Beginning Farmer and Rancher Development Program

Grant Applicant Webinar #2
Projects serving Special Audiences

May 6, 2014
Outline of Webinar

1. Brief recap of webinar #1
2. Projects serving military veterans
3. Projects serving socially disadvantaged or limited-resource audiences, or farmworkers
The 2014 Farm Bill has made available $19.2 million in FY 2014 for the Beginning Farmer and Rancher Development Program (BFRDP).

Funding is only for education, training, outreach and mentoring of beginning farmers and ranchers in entering, establishing, building and managing successful farm and ranch enterprises.

The recipients must be a collaborative, State, tribal, local, or regionally-based network or partnership of public or private entities, which may include: state cooperative extension service; community-based and nongovernmental organization; college or university (including institutions awarding associate degrees); or any other appropriate partner.
Three Categories in FY 2014

- **Standard Projects** - to provide local and regional training, education, outreach and technical assistance
  - Up to $250,000 per year for up to 3 years

- **Educational Enhancement Teams** – for evaluation, assistance and enhancement of beginning farmer and rancher education in the US
  - Up to $250,000 per year for up to 3 years

- **Curriculum and Training Clearinghouse**
  - Up to $200,000 per year for 5 years
Standard Grant Topics
2014 Agriculture Act

A. Basic livestock, forest management, and crop farming practices;
B. Innovative farm, ranch, and private, nonindustrial forest land transfer strategies;
C. Entrepreneurship and business training;
D. Financial and risk management training (including the acquisition and management of agricultural credit);
E. Natural resource management and planning;
F. Curriculum development;

...continued on next slide
Standard Grant Topics – cont.

G. Mentoring, apprenticeships, and internships;
H. Resources and referral;
I. Farm financial benchmarking;
J. Assisting beginning farmers or ranchers in acquiring land from retiring farmers and ranchers;
K. Agricultural rehabilitation and vocational training for veterans;
L. Farm safety and awareness; and
M. Other similar subject areas of use to beginning farmers or ranchers.
Good Practices - Standard Grants

Know your audience
- Who and where are they and what do they need
- How will you engage, educate and assist them

Propose a solid plan of work
- Ambitious yet achievable
- Most projects address more than one topic (production, marketing, financial)
- Many approaches, tailored to the needs of the audience

Focus on results: Enhance the number and success of beginning farmers and ranchers
Educational Enhancement Team (EET) Projects

Assess and identify existing curricula and gaps
• Establish team with broad expertise
• Collect, synthesize, evaluate available curricula
• Evaluate training, outreach and mentoring programs

Develop curricula and train-the-trainers
• Develop curriculum to address the gaps for specific audiences
• Develop and deliver train-the-trainer programs

Collaborate with BFR educators for maximum impact
• BFRDP-funded projects and others
• BFRDP Clearinghouse
Curriculum & Training Clearinghouse

Maintain & enhance online library
- Materials developed through BFRDP and other sources

Facilitate sharing, collaboration & use
- Collaborate with EET and Standard grantees
- Train & assist them to share & learn from each other

Assist in Enhancing Outcome-Based Reporting
- Help grantees organize their results
- Disseminate information on successes

Note: Build upon previously-funded clearinghouse (link to its progress report is in Request for Applications)
Funding Priorities

- Partnerships and collaborations that are led by or include nongovernmental, community-based or school-based agricultural educational organizations with expertise in new agricultural producer training and outreach

- At least 5 percent of funds to projects that serve socially disadvantaged beginning farmers or ranchers, limited-resource farmers and ranchers, and farm workers desiring to become farmers or ranchers

- At least 5 percent of funds to projects that serve beginning farmers and ranchers who are military veterans
Proposal Submission Requirements

- Applications require 25% matching
- Only electronic applications through grants.gov are accepted
- Need to follow all guidelines published in the Request for Applications
- Deadline of June 12, 2014 @ 5 p.m. eastern daylight time (EDT).
Restrictions on Funding

Funding **cannot** be used:

- To purchase land, large machinery, animals
- For the planning, repair, rehabilitation, acquisition, or construction of a building or facility
- To begin farming
- To set up Individual Development Accounts
- To conduct research
Administrative Information Covered in Webinar #1

• Matching Regulations
• Programmatic Requirements
• Indirect (F&A) Costs
• Definitions
• Matching Documentation
• Matching Do’s and Don’ts
Application Process

- **Register with Grants.Gov – Right Away!**
  - http://www.grants.gov/applicants/get_registered.jsp
    - This process can take weeks to complete

- **Check on Computer essentials**
  - Adobe Acrobat – only .pdf is accepted
  - High speed connection – universities, county extension or libraries.
  - Read the Request for Applications on NIFA website

- **See Webinar recording**
  - Everything You Want to Know About Grants.gov
Evaluation Criteria

- Relevancy
  - Technical merit – clarity, workplan, innovation, outcomes/targets, adaptability, sustainability beyond life of grant, logical budget
- Achievability – probability of success
- Expertise and track record of applicants
- Adequacy of personnel, facilities, equipment
- Adequacy of management plan including evaluation, reporting and communication
Funding Priority Subset – Military Veterans

• Agricultural rehabilitation and vocational training for veterans
  – Standard Grants: Address this topic only if you want your application to be considered in the Military Veteran set-aside category
Funding Priority Subset – Military Veterans

• Not less than 5 percent (5%) of the program funds available for standard BFRDP projects will be allocated to address the needs of beginning farmers and ranchers who are military veterans.
Definition – Military Veteran

