crops, and; 3) feature a variety of NM grown specialty crops and NM farmers in Cooking with Kids classroom and cafeteria programs, and educate students, families, and school/cafeteria staff about these crops through hands-on learning.

This project will initially take place in school districts in Rio Arriba and Santa Fe counties. It may be expanded into 1-2 additional counties in consultation and partnership with NMDA and NMPED, resulting in a toolkit that can be shared statewide and institutionalized through these partners.

## PROJECT PURPOSE (20 POINTS)

PROVIDE THE SPECIFIC ISSUE, PROBLEM OR NEED THAT THE PROJECT WILL ADDRESS

**Schools have the potential of providing large, consistent and reliable markets for specialty crop growers. However, students must be willing to eat these crops!**

Students have limited knowledge of fruits and vegetables and are often unaware of where their food comes from. This project will expand students' food literacy, understanding of NM agriculture, and their preferences for fresh local produce. CWK provides positive experiences with fresh, local, affordable foods, increases preferences for fruits and vegetables, and supports learning and practicing cooking skills. CWK programming includes fruit and vegetable tastings, cooking classes based on cuisines of the world, and connections with school meals. The recipes and lessons featured in our program frequently highlight seasonal, locally grown produce and farmers. Allowing students to try local seasonal produce at the peak of freshness and taste increases their preference for and consumption of fresh fruits and vegetables. This also demonstrates to foodservice staff that students will eat fresh fruits and vegetables and not throw them away.

**Changes implemented in the cafeteria and classrooms require parent, school staff and community support to be successful.**

Marketing campaigns such as 'Nuevo Thursdays,' 'Farmers Market Salad Day,' and 'Local Food Day' help create awareness and community buy-in and support for statewide use of NM specialty crops. CWK will assist in creating, promoting (via Eblasts, social media, brochures, posters, and take-home family recipes) and implementing these local food celebrations and expanding on them to create original regional educational materials and hands-on experiences for kids and school communities. These promotion and educational campaigns will help generate a greater appreciation and awareness among school staff, parents and community members of local food, farming, and traditional cuisine. We like to think of this as an upward spiral, starting with kids, moving on to school staff and parents, and then on up to kids again – excitement about local food is contagious!

**Schools have limited time and resources to create targeted regional educational materials that may excite kids to consume locally grown specialty crops.**

Schools want to do what's right for their students' health and support the local economy, but resources are so tight, and many school staff do not have the bandwidth to take on larger projects like a robust New Mexico Grown initiative. CWK can provide the extra support (and encouragement) needed. We work closely with farmers and school districts to encourage local specialty crops in the school lunch program. We can leverage our 25 years of trust-building

and expertise in classrooms and cafeterias. **Thus, expanding the New Mexico Grown campaign to target kids, families, and communities using their local influencers and community heroes encourages healthy eating and consumption of NM specialty crops.**

Educational resources will beautify school cafeterias and make lunchrooms inspiring for kids to eat and learn about NM agricultural traditions.

**Local growers sometimes struggle to connect with school markets-and in promoting their farms.**

CWK’s Farm-to-School project can help farmers connect to school foodservice buyers and NMPED’s resources to access school markets. This project also provides materials that can be used by school cafeterias and CWK programs, and by farmers in their marketing efforts (professional photographs, for example). This project also provides materials. Farmers also serve as role models for kids, modeling healthy eating *and* potential career opportunities. Young farmers always make a big impression on kids!

**PROVIDE A LISTING OF THE OBJECTIVES THAT THIS PROJECT HOPES TO ACHIEVE**

*Add more objectives by copying and pasting the existing listing or delete objectives that aren't necessary.*

**Objective 1:** Partner with school districts to develop and institutionalize educational campaigns that raise awareness of NM specialty crops and celebrate local agricultural traditions.

**Objective 2:** Pilot regionally focused “local influencers” project to promote *New Mexico Grown* campaign in school classrooms and cafeterias and develop a toolkit in partnership with NMPED and NMDA to institutionalize the project at the state level.

**Objective 3:** Provide hands-on learning with locally sourced specialty crops and with NM farmers to students, families, and staff in school cafeterias and classrooms (in-person and/or virtual).

**PROJECT BENEFICIARIES**

**Estimate the number of project beneficiaries:** Approximately 5,000 children and youth plus family members, and 30 specialty crop growers. Additional children, families and growers will benefit as this project expands.

**Does this project directly benefit socially disadvantaged farmers as defined in the RFA?** Yes  No

**Does this project directly benefit beginning farmers as defined in the RFA?** Yes  No

**STATEMENT OF SOLELY ENHANCING SPECIALTY CROPS**

By checking the box to the right, I confirm that this project **solely** enhances the competitiveness of specialty crops in accordance with and defined by [7 U.S.C. 1621](#). Further information regarding the definition of a specialty crop can be found at [www.ams.usda.gov/services/grants/scbgp](http://www.ams.usda.gov/services/grants/scbgp).

## CONTINUATION PROJECT INFORMATION

*If your project is continuing the efforts of a previously funded SCBGP project, address the following:*

### DESCRIBE HOW THIS PROJECT WILL DIFFER FROM AND BUILD ON THE PREVIOUS EFFORTS

In previous years' projects, there was an emphasis on providing training and technical assistance to growers selling to school markets to increase specialty crop offerings in the school lunch program. In addition, the focus was on developing local procurement policies and educational trainings for school student nutrition staff to help encourage and increase specialty crop offerings in the school lunch program. CWK was instrumental in the development and adoption of local procurement policies for Santa Fe Public Schools. This model was then adopted by NMPED and institutionalized at the state level. With the creation of a dedicated Farm-to-School position at NMPED, trainings and technical assistance for NM specialty crop growers and school districts' student nutrition staff are now a sustained initiative in New Mexico. This is a great success for our state! CWK will continue to support this work informally but will no longer need to focus on these specific areas.

In 2019-2020 Cooking with Kids partnered with NMPED to develop the toolkit for the New Mexico Grown and Nuevo Thursdays programs — statewide Farm-to-School initiatives. We see an opening and an opportunity to create additional educational materials and experiences to further embed these initiatives into communities across the state. We want to expand on this project by piloting regionalized New Mexico Grown educational campaigns in the communities that CWK serves and then sharing them with additional communities around the state. These educational campaigns would highlight “local influencers and community heroes” and feature local specialty crops, farms, or growers. NM United soccer players, Española High School basketball players, and young beginning farmers from Rio Arriba county are examples of local influencers. Educational materials will include posters and banners for school cafeterias or take-home materials for kids and families. Educational experiences could include visits to classrooms, cafeterias, or playgrounds by local influencers. These visits would include sharing and distributing tastings of local specialty crops to students, teachers and staff. Kids and adults could rally around the experience of “hanging out” with a local icon, eating healthy specialty crops, and supporting their local farmers.

Local food, kids, community heroes: *All are New Mexico Grown!*

The Cooking with Kids “Farm-to-School Project: Supporting and Expanding New Mexico Grown” will continue to build on previous years' work by supporting efforts to create healthy school food environments and sustainable Farm-to-School initiatives in Española Public schools, Santa Fe Public schools, Turquoise Trail State Charter School, and Ohkay Owingeh Community School. Funding will continue to strengthen and institutionalize Farm-to-School cafeteria events that expand students' knowledge and awareness of locally grown fresh fruits and vegetables. New regionalized educational resources will enhance Farm-to-School programming in the classroom and cafeteria through hands-on nutrition education featuring NM specialty crops. The project will continue to bring farmers and their products into classrooms and cafeterias in Rio Arriba and Santa Fe counties. These face-to-face meetings are valuable educational moments for kids and adults alike to learn first-hand about New Mexico farming traditions, culture, and specialty crops from local farmers in the area. Additionally, these solid programs in schools become the base from which we can easily pilot and fine-tune new initiatives, like expanding on the New Mexico Grown project with regionalized materials and tool kit.

Previous agreement number and project title: AM180100XXXXG004 and “Cooking with Kids Farm to School Project”

---

PROVIDE A SUMMARY (3 TO 5 SENTENCES) OF THE OUTCOMES OF THE PREVIOUS EFFORTS

Over the past 6 years as an SCBGP grantee, Cooking with Kids has continued to build upon previous positive outcomes, as follows:

- Provided training/technical assistance to approximately 25 farmers and numerous school food service staff members and helped to develop and institutionalize local food procurement systems in schools
- Increased specialty crop purchases for CWK programming (300% increase, from ~\$7,500 over 3 years to ~\$30,000 over 3 years) and increased number of specialty crop farmers participating in CWK programming (362.5% increase, from 8 farmers to 37 farmers)
- Creation of regularly scheduled cafeteria local fruit and vegetable promotions in northern New Mexico schools (~62.5% increase, from 16 to 26)
- Our work in developing Farm-to-School programming for our program has led to a close partnership with NMPED. In 2019-2020, Cooking with Kids supported and collaborated with NMPED. This collaboration with Farm-to-School Specialist led to creating a statewide promotional campaign with materials and a toolkit for NM grown specialty crops in school cafeterias (*New Mexico Grown* and *Nuevo Thursday* – see attached “*Nuevo Thursday*” cafeteria poster and sticker for students).

---

PROVIDE LESSONS LEARNED ON POTENTIAL PROJECT IMPROVEMENTS

**What was previously learned from implementing this project, including potential improvements?**

**Lessons Learned:**

- The creation of farmer-friendly procurement policies increases the purchase of local food for the school meal program. Statewide processes are now in place and overseen by NMPED Farm-to-School program.
- Farmers need training and technical assistance to comprehend and navigate school district procurement policies. Trainings and technical assistance are now available through NMPED Farm-to-School program.
- To successfully introduce new local specialty crops on the school menu, students need to engage in nutrition education and/or promotional events to learn about and taste new items.

- Having farmers and farmers’ market stands in the cafeteria are great opportunities to build students’ knowledge of new fruits and vegetables, their understanding of seasonality and local food offerings, and encourage them to make healthy food choices. Kids (and adults) get excited about New Mexico grown specialty crops and farming traditions!
- If farmers can’t physically visit schools, using our expanded curriculum highlighting local crops and farmers is a good alternative. The consistent focus on LOCAL makes a difference, and kids and school staff do respond to this. See the attached *Farmer Connections Lesson Plan* and *Farmer Lesson Supplemental Materials* for examples of curriculum that not only showcase local farmers and specialty crops but align with academic standards (this is another lesson learned: the importance of school-based local food initiatives being tied to the academic success and health/wellbeing of students)
- Allowing students to try local seasonal produce at the peak of freshness and taste increases their preferences for fresh fruits and vegetables. This also demonstrates to food service staff that students will eat fresh fruits and vegetables and not throw them away. An example of this is the “Sunset Salsa” success: During the height of the local pepper and tomato season, we developed this recipe and worked directly with Santa Fe Public Schools to promote it to kids in summer lunch programs. The kids helped develop the recipe name and voted on whether they liked it or not. Sunset Salsa was prepared in all CWK cooking classes in the fall of 2019, and the recipe was then incorporated into school lunch menus. CWK educators helped promote this new menu item and reminded kids that they already knew this yummy local salsa. It is now part of the regular menu rotation in SFPS school cafeterias.

**Project Improvements:**

- Creating regional educational materials and events that raise excitement around NM specialty crops and NM growers will help support the New Mexico Grown and Nuevo Thursdays initiatives among kids, families, educators, and communities and benefit local farming economies.
- Strengthen partnerships with student nutrition departments in Rio Arriba and Santa Fe counties and better align local food goals together. By reinforcing local produce served in cafeterias in CWK classrooms and vice versa, we will continue to create successes like the one described above with Sunset Salsa. We will continue this approach in the future and with our other school districts.
- Strengthen communication methods that inform students, teachers, and parents about cafeteria and classroom local food activities and events.

**How are the lessons learned and improvements being incorporated into the project to make the ongoing project more effective and successful at meeting goals and outcomes?**

- Since local food procurement systems are now institutionalized at the state level, our goal is to embed local food purchasing and the serving of specialty crops into school culture and the fabric of daily life. CWK focuses on serving the Student Nutrition departments in the Santa Fe and Española Public Schools as well as with Turquoise Trail State Charter School, and Ohkay

Owinge Community School. Develop and pilot regional New Mexico Grown educational resources/toolkit that highlights local influencers, community heroes, and local specialty crops and growers. *We are all New Mexico Grown: kids, food, farmers, and community heroes!*

- Use social media to market and promote specialty crop offerings in the cafeteria and classroom. Through social media, this will educate followers on NM specialty crops seasonality, NM growers, farmers' markets, and culinary tips for highlighting local specialty crops at home.
- Schedule regular meetings with Student Nutrition Directors to identify local food goals, organize nutrition education activities, and create unified promotional and educational campaigns for students, staff, and parents.
- Continue offering trainings with student nutrition staff to increase knowledge of specialty crops and scratch cooking with these crops.
- Reinforce and support their Farm-to-School efforts by assisting with their "Nuevo Thursdays" programming and bridging cafeterias with school classrooms through continued cafeteria promotions and use of educational materials.

---

DESCRIBE THE LIKELIHOOD OF THE PROJECT BECOMING SELF-SUSTAINING AND NOT INDEFINITELY DEPENDENT ON GRANT FUNDS

- We know from the past 6 years as a grantee that many local food initiatives can and do become institutionalized at the state level. By developing a toolkit that can be shared across the state to help encourage regional educational campaigns for New Mexico Grown and Nuevo Thursdays, we feel confident that this will become a self-sustaining project by districts across the state. The support of NMPED and NMDA further reinforces our belief in this project.
- Cooking with Kids assisted in creating and implementing purchase agreements that increased local food buying in Santa Fe Public Schools. The purchasing agreement has been adapted at the state level by NMPED and now allows local produce purchasing by districts across the state to buy from approved specialty crop vendors.
- In the example of Santa Fe, many of the cafeteria promotional events have been adopted by the student nutrition department and are now a regular part of the school year. In other words, many of the Cooking with Kids Farm-to-School projects are now self-sustaining since they are being conducted without Cooking with Kids support. These include Farmers' Market Salad Day and Local Food Week. This sustainability model will be applied in our work with Española Public Schools, Ohkay Owinge Community School, and Turquoise Trail State Charter School.
- SFPS actively promotes their local food purchasing policies and successes (e.g., State of the Schools event, videos on their website). This creates community support and pressure to continue!
- Increased visibility and education around the use of local specialty crops by school districts creates pride and buy-in by students, teachers, staff, and the wider school community. The more pride and excitement around eating local, the more compelled student nutrition departments will keep going. This eventually allows the wider community to "own" their local food system and

buy into it at their local stores and farmers' markets. A shift in culture starts with educating our kids and providing local specialty crops in their school lunch, and as they grow and learn about specialty crops, eating them will become the norm rather than the exception. Creating regional educational campaigns will help push this along.

