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: The New Mexico Flower Collective

Project Contact Name: Jessica Shoemaker-Montoya

Mailing Address: 10308 Manzanillo Ave NE, Albuquerque, NM 87111

Phone: (505) 259-6549

Email: newmexicoflowercollective@gmail.com

PROJECT TITLE

Phase 2: Increasing access and expanding opportunities for the success of New Mexico-grown specialty cut flowers.

DURATION OF PROJECT

Start Date: 11/1/2023 **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.

In Phase 2, the New Mexico Flower Collective will expand the network of cut flower producers, increase sales opportunities, and improve distribution throughout the state. It will increase support for New Mexico's cut flower farmers and buyers through farmer education, aggregation and distribution channels, and promotion of local farmers and flowers across the state.

PROJECT PURPOSE

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

The New Mexico Flower Collective (NMFC) has spent the last two years (2021-2022) and will continue in 2023 building the NM community of cut flower farmers, floral professionals, and floral enthusiasts. Our Phase 1 grant titled: Enhancing the visibility and success of New Mexico-grown specialty cut flowers had the goal to "form a network to support and expand cut flower production, sales, and distribution throughout the state of New Mexico. It will add profitable income streams for participating New Mexico farmers and engage in marketing and outreach to raise the profile of New Mexico grown flowers." We fulfilled these initial goals by formalizing the NMFC entity, conducting market research, forming a steering committee to create a vision and plan of operation, building stakeholder commitment and knowledge, and, most importantly, creating a local flower aggregation location and marketplace for NM farmers to sell flowers to wholesale and retail buyers.

Through the initial work of Phase 1, the NMFC has identified three key issue areas to address in order to achieve long-term success: education, promotion, and distribution.

FARMER EDUCATION

Problem: Lack of Understanding and Meeting Market Needs
The NMFC's Phase 1 market research identified a disconnect between what new and less experienced flower farmers are growing and what floral designers want to buy. New flower farmers start by growing the lowest investment flowers (e.g. zinnias, cosmos, sunflowers) which are easy to grow but are generally only needed in small quantities by designers. The NMFC's market research has found that the NM floral market is low in locally grown focal flowers and foliage which are floral professionals' largest material expense and are a fantastic opportunity for farmers to increase revenue and sales volume.

Problem: Lack of New Farmers Understanding Market Value
The proliferation of online courses, webinars, and podcasts have increased the number of people interested in starting a flower farm - this includes vegetable farmers beginning to grow flowers. The persistent challenge remains that new flower farmers go through a steep learning curve of both growing and selling specialty cut flowers. This naivete and stress of being a new farmer leads to farmers underpricing their product out of ignorance or need to bring in revenue. This devalues the entire market for both farmers and floral professionals as well as making it difficult for entry flower farmers to see a path towards a profitable business.

Solution: Education + Mentorship
The need for a robust education program is critical to establishing cut flowers as a specialty crop with a high earning potential. In Phase 2, the NMFC will create and implement an education program that connects experienced growers with those less experienced, will reimburse farmers for online training sessions that diversify offerings and increase the ability to meet demand, and will continue to host educational sessions where we share market research and analysis. Continuing to build and strengthen a network where we share knowledge and experience will help all farmers develop a consistent offering in type, colors, and volume so that buyers will rely on the local flower farmers for their needs instead of sourcing outside of NM or the US.

DISTRIBUTION

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

Include as many objectives as needed.

Objective 1:	Increase the operational capacity of the central aggregation and distribution location to expand access to locally grown flowers for wholesale and retail buyers.
Objective 2:	Increase farmers' access to markets and consumers by continuing to improve transportation efficiency and reduce cost.
Objective 3:	Increase direct support of flower farmers in advising on prices, expanding crop selection, understanding markets, adopting best practice production and distribution methods, and exploring sustainable business practices through education and mentorship.
Objective 4:	Create educational materials to help floral professionals incorporate NM grown flowers into their offerings.
Objective 5:	Work with partner organizations to create promotional material to: a) shift perspectives away from selecting imports and b) build loyalty to NM grown flowers by telling the stories of the farmers and visually showcasing the products.
Objective 6:	
Objective 7:	
Objective 8:	
Objective 9:	
Objective 10:	

