

## Print Application

Pin No: 25283 - Food System Multipliers for Specialty Crops in the Sacramento Region - SUBMITTED

### Application Overview

**RFP/Survey Title:** 2013 Specialty Crop Block Grant Program

**Submitting Organization:** Sacramento Area Council of Governments  
**Submitting Organization Division:**

**Project Title:** Food System Multipliers for Specialty Crops in the Sacramento Region

**Project Description:** California agriculture is not only highly productive and diverse; it is a major economic driver. However, agriculture is often overlooked due to a poor understanding of the industry's economic impacts. Current models do not capture all economic activity from agriculture. SACOG has cutting-edge analysis of ag viability, from farm to fork, but lacks tools to fully assess economic benefits. This proposal tackles this problem by developing a model that accurately reflects the full range of economic contributions from specialty crops. SACOG will calculate multipliers that include taxes, costs of regulations, and all jobs in the food system. The model will show how multipliers can change via changes in demand for specialty crops, shifts from international/national markets to regional markets, regulatory changes, and new value-added processing. Such a tool is sought by public and private stakeholders to provide much-needed data for effective investments and policies to support agriculture.

### APPLICANT DETAILS

**Applicant Organization:** Sacramento Area Council of Governments  
**Applicant Organization Division:**

**Applicant Address:** 1415 L Street, Suite 300 , Sacramento , CA - 95814

### PROJECT LOCATION

**Latitude :** **Longitude:**

**Watershed:**  
**County:** Multiple Counties

**Responsible Regional Water Board:** State Wide

### PROJECT BUDGET

**Funds Requested(\$):** 375,400.00

**Local Cost Match(\$):** 100,000.00

**Total Budget(\$):** 475,400.00

<b>Funding Program</b>	<b>Applied</b>	<b>Amount Recommended by State Water Board</b>
2013 Specialty Crop Block Grant Program	Yes	\$0.00

Project Management Role	First Name	Last Name	Phone	Fax	Email
<b>Project Director: Authorized Representative from Applicant Organization to execute funding agreement</b>	Mike	McKeever	916-321-9000	916-321-9551	mmckeever@sacog.org
<b>Project Manager: Day to day contact on this project from Applicant Organization</b>	David	Shabazian	916-321-6231	916-321-9551	dshabazian@sacog.org

**Applicant Information**

**Name:** Sacramento Area Council of Governments  
**Division:**  
**Address:** 1415 L Street, Suite 300 Sacramento, CA , 95814  
**Federal Tax ID:** 680153162      **DUNS Number:** 555895705

**Person Submitting Information**

**Submitter Name:** David Shabazian  
**Submitter Phone:** 916-340-6231  
**Submitter Phone:** 916-321-9551  
**Submitter Fax:** dshabazian@sacog.org  
**Submitter Email:**

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

Cooperating Entities	Role	Name	Phone	Email
Sacramento Co. Farm Bureau	Stakeholder	Charlotte Mitchell	916-685-6958	sacfarmbur@msn.com
El Dorado Co. Farm Bureau	Stakeholder	Valerie Zentner	530-622-7773	valeriez@edcfb.com
Placer Co. Farm Bureau	Stakeholder	Sandy Schwartzler	916-663-2929	pcfb@ncbb.net
El Dorado Co. Ag. Commissioner	Stakeholder	Charlene Carveth	530-621-5520	charlene.carveth@edcgov.us
Sutter Co. Ag. Commissioner	Stakeholder	Mark Quisenberry	530-822-7500	mquis@co.sutter.ca.us

Yolo Co. Ag. Commissioner	Stakeholder	John Young	530-666-8100	john.young@yolocounty.org
Yuba Co. Ag. Commissioner	Stakeholder	Louie Mendoza	530-749-5400	lmendoza@co.yuba.ca.us
Placer Co. Office of Economic Development Dept.	Stakeholder	David Synder	530-889-4016	dsnyder@placer.ca.gov
Sacramento Co. Dept. Economic Development	Stakeholder	Troy Grivans	916-874-2413	givanst@saccounty.net
Yuba Sutter Economic Development Corp.	Stakeholder	Brynda Stranix	530-751-8555	bstranix@ysedc.org
El Dorado Co. Office of Economic Development Dept.	Stakeholder	Kathy Matranga-Cooper	530-621-5569	kathy.matranga-cooper@edcgov.us
Sacramento Co. Ag. Commissioner	Stakeholder	Juli Jensen	916-875-6603	jensenj@saccounty.net
Placer Co. Ag. Commissioner	Stakeholder	Joshua Huntsinger	530-889-7372	jhuntsin@placer.ca.gov
Yolo Co. Dept. Economic Development	Stakeholder	Wes Ervin	530-666-8066	wes.ervin@yolocounty.org
Yuba/Sutter Co. Farm Bureau	Stakeholder	Megan Foster	530-673-6550	yuba-sutterfb@sbcglobal.net
Yolo Co. Farm Bureau	Stakeholder	Denise Sagara	530-662-6316	denise@yolofarmbureau.org

Pre Award Attachment Title	Phase	Submission Period	Date & Time
<a href="#">Budget PIN 25283</a>	PHASE1	PRE_AWARD	12/7/2012 3:58:06 PM

Download all PreAward Attachments

Questionnaire - Phase1

1 **ORGANIZATION TYPE**

Select one of the following organization types that correctly reflects the nature of the applicant organization.

Answer: | Local/State/Federal

2 **FUNDING CATEGORY**

Select one of the following which most accurately aligns with the nature of the proposal. (Refer to Appendix A of the 2013 Notice of Funding Availability).

