

**Specialty Crop Block Grant Program
Grant Proposal
Submitted March 21, 2011**

1) **Project Name** South Dakota Local Foods Conference

2) **Activity Location** Pierre, SD

3) **Individual, Organization, or Business Name**

South Dakota Department of Agriculture
523 E Capitol Ave
Pierre, SD 57501

4) **Principle Investigator and Contacts**

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5) **Total Grant Funds Requested** \$8,090

6) **Check the box below if your project meets one or more of the identified priorities**

- Industry Education**
- Local Foods Initiatives**
- Institutional Promotion**

7) **Abstract - Provide a 200 word (or less) summary of the proposed project, suitable for dissemination to the public.**

In the past few years there has been a growing interest in local foods – foods that are consumed near (within South Dakota’s borders or within 100 miles) from where it was grown (for instance if the food was grown in another state but within 100 miles of South Dakota’s border).

The overall goal of this project is to bring together the school lunch programs, SD Departments of Education, Health and Agriculture, South Dakota producers, the restaurant and grocery industries and other resource providers to begin a dialogue about local foods in South Dakota.

The South Dakota Department of Agriculture will host a one-day local foods conference in the winter of 2012. This conference will bring together producers, farmers markets, schools, restaurants, retailers and anyone else interested in the local foods movement.

8) **What is the specific issue, problem, interest, or need to be addressed? How is this project important and timely? Does the project have the potential to enhance the competitiveness of non specialty crops? If so, how will you ensure that grant funding is being used solely for specialty**

crops? Has this project been submitted to or funded by another Federal or State grant program?

In the past few years there has been a growing interest in local foods – foods that are consumed near (within South Dakota’s borders or within 100 miles) from where it was grown (for instance if the food was grown in another state but within 100 miles of South Dakota’s border).

The South Dakota Buy Fresh Buy Local chapter was formed in late 2008. Other groups have started to address the local foods movement on a local basis. Many of these groups are focusing on the Farm to School movement – getting fresh South Dakota produce into the school lunch programs – such as apples, potatoes, squash, frozen beans and frozen sweet corn. Many of these projects are in the beginning stages.

Most of the organizations involved with local foods are addressing it on a very local level, which, perhaps is the best way to start. For instance, starting a movement with their local school district. As a state government agency, SDDA sees an opportunity to work with our counterparts in the South Dakota Department of Education – the Child and Adult Nutrition Services (CANS) program and facilitate a meeting with the CANS staff, SD School Nutrition Association and the producers/growers. We have the contacts and resources to bring together interested individuals from across the state and help folks make some connections on a statewide level that can in turn, help them in their communities or maybe expand to a neighboring community or school district.

This project will focus specifically on fruits and vegetables. While we realize that partnerships may form for selling local beef or dairy products to buyers, the conference sessions will focus specifically on fruits and vegetables. The conference will feature speakers and presenters that only speak about fruits, vegetables and other specialty crops.

This project has not been submitted to any other Federal or State grant programs.

9) How many people or operations will be affected by this project? Who will benefit from this project and how will they be impacted? What is the potential economic impact of this project?

According to the South Dakota Specialty Producers Association, several of their members are interested in selling fruits and vegetables to schools or other institutions. There are also approximately 37 farmers markets in the state (with several hundred vendors) selling locally grown fruits and vegetables. This project could impact hundreds of producers across the state.

This conference will help create new partnerships between producers and consumers – either home consumers or institutional consumers. We believe these partnerships will be beneficial to producers by increasing their income and schools will benefit by supporting their local economies and providing locally grown fruits and vegetables to their students.

There are 156 school districts in South Dakota that could potentially benefit from this project as well.

The total food expense in South Dakota (according to the National Grocers Association) for fruits and vegetables is \$339 million. Capturing even an additional one percent of that money spent would bring an additional \$3.39 million to our state’s producers.

10) Expected Result – What are the expected measurable outcomes as a result of the activity? The measurable outcome, when possible, should include the following: GOAL, PERFORMANCE MEASURE, BENCHMARK, TARGET

How will you monitor the performance of the project? What are your data sources and how will you collect the data?

Goal	Performance Measure	Benchmark	Target
Invite producers to conference	Number of producers in attendance	0	60
Invite schools to conference	Number of schools in attendance	0	30
Facilitate partnerships between producers and schools/restaurants/retailers	Survey at the end of the conference	0 (not currently measured)	12
# of sales between producers and schools/restaurants/retailers	Follow-up survey one year later	0	48 (based on 12 partnerships created and 4 sales/producer)

11) What is the overall goal of this project?

The overall goal of this project is to bring together the school lunch programs, SD Departments of Education, Health and Agriculture, South Dakota producers, the restaurant and grocery industries and other resource providers to begin a dialogue about local foods in South Dakota.

