RECIPIENT INFORMATION

State Department of Agriculture: Oklahoma Department of Agriculture, Food & Forestry

STATE PLAN COORDINATOR

Coordinator Name: Jason Harvey
Title: Agriculture Marketing Coordinator
Phone Number: 405-606-1477
Email: Jason.harvey@ag.ok.gov

OUTREACH

OUTREACH TO SPECIALTY CROP STAKEHOLDERS TO IDENTIFY FUNDING PRIORITIES

OUTREACH TO IDENTIFY FUNDING PRIORITIES

Oklahoma's Secretary of Agriculture, Director of Marketing and SCBG coordinator consulted with members of the Food Safety division at ODAFF and staff from the Food and Agricultural Product Center at Oklahoma State University (OSU) to discuss impacts to the specialty crop industry caused by COVID-19. ODAFF will also meet with representatives from the Oklahoma Farm Bureau and American Farmers and Ranchers. These organizations have members that are involved in specialty crop production and have been impacted by the pandemic over the past year.

IDENTIFIED FUNDING PRIORITIES

Funding Priority 1: Consumer education

Funding Priority 2 Food safety education

Funding Priority 3 Expanded processing capacity

OUTREACH NOT CONDUCTED (IF APPLICABLE)

N/A

OUTREACH TO SOCIALLY DISADVANTAGED AND BEGINNING FARMERS

IDENTIFYING SOCIALLY DISADVANTAGED AND BEGINNING FARMERS

ODAFF will work with extension agents from Oklahoma State University and Langston University as they have staff members covering all 77 counties in the state that work with ag producers. We will also consult with the USDA Rural Development's state beginning farmer coordinator to identify beginning and socially disadvantaged farmers. The Oklahoma Department of Agriculture has also started a program with the Oklahoma Veterans Administration (OVA) to work with veterans who are wanting to get started in agriculture and will make these participants aware of this opportunity.

ENGAGING SOCIALLY DISADVANTAGED AND BEGINNING FARMERS

ODAFF and the Oklahoma Nutrition Information and Education Project (ONIE) host an annual conference each year entitled the Oklahoma Local Agriculture Summit that provide educational information for small farm producers who grow specialty crops for sale at Farmers Markets, U-Pick operations, CSA's. Participants are able to interact with current and past recipients of the SCBG's to hear results of their projects and also give input on current needs of the specialty crop industry. ODAFF is engaged in the Agrivets project that includes members from several state agencies working to connect veterans and ag industry professionals in order to spur economic and workforce development for both parties.

OUTREACH NOT CONDUCTED (IF APPLICABLE)

N/A

COMPETITIVE REVIEW PROCESS

PROPOSAL SOLICITATION

At the time ODAFF conducts our request for proposals (RFP) a press release will be created by ODAFF's public information officer and will be disseminated to statewide media outlets along with our farm organizations whose membership may benefit from the grant. The grant manual and application will be posted to ODAFF's website (https://ag.ok.gov) were it can be downloaded by anyone.

Within the RFA ODAFF will highlight that for H.R. 133 Stimulus-funded projects, cost may be considered allowable for individual business, and producers as well as nonprofit and community-based organizations as long as the project is focused on a response to issues caused by COVID-19. Such project proposals may include funding individual producers, businesses, nonprofit or community-based organizations who wish to: Purchase and provide certain supplies (including PPE) costing less the $5,000 per unit; Make certain facility adjustments (Rearrangement and Reconversion Cost) to protect employees and the public from potential COVID-19 exposure or Implement market adaptions related to COVID-19 for projects that benefit a variety of businesses. The information will be shared on ODAFF's Facebook page along with a daily newsletter shared with agriculturalist statewide.

GRANT PROPOSALS RECEIVED

Number of Grant Proposals Received: 16

APPLICATION REVIEW PANEL

REVIEWER SELECTION

Once the application deadline had passed the ODAFF grant coordinator reviewed the submitted applications to determine what entities had submitted proposals or were serving as a participating partner. After this determination was made a list of potential reviewers who have knowledge in specialty crop production or grant programs that were not associated with any of the submitted proposals was created. Individuals were then contacted by phone to explain the process and time allotment needed and if they agreed a formal invitation to serve on ODAFF's selection committee for the Specialty Crop Block Grant was emailed.