**A - Market Enhancement**

**B - Agriculture Education**

**C - Nutrition**

**D - Environmental Stewardship and Conservation**

**E - Plant Health and Invasive Species Impact Mitigation**

Answer: | Category A

### 3 **PROJECT PURPOSE**

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**Identify the specific issue, problem or need that the proposal will address, and explain why the proposal is important and timely.**

Answer: The project purpose is to show the full economic impact of agriculture to inform regional policies and economic development strategies that support increased specialty crop production. By illustrating the economic potential of agricultural lands and related food industries, there will be more incentive to investment in food system infrastructure and preservation of working lands. The findings of this study can be used by public and private stakeholders throughout the region and state.

**Identify the main objective(s) of the proposal and how it meets one of the program's goals and objectives of the 2013 SCBGP. (Refer to page 3 of the 2013 Notice of Funding Availability).**

Answer: The project objective is to develop data and models that better analyze the full impact of specialty crop production on a region's economy. A range of economic multipliers will be estimated based in changes in production, markets, jobs, taxes and regulations. We will collect data and estimate new multipliers to address shortcomings in current models. Reports and presentations will easily and effectively communicate the range of economic activities and jobs related to agriculture.

### 4 **PRIOR-YEAR SCBGP PROJECTS**

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**Indicate if the proposal builds on a previously funded SCBGP project. If 'YES', provide Grant Agreement number(s), explain how the new proposal compliments previous work, the results of the completed work and long-term quantifiable effects of the results - specifically the impact on the specialty crop industry. Include sustainability efforts.**

Answer: I NO

Answer: This project does not directly build upon a previously approved proposal, but it supports ongoing work for SACOG's Rural-Urban Connections Strategy. This work includes cost of production models for specialty crops, business models for various food industries, and analysis of the needs for agricultural infrastructure. These tools will be useful for framing discussions with various stakeholders about their employment and operational costs, taxes and regulations, which will help SACOG develop more accurate multipliers for specialty crop production.

### 5 **POTENTIAL IMPACT**

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**Identify and quantify beneficiaries. State economic impact(s) to specialty crop industry.**

Answer: Project stakeholders complain that crop reports, census data and current multipliers do not accurately reflect the true economic impact of agriculture. This project's findings can be used for efforts to support and enhance specialty crop production by our region's 28 local governments, 6 agriculture commissioners, 5 farm bureaus, 5 county economic development departments, advocacy groups, educators, and institutions. This tool can also be used by advocates throughout the state.

### 6 **EXPECTED MEASURABLE OUTCOME**

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**Provide at least one distinct, quantifiable and measurable outcome that directly and meaningfully supports the proposal's purpose and is of direct importance to the intended beneficiaries.**

Answer: The project will enable SACOG and its partners to complete much-needed economic analysis to illustrate the importance of specialty crop production in the region. The work will improve upon current methods of calculating economic multipliers for agriculture, which

lacks detail about the full range of inputs and outputs in the industry and does not capture regional differences. Through testing various scenarios, the project will estimate a range of multipliers that reflect various types and scales of production, markets and value-added processing within the SACOG region. The project team will compare these new multipliers to existing multipliers to measure how much specialty crops have been undervalued in past economic studies. Metrics include economic value, income, and jobs. This has implications for changes in policies, regulations, land use and marketing efforts.

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## **PROJECT DURATION**

Estimate the "Start Date" and "End Date" for the proposal in MM/YYYY format.

Answer: 11/2013-10/2015

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## **WORK PLAN**

**Describe activities that will be performed to accomplish the objectives of the proposal and support expected measurable outcomes.**

**Only grant funded activities occurring during the timeframe of the proposed project should be included. Do not include activities funded with match and/or in kind contributions.**

Answer: The project has three phases: 1) data collection and model building; 2) development of scenarios; and 3) reporting findings. Phase 1 will include a review of regional economic impact studies with attention to multiplier calculations for agriculture and specialty crops. We will use SACOG's cost of production studies and food system infrastructure business models to frame interviews with stakeholders about their business inputs and outputs. This information will be used to populate the model and develop multipliers that reflect expenditures within the region and beyond. In phase 2, scenarios will be created and used to calculate new multipliers that reflect potential changes in the food system. Examples include increased demand for specialty crops, and regionalized food systems with greater use of local value-added infrastructure. Phase 3 will involve running scenarios, testing model sensitivity, estimating multipliers, analyzing findings, and reporting easily understandable results.

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## **BUDGET**

Click [HERE](#) to download the "Budget Template."

**The budget should only include grant funds - not match and/or in kind contributions.**

**IMPORTANT REMINDER: The Budget must be saved as Excel 97-2003 Workbook (\*.xls). Please upload the Budget to your FAAST application (click NEXT to access the Attachments tab).**

### **Certification And Submission Statement**

**Please read before signing and submitting application.**

I - certify under penalty of perjury:

- The information entered on behalf of Applicant Organization is true and complete to the best of my knowledge;
- I am an employee of or a consultant for the Applicant Organization authorized to submit the application on behalf of the Applicant Organization; and
- I understand that any false, incomplete or incorrect statements may result in the disqualification of this application.

By signing this application, I waive any and all rights to privacy and confidentiality of the proposal on behalf of the applicant, to the extent provided in this RFP.

**Submission By:** sacoguser

**Submitter Initials:** DS  
4:11:16 PM

**Submission Date:** 12/7/2012