12) Briefly explain the activities that will be performed. When will the activities be accomplished? Who will do the work of each activity? When will your performance monitoring/data collection be accomplished? Will outcomes be completed or measured outside the grant period? If so, indicate how monitoring will occur without the SCBGP funds.

The South Dakota Department of Agriculture will host a one-day local foods conference in the winter of 2012. This conference will bring together producers, farmers markets, schools, restaurants, retailers and anyone else interested in the local foods movement.

The workshop will be held in central South Dakota during the winter of 2012. SDDA will work with the Cooperative Extension Service (SDCES), producer groups, Department of Education and others to plan and organize the workshop. Using existing resources, we will identify and invite regionally-renowned speakers to speak at the conference.

The conference will have sessions similar to these: a welcome, a keynote speaker and Q&A with the keynote speaker, an update on Buy Fresh Buy Local, success stories from producers or communities, selling local locally, breaking in to the institutional (school) market, and plenty of time for networking.

SDDA will also plan the logistics of the conference such as venue location, date, invitations, advertising, conference handouts, etc.

This will be a unique opportunity to bring together many of the players in the local foods arena together in one place. This conference could be a springboard to producers, schools, chefs and others working together to keep the fruits and vegetables grown in South Dakota and consumed in South Dakota.

At the conference, we will count the number of attendees and also the breakdown of producers, schools, chefs, resource providers and other groups. We will also ask attendees to fill out a brief survey at the end of the conference to receive their feedback on how effective the sessions were. We will also ask if participants made any potential partnerships at the conference. We will follow-up with a survey one year later to determine how many actual partnerships developed and how many sales have been made between producers and buyers of local foods.

This project will focus specifically on fruits and vegetables. While we realize that partnerships may form for selling local beef or dairy products to buyers, the conference sessions and speakers will focus specifically on fruits and vegetables.

Project Activity	Responsible Party	Timeline
Secure Venue Location and Date	SDDA Staff	Early Fall 2011
Develop Invitation List	SDDA/SDCES/Producer Groups	Early Fall 2011
Invite Speakers	SDDA/SDCES	Early Fall 2011
Send Invitations to Attendees	SDDA Staff	Winter 2012
Purchase Advertising	SDDA/SDCES	Winter 2012
Develop Conference Handouts	SDDA Staff/SDCES	Winter 2012
Conference Surveys	SDDA Staff	Winter 2012
Follow up Surveys	SDDA Staff	Winter 2013

13) Budget Example

Claim Cost Category	SCBG request	Applicant Cash Matching funds	Applicant In Kind matching resources	Partner Organization Cash	Partner Organization In-Kind Match
A) Personnel			\$2,400		\$900
B) Contractual	\$3,000				
C) Travel			\$225		
D) Supplies	\$3,000				
E) Equipment					
F) Lease/Rental	\$480				
G) Other	\$1,610				
Total Budgets	\$8,090		\$2,625		\$900

- A) 80 hours for SDDA personnel @ \$30/hour; 30 hours for SDCES personnel @ \$30/hour
- B) Speaker fees for conference
 - a. Three speakers @ \$1,000 each (flat fee)
- C) SDDA staff travel to conference
 - a. 400 miles round-trip to attend conference at \$.20/mile = \$80
 - b. One day of per diem at \$26/day x 2 people = \$52
 - c. One night lodging @ \$46.50 x 2 people = \$93
- D) Printing of invitations, conference handouts, nametags, etc.
- E) N/A
- F) Room rental at conference venue
- G) Advertising - \$500. Postage for mailing invitations - \$210. Meal costs for participants - \$900.
 - a. Because this is only a one-day conference, we want to make the best use of participants' time and so we will also schedule a speaker during lunch. This way, participants can receive additional, valuable information at the conference and don't have to break away for lunch.

14) Describe the leadership ability and oversight practices to ensure proper and efficient administration of grant funds.

SDDA is committed to working on this project. We have seen a large need and opportunity in the industry to bring all players in the local foods movement in South Dakota together at one place and time. The Cooperative Extension Service has voiced their support for this project as well.

SDDA's grants coordinator and value added specialist will be the lead contacts for this project. SDDA's senior accountant will oversee all payments for this project and will submit the financial requests and reports to USDA, as required. SDDA manages several large Federal grants and has the fiscal procedures and staff in place to maintain the accountability of the funds.

15) Who else supports this project? And how will the partners work towards the goals and outcomes of the project?

The South Dakota Cooperative Extension Service has pledged their support for this project. They will help SDDA with developing the agenda for the workshop, identifying and inviting speakers and developing the conference handouts.

We will also work with producer groups and other organizations to invite producers to the conference. We will work with the Department of Education to invite school districts to the conference.

16) Are you claiming socially disadvantaged or beginning farmer status?

No, SDDA is not a socially disadvantaged or beginning farmer. However, many of the producers that we expect to serve through this program are beginning farmers.