United States Department of Agriculture

SCBGP PROJECT PROFILE TEMPLATE

AWARD YEARS 2022 FORWARD

The State Plan should include a series of project profiles that detail the necessary information to fulfill the goals and objectives of each project. The acceptable font size for the narrative is 11 or 12 pitch with all margins at 1 inch. The following information must be included in each project profile.

ORGANIZATION DETAIL

Organization Name: New Mexico State University Department of Extension Economics

Project Contact Name: Dr. Michael Patrick

Mailing Address: 1780 E University Ave
Las Cruces, NM 88003

Phone: (575) 202-4253

Email: jmpat@nmsu.edu

PROJECT TITLE

New Mexico LandLink: Enhancing New Mexico's Specialty Crop Industry with Land Access, Technical Training, and Digital Marketplace Development

DURATION OF PROJECT

Start Date: 10/1/2023 **End Date:** 9/29/2025

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. *The project's purpose, deliverables, and expected outcomes and*
3. *A description of the general tasks/activities 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.

New Mexico LandLink is a project of the NMSU Department of Extension Economics and a coordinated effort of NMSU county Extension agents and specialists to increase the supply of specialty crops across the state and increase market access for consumers. The NM LandLink project is designed to address three of the most critical challenges for NM's specialty crop industry: access to agricultural lands, education and technical assistance for producers, and the digital infrastructure that connects specialty crop supply to meet market demand. The land access component will provide specialty crop producers with the technical assistance needed to successfully access and obtain the agricultural land needed for their operation. Building upon the first component, NM LandLink will organize five, in-person, NMSU specialists led, Specialty Crop Master Class series across the state to provide producers with the education and training for their specific operation needs. The third component will be to create Path-to-Plate, an online local food marketplace that will allow New Mexico specialty crop producers to seamlessly connect with buyers across the state. NM LandLink is uniquely positioned to administer these initiatives by leveraging the community outreach enterprise of NMSU Extension in all 33 NM counties.

PROJECT PURPOSE

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

Agriculture is one of New Mexico's cornerstone economic drivers, but for many years, its multi-billion-dollar industry has been dependent on out-of-state markets and thus fails to capitalize on the demand across the state. New Mexico's agricultural industry disproportionately exports 95% of its agricultural products, while 90 percent of food eaten by New Mexicans comes from out of state, amounting to over $4 billion in import costs. If we consider the multiplier effects of local food economies, we see the potential to recirculate billions of dollars within New Mexico. For example, by increasing New Mexico's consumption of local food by just 15 percent, would contribute an estimated $725 million to New Mexico's economy. According to the 2019 NMDA agricultural data, vegetables and tree nuts exports alone total over $222 million, while only $12 million of NM food products are sold by farmers directly to consumers. Moreover, because this imbalance of NM's production versus in-state consumption, New Mexico remains as one of the top ten states for food insecurity.

While these disparities may be attributed to several factors, many of the challenges and opportunities have been identified in the 2017 Resilience in New Mexico Agriculture Strategic Plan.
This project was a statewide collaboration that mobilized over 600 stakeholders across 13 regional meetings that assessed New Mexico's most critical agricultural needs and developed a thorough, five-to-ten-year strategic plan to enhance New Mexico's agricultural resiliency and strengthen current systems. This detailed report draws on industry research from New Mexico State University (NMSU), the New Mexico Department of Agriculture (NMDA), the United States Department of Agriculture (USDA), and various published journals and articles. The three key components of NM LandLink (land access, technical training opportunities for producers, and equitable access to markets) are strategically designed to encompass several of the most critical needs outlined in the Resilience in New Mexico Agriculture Strategic Plan. More specifically, NM LandLink addresses six of the report's sixteen top priorities, including (1) Land Access, (2) Economics (producer profitability), (3) Production (technology, infrastructure diversity, supply/demand), (4) Developing the Next Generation of Producers, (5) Markets and Supply Chains, and (6) Industry Education and Training.