## OTHER SUPPORT FROM FEDERAL OR STATE GRANT PROGRAMS

The SCBGP will not fund duplicative projects. Did you submit this project to a Federal or State grant program other than the SCBGP for funding and/or is a Federal or State grant program other than the SCBGP funding the project currently?

Yes

No

## IF YOUR PROJECT IS RECEIVING OR WILL POTENTIALLY RECEIVE FUNDS FROM ANOTHER FEDERAL OR STATE GRANT PROGRAM

### Identify the Federal or State grant program(s).

USDA SNAP-Ed

### Describe how the SCBGP project differs from or supplements the other grant program(s) efforts.

The NM Specialty Crop Block Grant supplements current programming, allowing Cooking with Kids to purchase locally grown fresh fruits and vegetables for Farm-to-School programming. The funding enhances hands-on nutrition education by bringing local crops and farmers into classrooms and cafeterias. The project will permit CWK to expand Farm-to-School programming so that we can begin to cultivate strong and sustainable local food systems in multiple communities. This particular project (Cooking with Kids Farm-to-School Project: Supporting and Expanding New Mexico Grown) has not been submitted to other Federal or State grant programs. Expenses not funded through this grant include ongoing nutrition education (CWK educator salaries and program supplies are funded through the USDA SNAP-Ed grant). Cooking with Kids has accounting processes in place that track individual grant agreements, keeping funds separate and properly allocated. Reports are prepared bi-weekly and reviewed by CWK's CPA and Executive Director.

## EXTERNAL PROJECT SUPPORT (REQUIRED)

*Describe the specialty crop stakeholders who support this project and why (other than the applicant and organizations involved in the project). Letters of support from potential industry beneficiaries are required.*

### Direct impact in Farm-to-School efforts:

- Española Public Schools Student Nutrition Department (see attached Letter of Support from Patricia Romero, Director).
- Santa Fe Public Schools Student Nutrition Department (see attached Letter of Support from Betsy Cull, Director).

### Support of Specialty Crop growers in reaching consumers:

- Northern NM small-scale farmers (see attached Letter of Support from Victoria Montoya, Montoya Orchards)

### Potential for statewide reach and institutionalizing the project:

- New Mexico Public Education Department and New Mexico Department of Agriculture (see attached Letter of Support from Kendal Chavez, NMPED Healthy Schools Coordinator).

## EXPECTED MEASURABLE OUTCOMES (20 POINTS)

### SELECT THE APPROPRIATE OUTCOME(S) AND INDICATOR(S)/SUB-INDICATOR(S)

You must choose at least one of the eight outcomes listed in the [SCBGP Performance Measures](#), which were approved by the Office of Management and Budget (OMB) to evaluate the performance of the SCBGP on a national level.

#### OUTCOME MEASURE(S)

Select the outcome measure(s) that are applicable for this project from the listing below.

- Outcome 1:** Enhance the competitiveness of specialty crops through increased sales (required for marketing projects)
- Outcome 2:** Enhance the competitiveness of specialty crops through increased consumption
- Outcome 3:** Enhance the competitiveness of specialty crops through increased access
- Outcome 4:** Enhance the competitiveness of specialty crops through greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources
- Outcome 5:** Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems
- Outcome 6:** Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety
- Outcome 7:** Enhance the competitiveness of specialty crops through increased understanding of the ecology of threats to food safety from microbial and chemical sources
- Outcome 8:** Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development

#### OUTCOME INDICATOR(S)

Provide at least one indicator listed in the [SCBGP Performance Measures](#) and the related quantifiable result. If you have multiple outcomes and/or indicators, repeat this for each outcome/indicator.

*For example:*

**Outcome 2, Indicator 1.a.**

Of the 150 total number of children and youth reached, 132 will gain knowledge about eating more specialty

**Outcome 2, Indicator 1.a.**

Of the 5,000 total number of children and youth reached, **4,500** will gain knowledge about eating more locally sourced specialty crops.

**Outcome 3, Indicator 1.a.**

Of the 1,000 total number of consumers (family members, teachers, food service staff) reached, **900** will gain knowledge of how to access/produce/prepare/preserve NM specialty crops.

## MISCELLANEOUS OUTCOME MEASURE

*In the unlikely event that the outcomes and indicators above the selected outcomes are not relevant to your project, you must develop a project-specific outcome(s) and indicator(s) which will be subject to approval by AMS.*

N/A

## DATA COLLECTION TO REPORT ON OUTCOMES AND INDICATORS

*Explain how you will collect the required data to report on the outcome and indicator in the space below.*

Cooking with Kids has a robust program database that tracks data in real time to insure participation and implementation targets are being met. Outcome evaluation is conducted through a combination of surveys and interviews with teachers, principals, food service staff, and family members. Surveys are administered both electronically and via hardcopy to ensure maximum response rates. Assessment and surveys monitor gains in student knowledge. Parent surveys and student assessments/surveys are administered in both Spanish and English. Due to the very large number of participating students and adults, representative sampling is conducted for outcome evaluation. With the high level of engagement (monthly programming over the course of the school years), there are repeated opportunities for knowledge acquisition.

### **Tracking Data:**

- 1) Track number of schools and/or school districts participating in regionally-focused educational campaigns.
- 2) Track special events around regionalized educational campaign — including visits by local influencers.
- 3) Tracking of “Tool Kit” component development: photoshoots, creation of templates for posters and other educational materials.
- 4) Track local food promotional events at all schools in all communities served.
- 5) Track specialty crops purchases and the farm/farmer for CWK cafeteria and classroom programming.
- 6) Track number of farmers that participate in classroom and cafeteria activities.
- 7) Track number of cafeteria and classroom activities that feature specialty crops.
- 8) Track number of students participating in CWK cafeteria and classroom programming.
- 9) Track number of family members participating in CWK cafeteria and classroom programming.

### **Outcome Measures:**

Assessments, surveys and interviews will be administered by CWK staff. Questions will address the following:

- Children and Youth: Knowledge of NM specialty crops and farmers, willingness to explore and eat specialty crops.
- Consumers (family members, teachers, food service staff): Knowledge of how to access and prepare NM specialty crops. In addition, parents and teachers are surveyed on children’s willingness to explore and eat specialty crops.

## BUDGET NARRATIVE (MUST TOTAL) (10 POINTS)

*All expenses described in this Budget Narrative must be associated with expenses that will be covered by the SCBGP. Applicants should review the Request for Applications section 4.7 Funding Restrictions prior to developing their budget narrative.*

Budget Summary	
Expense Category	Funds Requested
Personnel	\$22,151.00
Fringe Benefits	\$6,202.28
Travel	\$0
Equipment	\$0
Supplies	\$21,241.08
Contractual	\$20,000.00
Other	\$0
<b>Direct Costs Subtotal</b>	<b>\$69,594.36</b>

<b>Total Budget</b>	<b>\$69,594.36</b>
---------------------	--------------------

## PERSONNEL

List the organization's employees whose time and effort can be specifically identified and easily and accurately traced to project activities that solely enhance the competitiveness of specialty crops. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Salaries and Wages, and Presenting Direct Costs Consistently under section 4.7.1 for further guidance.

#	Name/Title	Level of Effort (# of hours OR % FTE)	Funds Requested
1	Lily Sheridan/Farm-to-School Coordinator	.1 FTE/year (2 yrs)	\$9,856
2	Anna Farrier/Executive Director	.05 FTE /year (2 yrs)	\$6,533
3	Rachel Shreve/Communications Coordinator	.05 FTE /year (2 yrs)	\$5,762

<b>Personnel Subtotal</b>	<b>\$22,151</b>
---------------------------	-----------------

## PERSONNEL JUSTIFICATION

For each individual listed in the above table, describe the activities to be completed by name/title including approximately when activities will occur. Add more personnel by copying and pasting the existing listing or deleting personnel that aren't necessary.

**Personnel 1:** Lily Sheridan (Farm-to-School Coordinator) will be the main implementer of the Cooking with Kids Farm-to-School Project: Supporting and Expanding New Mexico Grown. She will work directly to oversee the creation of the Local Influencer pilot and tool kit. She will also work with farmers to purchase specialty crops and schedule school visits. In addition, she will collaborate with student nutrition staff, CWK staff, and other partners to ensure that this project's objectives are met. Ms. Sheridan will work an average of 4 hours per week on this project from 10/1/2021 – 9/30/2023, for a total of 416 hours.

**Personnel 2:** Anna Farrier (Executive Director) will provide direct supervision of the Farm-to-School Coordinator and Communications Coordinator, oversee program administration, reporting and reimbursement requirements, and act as primary connection with SCBGP administrators. These duties will be ongoing throughout the project. Ms. Farrier will work an average of 2 hours per week on this project from 10/1/2021 – 9/30/2023, for a total of 208 hours.

**Personnel 3:** Rachel Shreve (Communications Coordinator) will compile data for outcome tracking, develop specialty crop communications and Local Influencer program materials (Eblasts, social media, school outreach, toolkit, and poster creation, etc.) and classroom lesson plans. These duties will be ongoing throughout the project. Ms. Shreve will work an average of 2 hours per week on this project from 10/1/21 – 9/30/23, for a total of 208 hours.

### FRINGE BENEFITS

Provide the fringe benefit rates for each of the project's salaried employees described in the Personnel section that will be paid with SCBGP funds.

#	Name/Title	Fringe Benefit Rate	Funds Requested
1	Lily Sheridan/Farm-to-School Coordinator	28%	\$2,759.68
2	Anna Farrier/Executive Director	28%	\$1,829.24
3	Rachel Shreve/Communications Coordinator	28%	\$1,613.36

<b>Fringe Subtotal</b>	\$6,202.28
------------------------	------------

### TRAVEL

Explain the purpose for each Trip Request. Please note that travel costs are limited to those allowed by formal organizational policy; in the case of air travel, project participants must use the lowest reasonable commercial airfares. For recipient organizations that have no formal travel policy and for-profit recipients, allowable travel costs may not exceed those established by the Federal Travel Regulation, issued by GSA, including the maximum per diem and subsistence rates prescribed in those regulations. This information is available at <http://www.gsa.gov>. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Travel, and Foreign Travel for further guidance.

#	Trip Destination	Type of Expense (airfare, car rental, hotel, meals, mileage, etc.)	Unit of Measure (days, nights, miles)	# of Units	Cost per Unit	# of Travelers Claiming the Expense	Funds Requested
1	N/A						

<b>Travel Subtotal</b>	N/A
------------------------	-----

### TRAVEL JUSTIFICATION

For each trip listed in the above table describe the purpose of this trip and how it will achieve the objectives and outcomes of the project. Be sure to include approximately when the trip will occur. Add more trips by copying and pasting the existing listing or delete trips that aren't necessary.

**Trip 1 (Approximate Date of Travel MM/YYYY):** N/A

### CONFORMING WITH YOUR TRAVEL POLICY

By checking the box to the right, I confirm that my organization's established travel policies will be adhered to when completing the above-mentioned trips in accordance with [2 CFR 200.474](#) or [48 CFR subpart 31.2](#) as applicable.

### EQUIPMENT

Describe any special purpose equipment to be purchased or rented under the grant. "Special purpose equipment" is tangible, nonexpendable, personal property having a useful life of more than one year and an acquisition cost that equals or exceeds \$5,000 per unit and is used only for research, medical, scientific, or other technical activities. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - Special Purpose for further guidance

NMSU considers any tangible item with an acquisition value of \$1,000 or more as equipment. If such equipment is requested, NMDA will discuss this with the applicant in more detail before submitting final proposals to USDA for funding consideration as there are other implications to consider.

Rental of "general purpose equipment" must also be described in this section. Purchase of general purpose equipment is not allowable under this grant. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - General Purpose for definition, and Rental or Lease Costs of Buildings, Vehicles, Land and Equipment.

#	Item Description	Rental or Purchase	Acquire When?	Funds Requested
1	N/A			

<b>Equipment Subtotal</b>	N/A
---------------------------	-----

### EQUIPMENT JUSTIFICATION

For each Equipment item listed in the above table describe how this equipment will be used to achieve the objectives and outcomes of the project. Add more equipment by copying and pasting the existing listing or delete equipment that isn't necessary.

**Equipment 1:** N/A

### SUPPLIES

List the materials, supplies, and fabricated parts costing less than \$1,000 per unit and describe how they will support the purpose and goal of the proposal and solely enhance the competitiveness of specialty crops. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Supplies and Materials, Including Costs of Computing Devices for further information.

Item Description	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested
New Mexico Grown specialty crops for use in CWK Programming (may include: apples, cucumbers, lettuces, melons, onions, peppers, and tomatoes).	Multiple specialty crops will be purchased. Price varies based on current seasonal pricing.	Varies based on season and availability, size of school, and number of participating students.	Ongoing throughout the project.	\$15,041.08
New Mexico Grown educational campaign materials: -Pull-up banner -Large hanging banner (4' x 6') -Posters (3' x 4')	\$100 \$50 \$8	25 50 150	Ongoing throughout the project.	\$2,500 \$2,500 \$1,200

<b>Supplies Subtotal</b>	<b>\$21,241.08</b>
--------------------------	--------------------

### SUPPLIES JUSTIFICATION

*Describe the purpose of each supply listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).*

NM Specialty Crops will be purchased for use in Cooking with Kids classroom and cafeteria programming and promotions. These crops may include apples, cucumbers, lettuces, melons, onions, peppers, and tomatoes, and are used as taste samples and recipe ingredients in programs and promotions with students, parent volunteers, and school/cafeteria staff. They will also be used in photoshoots for the community heroes campaign.

New Mexico Grown educational campaign materials will be displayed in school cafeterias and classrooms. These banners and posters will feature NM Specialty Crops and Community Heroes. They will be produced at New Mexico State Printing and Graphic Design Services in Santa Fe.

