



Land Use & Housing Committee

Item #09-5-9 Information

April 30, 2009

Yolo County Food Grant Application

Issue: The Yolo County Agriculture Commissioner has submitted a grant application conceptual proposal to the California Department of Food and Agriculture for the study of specialty crops and the local food system.

Recommendation: None, this item is informational.

Discussion: Via the California Department of Food and Agriculture, the U.S. Department of Agriculture has made available up to \$15 million in block grants to increase the competitiveness of specialty crops by creating or expanding markets and forming partnerships. Specialty crops are defined as fruits, vegetables, tree nuts, dried fruits, horticulture and nursery crops. These crops account for 52 percent of farm gate value according to the USDA and make up much of California's agriculture production. Yolo County's conceptual proposal (Attachment A) requests nearly \$500,000 to focus on marketing strategies that promote locally grown specialty crops via the expansion of local food systems. Building upon local food system education and marketing models in Yolo County, the research team would develop a systems-based approach to foster local food systems that can be scaled and replicated throughout the region and other parts of the state. SACOG is included as a partner and would receive \$10,000 for assistance, as well as offer an in-kind match via work conducted for the RUCS project. The other five counties in the region would receive \$6,000 for costs associated with collaborating with Yolo County to develop marketing strategies. If Yolo County's conceptual proposal is accepted by CDFA, a full grant application will be submitted.

Approved by:

Mike McKeever
Executive Director

Attachments

MM:DS:ef

Key Staff: Rebecca Sloan, Director of External Affairs and Member Services, (916) 340-6224
David Shabazian, Senior Planner, (916) 340-6231

Proposal**PIN# 18207 - From the Ground Up: A 21st Century Specialty Crop Marketing Model for California's Regions****RFP Title:** 2009 Specialty Crop Block Grant Program**Submitting Organization:** Yolo County**Project Title:** PIN# 18207 - From the Ground Up: A 21st Century Specialty Crop Marketing Model for California's Regions

Project Description: A 21st century specialty crop marketing model that addresses demand for fresh, local food and challenges of staying competitive with a farm business is critical to farmers, consumers and local government. If California is to maintain its farmland and its preeminence as a specialty crop production state, then its people must understand the importance to them of California's inherent agricultural identity. People are unclear that agriculture equals food. To address these issues, this project employs a place-based marketing strategy. The six-county SACOG region, building on its Rural Urban Connections Strategy, serves as a template for California's regions, using the model developed by the Yolo County Agricultural Marketing Initiative to create and respond to local market demand. This model uses a combination of market-based education and accessibility strategies, media content and targeted partnerships with existing county institutions.

Applicant Details**Applicant Organization:** Yolo County**Applicant Address:** 70 Cottonwood St.
Woodland, CA - 95695**Project Budget****Funds Requested:** \$ 498,133**Cost Matching Funds:** \$ 278,040**Total Budget Funds:** \$ 776,173**Project Location****Latitude & Longitude:****Watershed:****County:** Yolo**Responsible RWQCB:** 5S Central Valley Sacramento RWQCB**Funding Program**

2009 Specialty Crop Block Grant Program

Applied

Yes

Amount Recommended by SWRCB

\$0.00

Project Management Role

Project Director: Authorized Representative from Applicant Organization to execute funding agreement

First Name

Rick

Last Name

Landon

Phone

530-666-8140

Fax

530-662-6094

Email

rick.landon@yolocounty.org

Project Manager: Day to day contact on this project from Applicant Organization

John

Young

530-666-8140

530-662-6094

john.young@yolocounty.org

Applicant InformationName: Yolo County
Address: 70 Cottonwood St.
Woodland, CA - 95695
Federal Tax Id: 946000548**Person Submitting Application**Name: Ann Evans
Phone No: 530-756-4892
Fax: 530-756-4892
Email: annmevans@aol.com**Legislative District**Senate District 05
Assembly District 08
US Congressional District 02**Primary****Additional**,01,04,06,
,02,03,04,05,09,10,15,
,**Contact Agency****Contact Name****Phone****Email****Cooperating Entity**