The three core components of the New Mexico LandLink project are:

1. Land access assistance for beginning and expanding specialty crop producers: The average age of New Mexico farmers is 61.5 years old, which threatens the sustainability of New Mexico agriculture and poses a risk of losing agricultural lands if aging farmers are unable to find a successor. NM LandLink will directly address this challenge by breaking down the barriers for land access for specialty crop producers. The land access work will be implemented in two ways: the website platform, and NMSU's Extension program. The completely redesigned NM LandLink website will launch in the summer of 2023 and allow producers to easily find agricultural land, resources for financial assistance, and a comprehensive database of educational materials and online production trainings. Landowners will have the same capability of finding producers and even farm operation successors to ensure that agricultural

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

Include as many objectives as needed.

Objective 1:	Connect 40 specialty crop producers with available land in New Mexico
Objective 2:	Develop and distribute New Mexico Land Access Guide: Specialty Crop Edition to all county NMSU Extension offices and provide land access trainings for all county agriculture agents
Objective 3:	Host five Specialty Crop Master Class series for 100 producers across the state
Objective 4:	Develop and launch Path-to-Plate by May 2024 with $300,000 in specialty crop sales by September 2025
Objective 5:	
Objective 6:	
Objective 7:	
Objective 8:	
Objective 9:	
Objective 10:	

PROJECT BENEFICIARIES

Estimate the number of project beneficiaries: 3,000

Does this project directly benefit underserved farmers as defined in the RFA? **Yes** ✔ **No** ☐

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

STATEMENT OF ENHANCING SPECIALTY CROPS

By checking the box to the right, I confirm that this project enhances the competitiveness of specialty crops in accordance with and defined by the Farm Bill. Further information regarding the definition of a specialty crop can be found at www.ams.usda.gov/services/grants/scbgp. ✔

CONTINUATION PROJECT INFORMATION

Does this project continue the efforts of a previously funded SCBGP project? **Yes** ✔ **No** ☐

If you have selected "yes", please address the following:

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

NM LandLink will build upon the lessons of success from the Northwest New Mexico New Farmer Network program in San Juan County (2019 SCBGP recipient) by developing a state-wide network that leverages the NMSU Extension Service to administer land access, farmer training and development, and expand market access for specialty crop producers. NM LandLink will differ from and build upon the New Farmer Network in several ways, including:

(1) The utilization of NM LandLink website platform: The redesigned NM LandLink platform will stand alone from NMSU's website with several enhancements, including better security, secure messaging portal for user communications, optional text and/or email "match alert" notifications, extensive filtering tools for easy navigation, automated matches based on compatibility, state-wide events calendar, and a comprehensive educational resources page.

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

The New Farmer Network outcomes included: (1) Enhance the competitiveness of specialty crops through increased access, and (2) Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development. More specifically, these outcomes resulted in the development of 12 beginning specialty crop producers and successfully connected these farmers with available farmland across San Juan County. The New Farmer Network project connected 17 specialty crop producers to new markets in the county, with an aggregate total of $129,550 in specialty crop sales. In addition to these achievements, the New Farmer Network was able to develop a new farmer incubator program which provided hands-on, technical assistance to 15 beginning specialty crop farmers and the program remains active to this day.

PROVIDE LESSONS LEARNED ON POTENTIAL PROJECT IMPROVEMENTS

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

The New Farmer Network project was the first of its kind for the NMSU Extension Service that provided invaluable learning opportunities that are applicable to the NM LandLink project. The lessons learned from the New Farmer Network include:

- Identifying matches and facilitating communications between land-seekers and landowners: The New Farmer Network did not have the convenience of a public-facing website that allowed land-seekers and landowners to independently connect. Because of this

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?