### CONTRACTUAL/CONSULTANT

*Contractual/consultant costs are the expenses associated with purchasing goods and/or procuring services performed by an individual or organization other than the applicant in the form of a procurement relationship. If there is more than one contractor or consultant, each must be described separately. (Repeat this section for each contract/consultant.)*

### ITEMIZED CONTRACTOR(S)/CONSULTANT(S)

*Provide a list of contractors/consultants, detailing out the name, hourly/flat rate, and overall cost of the services performed. Please note that any statutory limitations costs also apply to contractors and consultants.*

#	Name/Organization	Hourly Rate/Flat Rate	Funds Requested
1	Professional Photography Services	\$5,000 (flat rate)	\$5,000

#	Name/Organization	Hourly Rate/Flat Rate	Funds Requested
2	Creative Direction/Print Design Services	\$15,000 (flat rate)	\$15,000

<b>Contractual/Consultant Subtotal</b>	<b>\$20,000</b>
--	-----------------

## CONTRACTUAL JUSTIFICATION

Provide for each of your real or anticipated contractors listed above a description of the project activities each will accomplish to meet the objectives and outcomes of the project. Each section should also include a justification for why contractual/consultant services are to be used to meet the anticipated outcomes and objectives. Include timelines for each activity. If contractor employee and consultant hourly rates of pay exceed the salary of a GS-15 step 10 Federal employee in your area (for more information please go to <http://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/2016/general-schedule/>), provide a justification for the expenses. This limit does not include fringe benefits, travel or other expenses. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Contractual and Consultant Costs for acceptable justifications.

**Contractor/Consultant 1:** Professional Photographer (Kate Russell), **see justification below.**

**Contractor/Consultant 2:** Creative Direction/Print Design (Alfredo Rivera and Sydnee Mejia), **see justification below.**

Since Cooking with Kids does not have employees with expertise in professional photography, creative design, or production, we need to work with qualified contractors for the New Mexico Grown community heroes initiatives. This team will oversee the creation and design of large format posters, banners, etc., for school cafeterias and other possible venues. We do not currently have those contracts in place, but we hope to continue working with individuals who have volunteered with us in the past and who have deep connections in northern New Mexico and beyond. Kate Russell is a photographer who works with NM United Soccer and has helped us connect with them. Alfredo Rivera and Sydnee Mejia are artistic and creative designers who have work with Meow Wolf and other groups in Santa Fe and around the country. **For all contractors listed above,** amounts listed above are estimates based on similar scopes of work and timelines. **These rates are comparable to those of other local contractors who provide similar services, expertise and experience.** Timeline for the work in Santa Fe and Rio Arriba counties **for all contractors listed above** is 10/1/2021 – 9/29/2023.

## CONFORMING WITH YOUR PROCUREMENT STANDARDS

By checking the box to the right, I confirm that my organization followed the same policies and procedures used for procurements from non-federal sources, which reflect applicable State and local laws and regulations and conform to the Federal laws and standards identified in [2 CFR Part 200.317 through 326](#), as applicable. If the contractor(s)/consultant(s) are not already selected, my organization will follow the same requirements.



## OTHER

Include any expenses not covered in any of the previous budget categories. Be sure to break down costs into cost/unit. Expenses in this section include, but are not limited to, meetings and conferences, communications, rental expenses, advertisements, publication costs, and data collection.

If you budget meal costs for reasons other than meals associated with travel per diem, provide an adequate justification to support that these costs are not entertainment costs. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Meals for further guidance.

Item Description	Per-Unit Cost	Number of Units	Acquire When?	Funds Requested
N/A				

<b>Other Subtotal</b>	N/A
-----------------------	-----

### OTHER JUSTIFICATION

Describe the purpose of each item listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).

N/A

### PROGRAM INCOME

Program income is gross income—earned by a recipient or subrecipient under a grant—directly generated by the grant-supported activity, or earned only because of the grant agreement during the grant period of performance. Program income includes, but is not limited to, income from fees for services performed; the sale of commodities or items fabricated under an award (this includes items sold at cost if the cost of producing the item was funded in whole or partially with grant funds); registration fees for conferences, etc.

Source/Nature of Program Income	Description of how you will reinvest the program income into the project to solely enhance the competitiveness of specialty crops	Estimated Income
N/A		

<b>Program Income Total</b>	N/A
-----------------------------	-----

# NEW MEXICO CHILE ASSOCIATION MARKETING SCBGP PROJECT

The acceptable font size for the narrative is 11 or 12 pitch with all margins at 1 inch. Please email your completed proposal to [specialtycrops@nmda.nmsu.edu](mailto:specialtycrops@nmda.nmsu.edu) by March 2<sup>nd</sup>, 2020 by no later than 5pm.

## APPLICANT DETAILS

Applicant Name: **Travis Day**

Applicant Organization: New Mexico Chile Association

Contact Information: **(575) 740-2290**; ednmca@gmail.com

## PROJECT TITLE

*Provide a descriptive project title in 15 words or less in the space below.*

Promotional Campaign to Increase Consumer Awareness of New Mexico Chile.

## DURATION OF PROJECT (MUST BE BETWEEN 9/30/2021 AND 9/29/2023)

**Start Date:** 10/1/2021

**End Date:** 9/29/2023

## PROJECT PARTNER AND SUMMARY

*Include a project summary of 250 words or less suitable for dissemination to the public. A Project Summary provides a very brief (one sentence, if possible) description of your project. A Project Summary includes:*

- 10. The name of the applicant organization that if awarded a grant will establish an agreement or contractual relationship with the State department of agriculture to lead and execute the project,*
- 11. A concise outline the project's outcome(s), and*
- 12. A description of the general tasks to be completed during the project period to fulfill this goal.*

The New Mexico Chile Association (NMCA) will concentrate its efforts on increasing consumer awareness of New Mexico chile by promoting New Mexico grown chile from farmers around the state. The New Mexico Certified Chile Program is a non-profit labeling program that farmers, processors, manufacturers, distributors, restaurants, and others can use to showcase that they only use New Mexico grown chile. This project aims to increase the consumer demand for New Mexico grown chile and set a benchmark for sales of New Mexico chile to evaluate future opportunities. This marketing project will benefit fresh market, shelf-stable, and frozen New Mexico chile producers. The NMCA will increase consumer awareness of New Mexico chile and the local businesses that use the product through promotional materials and advertising efforts that end users can utilize and benefit from in and out of the state. This marketing plan aims to give New Mexico chile producers the means to connect with new and existing customers while increasing the consumer awareness of New Mexico chile. The marketing plan will address the general lack of awareness of New Mexico grown chile vs. imported chile and its nutritional characteristics.

**PROJECT PURPOSE (20 POINTS)**

**PROVIDE THE SPECIFIC ISSUE, PROBLEM OR NEED THAT THE PROJECT WILL ADDRESS**

The New Mexico chile industry is in a steep decline. According to USDA NASS acres harvested have decreased from around 34,000 acres in 1992 to around 8,000 acres harvested today. In contrast, Chihuahua, Mexico, has increased their chile acreage to 10 times what New Mexico produces. Much of the chile sold in the United States is falsely labeled as “New Mexico chile” or “Hatch chile” when it was grown elsewhere. Imported chile producers have a competitive advantage in the market as they do not have to adhere to the costly labor and regulations that New Mexico producers face. In order to increase acreage and competitiveness for New Mexico chile farmers, domestic consumption/demand must increase. According to the NM Chile Pepper Institute, New Mexico chile peppers are an excellent low-carb source of vitamins and minerals. This project will increase consumer awareness of the nutritional/health benefits, along with the variety of uses and promotion of New Mexico grown chile. Through the project’s efforts-these should help with the increase of domestic consumer demand.

**PROVIDE A LISTING OF THE OBJECTIVES THAT THIS PROJECT HOPES TO ACHIEVE**

*Add more objectives by copying and pasting the existing listing or delete objectives that aren’t necessary.*

**Objective 1:** Increase consumer demand of New Mexico chile vs. imported chile.

**Objective 2:** Increase consumer awareness of the nutritional/health benefits and variety of uses of New Mexico chile.

**PROJECT BENEFICIARIES**

**Estimate the number of project beneficiaries:**..... 318

**Does this project directly benefit socially disadvantaged farmers as defined in the RFA?** Yes   
No

**Does this project directly benefit beginning farmers as defined in the RFA?** Yes   
No

**STATEMENT OF SOLELY ENHANCING SPECIALTY CROPS**

By checking the box to the right, I confirm that this project **solely** enhances the competitiveness of specialty crops in accordance with and defined by [7 U.S.C. 1621](#). Further information regarding the definition of a specialty crop can be found at [www.ams.usda.gov/services/grants/scbgp](http://www.ams.usda.gov/services/grants/scbgp).

**CONTINUATION PROJECT INFORMATION**

*If your project is continuing the efforts of a previously funded SCBGP project, address the following:*

**DESCRIBE HOW THIS PROJECT WILL DIFFER FROM AND BUILD ON THE PREVIOUS EFFORTS**

N/A

---

PROVIDE A SUMMARY (3 TO 5 SENTENCES) OF THE OUTCOMES OF THE PREVIOUS EFFORTS

N/A

---

PROVIDE LESSONS LEARNED ON POTENTIAL PROJECT IMPROVEMENTS

N/A

**What was previously learned from implementing this project, including potential improvements?**

N/A

**How are the lessons learned and improvements being incorporated into the project to make the ongoing project more effective and successful at meeting goals and outcomes?**

N/A

---

DESCRIBE THE LIKELIHOOD OF THE PROJECT BECOMING SELF-SUSTAINING AND NOT INDEFINITELY DEPENDENT ON GRANT FUNDS

This project is likely to become self-sustaining. Through increased consumer demand for New Mexico chile products, producers and processors will have a competitive advantage over imported chile. As New Mexico chile producers increase sales through increase contacts from customers, the industry could grow into funding specialty promotion campaigns on their own and through partnerships with NMCA and NMDA.

---

OTHER SUPPORT FROM FEDERAL OR STATE GRANT PROGRAMS

The SCBGP will not fund duplicative projects. Did you submit this project to a Federal or State grant program other than the SCBGP for funding and/or is a Federal or State grant program other than the SCBGP funding the project currently?

Yes

No

---

IF YOUR PROJECT IS RECEIVING OR WILL POTENTIALLY RECEIVE FUNDS FROM ANOTHER FEDERAL OR STATE GRANT PROGRAM

**Identify the Federal or State grant program(s).**

N/A

**Describe how the SCBGP project differs from or supplements the other grant program(s) efforts.**

N/A

## EXTERNAL PROJECT SUPPORT (REQUIRED)

Describe the specialty crop stakeholders who support this project and why (other than the applicant and organizations involved in the project). **Letters of support from potential industry beneficiaries are required.**

New Mexico is home to approximately 300 chile farmers and 7 major chile processors, and the industry contributes over \$50 million annually to the economy in cash receipts. Increased consumer demand through the marketing efforts outlined in this proposal will positively impact New Mexico chile producers, processors, manufacturers, and distributors who wish to expand the outlets they sell.

A letter of support has come from a prominent New Mexico chile processor, and growers.

## EXPECTED MEASURABLE OUTCOMES (20 POINTS)

### SELECT THE APPROPRIATE OUTCOME(S) AND INDICATOR(S)/SUB-INDICATOR(S)

You must choose at least one of the eight outcomes listed in the [SCBGP Performance Measures](#), which were approved by the Office of Management and Budget (OMB) to evaluate the performance of the SCBGP on a national level.

#### OUTCOME MEASURE(S)

Select the outcome measure(s) that are applicable for this project from the listing below.

- Outcome 1:** Enhance the competitiveness of specialty crops through increased sales (required for marketing projects)
- Outcome 2:** Enhance the competitiveness of specialty crops through increased consumption
- Outcome 3:** Enhance the competitiveness of specialty crops through increased access
- Outcome 4:** Enhance the competitiveness of specialty crops through greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources
- Outcome 5:** Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems
- Outcome 6:** Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety
- Outcome 7:** Enhance the competitiveness of specialty crops through increased understanding of the ecology of threats to food safety from microbial and chemical sources
- Outcome 8:** Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development

#### OUTCOME INDICATOR(S)

Provide at least one indicator listed in the [SCBGP Performance Measures](#) and the related quantifiable result. If you have multiple outcomes and/or indicators, repeat this for each outcome/indicator.

Outcome 1, Indicator 1.a.

Enhance the competitiveness of specialty crops through increase sales.

Increased consumer awareness of New Mexico chile through marketing and promotion activities, including social media ads, local and regional campaigns, billboards, radio, television ads, and point of purchase items, all targeted to educate the consumer.

Benchmark:

This marketing plan is a new endeavor, so no benchmark sales figures are available, however one will be set.

## MISCELLANEOUS OUTCOME MEASURE

*In the unlikely event that the outcomes and indicators above the selected outcomes are not relevant to your project, you must develop a project-specific outcome(s) and indicator(s) which will be subject to approval by AMS.*

N/A

## DATA COLLECTION TO REPORT ON OUTCOMES AND INDICATORS

*Explain how you will collect the required data to report on the outcome and indicator in the space below.*

Data collection on outcome 1. Indicator 1.a

The NMCA will evaluate the success of promotional activities with sales metrics to measure the level of immediate demand in NM Chile as follows:

- 1) Post Chile season survey with New Mexico Chile stakeholders to evaluate increase in sales/demand in the spring of 2022 and 2023.
- 2) Post-season surveys will report actual and projected sales from participating stakeholders.

The Executive Director (ED) of the New Mexico Chile Association will be responsible for all aspects of this project including all data collection and analysis. The ED will work closely with all willing participants of this project to ensure there is mutual understanding of what is expected by both parties including the sharing of data. A memorandum of understanding (MOU) will be developed and distributed to each willing participant. The NMCA will only collect data from those who execute an MOU. If willing participants who have executed an MOU with the NMCA do not follow through with the data sharing requirement, they will not receive project results that they could utilize for future business growth opportunities.

The NMCA will share project results with all New Mexico Chile industry partners and stakeholders.

## BUDGET NARRATIVE (MUST TOTAL) (10 POINTS)

*All expenses described in this Budget Narrative must be associated with expenses that will be covered by the SCBGP. Applicants should review the Request for Applications section 4.7 Funding Restrictions prior to developing their budget narrative.*

Budget Summary	
Expense Category	Funds Requested
Personnel	\$0.00
Fringe Benefits	\$0.00
Travel	\$0.00
Equipment	\$0.00
Supplies	\$3,800.00
Contractual	\$0.00

Budget Summary	
Expense Category	Funds Requested
Other	\$56,200.00
<b>Direct Costs Subtotal</b>	<b>\$60,000.00</b>

<b>Total Budget</b>	<b>\$60,000.00</b>
---------------------	--------------------

## PERSONNEL

List the organization's employees whose time and effort can be specifically identified and easily and accurately traced to project activities that solely enhance the competitiveness of specialty crops. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Salaries and Wages, and Presenting Direct Costs Consistently under section 4.7.1 for further guidance.

