



SACOG Board of Directors

February 10, 2010

Approve Specialty Crop Grant Application

Issue: SACOG is submitting a grant application conceptual proposal to the California Department of Food and Agriculture (CDFA) for the study of specialty crops and the local food system. If the conceptual proposal is accepted, SACOG will be invited to submit a full application.

Recommendation: The Land Use & Housing Committee unanimously recommends that the Board authorize staff to submit an application for the CDFA Specialty Crop Grant program.

Committee Action/Discussion: The CDFA expects that up to \$17 million in block grants from the U.S. Department of Agriculture (USDA) will be made available this year 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 U.S. farm gate value according to the USDA and make up much of California's agricultural production.

SACOG's proposal will concentrate on further developing the technical and analytical capacity SACOG is building to study food production and use it to underpin efforts to supply more production into local and other markets. This capacity building will be an effort to "customize" and apply analytical tools to meet local needs. Cost of production data for prototypical small and large farms, that SACOG is using for regional analysis, will be further refined to reflect specific local conditions for growers who are focusing production for local markets, certain ethnic groups, or other market segments. Local consumer demand for food will be updated and used to guide growers toward market opportunities. Aligning local production with local demand will be an important outcome of this process, but this work will help all specialty crop growers in the region. This data and information will be available to not only growers, but other agricultural stakeholders, particularly those that offer production and business training.

Through this grant, SACOG will also enhance its analysis of the processing and distribution infrastructure needs of a local food system. This infrastructure is an important part of connecting producers to consumers. As with production data and analysis, further work is needed to bring regional processing and distribution analysis to a local level. Many growers can expand their product offerings and markets through value-added processing and better aggregation and distribution. Data and analysis from this work will help local growers and businesses determine feasible models for their area.

SACOG's conceptual proposal (attached) was submitted February 1. Acceptance by CDFA will be announced March 25. Staff is seeking approval to submit a full application if the conceptual proposal is accepted. A full grant application will be due by April 26.

Approved by:

Mike McKeever
Executive Director

MM:DS:sb
Attachment

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

Proposal**PIN# 21238 - Policy and Pro Forma Analysis Tools for Decision Makers and Specialty Crop Growers in the Sacramento Region****RFP Title:** 2010 Specialty Crop Block Grant Program**Submitting Organization:** Sacramento Area Council of Governments**Project Title:** PIN# 21238 - 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 Details**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

Amount Recommended by SWRCB

\$0.00

Project Management Role

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

First Name

Mike

Last Name

McKeever

Phone

916-321-9000

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916-321-9551

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mmckeever@sacog.org

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

David

Shabazian

916-340-6231

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Applicant Information

Name: Sacramento Area Council of Governments

Address: 1415 L Street, Suite 300

Sacramento, CA - 95814

Federal Tax Id: 68-0153162

Person Submitting Application

Name: David Shabazian

Phone No: 916-340-6231

Fax: 916-321-9551

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Legislative District	Primary	Additional
Senate District	06	04,05,
Assembly District	09	03,04,05,08, 10, 15,
US Congressional District	05	01,02,03,04, 10,

Contact Agency	Contact Name	Phone	Email
Cooperating Entity	Role on Project	Contact Name	Phone
Sutter County Agricultural Commissioner	Stakeholder/Implementor	Mark Quisenberry	530-822-7500
California Farmlink	Stakeholder/Implementor	Kendra Johnson	530-756-8518
El Dorado County, Office of Economic Development	Stakeholder/Implementor	Sam Driggers	530-621-5569
American Farmland Trust	Local Stakeholder	Mike Darnell	530-755-1644
El Dorado County Agricultural Commisioner	Stakeholder/Implementor	Bill Stephans	530-621-5520
Yuba County Agricultural Commissioner	Stakeholder/Implementor	Louie Mendoza	530-749-5400
Sacramento County Agricultural Commissioner	Stakeholder/Implementor	Frank Carl	916-875-6603
Placer County Agricultural Commissioner	Stakeholder/Implementor	Christine Turner	530-889-7372
Yolo County Coopertive Extension	Stakeholder/Implementor	Kent Brittan	530-666-8733
Health Education Council	Stakeholder	Dawn Dunlop	916-556-3344
Sutter Resource Conservation District	Stakeholder/Implementor	Ryan Bonea	530-674-1461 x130
Yolo County Economic Development Dept.	Stakeholder/Implementor	Wes Ervin	530-666-8066
Yolo County Farm Bureau	Local Stakeholder	Denise Sagara	530-662-6316
Sacramento County Farm Bureua	Local Stakeholder	Charlotte Mitchell	916-685-6958
El Dorado County Farm Bureau	Local Stakeholder	Valerie Zentner	530-622-7773
Placer County Farm Bureau	Local Stakeholder	Sandy Schwartzler	916-663-2929
Placer County, Office of Economic Development	Stakeholder	David Snyder	530-889-4016
Yuba-Sutter County Farm Bureau	Local Stakeholder	Danielle Colemann	530-673-6550
Valley Vision	Stakeholder	Bill Mueller	916-325-1630
Yolo County Agricultural Commissioner	Stakeholder/Implementor	John Young	530-666-8140
Sacramento County Department of Economic Development	Stakeholder/Implementor	Troy Givans	916-874-2413
Soil Born Farms	Collaborator/Implementor	Shawn Harrison	916-718-3563
Center for Land-Based Learning	Collaborator/Implementor	Mary Kimball	530-795-1520
Community Alliance with Family Farmers	Local Stakeholder	David Runsten	530-756-8518 x 25
Sacramento County Coopertive Extension	Stakeholder/Implementor	Chuck Ingels	916-875-6527

Q# 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 compliments 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.

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 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](#).