The lessons learned above serve as the precursors for the development of NM LandLink. The NM LandLink website will resolve many of the inefficient processes of New Farmer Network by putting the matching, decision-making power in the hands of the land-seekers and landowners and allow communications between users to be fluid and secure and not dependent upon the capacity of the program ' s personnel to initiate a match. Furthermore, NM LandLink will not be confined to meeting the needs of any one county but will be accessible to land-seekers and landowners in all counties across the state with the support of county Extension agents. Agents will be provided with newly developed land access

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

While the NM LandLink program is not currently income generating, there is confidence that its critically needed services will be financially supported and expanded by the public and/or private sector. NM LandLink will begin to pursue state funding in 2025 to sustain operating expenses for its state-wide services. Alternatively, and if needed, NM LandLink ' s operational cost may be easily sustained from residual, commission-based revenue from Path-to-Plate marketplace transactions.

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).

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

EXTERNAL PROJECT SUPPORT

Describe the specialty crop stakeholders who support this project and why (other than the applicant and organizations involved in the project).

According to the Resilience in New Mexico Agriculture Strategic Plan's final report, every component of the NM LandLink project (land access, producer training and development, and access to markets) have been identified to be among the most important agricultural needs of New Mexico. These prioritized needs were determined by over 600 stakeholders across New Mexico that represented specialty crop producers, rural and tribal communities, local and state governments, nonprofit organizations, and higher education institutions.

The NM LandLink project is currently supported by the Thornburg Foundation with a $50,000 grant to expand land access opportunities for any and all types of New Mexico farmers and ranchers by developing the NM LandLink website and providing support for NMSU Extension agents. The Thornburg Foundation grant was awarded in March of 2023, after submitting our SCBGP proposal, to support a full-time staff position to oversee the project's success. While this particular grant supports specialty crop producers, it is not exclusive to specialty crop producers and may cover all non-specialty crop personnel costs. The Thornburg funding is for one year and will conclude in March of 2024.

EXPECTED MEASURABLE OUTCOMES

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

You must choose at least one of the seven 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:** Increasing Consumption and Consumer Purchasing of Specialty Crops
- ✔ **Outcome 2**: Increasing Access to Specialty Crops and Expanding Specialty Crop Production and Distribution
- ☐ **Outcome 3**: Increase Food Safety Knowledge and Processes
- ☐ **Outcome 4**: Improve Pest and Disease Control Processes
- ☐ **Outcome 5**: Develop New Seed Varieties and Specialty Crops
- ☐ **Outcome 6**: Expand Specialty Crop Research and Development
- ☐ **Outcome 7**: Improve Environmental Sustainability of Specialty Crops

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	Indicator	Indicator Description	Value
1	1.1a	Total number of consumers who gained knowledge about specialty crops, Adults	132

Outcome	Indicator	Indicator Description	Value
1	1.4	Number of additional business transactions executed	200.00
2	2.1	Number of stakeholders that gained technical knowledge about producing, preparing, procuring, and/or accessing specialty crops	500.00
2	2.2	Number of stakeholders that reported producing, preparing, procuring, and/or accessing more specialty crops	150.00
2	2.3	Total number of market access points for specialty crops developed or expanded	100.00
2	2.3a	Number of new online portals created to sell specialty crops	1.00
2	2.6	Total number of partnerships established between producers, distributors, and/or other relevant intermediaries related to distribution systems	30.00
2	2.6b	Number of partnerships with underserved organizations	10.00
2	2.9	Total number of new individuals who went into specialty crop production as a result of marketing	15.00
2	2.9a	Of those, the number who are beginning farmers or ranchers	15.00

Outcome	Indicator	Indicator Description	Value

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.

Number of SC producers that receive technical assistance pertaining to their specific operation (Outcome 2, Indicator 2.1)

- Before and after surveys: Surveys will be distributed to Specialty Crop Master Class participants before each series to solicit input for specific content that they would like to be included in each Master Class. After the final master class of each series, participants will be requested to complete a post-survey to assess several areas, including the content's relevancy, the practicality of implementing the classes' teachings, which specific teachings they intend to implement into their operation, and gaining feedback on how Path-to-Plate can best support their farm business (Outcome 2, Indicator 2.1).

- Scheduled one-on-one consultations provided by NMSU specialists scheduled sessions before and after Specialty Crop Master Class sessions- NMSU specialists will be required to notify project staff of all one-on-one consultations provided to master class participants. Project staff will then follow up with the participants to discuss how their needs were addressed and provide additional resources if necessary (Outcome 2, Indicator 2.1).