#	Name/Title	Level of Effort (# of hours OR % FTE)	Funds Requested
1	N/A		

<b>Personnel Subtotal</b>	N/A
---------------------------	-----

## PERSONNEL JUSTIFICATION

For each individual listed in the above table, describe the activities to be completed by name/title including approximately when activities will occur. Add more personnel by copying and pasting the existing listing or deleting personnel that aren't necessary.

## FRINGE BENEFITS

Provide the fringe benefit rates for each of the project's salaried employees described in the Personnel section that will be paid with SCBGP funds.

#	Name/Title	Fringe Benefit Rate	Funds Requested
1	N/A		

<b>Fringe Subtotal</b>	N/A
------------------------	-----

## TRAVEL

Explain the purpose for each Trip Request. Please note that travel costs are limited to those allowed by formal organizational policy; in the case of air travel, project participants must use the lowest reasonable commercial airfares. For recipient organizations that have no formal travel policy and for-profit recipients, allowable travel costs may not exceed those established by the Federal Travel Regulation, issued by GSA, including the maximum per diem and subsistence rates

prescribed in those regulations. This information is available at <http://www.gsa.gov>. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Travel, and Foreign Travel for further guidance.

#	Trip Destination	Type of Expense (airfare, car rental, hotel, meals, mileage, etc.)	Unit of Measure (days, nights, miles)	# of Units	Cost per Unit	# of Travelers Claiming the Expense	Funds Requested
1	N/A						

<b>Travel Subtotal</b>	N/A
------------------------	-----

### TRAVEL JUSTIFICATION

For each trip listed in the above table describe the purpose of this trip and how it will achieve the objectives and outcomes of the project. Be sure to include approximately when the trip will occur. Add more trips by copying and pasting the existing listing or delete trips that aren't necessary.

### CONFORMING WITH YOUR TRAVEL POLICY

By checking the box to the right, I confirm that my organization's established travel policies will be adhered to when completing the above-mentioned trips in accordance with [2 CFR 200.474](#) or [48 CFR subpart 31.2](#) as applicable.

### EQUIPMENT

Describe any special purpose equipment to be purchased or rented under the grant. "Special purpose equipment" is tangible, nonexpendable, personal property having a useful life of more than one year and an acquisition cost that equals or exceeds \$5,000 per unit and is used only for research, medical, scientific, or other technical activities. See the Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - Special Purpose for further guidance

NMSU considers any tangible item with an acquisition value of \$1,000 or more as equipment. If such equipment is requested, NMDA will discuss this with the applicant in more detail before submitting final proposals to USDA for funding consideration as there are other implications to consider.

Rental of "general purpose equipment" must also be described in this section. Purchase of general purpose equipment is not allowable under this grant. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Equipment - General Purpose for definition, and Rental or Lease Costs of Buildings, Vehicles, Land and Equipment.

#	Item Description	Rental or Purchase	Acquire When?	Funds Requested
1	N/A			

<b>Equipment Subtotal</b>	N/A
---------------------------	-----

## EQUIPMENT JUSTIFICATION

For each Equipment item listed in the above table describe how this equipment will be used to achieve the objectives and outcomes of the project. Add more equipment by copying and pasting the existing listing or delete equipment that isn't necessary.

## SUPPLIES

List the materials, supplies, and fabricated parts costing less than \$1,000 per unit and describe how they will support the purpose and goal of the proposal and solely enhance the competitiveness of specialty crops. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Supplies and Materials, Including Costs of Computing Devices for further information.

Item Description	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested
Point-of-Purchase Material	\$3,000.00	1	Throughout Project	\$3,000.00
Promotional Material for Great NM Chile Taste-Off Event	\$800.00	1	07/30/22	\$800.00

<b>Supplies Subtotal</b>	\$3,800.00
--------------------------	------------

## SUPPLIES JUSTIFICATION

Describe the purpose of each supply listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).

Point-of-purchase materials will include stickers, table tents, and counter displays. The point-of-purchase displays will include the New Mexico chile label and nutritional facts to showcase that the chile was grown in New Mexico. Per-unit cost of each type of point-of-purchase material is yet to be determined.

The point of purchase materials price break down includes:

Stickers 3X3 Gloss including shipping and taxes: (Quantity 1200) - \$ 1,168.89

Table Tents including shipping and taxes (Quantity: 1000) - \$ 790.46

Counter Displays including holders, shipping and taxes: (Quantity: 250) - \$1,040.65

Prices of each point of purchase material was based on current market value of marketing websites such as Vistaprint and Uprinting.

Printed material for the Great NM Chile Taste-Off will include handouts, informational leaflets on the New Mexico chile industry and nutritional benefits, and contacts for New Mexico chile growers to connect with customers.

All purchased promotional items through this funding source will follow guidelines set forth in section 8.2 of the Agricultural Marketing Services (AMS) Grants Division General Terms and Conditions document.

### CONTRACTUAL/CONSULTANT

Contractual/consultant costs are the expenses associated with purchasing goods and/or procuring services performed by an individual or organization other than the applicant in the form of a procurement relationship. If there is more than one contractor or consultant, each must be described separately. (Repeat this section for each contract/consultant.)

#### ITEMIZED CONTRACTOR(S)/CONSULTANT(S)

Provide a list of contractors/consultants, detailing out the name, hourly/flat rate, and overall cost of the services performed. Please note that any statutory limitations costs also apply to contractors and consultants.

#	Name/Organization	Hourly Rate/Flat Rate	Funds Requested
1	N/A		

<b>Contractual/Consultant Subtotal</b>	N/A
--	-----

#### CONTRACTUAL JUSTIFICATION

Provide for each of your real or anticipated contractors listed above a description of the project activities each will accomplish to meet the objectives and outcomes of the project. Each section should also include a justification for why contractual/consultant services are to be used to meet the anticipated outcomes and objectives. Include timelines for each activity. If contractor employee and consultant hourly rates of pay exceed the salary of a GS-15 step 10 Federal employee in your area (for more information please go to <http://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/2016/general-schedule/>), provide a justification for the expenses. This limit does not include fringe benefits, travel or other expenses. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Contractual and Consultant Costs for acceptable justifications.

#### CONFORMING WITH YOUR PROCUREMENT STANDARDS

By checking the box to the right, I confirm that my organization followed the same policies and procedures used for procurements from non-federal sources, which reflect applicable State and local laws and regulations and conform to the Federal laws and standards identified in [2 CFR Part 200.317 through.326](#), as applicable. If the contractor(s)/consultant(s) are not already selected, my organization will follow the same requirements.

#### OTHER

Include any expenses not covered in any of the previous budget categories. Be sure to break down costs into cost/unit. Expenses in this section include, but are not limited to, meetings and conferences, communications, rental expenses, advertisements, publication costs, and data collection.

If you budget meal costs for reasons other than meals associated with travel per diem, provide an adequate justification to support that these costs are not entertainment costs. See Request for Applications section 4.7.2 Allowable and Unallowable Costs and Activities, Meals for further guidance.

Item Description	Per-Unit Cost	Number of Units	Acquire When?	Funds Requested
Social Media Ads	\$50.00	24	Monthly	\$1,200.00
Billboard Deming	\$9,000.00	1	10/31/21	\$9,000.00
Billboard Las Cruces	\$9,000.00	1	10/31/21	\$9,000.00
Billboard Hatch	\$9,000.00	1	10/31/21	\$9,000.00
Billboard Socorro	\$9,000.00	1	10/31/21	\$9,000.00
Billboard Albuquerque	\$9,000.00	1	10/31/21	\$9,000.00
Radio Ads	\$5,000.00	1	10/31/21	\$5,000.00
TV Ads	\$5,000.00	1	10/31/21	\$5,000.00

<b>Other Subtotal</b>	<b>\$56,200.00</b>
-----------------------	--------------------

**OTHER JUSTIFICATION**

*Describe the purpose of each item listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).*

Social media ads will drive consumers to New Mexico chile sellers and increase consumer awareness of local chile farmers and nutritional benefits. The cost-per-unit is the estimated cost given by Facebook to reach 800 potential consumers per day for a 1 month-long ad.

The billboards will be up for 12 months, located strategically on the major interstates around the state. The billboards will include the New Mexico chile logo, and the messaging will be to support New Mexico chile growers by purchasing New Mexico grown chile. The unit cost for the billboards was determined by average billboard pricing in the locations that the billboards will be located.

The radio/news ads will be to drive consumers to purchase New Mexico chile. In addition, the radio/news ads will discuss nutritional benefits and variety of uses to connect to new customers.

All purchased promotional items through this funding source will follow guidelines set forth in section 8.2 of the Agricultural Marketing Services (AMS) Grants Division General Terms and Conditions document.

**PROGRAM INCOME**

*Program income is gross income—earned by a recipient or subrecipient under a grant—directly generated by the grant-supported activity, or earned only because of the grant agreement during the grant period of performance. Program income includes, but is not limited to, income from fees for services performed; the sale of commodities or items fabricated under an award (this includes items sold at cost if the cost of producing the item was funded in whole or partially with grant funds); registration fees for conferences, etc.*

Source/Nature of Program Income	Description of how you will reinvest the program income into the project to solely enhance the competitiveness of specialty crops	Estimated Income
N/A		

<b>Program Income Total</b>	N/A
-----------------------------	-----

# APPENDIX:

## PROJECT 1: NEW MEXICO WINE & GRAPE GROWERS ASSOCIATION – DBA NEW MEXICO WINE

### Sheehan Family Winery LLC

1544 Cerro Vista Rd SW,  
Albuquerque, NM 87105  
[sheehanwinery@gmail.com](mailto:sheehanwinery@gmail.com)



To: SCBGP Review Committee

Sheehan Winery would like to express our support for the Specialty Crop Block Grant application that New Mexico Wine is submitting for 2021. As part of the NM wine industry, Sheehan Winery is 100% New Mexico True, producing all our wines from grapes grown in New Mexico vineyards. We are proud to be part of the wine industry in New Mexico and look forward to taking full advantage of the sales platform and the sustainability classes this grant will allow New Mexico Wine to provide.

Although we cannot speak for every New Mexico winery, I know many of us have suffered this past year, and we need all the support we can get. Retail sales were adversely affected by the pandemic and a majority of our annual income comes from direct-to-consumer sales. The addition of a New Mexico e-commerce sales avenue would be a great addition to boost our sales and the other participating wineries. At our vineyards, we have already started to employ some of the sustainable winegrowing practices outlined in their grant request, but we know there is opportunity for improvement and welcome any trainings and workshops the association can arrange on our behalf.

We fully support the efforts of New Mexico Wine in their quest for funding through the SCBGP to create a platform which will benefit all wineries in New Mexico, both economically and educationally. If you have any questions or need further input, please feel free to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "Sean Sheehan".

Sean Sheehan, Owner/Operator  
Sheehan Family Winery, LLC

Ponderosa Valley Vineyards  
3171 Hwy 290  
Ponderosa, NM 87044  
(505) 250-6557  
PonderosaWinery.com

To: SCBGP Review Committee

Ponderosa Valley Vineyards would like to lend our support to the application New Mexico Wine is submitting on our behalf. Our winery has been members of the association for 28 years producing all our wines from grapes grown in New Mexico vineyards. We are proud to be part of the wine industry in New Mexico and we rely heavily on the annual festivals and promotions that are produced on our behalf by the association. We believe the addition of a new ecommerce website would be a significant benefit for our winery, and for the industry at large.

2020 was an extremely difficult year for Ponderosa Valley Vineyards and we need to find new ways to reach customers and build name recognition for locally produced wine. We ask that you support this initiative, and the New Mexico wine industry, by fully funding this grant request to help jumpstart the grape and wine sector. Thank you for your time and for your support of New Mexico small business.

Mark Matheson  
Winemaker/Vineyard Manager

Jesse Padberg  
Vivác Winery  
PO Box 429  
Dixon, NM 87527  
vivacwinery.com

Vivác Winery is located in Dixon, New Mexico and we have been farming our vineyards using organic methods and practices for the past ten years. The idea of sustainability, economic and environmental, is very appealing to us and aligned with our philosophy as winemakers. We ask that you support the application New Mexico Wine has submitted on behalf of the grape and wine industry for the Specialty Crop Block Grant.

Vivác Winery has been active members of the association for 18 years we make 100% our wines from New Mexico grapes. Currently I am the current President of New Mexico Wine and my wife serves on the Events & Marketing Committee. We have seen first-hand how the investment of State and Federal funding has directly and positively impacted our industry. We believe the efforts outlined in this grant will benefit all of our members in one way or another.

Over the many years as a member, and now as board president, I can faithfully say that our organization is very well positioned to make excellent use of this grant funding. We have an amazingly talented staff and a smart, progressive State Viticulturalist at NMSU who will truly leverage these funds on behalf of the industry, the association, the community and the environment. Thank you for supporting our efforts through this grant.

Sincerely,

Jesse Padberg  
Co-Owner/co-winemaker  
Vivác Winery  
c. (505)484-8432

PROJECT 2: LA COSECHA'S LOW-SODIUM AND DIABETES FRIENDLY PREPARED FOODS

Helga Garcia-Garza, Executive Director  
La Cosecha CSA  
318 Isleta Blvd SE  
Albuquerque, NM 87105



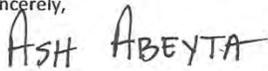
February 14, 2021

Dear Helga,

I write on behalf of Ashokra Farm as one of Agri-Cultura Network's many allied farmers in support of La Cosecha's project to increase value-added production of low-sodium and diabetic friendly foods. We sold our produce to La Cosecha's CSA (community supported agriculture) program through Agri-Cultura Network in the first year of our farm's business and hope this relationship continues for many years to come as it supports not only our farm but the families La Cosecha feeds including many low-income households.

We look forward to La Cosecha extending the CSA program with more value added foods so that farms like ours and many of our fellow farmers can sell more fresh produce throughout the entire year and for use in value-added foods that will increase the health of our community and the viability of small vegetable farms.