REPRESENTED FIELDS OF EXPERTISE

The selection committee was comprised of 3 individuals from different regions of the state and various knowledge/involvement within the specialty crop industry or grant administration. One committee member is the market manager for the Tahlequah Farmers Market which is one of the larger markets in the state and whose membership is membership is largely made up of socially disadvantaged farmers. Another member of the selection committee is a member of ODAFF's Consumer Protection Division and is responsible for administering federal grants for our landscape and nursery section. The final member of the committee is the farm manager of local nonprofit who oversees production of a 5 acre urban farm that provides fruits and vegetables to the residents of NE Oklahoma City.

PREVENTING REAL OR PERCEIVED CONFLICT OF INTEREST

ODAFF will do its best to select members of the committee that do not have any direct ties to any of the submitted proposals. In addition, each committee member will be asked to sign a conflict-of-interest form and submit to ODAFF before the selection process is completed. These forms will be held on file at ODAFF until the grant period has ended.

SHARING THE RESULTS OF COMPETITIVE PROCESS WITH APPLICANTS

The submitted applications were reviewed to ensure that the proposals met the guidelines established by USDA. Six (6) applications dd not meet the eligibility requirements for the program and were not eligible for consideration. Ten (10) proposals were deemed to be eligible for consideration and were emailed to the members of the selection committee along with a copy of the application manual and a score sheet with a rubric in which to evaluate each proposal. The committee scored each application using the provided materials and included comments about the proposals. The score sheets were emailed to the ODAFF grant coordinator and combined with the results from other reviewers to determine an initial ranking. The committee then met via Zoom to discuss the proposals and determine which would be selected to be included in the State Plan. Those proposals not selected to be included in the State Plan or were not eligible for consideration received an emailed letter thanking them for the submission and letting them know that their proposal would not be included in the State Plan. They were provided comments from the committee on why their project where not selected or eligible.

The applications that were picked to be included in the State Plan were notified and provided with comments from the committee and any modifications needed to their budget or application.

COMPETITIVE PROCESS NOT CONDUCTED (IF APPLICABLE)

N/A

OVERALL STATE PLAN BUDGET SUMMARY

#	Project Title	Direct	Indirect	Total
1	Empowering Home-Based Oklahoma Specialty Crop Processors With Custom Food Safety Training	$141,605.00	$0.00	$141,605.00
2	Increasing Awareness Of Native Pecans Through Public Education	$150,000.00	$0.00	$150,000.00

#	Project Title	Direct	Indirect	Total
3	Development Of An Oklahoma Landscape Plant App For Ios & Android.	$55,120.00	$0.00	$55,120.00
4	Development Of Online Master Gardener Training Course And Individual Topic Horticulture Outreach Classes	$68,252.00	$0.00	$68,252.00
5	Specialty Crop Producers' Education Support Initiative	$113,988.00	$0.00	$113,988.00
6	Bilingual Specialty Crop Resources	$111,550.00	$0.00	$111,550.00
7	Specialty Crop Teacher Tours	$15,350.00	$0.00	$15,350.00
8	Simple Snacks With Farm Fresh Food	$15,808.00	$0.00	$15,808.00
9	Hand Washing Stations At Farmers Markets, U-Picks,	$62,314.77	$0.00	$62,314.77
Grant Administration		$0.00	$63,825.00	$63,825.00
Total		**$733,987.77**	$63,825.00	**$797,812.77**

STATE DEPARTMENT OF AGRICULTURE OVERSIGHT

Start Date: 9/30/2021 **End Date**: 9/29/2025

GRANT ADMINISTRATION BUDGET NARRATIVE

Budget Summary	
Expense Category	**Funds Requested**
Personnel	$0.00
Fringe Benefits	$0.00
Travel	$0.00
Equipment	$0.00
Supplies	$0.00
Contractual	$0.00
Other	$0.00
Direct Costs Subtotal	$0.00
Indirect Costs	$63,825.00

Total Budget	$63,825.00

	Budget Breakdown by Year			
Year 1	**Year 2**	**Year 3**	**Year 4**	**Total**
$15,956.25	$15,956.25	$15,956.25	$15,956.25	$63,825.00

PERSONNEL

N/A

FRINGE BENEFITS

N/A

TRAVEL

N/A

EQUIPMENT

N/A

SUPPLIES

N/A

CONTRACTUAL/CONSULTANT

N/A

OTHER

N/A

INDIRECT COSTS

Indirect Cost Rate	Funds Requested
8%	$63,825.00

Indirect Subtotal	$63,825.00

PROJECT TITLE

Project 1: Empowering Home-Based Oklahoma Specialty Crop Processors With Custom Food Safety Training

DURATION OF PROJECT

Start Date: 9/30/2021 **End Date**: 9/29/2025

PROJECT PARTNER AND SUMMARY

Oklahoma State University Extension specialists will develop and offer a new food safety education and outreach program for home-based specialty crop processors of Oklahoma. The project will provide customized hands-on food safety training to prepare Oklahoma's home-based entrepreneurial specialty crop processing establishments to meet the Oklahoma Homemade Food Freedom Act training requirement (HFFA).