Number of SC producers connected with land (Outcome 2, Indicator 2.2)

- Extension agent feedback- feedback from Extension agents will be gathered throughout

BUDGET NARRATIVE

All expenses described in this Budget Narrative must be associated with expenses that will be covered by the SCBGP. If any matching funds will be used and a description of their use is required by the State department of agriculture, the expenses to be covered with matching funds must be described separately. Applicants should review the Request for Applications section 4.0 Funding Considerations prior to developing their budget narrative.

BUDGET SUMMARY

Expense Category	Funds Requested
Personnel	$ 122,380.67
Fringe Benefits	$ 41,970.75
Travel	$ 17,938.74
Equipment	$ 0.00
Supplies	$ 6,000.00
Contractual	$ 30,500.00
Other	$ 4,338.19
Direct Costs Sub-Total	$ 223,128.35
Indirect Costs	
Total Budget	$ 223,128.35

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 4.3 Allowable and Unallowable Costs and Activities, Salaries and Wages, and Presenting Direct and Indirect Costs Consistently under section 4.7.1 for further guidance. Fill personnel information in space below as needed.

#	Personnel Name/Title	Level of Effort (# of hours OR % FTE)	Funds Requested
1	Project Manager Sr	.95	$ 111,580.67
2	NMSU Student Assistant	.25	$ 10,800.00
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Personnel Subtotal: $ 122,380.67

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.

Example: Personnel 1: Description and justification
Personnel 2: Description and justification

Personnel 1: The Project Manager identified for the NM LandLink project is Weston Medlock, the current Program Specialist Sr for NM LandLink and also the previous Program Specialist Sr for the NWNM New Farmer Network. The Project Manager Sr will be the primary staff member for the NM LandLink project and the requested personnel budget includes 24.06 months of funding with a 0.95 FTE that will be directly linked to enhancing the competitiveness of specialty crops. The remaining .05 FTE will be supported by existing funding eligible for non-specialty crop producer support. If awarded, it would take at least one month for the university to create an index number and other processes; therefore, the one-month reduction accounts for the time.

The Project Manager Sr position is essential for ensuring the success of the project and accomplishing the objectives, outcomes, and indicators outlined in this proposal. This staff member offers years of experience managing projects related to NM LandLink's scope of work and provides a deep knowledge of the project's design and development. The responsibilities of this individual will include, but are not limited to:

1. Manage, update, and periodically enhance the NM LandLink website (To be performed by the Project Manager throughout the duration of the project)

2. Pre-screen user profiles before publishing and provide technical assistance for users and county Extension agents. Both the Project Manager and Student Assistant will pre-screen user profiles throughout the duration of the project. The Project Manager will be the point person for providing technical assistance for users and Extension agents throughout the duration of the project.

3. Develop and update project plans for information technology projects. Throughout the duration of the project, the Project Manager will oversee and manage all IT projects pertaining to the NM LandLink website and the Path-to-Plate development.

4. Create and distribute the NM Land Access Guide: Specialty Crop Edition for public use and NMSU Extension agents. This work will be performed by the Project Manager starting in the winter of 2023 and completed by the spring of 2024.

5. Organize the Specialty Crop Master Classes, which includes:
   5a. Coordinate the travel schedules and accommodations for NMSU specialists. The Project Manager will begin coordinating the travel schedules and accommodations for NMSU specialists in the summer of 2023 to prepare for Specialty Crop Master Classes in the fall/winter of 2024.
   5b. Responsible for marketing the Master Classes to participants in the identified counties. The Project Manager will begin creating marketing materials for the specialty crop master classes

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.