Sincerely,

  
Ash Abeyta  
Ashokra Farm

Agri-Cultura Network's allied farmers also include:

- Concho Loco Farm, Albuquerque
- Angels and Oxen Farm, Albuquerque
- Gypsy Farms, Albuquerque
- Agape Gardens, Los Lunas
- St. Francis Ranch, Albuquerque
- Zacateca Del Norte Farm, Albuquerque
- Green Mesa Farm, Albuquerque
- Black Mesa Farm, Albuquerque
- Anthony Youth Farms, Anthony
- Rio Valley Greenhouses, Albuquerque

Ashokra Farm  
Albuquerque, NM

Helga Garcia-Garza, Executive Director of La Cosecha CSA  
318 Isleta Blvd SE  
Albuquerque, NM 87105

February 14, 2021

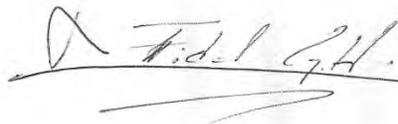
Dear Helga,

On behalf of Los Jardines De Moctezuma and Agri-Cultura Network's five other member farmers in Albuquerque's South Valley (Baca Family Connection, Granja Para Manana, Los Jardines Institute, Organicos and Speakeasy Gardens), I would like to express my support for La Cosecha's Low-Sodium and Diabetic Friendly Prepared Foods. I have worked with Agri-Cultura Network and La Cosecha for many years and would like to see more value-added production. Value-Added products will help us to move more quantities of bulk and seconds produce when we have it for preservation in La Cosecha's salsa, dressing, dried herb and vegetable products. In turn, having these products available during the off-season will allow La Cosecha's CSA to continue year round and also help our farm sell more produce to the CSA during the winter months. I believe this project will help build economic stability and resilience within the small-scale vegetable farming communities of the South Valley, Bernalillo County and the state of New Mexico.

Sincerely,

Fidel Gonzalez

Los Jardines De Moctezuma

A handwritten signature in black ink, appearing to read "Fidel Gonzalez", with a long horizontal line extending to the right across the page.



## Center of Southwest Culture

Helga Garza, Executive Director  
La Cosecha CSA  
318 Isleta Blvd, SE, Albuquerque, NM 87105  
505-217-2461

Wednesday, February 12th, 2021

Dear Helga,

I am writing to express support for La Cosecha CSA's application to the Specialty Crop Block Grant Program for La Cosecha's Low-Sodium and Diabetes Friendly Prepared Foods project. This project aligns with our work here at the Center of Southwest Culture to support land-based families in rural and agricultural communities, foster economic development and provide meaningful, lifelong jobs in these traditionally underserved areas.

As an organization dedicated to developing healthy Indigenous and Latino communities through economic development and educational and cultural work, the Center of Southwest Culture sees La Cosecha's work to increase access to healthy, affordable, locally-grown food and community-based nutrition education as critical to the goals we share. Your proposed project will help support our beginning farmers access markets for their vegetables and medicinal/culinary herbs and increase access to their specialty crops for consumers and wholesale institutions serving youth, seniors, low-income and SNAP and Double Up Food Buck participants in communities with disproportionately high rates of diabetes. Support and collaboration is important to the foundation of mutual relationships needed to build self-sufficiency, improve community health and create a healthier food system.

Sincerely,

Arturo Sandoval  
Executive Director, Center of Southwest Culture

505 Marquette Ave. NW, Suite 1610 • Albuquerque, NM 87102

Phone 505.247.2729 • [vocesinc@gmail.com](mailto:vocesinc@gmail.com) • [www.centerofsouthwestculture.org](http://www.centerofsouthwestculture.org)



February 9, 2021

Dear Specialty Crop Block Grant Program Directors,

I write on behalf of Agri-Cultura Network in partnership with La Cosecha on the Low-Sodium and Diabetes Friendly Prepared Foods project proposal to the New Mexico Department of Agriculture's 2021 Specialty Crop Block Grant Program. Throughout the growing season, Agri-Cultura works with over thirty allied farmers (in addition to the six cooperative farm members) to source and distribute local produce to wholesale and retail outlets. The allied farmers are located throughout the entire state of New Mexico, ranging from northern New Mexico (Velarde, Espanola) down to Anthony and the southern border.

For many of the farmers that work with Agri-Cultura, the network provides outlets and a way to distribute their products that otherwise would not be possible. Through aggregation, these small farms are able to collectively meet the large demands of institutions and wholesale outlets that would not be attainable by one small farm alone. In addition, the Agri-Cultura Network works closely with the farmers to assist in building the capacity of their farms through food safety training and direct applications, training in quality control of produce, and other forms of technical assistance.

La Cosecha's new Low-Sodium and Diabetic Friendly Prepared Foods project will promote and expand access to New Mexico's local, organic, and sustainably grown fruits, vegetables and herbs by creating shelf-stable products that will increase and fortify markets for these crops year-round. It will continue to rebuild and strengthen our local food system and increase the health of our communities while reducing food waste and supporting Agri-Cultura Network's work to build capacity among small-scale New Mexico farmers. This project will allow Agri-Cultura to purchase even more product from member and allied farmers, including B-grade produce that isn't suitable for retail or wholesale outlets but can be incorporated into value-added products. This will directly increase revenue for the allied farmer network, as B-grade products usually go to waste. Additionally, it will provide Agri-Cultura Network's member and allied farms with a year-round market for their produce as La Cosecha's CSA enters into year-round operation in 2022.

We strongly support this grant application and the focus on increasing access to healthy, shelf-stable, produce-based foods. As an organization that supports our small farm economy by keeping more quality, nutritious produce in the neighborhoods where it was produced in Albuquerque's South Valley, La Cosecha has been instrumental both in strengthening existing

*Agri-Cultura Cooperative Network*  
318 Isleta Blvd, SE, Albuquerque, NM 87105  
505-217-2461

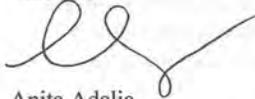
small sustainable farms and the development of emerging small sustainable farms in the Rio Grande food shed. Through the hardships and 'new normal' of the COVID-19 pandemic, we are shifting to meet the new demands in production, distribution and food safety. Developing Value-Added foods is part of this resilience.

Through this letter, we acknowledge specific roles and responsibilities we will fulfill in this partnership. In the event this proposal is funded, we would expect our role in the La Cosecha's Low-Sodium and Diabetic Friendly Value-Added Foods to include:

- Facilitating purchasing and billing of specialty crops from our farmers to be used in La Cosecha's value-added production
- Supporting specialty crop producers to help them improve on-farm food safety practices and obtain certification and reporting on Outcome 7, Indicator 5
- Selling La Cosecha's Low Sodium and Diabetic Friendly Foods to wholesale outlets through our distribution network
- Maintaining sales records for La Cosecha's products

We look forward to working with you in building New Mexico's local sustainable and regenerative food systems through investment, expansion and promotion of New Mexico's organic and/or sustainably-grown specialty vegetable, fruits and herb industry.

Sincerely,



Anita Adalja  
Produce & Distribution Manager  
The Agri-Cultura Network

*Agri-Cultura Cooperative Network*  
318 Isleta Blvd, SE, Albuquerque, NM 87105  
505-217-2461



PARTNER ORGANIZATION LETTER

Stacey Cox, Executive Director  
National Center for Frontier Communities  
301 W. College Ave., Suite 8  
Silver City, NM 88061

Dear Ms. Cox,

The New Mexico Farmers' Marketing Association fully supports NCFC's application for the Specialty Crop Block Grant administered by NMDA.

We are committed to supporting the project in the following ways:

- Providing the training necessary for food hub staff to become Tier 1 and Tier 2 food safety trainers for farmers.
- Consulting with the project manager to identify marketing strategies to increase SWNM's produce sales in the Albuquerque and Santa Fe Region.

We feel that this project is complementary to our efforts and will provide a much-needed service to the growers and residents of southwest New Mexico.

I agree to fully support this project to the best of my ability.

Sincerely,

Denise Miller  
Executive Director  
505-699-2064, dmiller@farmersmarketsnm.org

De Colores Farms & Foods  
320 E. Berino Rd.  
Mesquite, NM 88048

PARTNER ORGANIZATION LETTER

Stacey Cox, Executive Director  
National Center for Frontier Communities  
301 W. College Ave., Suite 8  
Silver City, NM 88061

Dear Ms. Cox,

My name is Yvonne Diaz of De Colores Farms & Foods in Berino, NM and I fully support the National Center for Frontier Communities' (NCFC) application for the Specialty Crop Block Grant administered by the New Mexico Department of Agriculture. I have been collaborating with the NCFC for over five years now in aggregation, distribution and providing technical assistance around produce safety and production planning efforts.

We are committed to supporting the project in the following ways:

- Selling produce through the food hub.
- Consulting with project manager on how best to utilize the food hub.
- Continued collaboration in disseminating produce safety information.

I know that this project will be beneficial to my business and will provide a much-needed service to the growers and residents of southwest New Mexico. We currently utilize the food hubs market channels and will benefit from the increased demand that this project seeks to create which also contributes to a more robust local food system.

I agree to fully support this project to the best of my ability.

Sincerely,



Yvonne Diaz  
Farmer & Produce Safety Educator



Stacey Cox, Executive Director  
National Center for Frontier Communities  
301 W. College Ave., Suite 8  
Silver City, NM 88061

Dear Ms. Cox,

I, Jennifer Knapp, fully support NCFC's application for the Specialty Crop Block Grant administered by NMDA.

La Montanita's stores regularly purchase locally grown produce from the SWNM Food Hub and our distribution center often backhauls their products to markets around the state.

We are committed to supporting the project in the following ways:

- Providing feedback on branding and packaging to optimize SWNM Food Hub sales in our stores.
- Continuing to provide backhauling services for the SWNM Food Hub.

We feel that this project is complementary to our efforts and will provide a much needed service to the growers and residents of southwest New Mexico.

I agree to fully support this project to the best of my ability.

Sincerely,

A handwritten signature in black ink, appearing to read "JK", written over a light blue horizontal line.

Jennifer Knapp  
Value Chain Specialist  
La Montanita Cooperative Distribution Center  
901 Menaul Blvd NE Albuquerque, NM 87107  
505.217.2010

Luna EcoFarms, LLC  
PARTNER ORGANIZATION LETTER

Stacey Cox, Executive Director  
National Center for Frontier Communities  
301 W. College Ave., Suite 8  
Silver City, NM 88061

Dear Ms. Cox,

I, Matthew Stong of Luna EcoFarms, LLC in Columbus, NM fully support NCFC's application for the Specialty Crop Block Grant administered by NMDA.

We are committed to supporting the project in the following ways:

- Selling produce through the food hub.
- Consulting with project manager on how best to utilize the food hub.

I feel that this project will be beneficial to my business and will provide a much-needed service to the growers and residents of southwest New Mexico. We currently utilize the food hubs market channels and will benefit from the increased demand that this project seeks to create.

I agree to fully support this project to the best of my ability.

Sincerely,



Matthew Stong PhD  
President  
23485 Columbus Rd SE  
Deming, NM 88030

PROJECT 4: LOS VECINOS PROVIDES COMPREHENSIVE, ON-THE-GROUND SUPPORT FOR BEGINNING, SMALL, AND UNDERSERVED FARMERS IN TAOS COUNTY



**Rocky Mountain  
Farmers Union**  
Co-op Development Center  
7900 E. Union Ave., Suite 200 • Denver, CO 80237  
303.752.5800 • [info@rockymountainfarmers.org](mailto:info@rockymountainfarmers.org) • [rnf.org](http://rnf.org)

February 12, 2021

Specialty Crop Block Grant Program  
New Mexico Department of Agriculture  
MSC 5600, PO Box 30005  
Las Cruces, NM 88003

Dear Specialty Crop Block Grant Committee,

On behalf of Rocky Mountain Farmers Union Co-op Development Center, I want to express my support for Alianza Agri-Cultura de Taos's application to support Los Vecinos through the Specialty Crop Block Grant Program.

Rocky Mountain Farmers Union Cooperative Development Center is one of 20+ co-op development centers around the country whose mission is to educate about the cooperative business model and help interested parties establish and expand cooperative businesses in our three-state region of New Mexico, Colorado and Wyoming. Our services range from initial consultation to advising regarding feasibility studies and business plans to the necessary legal documentation to rural and urban efforts to create marketing, processing, services, and worker cooperatives. We partner with the United States Department of Agriculture and other agencies to help farmers, ranchers, consumers, and workers to start cooperatives and related business ventures.

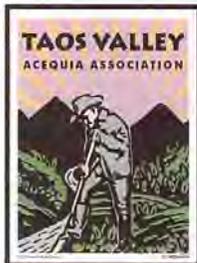
We have collaborated with Alianza Agri-Cultura de Taos's Los Vecinos program for three years now, identifying opportunities to increase producer knowledge in Taos County about the cooperative model and working with producers to move toward a cooperative model. We look forward to furthering this work with Alianza Agri-Cultura de Taos in the future.

In the northcentral region of New Mexico agricultural plots are small and producers necessarily have off-farm jobs. For these producers the cooperative model is particularly valuable in its ability to provide cooperative business administration, marketing, and shared risk.

Please don't hesitate to contact me at 575-418-7657 or [susann.mikkelson@swcoopcenter.org](mailto:susann.mikkelson@swcoopcenter.org) with any questions.

Regards,

Susann Mikkelson  
Cooperative Development Specialist



## Taos Valley Acequia Association

Taos County Juan I. Gonzales Agricultural Center  
202 Chamisa Road, Suite D  
Taos, NM 87571  
Phone (575) 758-9461  
taosacequias@gmail.com

### 2020 OFFICERS

PRESIDENT  
PALEMON A. MARTINEZ

VICE-PRESIDENT  
SAM DESGEORGES

TREASURER  
DARRYL MAESTAS

SECRETARY  
LEROY GRAHAM

### BOARD OF DIRECTORS

RIO CHIQUITO  
DARRYL MAESTAS  
JOHN MACARTHUR  
AARON ROMERO

RIO FERNANDO  
FRITZ HAHN  
VICENTE FERNANDEZ

RIO GRANDE DEL RANCHO  
MICHAEL TORREZ  
SAM DESGEORGES  
STEVE TORRES

RIO HONDO  
PALEMON A. MARTINEZ  
DENNIS JOHNSON  
SYLVIA RODRIGUEZ

RIO LUCERO/ARROYO SECO  
LEROY GRAHAM  
ANDY MARTINEZ

RIO PUEBLO  
JESSE HARRISON  
BEN CARDENAS  
MARK SCHUETZ

February 12, 2021

Specialty Crop Block Grant Program  
New Mexico Department of Agriculture  
MSC 5600, PO Box 30005  
Las Cruces, NM 88003

Dear Specialty Crop Block Grant Committee,

On behalf of the Taos Valley Acequia Association, I want to express my support for Alianza Agri-Cultura de Taos's application to support Los Vecinos through the Specialty Crop Block Grant Program.