• Military Veteran means a person who served in the active military, naval, or air service, and who was discharged or released from the service under conditions other than dishonorable.
Definition – Veteran Farmer or Rancher

• Veteran farmer or rancher means a farmer or rancher who served in the active military, naval, or air service, and who was discharged or released from the service under conditions other than dishonorable. (See 7 U.S.C. 2279(e) for further details.)
Funding Priority Subset – Military Veterans

• State what percentage of your budget will be allocated to serving veterans
• Explain how the beginning farmers and ranchers in the identified target audience will be recruited and provided with appropriate training, education, outreach and/or mentoring
Funding Priority Subset – Military Veterans

• Provide evidence of your ability to serve the needs of the identified audience, e.g., a strong track record of having previously done so
Educational Enhancement
Team Projects

• Must include access and suitability of programs to veteran farmers and ranchers

• New curriculum includes modules for specific audiences, e.g. military veterans
Funding Priority Subset – Military Veterans

• A recipient of such a grant may coordinate with a recipient of a grant from the AgrAbility program (http://www.agrability.org/) in addressing the needs of veteran farmers and ranchers with disabilities
AgrAbility Program

To increase the likelihood that farmers, ranchers, farm workers and farm family members with disabilities experience success in agricultural production.

Projects build service capacity on national, regional, state, and local levels through:

• Assistance
• Education
• Networking
• Marketing
AgrAbility Program

Supports cooperative projects between State Cooperative Extension based at either 1862 or 1890 land-grant universities and private, non-profit disability organizations.

Annually, program funds:
• State and Regional AgrAbility Projects (SRAPs), and
• National AgrAbility Project

SRAPs funded for up to 4 years, at approx. $180,000/year
AgrAbility Grantees in FY13

State and Regional AgrAbility Projects

- Colorado State University
- Kansas State University
- Oklahoma State University
- University of Arkansas Cooperative Extension Service
- University of California
- University of Delaware
- University of Kentucky
- The University of Maine
- University of Minnesota
- University of Nebraska-Lincoln
- University of Wisconsin-Madison
- University of Wyoming
- Utah State University

- Virginia Polytechnic Institute & State University
- Purdue University
- North Carolina Agricultural and Technical State University
- The University of Vermont
- The University of Tennessee
- Pennsylvania State University
- Ohio State University

National AgrAbility Project

- Purdue University
USDA Resources

• USDA Office of Advocacy and Outreach

• USDA Economic Research Service
Definition: Socially Disadvantaged Beginning Farmer or Rancher

- A farmer or rancher who is a member of a socially disadvantaged group (i.e., a group whose members have been subjected to racial, ethnic, or gender prejudice because of their identity as members of a group without regard to their individual qualities) (7 U.S.C. 2003(e)).
Socially Disadvantaged Groups

- The groups include African Americans, American Indians or Alaskan natives, Hispanics, and Asians or Pacific Islanders, including women.
Limited Resource Farmer or Rancher

A farmer or rancher with:

• Direct or indirect gross farm sales not exceeding the current indexed value in each of the previous 2 years

• Total household income not exceeding the national poverty level for a family of 4, or less than half of the county median household income in each of the 2 tax years prior to this fiscal year.
Farmworkers

- Farmworkers who want to become farmers or ranchers (farm bill)

Categories of Farmworkers (Department of Labor)
- Seasonal Farmworkers
- Migrant Farmworkers
- Migrant Food Processing Workers
Approaches to Success in Working with Socially Disadvantaged/Limited Resource Farmer or Rancher

• Encouraging shared risk taking

• Information transfer

• Collaborative business management practices
Underlying Factor to Meeting the Needs of SDF/LRF

- Cultural Norms of the Group
Bridge to Success

USDA can serve as a bridge to success if trust and support are earned via information delivery in a culturally sensitive manner relying on:

- customs
- language
- social networks dominant in local settings
Strategies for Better Serving Socially Disadvantaged or Limited Resource Farmer or Rancher

• Culture
• One-on-one training
• Social media
• Effective partnership
• Innovative approaches to outreach
Examples of Most Effective Partnerships

- Institutions of Higher Education
- Community-Based Organizations
- Cooperative Extension
Land-Grant Colleges and Universities
Cooperative Extension System
Partners’ Weblinks

• Cooperative Extension System Offices

Partners’ Weblinks Continued

• USDA Service Center Locator

• [http://offices.sc.egov.usda.gov/locator/app](http://offices.sc.egov.usda.gov/locator/app)
Resources

• Thinking About Farming
  Start2Farm.gov
USDA Strikeforce Initiative

• Weblink:

What is the Strikeforce Initiative

- Established by Secretary Vilsack in 2010 to address the challenge of persistent poverty in hardest to reach counties.
- 20 states covering 700 counties are in the strikeforce zone.
Contact Information for NIFA Staff

Jill Auburn  Denis Ebodaghe
202-720-2635  202-401-4385
jauburn@nifa.usda.gov  debodaghe@nifa.usda.gov

Alexandra (Lexi) Wilson: afwilson@nifa.usda.gov
Brent Elrod – Military Veterans: belrod@nifa.usda.gov
Aida Balsano – AgrAbility: abalsano@nifa.usda.gov

Administrative Questions:
Adrienne Woodin (awoodin@nifa.usda.gov, 202-401-4320) or
Susan Bowman (sbowman@nifa.usda.gov, 202-401-4320)

Contact Information for Grants.gov

- 1-800-518-4726; M-F 7:00 am – 9:00 pm Eastern Time
- Email: support@grants.gov
- Get a Case ID # if you are having submission problems.