

# FAAST Financial Assistance Application Submittal Tool

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PIN# 21238 - Policy and Pro Forma Analysis Tools for Decision Makers and Specialty Crop Growers in the Sacramento Region

FFP Title: 2010 Specialty Crop Block Grant Program  
 Submitting Organization: Sacramento Area Council of Governments

Project Title: 2010 Policy and Pro Forma Analysis Tools for Decision Makers and Specialty Crop Growers in the Sacramento Region  
 Project Description: SACOG is working with a diversity of stakeholders to improve agricultural viability in the Sacramento region. Unprecedented crop maps, data and Geographic Information System (GIS) analysis tools have been developed to inform policies and plans that support agriculture. This grant will expand SACOG's analytical capacity to assess the viability of specialty crop production under a range of market and policy conditions. Statewide cost and production data for various prototypical farms will be refined to reflect specific local conditions and scales of production. Local market opportunities are of particular interest, so consumer segments, especially underserved communities, will be assessed to determine the amount of food and land needed to meet demand. Value-added processing and distribution will be analyzed to expand specialty crop product offerings and markets, particularly to serve institutions. Policy and pro forma analysis tools can be scaled from regional to site analysis.

Applicant Organization: Sacramento Area Council of Governments  
 Applicant Address: 1415 L Street, Suite 300  
 Sacramento, CA - 95814

Project Budget  
 Funds Requested: \$ 370,000  
 Cost Matching Funds: \$ 60,000  
 Total Budget Funds: \$ 430,000

Project Location  
 Latitude & Longitude:  
 Watershed:  
 County: Multiple Counties  
 Responsible RWQCB: State Wide

Funding Program  
 2010 Specialty Crop Block Grant Program  
 Applied Yes

Project Management Role  
 Project Director: Authorized Representative from Applicant Organization to execute funding agreement  
 Project Manager: Day to day contact on this project from Applicant Organization  
 Applicant Information  
 Name: Sacramento Area Council of Governments  
 Address: 1415 L Street, Suite 300  
 Sacramento, CA - 95814  
 Federal Tax id: 68-0153162

First Name	Last Name	Phone	Fax	Email	Amount Recommended by SWROB
Mike	McKeever	916-321-9000	916-321-9551	mckeever@sacog.org	\$0.00
David	Shabazian	916-340-6231	916-321-9551	dshabazian@sacog.org	

Person Submitting Application  
 Name: David Shabazian  
 Phone No: 916-340-6231  
 Fax: 916-321-9551  
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Legislative District: Primary  
 Senate District: 06  
 Assembly District: 09  
 US Congressional District: 05

Contact Agency: Contact Name: Phone: Email:

Cooperating Entity	Role on Project	Contact Name	Phone	Email
Sutter County Agricultural Commissioner	Stakeholder/Implementor	Mark Quisenberry	530-822-7500	mquis@co.sutter.ca.us
California Farmlink	Stakeholder/Implementor	Kendra Johnson	530-756-5518	kendramj@gmail.com
El Dorado County, Office of Economic Development	Stakeholder/Implementor	Sam Driggers	530-621-5569	samuel.driggers@edcogov.us
American Farmland Trust	Local Stakeholder	Mike Darnell	530-755-1644	mdarnell@farmland.org
El Dorado County Agricultural Commissioner	Stakeholder/Implementor	Bill Stephens	530-621-5520	Bill.Stephens@co.el-dorado.ca.us
Yuba County Agricultural Commissioner	Stakeholder/Implementor	Louie Mendoza	530-749-5400	lmendoza@co.yuba.ca.us
Sacramento County Agricultural Commissioner	Stakeholder/Implementor	Frank Carl	916-875-6603	carl@saccounty.net
Placer County Agricultural Commissioner	Stakeholder/Implementor	Christine Turner	530-899-7372	cturner@placer.ca.gov
Yolo County Cooperative Extension	Stakeholder/Implementor	Kent Brittan	530-686-8733	klbrittan@ucdavis.edu
Health Education Council	Stakeholder	Dawn Dunlop	916-556-3344	ddunlop@healthcouncil.org
Sutter Resource Conservation District	Stakeholder/Implementor	Ryan Bonea	530-674-1461 x130	ryan.bonea@ca.nacdn.net
Yolo County Economic Development Dept.	Stakeholder/Implementor	Wes Ewin	530-666-8066	wes.ewin@yolocounty.org
Yolo County Farm Bureau	Local Stakeholder	Denise Sagara	530-682-6316	denise@yofarmbureau.org
Sacramento County Farm Bureau	Local Stakeholder	Charlotte Mitchell	916-685-6958	cmitchell.scfb@msn.com
El Dorado County Farm Bureau	Local Stakeholder	Valerie Zenher	530-622-7773	valeriez@edcfb.com
Placer County Farm Bureau	Local Stakeholder	Sandy Schwartzler	916-663-2929	psch@ncfb.net
Placer County, Office of Economic Development	Stakeholder	David Snyder	530-899-4016	dsnyder@placer.ca.gov
Yuba-Sutter County Farm Bureau Valley Vision	Local Stakeholder	Danielle Colemann	530-673-6550	danielleystb@sbcglobe.net
Yolo County Agricultural Commissioner	Stakeholder/Implementor	Bill Mueller	916-325-1630	bill.mueller@valleyvision.org
Sacramento County Department of Economic Development	Stakeholder/Implementor	John Young	530-666-8140	john.young@yolocounty.org
Soil Born Farms	Local Stakeholder/Implementor	Troy Givans	916-874-2413	givanst@saccounty.net
Center for Land-Based Learning	Collaborator/Implementor	Shawn Harrison	916-718-3563	sharrison@soilborn.org
Community Alliance with Family Farmers	Collaborator/Implementor	Mary Kimball	530-795-1520	mary@lanbasetlearning.org
Sacramento County Cooperative Extension	Local Stakeholder	David Runsten	530-756-8518 x 25	dave@cafb.org
	Stakeholder/Implementor	Chuck Ingels	916-875-6527	caingels@ucdavis.edu