PROJECT BENEFICIARIES

Estimate the number of project beneficiaries: 55

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

The next phase of growing the NM cut flower industry will focus on direct farmer support through education, distribution, and promotion of NM-grown cut flowers as an unrivaled specialty crop. This project continues to build upon the work from Phase 1 which sought to create an organization for NM cut flowers: to understand market forces; to expand sales outlets; and for the narrative of NM-grown flowers. The NMFC will continue to build upon the success of the Farmer to Florist market as an educator, and by the aggregation and distributional hub and sales outlet. This project will build on the previous marketing efforts via general education and awareness building to create documents and visuals that support floral professionals and other flower consumers in transitioning to the purchase and use of locally-grown fresh cut flowers over imports. While continuing the success and momentum of Phase 1, this grant differs in its focus by using the deliverables of Phase 1 to directly support farmers in cut flower specialty crop education and development. Growing market share through education, access, and promotion is the next step.

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

The NMFC successfully expanded the flower farmer community from 14 as noted in the 2020 cycle under the project title, "Enhancing the Success and Visibility of New Mexico Grown Cut Flowers", to 25 in 2023 (12 of whom are new to flower farming with 3 years or less of growing experience). Much of the community building took place during the NMFC hosted meet-ups where farmers discussed business development, crop planning, growing practices, market opportunity, and the vision for NM grown flowers. The relationship building between farmers in the last two years has led to increased partnerships amongst flower farmers in shared labor/labor swaps, tool sharing, shared sales avenues (eg. sharing booths at retail outlets), and joint/bulk crop orders (increasing access and lowering prices of inputs). We created the Farmer to Florist Market in 2022 with 6 participating growers in the pilot year (2022) and anticipate 12-15 farms for the 2023 market. We have cultivated and enriched the relationships with floral professionals which has increased our understanding of the opportunities for NM grown flowers in volume, availability,

PROVIDE LESSONS LEARNED ON POTENTIAL PROJECT IMPROVEMENTS

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

Organizational structure: The original grant included the exploration and anticipation of forming a cooperative entity. After several educational meetings as a group and via one-on-one discussions, and by learning how other flower collectives/cooperatives run, the NMFC leadership and farmer members determined that the formal organizational structure of a cooperative was not the right path for the near future. The steering committee recognized that building a new system often requires quick decision making, and the farmers did not have the time or desire to participate in a long and detailed process. The

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?

After reviewing the 16-week pilot year of the Farmer to Florist Market in 2022 and listening to feedback from farmers and floral professionals, the NMFC steering committee is reallocating funds of the Phase 1 award to:

- Hire a dedicated market manager with a greater capacity (# of paid hours per week).
- Exploring new partnership opportunities to increase customer access with multiple sales locations.

Support farmers with the cost of getting their product to the market with a transport allowance

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

The market research conducted in Phase 1 supports the original belief that the NMFC flower hub can be self-sustaining within 5 years of a full-season launch (2023). Examples of other flower collectives/cooperatives in the US reinforce that the growing demand for local flowers supports a 4-5 year path to achieve or surpass operational break even.

The path to achieving a self-sustaining NM flower market includes:
Educating farmers in key areas to help increase volume, crop selection, and expand the production period. An example of this includes learning about and incorporating season extension practices and/or controlled environment structures so that farmers can maximize the number of weeks per year that NM grown flowers are available in order to fulfill high-demand holidays (Thanksgiving, Christmas, Valentine's Day, and Mother's Day). Sustainable collectives are completely dependent on high volume and this requires a network of farmers who can produce at scale with consistency.

Increasing customer access by expanding market hours to accommodate more wholesale and retail buyers, increasing retail sales, and having a consistent presence via digital marketing and key print media. Supporting floral professionals with the transition to using all or majority local flowers by creating educational and marketing tools, and continuing to build the list of professionals and work with them on multiple levels to foster a loyal cadre of customers.

The NMFC is in the early stages of self-funding through farmer and buyer membership, and will continue to seek private funding.

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.

EXTERNAL PROJECT SUPPORT

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

Flower Farmers

Flower farmers have long worked to sell their product to members of the floral industry. Before establishing the NMFC, each farmer needed to develop their own list of buyers, create and distribute weekly flower availability lists, then process and deliver any orders. Conversely, any floral professional had to reach out to any farmers and place multiple orders. The NMFC has streamlined ALL of these components, allowing farmers more time to farm. Farms who are participating in the 2023 season include Calhoun Flower Farm, Farm 47, Calabacita Senorita Flower Farm, Rowan and Wren Flowers, The Harvest Trail, 2 Willows Farm, Petal Pushers, Sign of the Dragon Farm, and Yappy Dog Farm.