#	Fringe Benefits Name/Title	Fringe Benefit Rate	Funds Requested
1	Project Manager Sr	37.5%	$ 41,906.75
2	NMSU Student Assistant	.59%	$ 64.00
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Fringe Subtotal: $ 41,970.75

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 4.3 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	Las Cruces to Albuquerque, NM	Mileage	Miles	235 mi	$ 0.66	7	$ 1,085.70
2	Albuquerque, NM	Hotel	Nights	1	$ 121.00	7	$ 847.00
3	Albuquerque, NM	Per Diem	Days	1	$ 69.00	7	$ 483.00
4	Albuquerque to Roswell	Mileage	Miles	235 mi	$ 0.66	7	$ 1,085.70
5	Roswell, NM	Hotel	Nights	1	$ 98.00	7	$ 686.00
6	Roswell, NM	Per Diem	Days	1	$ 59.00	7	$ 413.00
7	Roswell, NM to Las Cruces	Mileage	Miles	205 mi	$ 0.66	6	$ 811.80
8	Las Cruces to Aztec, NM	Mileage	Miles	460 mi	$ 0.66	6	$ 1,821.60
9	Aztec, NM	Hotel	Nights	1	$ 98.00	6	$ 588.00
10	Aztec, NM	Per Diem	Days	1	$ 59.00	6	$ 354.00
11	Aztec to Shiprock, NM	Mileage	Miles	65 mi	$ 0.66	7	$ 300.30
12	Shiprock, NM	Hotel	Nights	1	$ 98.00	7	$ 686.00
13	Shiprock, NM	Per Diem	Days	1	$ 59.00	7	$ 413.00
14	Shiprock to Las Cruces	Mileage	Miles	434 mi.	$ 0.66	6	$ 1,718.64
15	Personnel state travel	Mileage	Miles	2500 mi	$ 0.66	1	$ 1,650.00
16	Personnel state travel	Per Diem	Days	10	$ 59.00	2	$ 1,180.00
17	Personnel state travel	Hotel	Nights	15	$ 100.00	1	$ 1,500.00
18	Food Safety Trainer	Mileage	Miles	1500 mi	$ 0.66	1	$ 990.00
19	Food Safety Trainer	Per Diem	Days	10	$ 59.00	1	$ 590.00
20	Food Safety Trainer	Hotels	Nights	7	$ 105.00	1	$ 735.00

Travel Subtotal: $ 17,938.74

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.

Example: Trip 1: (Approximate Date of Travel MM/YYYY), Justification
Trip 2: (Approximate Date of Travel MM/YYYY), Justification

NOTE: 100% of the requested travel budget is focused on developing specialty crop education and production in the state with no efforts specifically focused on non-specialty crops.

Trip 1,2,3 (Approximate Date of Travel 09/2024): Travel items 1, 2, and 3 account for the total travel expenses for seven NMSU specialists to teach the Specialty Crop Master Class series at the Bernalillo County Extension Office in Albuquerque.

Trip 4,5,6,7 (Approximate Date of Travel 09/2024): Travel items 4, 5, 6, and 7 account for the total travel expenses for seven NMSU specialists to teach the Specialty Crop Master Class series at the Santa Fe County Extension Office in Santa Fe, NM. To reduce travel/mileage costs, the NMSU specialists will travel to Santa Fe directly after the Albuquerque Master Classes, then return back to Las Cruces after teaching in Santa Fe.

Trip 8,9,10 (Approximate Date of Travel 10/2024): Travel items 8, 9, and 10 account for the total travel expenses for seven NMSU specialists to teach the Specialty Crop Master Class series at the San Juan County Extension Office in Aztec, NM.

Trip 11,12,13,14 (Approximate Date of Travel 10/2024): Travel items 11, 12, 13, and 14 accounts for the total travel expenses for seven NMSU specialists to teach at the Specialty Crop Master Class series in Shiprock, NM. This Specialty Crop Master Class series will be specifically hosted for Navajo/Díne producers directly after the series in Aztec to reduce travel/mileage costs. After the Shiprock series, specialists will return to Las Cruces.

Trip 15,16,17 (throughout the duration of the project): This travel budget will allow the project's personnel to travel throughout the state to provide land access trainings for Extension agents and assist with organizing the Specialty Crop Master Classes. The 2,500 miles are the approximate total of miles that will be needed for personnel to travel to the key regional areas of the state. The 20 days of per diem and 15 hotel nights will be sufficient for the project's personnel to properly oversee the project's activities.