Davis Farmers Market Association

Role on Project

Funding Partner

Contact Name

Randii MacNear

Phone

530-756-1695

Email

rmacnear@dcn.org

Evans & Brennan, LLC

Contract /Project Consultants

Ann Evans

530-756-4892

annmevans@aol.com

UC Sustainable Agriculture, Research and Education Project	Subcontract for Evaluation	Gail Feenstra	530-752-8408	gwfeenstra@ucdavis.edu
Yolo County Visitors Bureau	Stakeholder, partner	Diane Parro	877-713-2847	diane@yolocvb.org
Sacramento Regional Council of Governments	Funding Partner/Subcontractor	Mike McKeever	916-340-6205	mmckeever@sacog.org
Yolo County Fair, 40th District Agricultural Association	Partner	Rita Moore	530-402-2222	rita@yolocountyfair.net
Slow Food Yolo	Partner	Moyra Barsotti	530-392-6264	moyra.barsotti@gmail.com
Crew Wine Company	Partner	Lane Giguierre	916-443-6023	lgiguierre@crewwines.com
Rominger West Winery	Partner	Bruce Rominger		rombros@pacbell.net
Berryessa Gap Winery	Partner	Corrine Martinez	530-795-3201	corrine@berryessagap.com
Yolo Farm Bureau	Funding Partner	Denise Saguario	530-662-6316	denise@yolofarmbureau.org
Robert Mondavi Institute for Food and Wine Science	Funding Partner	Clare Hasler	530-754-6349	cmhasler@ucdavis.edu
RHPhillips Winery	Partner	Barry Bergman	530-406-2445	barry.bergman@cwine.com
UC Davis Dining Services by Sodexo	Funding Partner	Linda Adams	530-752-9604	linda.adams@sodexousa.com
UC Davis Olive Center	Funding Partner	Dan Flynn	916-798-5847	jdflynn@ucdavis.edu
UC Cooperative Extension, Yolo County	Partner	Kent Brittan	530-666-8143	KLBrittan@ucdavis.edu
UCD Center for Excellence in Fruit and Vegetable Quality	Partner	Diane Barrett	530-752-4800	dmbartrett@ucdavis.edu
Nugget Markets	Partner	Rachael Levine	530-304-6467	rachael.levine@nuggetmarket.com
Davis Food Co-op	Partner	Eric Stromberg	530-758-2667	erics@davisfood.coop
Joanne Neft Marketing	Subcontractor	Joanne Neft	916-663-9126	jkneft@earthlink.net
UCD Biological & Agricultural Sceinces Reference Department - Sheilds Library	Partner	Axel Borg	530-752-6167	aeborg@ucdavis.edu
Bogle Winery	Partner	Jody Bogle	916-744-1139	jody@boglewinery.com
Esparto Farmers Market	Local Stakeholder Group	Julio Cota	530-312-1637	juliocota@yahoo.com
Woodland Farmers Market	Local Stakeholder Group	Sonia Mora	530-312-1637	smora@cahfs.ucdavis.edu
County of Yolo Economic Development Program	agency consultant	Wes Ervin	530-666-8066	wes.ervin@yolocounty.org
Culinary Institute of America	Partner	Mark Linder	916-799-8345	mlinder@344@aol.com
UCD Viticulture and Enology Department	Funding Partner	Andy Waterhouse	530-752-0381	alwaterhouse@ucdavis.edu

Q# Application Question

1. Select the applicant's organization type (e.g., Local Government, State/Federal Government, Non-profit, For-profit, University) from the drop down menu below.

Answer: Local Government

2. Select a Funding Area from the choices below and indicate the corresponding number in the box below.

1. Agricultural Education and Outreach
2. Environmental Concerns/Conservation
3. Nutrition
4. Food Security
5. Plant Health and Pest Problems
6. Market Enhancement and Promotion
7. International Trade

Answer: 6

3. Please enter the 'Start Date' and 'End Date' for the proposed project in mm/yyyy format.

Answer: Start Date - 11/2009 End Date - 10/2012

4. GOALS AND OBJECTIVES - What are the goals and objectives of the project? How do the objectives support the goals? (Goals are statements of long-term broad vision and may take time to achieve. Objectives are a significant step that must be completed to achieve the goal. Objective statements should focus on the outcome rather than the methods used. Each goal should have one or more objectives.)

