

Print Application

Pin No: 25332 - Using County Fairgrounds to Increase Consumer Access to Specialty Crops - SUBMITTED

Application Overview

RFP/Survey Title: 2013 Specialty Crop Block Grant Program

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

Project Title: Using County Fairgrounds to Increase Consumer Access to Specialty Crops

Project Description: Access to healthy and nutritious food is a growing concern for communities throughout the state and nation. Nearly 1 in 8 of the SACOG region's adults could not afford enough food in 2009. This project will leverage existing fairground infrastructure to produce affordable, convenient, and nutritious specialty crop products. As noted by the California Healthy Food Financing Initiative, fairgrounds are uniquely positioned to utilize existing resources to increase food access. This project includes a feasibility analysis of establishing commercial kitchens, cold storage and specialty crop production at fairgrounds, with attention towards creating economic opportunities for underrepresented producers and food entrepreneurs. SACOG will work with these partners as well as potential outlets that work with underserved communities to identify distribution strategies to expand food access. Some of these potential outlets are food banks, schools and hospitals.

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(\$): 315,125.00
Local Cost Match(\$): 100,000.00

Total Budget(\$): 415,152.00

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

Project Management Role	First Name	Last Name	Phone	Fax	Email
Project Director: Authorized Representative from Applicant Organization to execute funding agreement	Mike	McKeever	916-321-9000	916-321-9551	mmckeever@sacog.org
Project Manager: Day to day contact on this project from Applicant Organization	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
California Endowment	Stakeholder	Tina Castro	231-928-8635	tcastro@calendow.org
Placer Food Bank	Stakeholder	Dave Martinez	916-783-0481	
El Dorado Co. Ag. Commissioner	Stakeholder	Charlene Carveth	530-621-5520	charlene.carveth@edcgov.us
Placer Co. Ag. Commissioner	Stakeholder	Joshua Huntsinger	530-889-4016	jhuntsin@placer.ca.gov
Sacramento Co. Ag.	Stakeholder	Juli Jensen	916-875-	jensenj@saccounty.net

Commissioner			6603	
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
CalExpo	Stakeholder	Norb Bartosik	916-263-3000	info@calexpo.com
El Dorado County Fair	Stakeholder	Jody Gray	530-621-5860	jody@eldoradocountyfair.org
Placer County Fair	Stakeholder	John Javidan	916-786-2025	
Yolo County Fair	Stakeholder	Rita Moore	530-402-2222	rita@yolocountyfair.net
Yuba/Sutter County Fair	Stakeholder	Regina Goody	530-674-1280	info@ysfair.com
Food Bank of Yolo County	Stakeholder	Kevin Sanchez	530-668-0690	kevins@foodbankyc.org
Sacramento Food Bank and Family Services	Stakeholder	Blake Young	916-456-1980	byoung@sacramentofoodbank.org

Pre Award Attachment Title	Phase	Submission Period	Date & Time
Budget PIN 25332	PHASE1	PRE_AWARD	12/7/2012 3:51:49 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 C

3 **PROJECT PURPOSE**

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 develop strategies for fairgrounds becoming part of a regional food system that increases specialty crop consumption by expanding opportunities for production, value-added processing and cold storage. The project aims to increase the economic viability of fairgrounds and specialty crop producers by diversifying their products and expanding their customer base. The project will emphasize making products more affordable and convenient for underserved communities.

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 tools to help stakeholders assess the feasibility of utilizing fairgrounds to enhance specialty crop markets and better link production to underserved communities. The project will build upon ongoing SACOG food system analysis, from production to consumption, to identify how fairgrounds fit into a regional food system. SACOG will develop the analytics necessary to determine economic and logistical challenges and opportunities.

4 **PRIOR-YEAR SCBGP PROJECTS**

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 YES

Answer: This project builds off SCB 11039 awarded in 2011, as well as ongoing work for SACOG's Rural-Urban Connections Strategy. Findings from the previous grant identified a need, from both specialty crop producers and buyers, for aggregation sites, value-added processing and cold storage. Initial feasibility analysis showed the economic viability of a food aggregator was dependent on higher value sales, such as jams, jellies, prepared foods, and fresh cut foods. As part of the RUCS project, SACOG has identified the region's food deserts, completed a gap analysis of regional processing, begun quantifying regional consumption of specialty crops, and initiated economic analysis of the region's food system. SACOG's research has heightened awareness of agriculture and helped inform policy and planning decisions that support specialty crop production, conserve farmland and increase regional food procurement. Analysis of fairgrounds' role in the food system fits well with SACOG's array of work.

5 **POTENTIAL IMPACT**

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

Answer: The project will assess the economic feasibility of using existing fairground infrastructure for regional food system. The project would help 28 local governments, 5 county fairs, 6 agriculture commissioners, 5 farm bureaus, 5 county economic development departments, 5 food banks, over 1,000 specialty crop producers, and advocacy groups in the SACOG region support regional food system enterprises and underserved communities. Project findings can be used by similar groups across the state.

6 **EXPECTED MEASURABLE OUTCOME**

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 allow SACOG and its partners to better understand the economics of regional food systems operations at county fairgrounds. The project will quantify strategies to overcome impediments to these operations, increase food access, particularly for underserved communities, and increase revenues for fairs, specialty crop producers, and food enterprises. To measure impacts for these outcomes, SACOG will collect baseline indicator data including: the number of and revenues from fairground certified commercial kitchens, value-added vendors at various markets, and specialty crop producers and acreage supplying regional product. Other indicators to be measured include the amount of regional food distributed by food banks and other institutions, and an estimate of the number of food insecure consumers they serve. Throughout implementation, we will measure changes for each indicator.

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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 work plan will have three components: 1) analyze fairgrounds; current conditions; 2) identify and quantify approaches to building an effective, financially viable partnership between specialty crop producers, fairgrounds and food outlets, including those that cater to underserved communities; and 3) report outcomes. In phase 1, the team will work with fairground operators to assess challenges and opportunities to becoming part of a regional food system, building upon SACOG's engagement with farmers, food entrepreneurs, and institutional buyers for regional food systems work. For phase 2, the team will identify strategies to remove barriers and will estimate the type and amount of inputs and costs needed for facility improvements and operations. Using pro forma tools, costs will be compared to revenues to complete a feasibility analysis of fairgrounds; food system operations. In phase 3, findings and tools will be shared with stakeholders via reports and workshops.

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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
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Submission Date: 12/7/2012