Founded as a 501(c)(3) non-profit in 1989, TVAA supports 54 acequias used by an estimated 15,000 parciantes, or small-scale farmers and ranchers. TVAA is a hub for systems change strategies and community education at the grassroots level. We recognize and advocate for the continued use and maintenance of acequias as sustainable, ecologically sound and democratic methods of farming, as well as a part of our living communal heritage that supports traditional methods of food production and preparation, ecosystem sustainability, ancestral learning, and oral customs.

Through their Los Vecinos program, Alianza Agri-Cultura works with Acequia Parciantes (holders of surface water rights) to improve producer knowledge about acequia irrigation, rights and responsibilities; revitalize venitas (side-ditches), develop relationships between parciantes, and improve acequia infrastructure. Los Vecinos aligns directly with our work to support, advocate for, and protect small farmers along the acequias of Taos Valley. TVAA will continue to collaborate with Alianza Agri-Cultura in their Los Vecinos work through advising on issues of water rights, responsibilities, statuses, and best practices.

Please don't hesitate to reach out with any questions.

Regards,

Judy Torres  
Executive Director  
Taos Valley Acequia Association

*The Taos Valley Acequia Association insures the long-term sustainability of traditional agricultural communities of the Taos Valley by protecting water rights and preserving and strengthening the acequia system.*



February 12, 2021

Specialty Crop Block Grant Program  
New Mexico Department of Agriculture  
MSC 5600, PO Box 30005  
Las Cruces, NM 88003

Dear Specialty Crop Block Grant Committee,

On behalf of Taos Community Economic Development Corporation, I want to express my support for Alianza Agri-Cultura de Taos's application to support Los Vecinos through the Specialty Crop Block Grant Program.

Founded as a 501(c)(3) non-profit in 1986, TCEDC is dedicated to supporting the food, land, water, and the peoples of northern New Mexico. We run a commercial community kitchen and value-added product incubator serving Taos County.

Alianza Agri-Cultura de Taos' Los Vecinos program serves an important role in the agricultural value chain of Taos County that compliments our mission to support food, land, and water; and work of increasing economic vitality through value-added product incubation.

TCEDC and Alianza Agri-Cultura will coordinate and collaborate with both beginning producers interested in value added products as well as established producers looking to diversify into value added products with Alianza Agri-Cultura working with producers on the ground and TCEDC working with producers in the kitchen and on product and business development.

Please don't hesitate to reach out with any questions.

Regards,

Mercedes Rodriguez  
Executive Director  
Taos County Economic Development Corporation

Taos County Economic Development Corp. – 1021 Salazar Rd., Taos NM 87571 – (575) 758-8731

February 12, 2021

Specialty Crop Block Grant Program  
New Mexico Department of Agriculture  
MSC 5600, PO Box 30005  
Las Cruces, NM 88003

Dear Specialty Crop Block Grant Committee,

I am a beginning farmer in Taos New Mexico who has recently begun working with Alianza Agri-Cultura's Los Vecinos program. I have been working to improve the health of my land and my farming skills for many years. With bills to pay I've never had the time or financial flexibility to pursue on-farm internships and so have relied on neighbors, fellow producers, and print resources, but these have not been sufficient. The complexity and multi-disciplinary nature of agricultural production requires face-to-face and hands-on learning.

Having a program like Los Vecinos that will come work with me on my land on various levels of planning and learning from acequia health to soil health to farm planning to infrastructure design to crop selection and that will connect me to other resources in the region that I would otherwise be hard pressed to identify myself is valuable and I support Alianza Agri-Cultura de Taos to receive funding from the Specialty Crop Block Grant.

Please contact me with any questions.

Thank You,

Baltazar Reed

575-770-4277



February 12, 2021

Specialty Crop Block Grant Program  
New Mexico Department of Agriculture  
MSC 5600, PO Box 30005  
Las Cruces, NM 88003

Dear Specialty Crop Block Grant Committee,

On behalf of Taos Land Trust's Working Lands Resiliency Initiative I want to express my support for Alianza Agri-Cultura de Taos's application to support Los Vecinos through the Specialty Crop Block Grant Program.

The Working Lands Resiliency Initiative combines community organizing with research and advocacy to begin venturing solutions and support to protect Taos' agricultural heritage and landscapes.

Here in northern New Mexico, our traditional agricultural lands face complex and interrelated threats resulting primarily from increased development, out-migration of youth from farming families, and the impacts of climate change. Older members of our community have fewer people to whom they can pass down regional farming traditions. Properties are increasingly broken into smaller and smaller tracts as families move out of the community or land is sold for development. Combined with increasing climate vulnerability, our valley is experiencing dramatic agricultural land loss. This threatens Taos' agricultural heritage, disrupts a 400 year old acequia system, and challenges efforts towards ecological and community resilience.

Alianza Agri-Cultura's Los Vecinos is an important partner in responding to the crisis our agricultural lands, waters and people face. We are grateful for their partnership and look forward to partnering with AA-CT on Los Vecinos in the coming years.

Please don't hesitate to reach out with any questions.

Regards,

A handwritten signature in black ink, appearing to read "Chyna Dixon".

Chyna Dixon

Primary Investigator and Coordinator

Taos Land Trust's Working Lands Initiative

PROJECT 5: EDUCATION AND TRAINING FOR SOCIALLY-DISADVANTAGED YOUNG NATIVE AMERICAN FARMERS



NORTHERN NAVAJO  
TRADING CO.

Farm A 1<sup>st</sup> L Bluff Rd | Shiprock, NM, 87420 | PO Box 1590  
(505)787-8143 | [northernnavajotradingco@gmail.com](mailto:northernnavajotradingco@gmail.com)

[northernnavajotradingcompany.com](http://northernnavajotradingcompany.com)

January 26, 2021  
NMSU Specialty Crops Grant Committee  
Las Cruces, New Mexico  
*via email*

To Whom it May Concern:

I am the Chief Executive Officer and Farm Manager of a third-generation farming company located on Dinétah. Over the years We've had the honor of assisting our fellow farmers with technical assistance and consulting services. Recently we have collaborated with the Healthy Futures team in providing underserved Native youth with the opportunity of reconnecting themselves to the land through traditional farming practices.

If you should grant Healthy Futures this opportunity to provide us with the means to research and develop new specialty crop systems we will recruit, train, and mentor local Native youth with an emphasis on young Native Women. Additionally, we will commit 36 months to educating our interns on our farms in the Northern Navajo Agency. We look forward to a mutually beneficial relationship between our organizations to empower our young relatives.

Ahé hé,

*Peshway Ben*

Chief Executive Officer and Farm Manager



NMSU Department of Agriculture  
940 College Dr  
Las Cruces, NM 88003

Northwest New Mexico First Born  
PO Box 1959  
Farmington, NM, 87301

---

February 3, 2021

To whom it may concern,

The purpose of this letter is to acknowledge my desire to collaborate with Healthy Futures, Inc. (HFI) for the proposed three year NMSU specialty crops grant, should it be awarded to HFI.

Over the past year, we have collaborated with the Healthy Futures team on several community projects to raise awareness and promote the benefits of traditional indigenous farming practices across the northern agency of the Navajo Nation.

As the Executive Director of Northwest New Mexico First Born, I have extensive knowledge of the needs and inequities regarding food access and nutrition experienced by first time parents and young children in our communities, as well as the desire to learn viable agricultural and farming skills.

Our collaboration with the Healthy Futures team will be mutually beneficial to our organization, as well as vital in providing outreach, training and mentoring to enroll, train and mentor underserved Native American women in particular in this important program.

Thank you for your consideration of HFI's proposal.

In solidarity,

A handwritten signature in blue ink that reads "Mary Gaul".

Mary Gaul, MPH  
Executive Director  
Northwest New Mexico First Born  
[mary@nwnmfirstborn.org](mailto:mary@nwnmfirstborn.org)  
301-575-4033



Diné Introspective, Inc.  
P.O. Box 2133  
Shiprock, New Mexico 87420  
(505) 360-9633

January 27, 2021

New Mexico Department of Agriculture  
MSC 5600 PO Box 30005  
Las Cruces, NM 88003

To Whom it May Concern

As the Founder and President of Diné Introspective, Inc. I commit to providing 36 months of educational consulting and technical agricultural education services to assist Navajo youth in and around the Shiprock area, as well as offer high school students, and in particular, young women, to learn the benefits of traditional foodways and growing their own specialty crops, related to the NMSU specialty crops grant.

I have previously collaborated with the Healthy Futures team in raising awareness of traditional farming practices and look forward to a mutually beneficial relationship over the next three years, should a grant be awarded to Healthy Futures.

Please do not hesitate to contact me if you have any questions in this regard by email ([kjim4201@gmail.com](mailto:kjim4201@gmail.com)) or phone, (505)360-9633.

Sincerely,

Kyle Jim  
President  
Diné Introspective, Inc.



**New Mexico Department of Agriculture**

MSC 5600 PO Box 30005

Las Cruces, NM 88003

January 28, 2021

**To Whom it May Concern**

As an experienced farm manager in New Mexico over the past ten years, and previous consultant on Healthy Futures NMSU specialty crops grant, I commit to providing an additional 36 months of educational consulting and technical agricultural education services to assist Native American youth in developing skills and awareness of the best practices of farming, and in particular mentoring young women, to learn the benefits of growing their own specialty crops.

I have previously collaborated with the Healthy Futures team in raising awareness of traditional farming practices and look forward to a mutually beneficial relationship over the next three years, should a grant be awarded to Healthy Futures.

Please do not hesitate to contact me if you have any questions in this regard.

signed

A handwritten signature in blue ink that reads "Fergus Whitney". The signature is written in a cursive style.

Fergus Whitney

(Agriculture Program Manager – Los Ranchos)

February 8, 2021

1/8 Mile Southwest of Highway 491, Milepost 90 - Shiprock, NM, 87420  
emmys.lee@gmail.com

To Healthy Futures, Inc  
706 Solano Dr. S E  
Alb NM 87108

Re- the NMSU Specialty Crops grant program.

Dear Mr. Nevins:

The purpose of this letter is to confirm my desire to participate in the proposed Healthy Futures NMSU specialty crops agricultural education program, should it be funded.

As a young Dine (Navajo) woman, in Shiprock, NM, I would benefit from being a participant in the program to become better informed and empowered to grow specialty crops. I also would share the knowledge I gain from my experience with my family, and other young women interested in agriculture and farming.

Very truly,

signed

*Emily Lee-Allen*

PROJECT 6: ELEVATING NM SPECIALTY CROPS



**NEW MEXICO CHILE COMMISSION**

MSC 5600, Box 30005 • LAS CRUCES, NM 88003-800 • (575) 646-4929 • FAX (575) 646-3303

Dear Proposal Review Committee:

The New Mexico Chile Commission is writing in support of the project proposal "Elevate New Mexico Specialty Crops." Chile is one of the most important specialty crops in New Mexico. The supporting objectives of this project are essential to the enhancement of New Mexico chile. The industry will benefit immensely by increased awareness at regional, national, and international levels. Using innovative online tools, such as social media, creative content, recipes, and influencers to educate the public about the nutritional value of chile, will benefit the industry at all levels.

On behalf of New Mexico chile growers, shippers, and processors, thank you for considering this request.

Sincerely,

A handwritten signature in black ink, appearing to read "Ben Etcheverry". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Ben Etcheverry  
Vice-Chairman, New Mexico Chile Commission

PROJECT 7: SEMBRANDO SALUD: SOWING HEALTH THROUGH SMALL-SCALE SPECIALTY  
VEGETABLE AND CULINARY/MEDICINAL HERB PRODUCTION



Arturo Sandoval, Executive Director  
Center of Southwest Culture  
505 Marquette Avenue, NW, Suite 1610  
Albuquerque, NM 87102

February 12, 2021

Dear Arturo,

I am writing in support of your organization's application to the New Mexico Department of Agriculture's 2021 application to the Specialty Crop Block Grant Program for your *Sembrando Salud!* program.

The Agri-Cultura Network was created as a mechanism for small organic farmers to aggregate their produce for wholesale and institutional markets. Through its program La Cosecha CSA, low-income individuals have access to healthy, organic food. Through your work with developing beginning farmers, we have increased supply of organic produce to our underserved communities in Albuquerque.

We know your work closely aligns with the work of the Agri-Cultura Network and we expect to continue our current collaboration well into the future. We support the work of the Center of Southwest Culture to support land-based families in rural and agricultural communities to foster economic development and provide meaningful, lifelong jobs in these traditionally underserved areas.

Sincerely,

*Helga G. Garza*

Helga Garza  
Executive Director  
The Agri-Cultura Network

Agri-Cultura Cooperative Network  
[www.agri-cultura.org](http://www.agri-cultura.org)  
318 Isleta Blvd, SE, Albuquerque, NM 87105  
505-217-2461



ENCLAVE  
PO Box 72237  
Albuquerque, NM 87195  
Tel: 505-433-1906  
[www.enclavenm.org](http://www.enclavenm.org)

Wednesday February 3, 2021

Dear Mr. Sandoval,

On behalf of Enclave, I am pleased to write this letter of intent and commit to partner with the Center of Southwest Culture in the upcoming project, "NMDA Specialty Crop Block Grant Program," by helping recruit women participants for Sembrando Salud workshops.

Enclave is a 501(c)(3) non-profit in the South Valley of Albuquerque, developed in 2018 in order to address specific needs of the Spanish-speaking community. Through farming, entrepreneurship training, and emotional and spiritual support groups, Enclave seeks to develop and grow leadership skill in the community to help meet basic needs in the physical, emotional and spiritual areas. Organic community farming is important to us at Enclave because it can be a sustainable source of income, is therapeutic and helps individuals work on their emotional, physical and spiritual well-being; ultimately helping us fulfil our mission.

We are pleased to partner with the Center of Southwest Culture in their Sembrando Salud project, as in the past few years, the Center has helped us at Enclave acquire a greenhouse to increase capacity and has provided us land to farm on. Through this partnership, we've increased our organic farm production in the past few years and will help recruit participants to learn to grow their own food on their own land so that our communities can become healthier.