Answer: Goal: Develop a replicable model that sustains a local food economy based on specialty crop production and partnerships with existing institutions for adaption in California, using best practices of Yolo County's Agricultural Marketing Initiative as a learning laboratory. Objectives: 1. Expand the Yolo model to SACOG region. -Promote sales of specialty crops within region through participation in 7 marketing events 2. Capture best practices for other California regions. -Develop a marketing manual as a replicable template, including, for example, the expansion of farmers markets, education of consumers, chefs and institutional cooks, & how to research stories that reconnect a public with the history and diversity of their agricultural region and its specialty crops. 3. Continue to strengthen the Yolo County Marketing Model. -Build upon the 3-year Yolo County Agricultural Marketing Initiative through a new farmers' market association & wine grape growers association.

5. PROBLEM STATEMENT - Identify the problem the proposed project will address. How will the project address it? How will the project benefit California specialty crop agriculture? Be as specific as possible.

Answer: The future competitiveness of farming in California is increasingly at risk as the state becomes more urban and its people lose their understanding of California's agricultural identity. Ninety eight percent of California's eaters are not producers. A recent American Farmland Trust report, 'Paving Paradise' notes that statewide, one acre is being developed for every 9.4 people. The 2007 Ag Census noted a decrease in the number of farmers statewide. With fewer farmers on the landscape, consumers are unsure where their food comes from, yet they want more fresh, local food. This project addresses these issues through a model developed by the Yolo County Agricultural Marketing Initiative, expanding it to the SACOG 6 county region with templates for statewide adoption. It links specialty crop agriculture with community needs through comprehensive place-based marketing events, education, media, and a statewide marketing manual.

6. PROJECT WORKPLAN - Provide a brief description of the workplan including a list of major tasks and timeline for completion.

Answer: The project will create a statewide systems-based approach for marketing specialty crops within a county or region based on the expansion of the Yolo Agriculture Marketing Initiative. Over a 3-year period, the project will expand from Yolo County to the 6-county SACOG region. 1. Design and execute 2 regional workshops based on best practices tested in Yolo County (years 2,3) and complete a place-based marketing manual(year 3.) 2. Develop 2 county-wide associations in Yolo County (farmers market association and wine industry association)(years 1,2) and gather data of similar associations in region. 3. Execute a series of place-based, specialty crop marketing events in Yolo county and SACOG region (years 1,2,3) 4. Expand access to EBT systems in farmers markets throughout the region (years 2,3) 5. Market specialty crops to institutions and restaurants through professional development of chefs and cooks, chefs' walks at farmers markets (years 1,2,3; institutional chef's handbook year 2).

7. PROJECT OUTREACH AND SHARING OF RESULTS - Briefly describe the plan for sharing the results of the project. Who is the target audience?

Answer: Present results of project through media & to statewide & national associations including those which target growers, farmers markets, local government, visitors bureaus, or institutions on an ongoing basis in years 1,2,3. -Distribute marketing manual -Speak at statewide, national meetings (e.g.,Agricultural Commissioners, State Farm Bureau, National Farmers Market Association, California Small Farm Conference, California School Food Service Association) -Write and place feature articles

8. MATCHING FUNDS AND IN-KIND CONTRIBUTIONS - Are matching funds and/or in-kind contributions for the project anticipated? What is the source and amount? Have these funds or contributions been secured? If not, please explain anticipated availability.

Answer: In-kind contributions for the project are anticipated in the amount of \$278,040 and represent 35% of the total project budget. Agreement is secured for in-kind time and or supplies donation from most of the partner organizations. Yolo County \$20,000 will not be known until its budget process is complete. Yolo Wine Industry first meeting is scheduled for May 14. Their match is known by them, but not secured.

9. MEASURABLE OUTCOMES - Identify and discuss measurable outcomes for the project. How will project measure and document its success? Each objective should include a measurable outcome. (Typically outcomes are those measures that are quantifiable, measure direct benefit and are documented through data or information collection - such as numbers; percent increases or decreases and relate back to the project's goal. Merely reporting the number of meetings or attendees at meetings are not meaningful measures. Effective measures will quantify direct benefit - for example - the percent increase in sales at a farmers' market.)