Floral Professionals

This group is largely composed of the sectors listed below. The NMFC has made accessing florals grown in New Mexico incredibly easy and efficient - transforming the buyer experience.

- *event florists* -market segment is primarily weddings and corporate events; this segment generally does not have a retail presence. The customer base is often looking for a uniquely New Mexico aesthetic. Examples

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	3,000.00
2	2.1	Number of stakeholders that gained technical knowledge about producing, preparing, procuring, and/or accessing specialty crops	50.00
2	2.2	Number of stakeholders that reported producing, preparing, procuring, and/or accessing more specialty crops	50.00

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.

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.

For 1.4 - The NMFC uses the Rooted Farmers sales platform which includes both online ordering and mobile Point of Sale. The Rooted Farmers platform has full product transparency by having farmers create independent accounts and list their farm's inventory. This allows buyers to source based on both floral needs and relationship with or preference for farm if that is important to them. Individual farmers are able to see their farm's sales data, and enables the NMFC to see the aggregate and detailed information of all farms participating in the Farmer to Florist Market. This robust sales system supports inventory control, sales management, order processing, and sales analytics. This system helps us understand buyer habits by separating pre-order vs day-of purchases, mapping wholesale vs retail (with different markups), tracking sales across the growing season and between years, and analyzing sales by flower volume/color/type. This platform allows us to report specifics on increased consumption for individual wholesale buyers, across sectors, and map growth patterns over time.

For 2.1 & 2.2 -
The NMFC will annually survey farmers for data on: sales, revenue and number of transactions outside of the NMFC outlets (e.g. farmers markets, subscription sales, pop-ups, and event design); adoption of new or more effective production and processing methods; new crops or varietals put into production and/or sold; and increases in production acreage and/or capacity.

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	$ 0.00
Fringe Benefits	$ 0.00
Travel	$ 1,400.00
Equipment	$ 0.00
Supplies	$ 0.00
Contractual	$ 87,700.00
Other	$ 50,604.00
Direct Costs Sub-Total	$ 139,704.00
Indirect Costs	
Total Budget	$ 139,704.00

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
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Personnel Subtotal: $ 0.00

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

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
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Fringe Subtotal: $ 0.00

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 4.3 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	Rooted Farmers Collective Conference 2023	airfare	round trip flight	1	$ 350.00	2	$ 700.00
2	Rooted Farmers Collective Conference 2023	hotel	1 night	3	$ 116.66	2	$ 700.00
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Travel Subtotal: $ 1,400.00

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.

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

Trip 1: December 2023 x 2 people

The Rooted Farmers Collectives Conference in Hanover, NH, is the only event dedicated to the support of and exchange of information for collective/cooperatives dedicated to flower farming. Collectives/cooperatives are increasingly becoming the model for US flower farmers to compete with traditional flower wholesalers who primarily deal in imports. This conference is a valuable opportunity to network, learn best practices, and explore ideas and methods to better serve the New Mexico cut flower market. Attending the 2022 conference has led to the NMFC making key changes and quickly implementing ideas that have been successful for other state collectives that have more years in operation who have had a tremendous amount of success shifting their local markets to purchasing locally grown flowers.

The NMFC would send both the market manager and program director as these are the two key individuals who are the most knowledgeable about the organization's vision and operations. These two individuals would be responsible for reporting information to the board and membership.

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
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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

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
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Supplies Subtotal: $ 0.00

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

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	Market Manager	$24/hr	$ 38,400.00
2	Program Director/Education Coordinator	$20/hr for 500 hours	$ 10,000.00
3	Delivery Driver	$18/hr	$ 32,400.00
4	Photographers	$60/hour for 80 hours	$ 4,800.00
5	Graphic Designer	$70/hour for 30 hours	$ 2,100.00
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Contractual/Consultant Subtotal: $ 87,700.00

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: Heather Esqueda will serve as the Farmer to Florist Market Manager. This person's primary responsibility is communicating between farmers and customers. This person is constantly talking to both groups of people in order to understand the needs of both buyers and farmers, the challenges each face, and opportunities for farmers to better serve the market. This person's key tasks include receiving flowers and organizing orders, providing excellent customer service on market day, working with farmers on accurate pricing and quality standards, maintaining excellent communication between buyers to make it low burden for farmers, continuous systems improvement, and supporting marketing campaigns through email and social media.