Approximately 2,000 of the total 2,500 miles of the Project Manager's travel budget will be needed to provide land access trainings for the specialty crop producers at each of the Specialty Crop Master Class series. The remaining ~500 miles will allow the Project Manager to meet with

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 4.3 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 4.3 Allowable and Unallowable Costs and Activities, Equipment - General Purpose for definition, and Rental or Lease Costs of Buildings, Vehicles, Land and Equipment.

#	Equipment Item Description	Rental or Purchase	Acquire When?	Funds Requested
1	N/A			
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Equipment Subtotal: $ 0.00

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.

Example: Equipment 1: Description and justification
Equipment 2: Description and justification

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

#	Supplies Item Description	Per-Unit Cost	# of Units/Pieces Purchased	Acquire Date?	Funds Requested
1	Bound printed educational materia	40	100	Early fall 202	$ 4,000.00
2	NM LandLink brochures for NMSU	0.20	5000	Winter 2023/2	$ 1,000.00
3	NM Land Access Guide: Specialty	25	40	Early summer	$ 1,000.00
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Supplies Subtotal: $ 6,000.00

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).

Example: Supply 1: Description and justification
Supply 2: Description and justification

Supplies 1: Specialty Crop Master Class participants will receive educational materials pertaining to the topics of each session. The cost of materials will include binders and the printing costs associated with the curriculum, including how-to guides, decision-making workbooks, food safety materials, NMSU publications and other educational resources. These materials are essential for administering the education provided by the NMSU specialists for Specialty Crop Master Classes.

Supplies 2: NM LandLink marketing brochures will be distributed for each of the 33 county Extension offices to provide to their communities. The requested budget is based on Staples' premium brochure printing rate. These brochures will be used to inform land-seekers, landowners, and established producers about the various programs and educational opportunities provided by NM LandLink.

Supplies 3: The NM Land Access Guides will be provided for county Extension agents and the requested budget includes the binders and printing costs. These guides will be the first standard edition of land access training materials distributed to NMSU Extension agents and directly assisted the agents support the land-seekers and landowners in their respective counties.

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.

#	Contractual Name/Organization	Hourly Rate/Flat Rate	Funds Requested
1	el Venticinque-NM Farmers Marketing Assc	$45/hour	$ 2,250.00
2	n Crawford- NM Farmers Marketing Associ	$45/hour	$ 2,250.00
3	Real Time Solutions Website Developmen	$26,000.00	$ 26,000.00
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Contractual/Consultant Subtotal: $ 30,500.00

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, provide a justification for the expenses. This limit does not include fringe benefits, travel, indirect costs, or other expenses. See Request for Applications section 4.3 Allowable and Unallowable Costs and Activities, Contractual and Consultant Costs for acceptable justifications.

Example: Contractual 1: Description and justification
Contractual 2: Description and justification

Contractual 1: This aniticipated contractor will provide food safety trainings at the Specialty Crop Master Classes. The intended contractor is the Food Safety Trainer for New Mexico Farmers Marketing Association (NMFMA), Michael Venticinque. The requested budget will cover 50 hours ($45/hour) of the contractor's time training food sfatety. This contractor will be essential for the Master Class participants to have the food safety knowledge and certification required to sell to their desired markets. More specifically, Contractor 1 will serve to accomplish:

- Outcome 2, Indicator 2.1: Number of stakeholders that reported producing, preparing, procuring, and/or accessing more specialty crops

- Outcome 2, Indicator 2.3: Total number of market access points for specialty crops developed or expanded

Contractual 2: This contractor, NMFMA's Director of Food Systems, will provide trainings at the Specialty Crop Master Classes for producers who seek to sell products to institutional buyers through the NM Approved Supplier program. In addition, this contractor will provide technical assistance for how the Path-to-Plate marketplace will integrate the Approved Supplier program into the Path-to-Plate platform, which will significantly increase market access for producers using the Path-to-Plate website. The requested budget will cover 10 hours ($45/hour) of Approved Supplier trainings at the Specialty Crop Master Classes, and 40 hours ($45/hour) of technical assistance ensuring that the Path-to-Plate complies with the NM Approved Supplier program. More specifically, Contractor 2 will serve to accomplish:

- Outcome 2, Indicator 2.1: Number of stakeholders that gained technical knowledge about producing, preparing, procuring, and/or accessing more specialty crops;

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 4.3 Allowable and Unallowable Costs and Activities, Meals for further guidance.