The proposed outreach program will cover Current Good Manufacturing Practices, food safety concerns associated with home-cooked foods, labeling, and other HFFA-specific food safety and sales requirements. The primary objectives of the training are:

1) Creation of customized training contents for home-based food producers that include the following topics: a) Good Manufacturing Practices; b) food safety risk reduction; c) hazard control in food processing; d) labeling; e) allergens; f) food entrepreneurship; g) the legal aspects of cottage food operations.

2) Develop a comprehensive guide for home-based specialty crop processors.

3) Implement and evaluate the training program.

PROJECT PURPOSE

PROVIDE THE SPECIFIC ISSUE, PROBLEM OR NEED THAT THE PROJECT WILL ADDRESS

The current COVID-19 pandemic-driven economic downturn and job loss has once again underscored the need to increase access to and opportunities for diversifying economic opportunities by creating a sustainable home-based business model of production and sales of food items, As the economic fallout from the pandemic looms, millions of Americans have opted to launch their home-food business to build a sustainable economic future and enhance the local food movement with homemade products sold to their communities. The recent passage of the Oklahoma Home Made Food Freedom Act, a new "cottage food law" established in the state of Oklahoma, allows for the citizens to prepare food items for sale as long as these items do not contain meat, poultry, cannabis products, and unpasteurized milk. The new law is vaguely written and does not restrict production and sales of potentially hazardous food products by home based food processors. Since these home-based specialty crop processors will be allowed to sell foods in the rapidly expanding local markets, an educational workshop for home food processors is needed.

Food Safety Concerns related to home-cooked foods:

Foods can potentially get contaminated in any venue where food is prepared, stored, and served, if not handled properly. Therefore, to ensure food safety we should always be proactive and vigilant. With the increasing expanse and popularity of cottage food laws, home-based food production, and farmers markets, homemade foods are available to populations through "informal" outlets. It is intuitive that the safety and wholesomeness of homemade food depends on the home-based food producers' food safety knowledge. In fact, synthesis of foodborne illness literature indicates kitchens in consumer homes may pose some food safety concerns and home-produced foods may cause episodes of foodborne illnesses. For example, previous reports have indicated presence of coliforms and *Escherichia coli* in the cream fillings of approximately 30% cakes and pastries sampled from retail outlets in the US and, serious case of botulism linked to home-canned vegetables. These incidents of foodborne disease and outbreaks underscores the need to disseminate food safety knowledge and practices among home-based cottage food operators. The perception of the food safety of homemade or cottage foods must be based on scientific evidence, knowledge, and best practices.

The long-term goal of this project is to provide a customized food safety training and outreach program that will meaningfully engage and educate the growing number of small-scale, Oklahoma specialty crop processors.

PROVIDE A LISTING OF THE OBJECTIVES THAT THIS PROJECT HOPES TO ACHIEVE

Objective 1 Creation of customized training contents for home-based food producers

Task 1. Under the Objective 1 of this project, we will develop customized training contents for home-based food producers/cottage food operations that are derived from FSMA-specific content (e.g., cGMP training based on 21 CFR 117 subpart B/FSMA PC rules), FDA Food Code as well as Oklahoma-specific food safety-related requirements.

The feedbacks collected as a part of the evaluation of our current workshops involving stakeholders who fall within the jurisdiction of Oklahoma Home Baking law (*Okla. Stat. tit. 2, §§ 5-4.1 to 4.6*) training revealed that the participants were intrigued with the information received and requested an in-depth training on safe preparation and handling of homemade food products to meet the new Oklahoma Home Made Food Freedom Act. Moreover, our training is very popular among the stakeholders and the state legislatures have taken note of it. As the current trainings are aimed at providing a brief overview of cGMP, and food safety concerns in the baked food item, there is a need for more comprehensive food safety training to address the new less restrictive law.

The workshop is targeted to provide a brief overview of food safety and microbiology of foods, cGMP, best practices to help in record-keeping and calculation of income, regulatory, and labeling requirements.