Answer: 1. SACOG region -Number of participating farmers & their sales increase over grant period. -Number of participating buyers (institutional, retail, farmers' market customers)& their regional purchases increase over grant period. -SACOG-RUCS (Rural Urban Connections Strategy) adopt a funding program such that each county has access to marketing funds. 2. Place-based marketing manual -Templates for regional marketing strategies & for educating consumers about California specialty crop production & reconnecting communities with agriculture will be organized in a marketing manual. 3. Yolo County -2 new county-wide associations (for farmers markets; for wine grape growers & wineries) become operational with legal structures & plans for place-based marketing. -10% increase in ag sales through farmers markets by the end of the grant period with a 5% increase per year in EBT sales; 10% increase in the number of farmers selling through farmers markets in the county per year. -Participants in Yolo County report increases in sales & positive perceptions of the initiative for their businesses & communities.

10. Have you completed and attached the [Budget Template](#) for this project?

Answer:

Attachment Title

[Budget](#)

Date

4/21/2009 2:58:29 PM

Certification

I certify under penalty of perjury that the information I have entered on this application is true and complete to the best of my knowledge and that I am an employee of the applicant authorized to submit the application on behalf of the applicant. I further understand that any false, incomplete or incorrect statements may result in the disqualification of this application. By signing this application, I waive and all rights to privacy and confidentiality of the proposal on behalf of the applicant, to the extent provided in this RFP.

Submitted by: annmevans**Submitter initials:** ame**Submitted date:** 4/21/2009 5:04:34 PM

If you have any questions, please [contact](#) us.

**California Department of Food and Agriculture
2009 Specialty Crop Block Grant Program- Phase I, Concept Proposal
BUDGET TEMPLATE**

If the grant proposal is a multi-year project, list the budget for each year. Include any match and in-kind contributions that may apply. Provide a brief description of the budget under the 'Budget Detail' section below

	YEAR 1	YEAR 1 MATCH/ IN-KIND	YEAR 2	YEAR 2 MATCH/ IN-KIND	YEAR 3	YEAR 3 MATCH / IN-KIND
LINE ITEMS						
PERSONNEL						
Salaries/Wages	0	42,600	0	50,600	0	37,600
Benefits	0	12,780	0	15,180	0	11,280
TOTAL PERSONNEL	\$ -	\$ 55,380	\$ -	\$ 65,780	\$ -	\$ 48,880
OPERATING EXPENSES						
1) Travel	3,000	0	3,000	0	3,000	0
2) Major Equipment	0	0	0	0	0	0
3) Supplies/ General Expenses	5,000	16,000	5,000	16,000	5,000	16,000
TOTAL OPERATING EXPENSES	\$ 8,000	\$ 16,000	\$ 8,000	\$ 16,000	\$ 8,000	\$ 16,000
CONTRATORS/CONSULTANTS	156,917	20,000	151,917	200,000	151,417	20,000
TOTAL CONTRACTORS/CONSULTANTS	\$ 156,917	\$ 20,000	\$ 151,917	\$ 200,000	\$ 151,417	\$ 20,000
OTHER DIRECT	0	0	0	0	0	0
TOTAL OTHER DIRECT	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL DIRECT	\$ 164,917	\$ 91,380	\$ 159,917	\$ 281,780	\$ 159,417	\$ 84,880
INDIRECT	4,948	0	4,467	0	4,467	0
TOTAL INDIRECT (maximum 3%)	\$ 4,948	\$ -	\$ 4,467	\$ -	\$ 4,467	\$ -
TOTAL BUDGET	\$ 169,865		\$ 164,384		\$ 163,884	
TOTAL MATCH / IN-KIND CONTRIBUTION		\$ 91,380		\$ 281,780		\$ 84,880

BUDGET DETAIL

In kind salaries come from Yolo County personnel, Yolo Farm Bureau, UCD, Yolo wine and wine grape industry, SAC and SACOG.
Contractor Salaries include primary contractors: Evans & Brennan, LLC as project managers; UC SAREP as evaluator.
Other contractors include: Joanne Neft (Placer County);SACOG; legal and accounting fees (\$4,000)