**CA# Application Question**

1. Please select the organization type that correctly reflects the nature of your organization.  
 Answer: Local Government

2. Please select a funding area from the choices below and indicate the corresponding number in the box below.

1. Research - Plant Health and Pest Challenges
2. Research - Environmental Concerns and Conservation
3. Marketing - Agriculture Education/Outreach
4. Marketing - International Trade
5. Marketing - Market Enhancement and Promotion
6. Nutrition - Food Security
7. Nutrition - Healthy Eating

Answer: 3

3. PROJECT PURPOSE - Clearly identify the specific issue or problem that the project will address and explain why the issue is relevant.

Answer: Political and civic leaders addressing regional issues that affect agriculture often find a lack of information to help make decisions. For example, in contrast to depicting urban uses in multiple colors, general plans show agriculture in one color, green. This simplified view of agriculture misses the diversity of uses and businesses across the landscape. As well, few economic development agencies have resources to provide business planning assistance to new growers, processors and distributors. This project will increase the region's understanding of agriculture and how to improve its viability by making more data and tools available to local governments and growers. This new analysis capacity helps decision makers support agriculture and will help agricultural businesses expand or change operations to serve market demands. It will also help the public link their interest in local food to the protection of agricultural land and businesses.

4. Does the project build on a SCBGP project that was approved in a prior year? If Yes, then the Grant Agreement number must be provided as well as a clear indication of how the new project complements the previous work.

Answer: No

Answer: This project does not build upon any specific SCBGP project; however, it does relate to training, education and market and business development SCBGP projects approved

In 2008 and 2009, SACOG's project supports work outlined in the 2010 proposals from the Center for Land-Based Learning (CLBL) and Soil Born Farms (SBF). Project managers intend to collaborate to provide technical assistance to the CLBL and SBF efforts. The CLBL already uses SACOG's urban planning model in their curriculum affected, and if available, a general estimate of the economic impact of the project.

**5. POTENTIAL IMPACT - Clearly and concisely explain who the beneficiaries of the project will be, how many people or organizations will benefit from the project, how the beneficiaries will be affected, and if available, a general estimate of the economic impact of the project.**

**Answer:** Data and tools are being built for a web-based parcel-level land use model that will be available to a wide range of stakeholders: 28 local governments, 6 agriculture commissioner offices, 5 Farm Bureaus, 5 farm advisors, countless growers, processors, distributors, advocacy groups (agriculture, community, and food access), educators, and institutions. The methodology and tools are transferable and scalable, so any regional, state or federal organization could benefit from the project. Scenario development and analysis occurs in real-time and a number of performance indicators give users the ability to test how changing crop patterns, market conditions and policy and business decisions may affect the viability of specialty crops. Pro forma analysis helps users determine if strategies are economically viable and what variables have the greatest affect. At least 526,000 acres, or \$1.1 billion in farm gate value, of specialty crop agriculture in the region could be affected by this work.

**6. MEASURABLE OUTCOME - Describe at least one distinct, quantifiable and measurable outcome-oriented objective that directly and meaningfully supports the project purpose.**

**Answer:** One of SACOG's objectives is to deploy the tools to track how specialty crop production and viability changes. SACOG will encourage agriculture commissioners to annually use a mapping function as way to spatially record pesticide use and update the crop maps accordingly. This mapping can be used to measure changes in specialty crop acreage and whether production is meeting demand, particularly in local markets as determined by the assessment conducted in this project. New processing and distribution projects will be an indicator of the possible affects the project had on these investments. The number of organizations using the data and tools for grower or citizen education programs will determine if SACOG's objective of expanding education and training is being met. The objective to affect policy and planning can be measured by changes in local policies, ordinances and economic development plans.

**7. WORK PLAN - Briefly describe the activities that will be performed to accomplish the objectives of the project including the anticipated beginning and completion dates. The work plan should only reflect the activities that will be funded by the grant and should not include activities funded with match.**

**Answer:** SACOG will start work November, 2010 with consultants and stakeholders to update cost of production studies to more accurately reflect local conditions. Grower outreach conducted during the first quarter of 2011 will inform this update and a final vetting will be conducted at a growers workshop in the fall, 2011. In February, 2011, SACOG will solicit proposals from community groups to conduct assessments of food consumption and market demand. This work will be completed by the end of 2011. In April, 2011, processing and distribution analysis will commence and a panel of experts will be convened to guide the research. Processing and distribution data, prototypes and analysis tools will be completed by April, 2012. From May, 2012 to September, 2012, analysis tools will be updated with new data and packaged as a 'toolkit'. This toolkit will be disseminated through March, 2013 to various stakeholders for education, training, crop mapping, and policy and pro forma analysis.

Attachment title

Date

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 and all rights to privacy and confidentiality of the proposal on behalf of the applicant, to the extent provided in this RFP.

Submitted by: sacoguser

Submitter initials: DRS

Submitted date: 2/1/2010 4:50:54 PM

If you have any questions, please contact us.