We look forward to enhancing the work of both of our organizations through this partnership opportunity. Thank you for considering this proposal. If you have any questions or concerns, please call me at 505-514-7700 or contact me via email at [sandroanguiano@yahoo.com](mailto:sandroanguiano@yahoo.com).

Sincerely,  
  
Sandro Anguiano, Director of Enclave

New Mexico Farmers' Marketing Association  
1219 Luisa St. #1  
Santa Fe, NM 87505

To: Arturo Sandoval, Center of Southwest Culture, Inc.  
505 Marquette Ave NW, Ste 1610  
Albuquerque, NM, 87102

Wednesday January 27, 2021

Dear Arturo Sandoval,



I am writing in support of the Center of Southwest Culture's application to the NMDA Specialty Crop Block Grant Program, which will work with women in the state of New Mexico to grow specialty crops to potentially sell at market. The New Mexico Farmers Marketing Association and CSC have been working together for several years to coordinate and provide rural farmers with Food Safety training certifications and in developing markets for organic produce.

The New Mexico Farmers Marketing Association is dedicated to strengthening the local food system by supporting agricultural producers and cultivating strong networks for a healthier New Mexico. The Center of Southwest Culture's work with New Mexico farmers has increased the number of successful farmers in New Mexico and has contributed significantly to developing a healthy statewide market. We fully support the work you do and will continue working with the Center as a partner and collaborator in definitely.

Warmest regards,

Mike Ventecinq  
Value Chain Coordinator  
michaelfventecinque@gmail.co  
m505-448-2891



Center of Southwest Culture  
505 Marquette Ave NW Ste 1610  
Albuquerque, NM 87102

Friday February 12, 2021

To Whom It May Concern:

I am writing in support of the application being submitted to the NMDA Specialty Crop Block Grant Program by Center of Southwest Culture and pledge my intent to recruit women to participate in the *Sembrando Salud!* program in the Isleta Pueblo area.

The Pueblo Resurgents is an Indigenous owned and operated New Mexico based co-operation that is dedicated to the relationship between land and its inhabitants. Through a variety of experiential learning initiatives, Pueblo Resurgents utilizes a unique framework to center relationality to our New Mexico homelands.

The Center of Southwest Culture has assisted us in getting our own agricultural operation in Isleta Pueblo up and running, acts as our fiscal sponsor and continues to support us with their invaluable technical assistance. We are committed to our ongoing partnership towards food sovereignty for Indigenous peoples in New Mexico.

Sincerely,

Daryl Lucero, Executive Director, Pueblo Resurgents



P.O. Box 271 Jemez Pueblo, NM 87024  
505.980.1998  
SeededSisters.505@gmail.com

Mr. Arturo Sandoval, Executive Director Center of Southwest Culture, Inc.  
505 Marquette Ave NW, Suite 1610  
Albuquerque, NM 87102

January 13, 2021

To Whom It May Concern,

I am writing in support of the application being submitted to the NMDA Specialty Crop Block Grant Program by Center of Southwest Culture and pledge my intent to recruit women to participate in the *Sembrando Salud!* program in the Jemez Pueblo area.

The Center of Southwest Culture has supported my personal vision to re-grow our own food system and the self-sufficiency my people once upheld. Together, our work has been able to shift the realities of being just another food desert in rural New Mexico. By taking on the role of a Fiscal Sponsor, Mr. Sandoval and his team of experts have not only enhanced our capacity to bring in funds to support growing more foods and women farmers in Jemez Pueblo, but they have worked with our organization to move forward and establish itself as a 501 (c) 3. The technical support, talent and energy of the team at Center of Southwest Culture, Inc. has enabled the long-term vision of Seeded Sisters, Inc. to have substantial viability by presenting local markets, creating networks and sharing in best-practices for local farming to thrive and economies to develop!

Our work this year allowed us to develop a farm plan and begin the initial steps of replanting on a full acre of land, our new headquarters, which hadn't been cultivated for decades. We were also able to co-host an organic gardening workshop for local residents, the youngest attendees being two sisters, 12 and 10. Together, we are building young entrepreneurs and a healthy, hopeful workforce, and I imagine this initiative will only make our families stronger. I strongly recommend that CSC and their work with Native Nations in the State of New Mexico be recognized and further supported.

Warm regards,  
Eileen A. Shenko, Founder

A Social Enterprise dedicated to supporting Indigenous women & their families through training and career development in agriculture and sustainable systems of living.



Center of Southwest Culture  
505 Marquette Ave NW Ste 1610  
Albuquerque, NM 87102

Friday February 5, 2021

To Whom It May Concern:

We are writing in support of the application being submitted to the NMDA Specialty Crop Block Grant Program by Center of Southwest Culture and pledge our intent to recruit women and their families to participate in the *Sembrando Salud!* program from our community in Albuquerque.

Shabeta Garden is an organization that cultivates a medicinal healing garden, grows food and provides healing work to the community. We have ongoing workshops to share our traditional ways of growing and preparing plants. The Center of Southwest Culture has held *Sembrando Salud!* workshops with us in the past, and provided our community with knowledge, tools and supplies needed for growing food. We are committed to our ongoing partnership towards growing food as medicine.

Sincerely,

Two handwritten signatures in black ink. The top signature is 'Bernadette' and the bottom signature is 'Mino'. Both are written in a cursive style.

Mino & Bernadette, Shabeta Garden Founders

PROJECT 8: WARRIOR FARMER SPECIALTY CROP SUPPORT PROGRAM

Re: NMDA Specialty Crop Block Grant Program  
Desert Forge Foundation, Warrior Farmer Program

February 15, 2021

To the Grant Selection Committee,

As Co-Owners of Burque Bee Farm, we write to express our farm's support for the Desert Forge Foundation's application to the NMDA "Specialty Crop Block Grants Program".

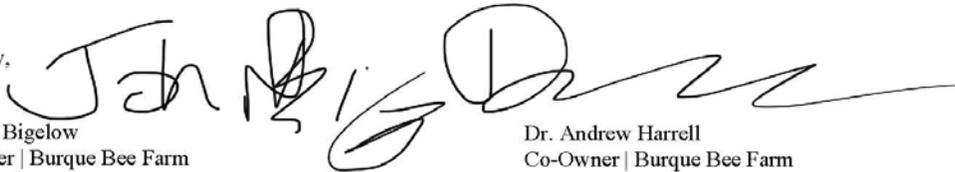
Burque Bee Farm is a collaborative partner organization with the Desert Forge Foundation's Warrior Farmer Program and, accordingly, we endorse the Desert Forge Foundation's proven ability to make things happen in support of aspiring small New Mexico farmers like us. As emergency medicine physicians as our primary occupations, moving farm activities forward would happen much more slowly if we didn't have the ability to call on individuals and volunteers with Desert Forge.

Burque Bee Farm has worked closely with and benefited from our collaboration with Desert Forge Foundation over the last three years through their assembling groups of volunteers to help us with weeding projects, harvesting mixed vegetables, digging up dahlia tubers for overwinter storage, and planting out a number of what are considered "specialty" crops. With Desert Forge's help we were able to grow and harvest more and achieve more in on our farm than we could have without their help.

Our farm is excited about a long-term and fruitful partnership with the Desert Forge Foundation and we encourage the NM Department of Agriculture to give them its full support by fully funding its Specialty Crop Block Grant Program application.

Sincerely,

Dr. John Bigelow  
Co-Owner | Burque Bee Farm  
505-453-7180



Dr. Andrew Harrell  
Co-Owner | Burque Bee Farm  
505-417-4233

Re: New Mexico Department of Agriculture - Specialty Crop Block Grant Program  
Desert Forge Foundation, Warrior Farmer Program

January 21, 2021

To the Grant Selection Committee,

As the manager of Polk's Folly Farm I write to express our support for the Desert Forge Foundation's application to the NMDA Specialty Crop Block Grants Program.

Over the past several years we have collaborated with Desert Forge on several projects and have built a solid relationship with key members of their organization. We heartily endorse the Desert Forge Foundation as an exemplary applicant in its efforts to deliver programming for this grant. Their dedication and hard work in serving Veterans through agriculture is inspirational. Our organization has benefited immensely from collaboration with Desert Forge and we look forward to further supporting and collaborating with the Desert Forge Foundation should it be selected as a grant recipient.

We have been for the last year actively partnering in bringing Veterans onto our farm to both assist with daily farm chores and give Veterans the opportunity to directly engage in agriculture in a socially positive setting, as well as conducting small training on compost production and farm management. Additionally several members of the organization have been routinely engaged in assisting at our small retail shop, where we have both benefited from their assistance and begun the process of developing a training program to expose Veterans to other aspects of our business. We hope to dramatically expand both of these efforts in the coming years and would greatly benefit from continued and expanded collaboration with Desert Forge.

I confirm that I understand the management and communication plan for assisting in attaining the program objectives in this grant program and herein confirm my organization's commitment to the project team for the duration of this project.

We look forward to a sustained partnership with the Desert Forge Foundation beyond the end of the grant period and will work toward mutually beneficial collaboration for the sake of the future Veteran Farmers and the farming community in the State of New Mexico.

Sincerely,

Zach Withers  
Manager, Polks Folly Farm



Kemper Barkhurst  
Bluefly Farms, LLC  
24 Riverside Dr.  
Peralta, NM 87042

**Re: Letter of Support for Warrior Farmer Project**

To Whom It May Concern:

I am writing to confirm my commitment to participate with Desert Forge Foundation's Warrior Farmer Project for the purpose of training Veteran farmers through hands-on support on small farms such as ours.

Bluefly Farms is a small family farm in Peralta, New Mexico that specializes in growing certified organic herbs that it turns into a variety of value-added products from these herbs.

We have found it difficult to get all the work done on the farm and it would be greatly beneficial to have additional support from this project to help us increase our growing capacity.

Thank You,

Kemper Barkhurst  
Owner,  
Bluefly Farms, LLC

Re: NMDA Specialty Crop Block Grant Program  
Desert Forge Foundation, Warrior Farmer Program

February 15, 2021

To the Grant Selection Committee,

As Owner of Red Hat Hops I write in support of Desert Forge Foundation's application to the NMDA "Specialty Crop Block Grants Program".

Red Hat Hops is a partner farm affiliated with the Desert Forge Foundation's Warrior Farmer Program and, accordingly, endorses the Desert Forge Foundation for the extensive support it has provided for our farm. Numerous groups of volunteers have come to help with hop stringing, fertilization, weed management, water /irrigation projects and hop harvesting over the past 4 years, which has been a massive help to us in stabilizing our ability to provide hops to various local brewers and for my involvement in facilitating the New Mexico Hop Grower's Association.

Often, given the variable weather and water availability in New Mexico, our ability to schedule these projects happens suddenly and often in conflict with other potential agricultural labor options. Given this reality, Red Hat Hops has greatly benefited from the flexibility and adaptability shown by the work teams from the Warrior Farmer Project. The help we receive is always timely, reliable and informed and it has enabled us to do a lot more to enhance our operations.

Red Hat Hops is excited about a long-term and fruitful partnership with the Desert Forge Foundation and we encourage the NM Department of Agriculture to give them its full support by fully funding its Specialty Crop Block Grant Program application.

Sincerely,

Tom Brewer  
Owner and Grower | Red Hat Hops  
505-306-9970  
redhathops@gmail.com

Sarah and Mark Robertson

Loose Leaf Farm, LLC

Re: Letter of Support for Warrior Farmer Project

To Whom It May Concern:

We are writing to confirm our commitment to participate with Desert Forge Foundaton's Warrior Farmer Project for the purpose of training Veteran farmers through hands-on support on small farms such as ours.

Loose Leaf Farm is a small family farm in Albuquerque and Los Ranchos, New Mexico that specializes in growing vegetables for local market sales and for our small CSA operation. In the past Desert Forge has brought individuals and groups of volunteers to our farm sites to help on a number of projects - from building a chicken tractor and erecting a hoop house for season extension to donating excess seedlings and helping with various planting and cultivation projects.

It would be greatly beneficial to have additional support from this project to help us increase our growing capacity and engagement with additional new growers in our local area. To that end, we support Desert Forge's application for this grant program and encourage support from NMDA.

Thank You,

Sarah and Mark Robertson

Owners and Growers,

Loose Leaf Farm, LLC

David Rubin

Farm Stand Thank and Trust

Re: Letter of Support for Warrior Farmer Project

To Whom It May Concern:

I am writing to confirm my support for Desert Forge Foundaton's Warrior Farmer Project as they work to training Veteran farmers through hands-on support of specialty producers in New Mexico's middle rio grande valley agricultural region.

Farm Stand Thank and Trust is a small producer based in Los Ranchos, New Mexico. For a number of years we have worked to grow ginger and turmeric for direct-to-consumer sale at growers markets in Albuquerque and Santa Fe. Recently Farm Stand Thank and Trust, through other local collaborations came into contact with the Desert Forge Foundation and have appreciated their support as we have worked to expand our operations.

This year, we took steps toward expanding our operation and teams from Desert Forge were a big help in that process. When we convened groups of helpers to help our modern "barn raising" of a earth-sheltered greenhouse, Desert Forge was a helpful and reliable ally in getting things done. Their teams have follow-through and we hope this letter serves to support their efforts to expand their impact in our community.

It would be beneficial to have additional support from this project to help us increase our growing capacity and engagement with additional new growers in our local area. To that end, we support Desert Forge's application for this grant program and encourage support of their application for NMDA Specialty Crop Block Grant Program.

Thank You.

David Rubin

Owner,

Farm Stand Thank and Trust

505-620-3447



Re: NMDA Specialty Crop Block Grant Program  
Desert Forge Foundation, Warrior Farmer Project

New Mexico Department of Agriculture  
MSC 3189, Box 30005  
Las Cruces, NM 88003-8005

January 11, 2021

To the Grant Selection Committee,

As an Authorized Representative of the Refugee Agriculture Partnership Program, I write to express our support for the Desert Forge Foundation's application to the Specialty Crop Block Grant Program.

As a collaborative partner organization, we endorse the Desert Forge Foundation as an exemplary applicant in its efforts to deliver programming toward fulfillment of grant. Our organization has benefited from collaboration with Desert Forge and we look forward to further supporting and collaborating with the Desert Forge Foundation should it be selected as a grant recipient.

I confirm that I understand the management and communication plan for assisting in attaining the program objectives in this grant program and herein confirm my organization's commitment to the project team for the duration of this project.