The Market Manager will be paid $24 per hour. Her contract will be for 25 hours per week for 32 weeks per year.

Contractual 2: The Program Director drives the Collective's efforts of education, promotion, and distribution network. This person works with the market manager, delivery driver, and all contractors to carry out this project. The Program Director will be selected by the NMFC Board of Directors.

The Program Director will be contracted to work 500 hours total spread over the course of the two years.

Contractual 3: The delivery driver will collect flowers from farmers Mondays and Tuesdays during the "blooming season" (April through October) and will deliver orders to buyers in the Albuquerque/Santa Fe area on Wednesdays. Additional delivery areas and days will be added as warranted. This person has yet to be identified. The Market Manager and Program Director will hire for this position in the spring of 2024.

The Delivery Driver will be paid $18 per hour and will be contracted to work 30 hours per week for 30 weeks per year (2 years total).

Contractual 4: Photographers will document flowers, farms, and farmers throughout the growing 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 4.3 Allowable and Unallowable Costs and Activities, Meals for further guidance.

#	Other Item Description	Per-Unit Cost	Number of Units	Acquire Date?	Funds Requested
1	Farmer Education	500	10	end of g	$ 5,000.00
2	Mentorship Program	500	4	2/year	$ 2,000.00
3	Location Rental Fees	50	10	5/year	$ 500.00
4	Tour Hosts Participation Stipend	500	2	1/year	$ 1,000.00
5	Van rental and fuel	636	64	32 week	$ 40,704.00
6	Rooted Farmers Collectives Conference - fee	700	2	Dec 202	$ 1,400.00
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Other Subtotal: $ 50,604.00

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

Other 1: Farmer Education
The NMFC will support farmer education by expanding learning opportunities specific to flower farming. This includes improving business practices, expanding to new flower types, improving or increasing production, and incorporating techniques for environmental sustainability. Farmers will apply for reimbursement (up to $500) for desired educational opportunities (on-line or in person courses) with the understanding that they will put this knowledge into practice (aka run a test/experiment) and share their knowledge and findings with the NM flower farmer community via recorded presentation, live presentation at a continuing education meetup, or written documentation. This will serve to create a library of information pertinent to flower farming in the high desert that will be stored on the NMFC website for anyone to access.

The Program Director will conduct a call for applications within the grant period. The NMFC's Board of Directors will review and vote to approve applications based on predetermined criteria. Farmers will be limited to one $500 reimbursement.

Other 2: Mentor Participation Stipend
The NMFC will strengthen the flower farmer community and knowledge sharing by implementing a mentorship program modeled on that of the Association of Specialty Cut Flower Growers. The program will offer mentor (4+years farming)/mentee (0-3 years farming) pairings with a small stipend ($250/year) that acknowledges the time and effort an experienced flower farmer will spend supporting a new farmer, as well as financial support with travel to and from their respective farms (for at least one site visit to each farm; up to $125 for each participant).

The Program Director will conduct a call for applications for both mentors and mentees. The Program Director will facilitate mentor/mentee pairings based on location, production methods, varietal specifics, etc. There will be two pairings per year so a total of 4 mentees by the end of the grant. Each mentor will have only one mentee each round. The Program Director will work to encourage a number of applicants for potential mentors to encourage diversity of experience across New Mexico. However, there are a limited number of farmers who have specialized in cut flower production for 4+ years. A farmer may be a mentor for both years if they are willing and there is an appropriate fit with a mentee.

The travel reimbursement will be based on the travel needs for the mentor/mentee to visit each others farms. The reimbursement may be for fuel and/or overnight accommodations.

Other 3: Location Rental Fees
This is to rent a facility space to hold meetups for continuing education sessions with participants from the flower industry. The NMFC will continue hosting meetups for flower farmers (regardless of membership in the NMFC) with topics relevant to growing and selling cut flowers in New Mexico. Topics focus on sharing market research that supports farmers with crop selection, expansion, and understanding business metrics for sustainability. These in-person sessions will primarily take place in the late fall and winter months to

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
Farmer membership fee – 17% o	Income will go towards maintaining vehicle	$ 32,000.00

Program Income Total: $ 32,000.00

Clear Form