#	Other Item Description	Per-Unit Cost	Number of Units	Acquire Date?	Funds Requested
1	Marketing: Facebook boosts to reach Specialty Cro	$5	50	7/2024	$ 250.00
2	Marketing: Facebook ads to reach targeted audien	$2463.19	1	6/2024	$ 2,463.19
3	NM LandLink website development plugins for Path	$200	5	2/2024	$ 1,000.00
4	Food Safety Certification scholarships	$25	25	9/2024	$ 625.00
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Other Subtotal: $ 4,338.19

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).

Example: Other 1: Description and justification
Other 2: Description and justification

NOTE: I confirm that NM LandLink personnel and applicable contractors will be in compliance with the Terms and Conditions sections labeled Selling and Marketing Costs - Promotion of an Organization's Image, Logo, or Brand Name.

1. Marketing: Facebook boosts to reach Specialty Crop Master Classes participants: We want to ensure that the Specialty Crop Master Classes are known by all who may benefit from them. In addition to other marketing strategies (county Extension newsletters and media accounts, event advertisements on NM LandLink, and utilizing media outlets of relevant partners), Facebook post boosts have been proven to be effective and affordable when trying to reach a larger audience.

2. Marketing: Facebook ads to reach targeted user audience for Path-to-Plate (specialty crop producers and specialty crop buyers): Because the Path-to-Plate will be a new platform and relatively unknown by the intended users, it will be essential to properly market its services to targeted users. Facebook Ads allow for highly targeted marketing campaigns, and for the purposes of Path-to-Plate, audiences will include specialty crop producers (vegetables, fruits, nuts, and herbs), restaurants, daycares, hospitals, schools, senior centers, food banks, food hubs, schools, catering businesses, and more. The pricing for Facebook Ads is unique in that the ad campaigns are advertised according to whatever budget is determined, thus the reason for the requested budget. Research indicates that the budget requested above for Facebook Ads would equate to ~3,100 unique ad clicks, and ~30,000 impressions (ad views to increase awareness).

3. NM LandLink website development plugins: To allow for Path-to-Plate to be integrated/hosted on the NM LandLink website, it will require five different WordPress "plugins". Plugins are simply integrative software add-ons to WordPress sites to make features functional and compatible with other plugins. The five plugins needed will include (1) customer relationship management, (2) website analytics, (3) self-managed calendar, (4) elegant theme designs, and (5) Stripe payment portal. There are thousands of different plugins for various uses, and everyday new plugins are developed, and sometimes plugins merge to consolidate features. So, while the $1,000 budget is sufficient to provide what will be needed, it's nearly impossible to predict the cost of each plugin months from now if/when the time comes to purchase with awarded funds.

4. Food Safety Certification Scholarships: This budget request will provide a scholarship opportunity to cover the $25 Food Safety Certification fee for New Mexico Farmers Marketing Association's food safety training. This scholarship opportunity is intended to incentivize specialty crop producers to easily obtain their food safety certification and broaden their market options.

INDIRECT COSTS

The indirect cost rate must not exceed 8 percent of any project's budget. 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 4.2.1 Limit on Administrative Costs and Presenting Direct and Indirect Costs Consistently for further guidance.

Indirect Cost Rate	Funds Requested

Indirect Subtotal: $ 0.00

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 enhance the competitiveness of specialty crops	Estimated Income
Registration Fees	o The sole intention of the registration fees	$ 4,000.00

Program Income Total: $ 4,000.00

Clear Form