We look forward to sustained partnership with the Desert Forge Foundation beyond the end of the grant period and will work toward mutually beneficial collaboration for the sake of the future Veteran Farmers and the farming community in the State of New Mexico.

Sincerely,

A handwritten signature in cursive script that reads "Peter Nardini".

Peter Nardini  
Project Coordinator  
RAPP and Tres Hermanas Farm  
[peter.nardini@lfsrm.org](mailto:peter.nardini@lfsrm.org)  
505-506-8119

4105 Silver Ave SE, Albuquerque, New Mexico | 505.835.5527 | [www.lfsrm.org](http://www.lfsrm.org)



Re: NMDA Specialty Crop Block Grant Program  
Desert Forge Foundation, Warrior Farmer Program

January 13, 2021

To the Grant Selection Committee,

As the Rio Grande Community Farm Executive Director of the below listed partner organization, I write to express our support for the Desert Forge Foundation's application to the NMDA "Specialty Crop Block Grants Program".

As a collaborative partner organization, we endorse the Desert Forge Foundation as an exemplary applicant in its efforts to deliver programming in support of this grant. Our organization has worked closely with and benefited from our collaboration with Desert Forge Foundation. They have helped Rio Grande Community Farm with many projects and in maintaining the fields, hoop house and greenhouse. Their dedicated Vets are always there to lend a helping hand and have benefited the farming community through cooperation and outreach. We look forward to further supporting and collaborating with the Desert Forge Foundation should it be selected as a grant recipient.

I confirm that I understand the management and communication plan for assisting in attaining the program objectives in this grant program and herein confirm my organization's commitment to the project team for the duration of this project.

We look forward to sustained partnership with the Desert Forge Foundation beyond the end of the grant period and will work toward mutually beneficial collaboration for the sake of the future Veteran Farmers and the farming community in the State of New Mexico.

Sincerely,

Jamie L. Welles  
Executive Director | Rio Grande Community Farm  
[www.riograndefarm.org](http://www.riograndefarm.org)  
505-301-5366

Rio Grande Community Farm  
1701 Montano Rd NW  
Albuquerque, NM 87107

phone | 505.308.4987  
web | [riograndefarm.org](http://riograndefarm.org)

email | [info@riograndefarm.org](mailto:info@riograndefarm.org)  
@riograndecommunityfarm

A 501(c)(3) non-profit farm with the mission to improve the health of our community through sustainable urban agriculture, wildlife habitat and education.

PROJECT 9: COOKING WITH KIDS FARM TO SCHOOL PROJECT: SUPPORTING AND EXPANDING  
NEW MEXICO GROWN

**SUPERINTENDENT**

Mr. Fred Trujillo  
[Fred.Trujillo@k12espanola.org](mailto:Fred.Trujillo@k12espanola.org)  
Website: [www.k12espanola.org](http://www.k12espanola.org)  
405 Hunter Street  
Española, New Mexico 87532  
505-753-2254 – 367-3303  
Fax 505-367-3363



**Española Public Schools**

Striving for Excellence

**BOARD OF EDUCATION**

Gilbert A. Serrano, President  
Ruben Archuleta, Vice President  
Yolanda M. Salazar, Secretary  
Brandon Bustos, Member  
Jeremy Maestas, Member

February 9, 2021

New Mexico Department of Agriculture

**Re: NMDA Specialty Crop Block Grant Program**

Dear New Mexico Department of Agriculture,

As the Director of Student Nutrition Services in Española Public Schools, I am writing in full support of the Cooking with Kids Farm to School/NM Grown Project grant proposal. For many of the SNAP-eligible families in our community, the choice to purchase and eat fresh fruits and vegetables is not based solely on availability of these foods, but also cost and familiarity. Therefore, the foods we serve in our cafeterias play a significant role in expanding our students' knowledge of fresh fruits and vegetables and helps form their eating habits. Farm to School programming enables us to expand our students' eating preferences, while simultaneously benefitting Española's local farming economy.

Over the past few school years, the Española School District has partnered with Cooking with Kids to expand Cooking with Kids Farm to School program into the lunch room from one elementary school to now six. They offer local fresh fruit and vegetable tastings to all students in the cafeteria, invite local farmers into schools, and use local ingredients in their hands-on cooking classes at each of these six schools. Our partnership with CWK has helped support us to develop policies and systems that allow us to purchase local specialty crops from farmers in our community.

We are excited by the prospects of featuring local heroes in lunchrooms who could influence and impact healthy eating behaviors among our students and promote local specialty crops and Española Valley farmers. Decorating our school cafeterias with beautiful posters that highlight NM grown specialty crops will make our cafeterias more comfortable and elevate the lunchtime experience.

We have seen what an impact Cooking with Kids has had in our school communities over the past few years and in Santa Fe over 25 years. We would like to continue offering our students the same opportunity. We see our partnership as an investment in the health of our children and families and the welfare of our local farming community.

Sincerely,

A handwritten signature in black ink, appearing to read 'Patricia Romero', enclosed in a hand-drawn oval.

Patricia Romero  
Student Nutrition/Warehouse Director

February 9, 2021



New Mexico Department of Agriculture

**Re: NMDA Specialty Crop Block Grant Program**

Dear New Mexico Department of Agriculture,

The Santa Fe Public Schools (SFPS) Student Nutrition Department is proud to support the Cooking with Kids Farm to School Project proposal. Our district has been partnering with Cooking with Kids for over twenty-five years to support Cooking with Kids' efforts to bring hands-on nutrition education to the children and families in our community. We have witnessed how hands-on learning with locally sourced fresh food—both in the classroom and the cafeteria—can increase students' acceptance to seasonal NM grown fresh fruits and vegetables and positively impact their overall food choices.

Since 2015 we have been working closely with Cooking with Kids to develop a coordinated Farm to School program, focused on creating a healthy school food environment. Together we developed, piloted, and implemented a number of Farm to School best practices, including policies that increased local food purchasing, culinary trainings for food service staff, and cafeteria-based nutrition education activities that expand students' knowledge of local agriculture, food literacy, and health. Previous funding for The Farm to School Project has allowed us to scale up and formalize our Farm to School Program, creating a model that has been institutionalized at the state level and is shared statewide by New Mexico Public Education Department.

Continued support for the CWK Farm to School Project will support healthy eating and the use of New Mexico grown specialty crops in the lunchroom and in the classroom, impacting over 5,000 students each year in Santa Fe. We are excited to support the next phase of this project, which will feature local icons to help influence healthy eating and support local specialty crops and growers. We have seen firsthand how highlighting these specialty crops in the CWK classroom makes it more widely accepted on the tray in the cafeteria. Inviting farmers into the lunchroom to host a "Farmers' Market" has always been a highlight for students and is a great way for our staff to see that kids *will* eat fresh fruits and vegetables! When Cooking with Kids educators make their way around the lunchroom it creates real excitement, and we look forward to seeing the next level when local influencers are invited into the lunchroom or when kids see their local heroes on large posters around the cafeteria. We hope to make cafeterias a more beautiful and exciting place for kids to eat, and we think these regional educational materials for the NM Grown campaign will be a great way to start.

The SFPS Student Nutrition Department is committed to Farm to School programming that benefits our

**Educational Services Center** 610 Alta Vista, Santa Fe, NM 87505 Telephone (505) 467-2000 [www.sfps.info](http://www.sfps.info)  
**Veronica C. Garcia Ed.D.**, Superintendent of Schools

local farming economy and the health of our students and families. We are pleased to offer our support of the Cooking with Kids proposal, which would provide the needed funds for us to continue our collaboration and to equip our students with the tools that they need to live healthier lives.

Sincerely,



Elizabeth Cull  
Director of Student Nutrition  
Santa Fe Public Schools



Victoria Montoya  
Montoya Orchard  
P.O. Box 41  
Española, NM 87532

February 08, 2021

Dear New Mexico Department of Agriculture,

As owner and operator of Montoya Orchard, I ask for your support of the Cooking with Kids Farm to School/NM Grown proposal for the NMDA Specialty Crop Block Grant Program. Over the past 4 years I have provided fruits and vegetables to the Cooking with Kids (CWK) program, which I grow on my 12-acre farm in Velarde NM. Recently Cooking with Kids also provided technical assistance and support in accessing school markets in Northern New Mexico. I look forward to expanding my sales in these markets.

While I love knowing kids are eating my products in classrooms and cafeterias in my region, my favorite activity is visiting the classroom and cooking with the kids! Over the past several school years I have been a CWK guest farmer and have made many visits to school cafeterias and classrooms to talk with students about local food and farming. They are often too surprised when I introduce myself to learn that I am a farmer, that a farmer can look like me, and that young women can farm too! It is a pleasure to see the kids enjoying the fruits of my labor! (Apples, pears, peppers, plums, peaches, cherries, and tomatoes). While participating in the Cooking with Kids program I have observed that students know very little about what unprocessed fruits and vegetables look like, what shapes and colors they can come in, where and how food is grown, and who grew it. I believe there is a great need for healthier food in schools and nutrition education for students. The Cooking with Kids Farm to School program is a great way to educate students about fresh fruit and vegetable varieties, seasonality and local offerings, helping them better understand their community and the farmers that contribute to their wellbeing.

This past summer (2020) I was invited by Cooking with Kids to be photographed for the "NM Grown" campaign, I was excited to hear about the project and thrilled when the photos were shared with me. They have been a great tool for me and for our own marketing to promote Montoya Orchards. I also took students on a virtual "field trip" to my family orchard and farm this summer. Sharing my knowledge of growing food with students from afar during this challenging time felt very rewarding. Even in a pandemic, Cooking with

Kids is finding creative ways to connect kids with their local food system. I am excited to see regional food educational campaigns take place in the schools. The more we can get kids and families excited about local specialty crops the healthier our community will be and the more sustainable our future as NM Farmers will be!

Sincerely,

A handwritten signature in cursive script that reads "Victoria Montoya".

Victoria Montoya  
Montoya Orchard



STATE OF NEW MEXICO  
PUBLIC EDUCATION DEPARTMENT  
300 DON GASPAR  
SANTA FE, NEW MEXICO 87501-2786  
Telephone (505) 827-5800  
[www.ped.state.nm.us](http://www.ped.state.nm.us)

RYAN STEWART, Ed.L.D.  
SECRETARY OF EDUCATION

MICHELLE LUJAN GRISHAM  
GOVERNOR

February 15th, 2021

**Re: NMDA Specialty Crop Block Grant Program**

Dear Friends at New Mexico Department of Agriculture,

New Mexico Public Education Department is honored to support the Cooking with Kids, Farm to School Project: Supporting NM Grown. In 2019-2020, we collaborated with Cooking with Kids to get the New Mexico Grown and Nuevo Thursdays program off the ground. We recognize that Cooking with Kids has over 25 years of experience engaging students and teachers in hands-on classroom learning and collaborating with governmental agencies to develop and implement farm to school initiatives. We are excited to collaborate on this expanded NM Grown project, supporting the creation of new regional educational resources that will inspire kids, families, and school communities to support their local farming communities.

Here is how we plan to support the Cooking with Kids Farm to School Project: Supporting and Expanding NM Grown:

- Share out the educational resources and tool kit created by Cooking with Kids with schools and districts statewide.
- In year three, put out an open call for districts to pilot another regional NM Grown educational campaign. Cooking with Kids will provide Technical Assistance as needed.
- Support the development of a distribution and materials production process in partnership with the New Mexico Department of Agriculture.

We hope that you will award funding to this collaborative project, as it has great potential to reach kids across New Mexico. So many strides have been made in bringing New Mexico produce into school cafeterias, and this project will help continue this success. Please reach out to me if you have any questions.

At the end of the line:

*Kendal Chavez*

Kendal Chavez

Healthy Schools Coordinator

PROJECT 10: PROMOTIONAL CAMPAIGN TO INCREASE CONSUMER AWARENESS OF NEW MEXICO CHILE

Gene Baca  
Bueno Foods  
P.O. Box 293  
Albuquerque, NM 87103

May 24th, 2021

RE: Specialty Crop Grant Application

To whom it may concern:

I am writing to you to express my support for the New Mexico Chile Association in their efforts to increase consumer demand in New Mexico Chile. This program is needed for our farmers and processors in New Mexico to stay competitive against imported chile products. New Mexican chile producers are facing serious competition from imports. This project will help our value-added processors in the state to increase sales of New Mexico grown chile. In addition, it will help our restaurants and produce vendors be able to advertise that they are using local products.

The New Mexico Certified Chile Program is vital program for our chile producers in the State of New Mexico. This project can help increase the programs efforts in increasing consumer knowledge about New Mexico grown chile.

I respectfully ask that you support the New Mexico Chile Association in their application.

Sincerely,



Gene Baca  
Bueno Foods  
Senior Vice President

Glen Duggins  
5 Star Chili  
590 NM Hwy 408  
Lemitar, NM 87823

May 24, 2021

RE: Specialty Crop Grant Application

To whom it may concern:

I want to express my support for the New Mexico Chile Association in their efforts to increase consumer demand in New Mexico chile. Being a New Mexico chile farmer is becoming increasingly more difficult. I am faced with increased regulations, labor shortages, increased costs, and increased competition from foreign imports. The New Mexico Certified Chile program helps me stay competitive against cheap imported chile. The program could benefit greatly from increased consumer demand. Consumers need to know the difference between imported chile and New Mexico grown chile for chile farmers in the state to continue to operate.

Increase consumer demand in New Mexico chile will help the distributors and restaurants I supply. It will give other farmers in the state to grow their chile sales in the value-added sector.

I respectfully ask that you support the New Mexico Chile Association in their application.

Sincerely,

*Glen Duggins*

Glen Duggins  
5 Star Chili  
Owner

Henry Speir  
Speir Family Farms  
80 Elote Rd. SE  
Deming, NM 88030

May 24, 2021

RE: Specialty Crop Grant Application

To whom it may concern:

I want to express my support for the New Mexico Chile Association in their Specialty Crop Grant Application. We are a fifth-generation family farm in New Mexico and we have witnessed major market disruptions due to increased foreign competition. We farm just 10 miles north of the New Mexico/Mexico border and have seen a major increase in chile imports over the years. An increase in consumer awareness of New Mexico grown chile could help farmers in NM receive a premium price for their chile as they compete with cheap imports. The New Mexico chile industry could benefit greatly from increased consumer demand. Consumers need to know the difference between foreign chile and New Mexico grown chile.

I respectfully ask that you support the New Mexico Chile Association in their application.

Sincerely,



Henry Speir  
Speir Family Farms  
Owner