Description Of Module Contents

1) Introduction to Good Manufacturing Practices (GMP)
2) The best practices for food safety risk reduction at the home facility
3) Basics of preventive control in food processing

4) Overview of labeling regulations
5) Allergens and the food safety risks associated with them

Various sub-topics under this task will include (but not limited to):

- Water safety
- Protecting food from adulteration
- Prevention of cross-contamination, food-contact surfaces
- Employee health and hygiene
- Pest exclusion
- Toilet and handwashing safety
- Fermented food safety
- Storage and transport practices
- Proper labeling
- Canning
- Wet sanitation processes
- Dry sanitation processes
- Containers/packaging
- Handling of frozen products
- Thawing, refreezing and cooking principles

Hands-on activities:

We will also provide hands-on activities specific for use in a training event where participants will be exposed to real-life exercises easily reproducible at home kitchens. These exercises will help participants understand the applicable food safety concerns and provide flexibility to deliver the program in a wide variety of locations. Training exercises will focus on core principles to deliver safe foods:

Various activities/topics under this task will include (but not limited to):

- pH measurement
- Thermal processing and canning
- Containers/packaging
- Water activity
- Dry sanitation
- Control of *Salmonella* in dry environments
- Validation of dehydration processes
- Freezing principles
- Handling of frozen products
- Thawing, refreezing, and cooking principles
- Microbial safety standards and freezing

Task 2. Under the Objective 1 of this project, we will cover *food entrepreneurship* and the *legal aspects of cottage food operations*.

6) *Food entrepreneurship*: This module will introduce the stakeholders to the basics of food entrepreneurship. This module will expand on the outlines that we have previously developed as a fact sheet called "*Ten Frequently Asked Questions of Start-Up Food Business Owners*" (Holcomb et al., 2014). Some of the topics included in the module are:

    - Does market demand warrant a jump to a commercial business?
    - What legal structure should I use for my business?
    - Do I need to pay taxes?
    - How do I protect the product name and logo I want to use?
    - What marketing strategies should I employ?

To address these issues, in this module, we will cover the following topics:

- Market Demand
- Legal Structure
- Manufacturing Options
- Tax liabilities
- Marketing Strategies

7) The legal aspects of home-based food production and cottage food operations: In this module, we will provide training on legal aspects of cottage food operations in Oklahoma. In this module, we will cover the following broad areas:

- Key Elements of the
    - Types of Food Products Allowed
    - Limits on Where Home Made Food Products can be Sold
    - Limits on Total Sales

Objective 2 Develop a comprehensive guide for home-based specialty crop processors.

A comprehensive guide for home based specialty crop processors will be developed. The guide will focus on topics such as customized cGMP suitable for home food processors, record templates, links to external food safety resources (e.g. Food Safety Resources Clearinghouse), recommendations for cleaners and sanitizers, allergen control strategies, and USDA home canning guide among others. The training guide will be made available in print and electronic format to the stakeholders.

Objective 3 Implement and evaluate the training program

A total of 10 workshops will be conducted in Oklahoma at locations convenient to the stakeholders. The workshop will be conducted in Tulsa, Oklahoma City Guymon, Woodward, Durant, Pawnee, and Stillwater.

PROJECT BENEFICIARIES

Estimate the number of project beneficiaries: 200

Does this project directly benefit socially disadvantaged farmers as defined in the RFA? **Yes** ☑ **No** ☐

Does this project directly benefit beginning farmers as defined in the RFA? **Yes** ☑ **No** ☐

STATEMENT OF ENHANCING SPECIALTY CROPS

By checking the box to the right, I confirm that this project enhances the competitiveness of specialty crops in accordance with and defined by the Farm Bill. Further information regarding the definition of a specialty crop can be found at www.ams.usda.gov/services/grants/scbgp. ☑

CONTINUATION PROJECT INFORMATION

Does this project continue the efforts of a previously funded SCBGP project? **Yes** ☐ **No** ☑

OTHER SUPPORT FROM FEDERAL OR STATE GRANT PROGRAMS

The SCBGP will not fund duplicative projects. Did you submit this project to a Federal or State grant program other than the SCBGP for funding and/or is a Federal or State grant program other than the SCBGP funding the project currently?

Yes ☐ **No** ☑

IF YOUR PROJECT IS RECEIVING OR WILL POTENTIALLY RECEIVE FUNDS FROM ANOTHER FEDERAL OR STATE GRANT PROGRAM

N/A

EXTERNAL PROJECT SUPPORT

This project is fully supported by:

1) Oklahoma Department of Agriculture Food & Forestry- Food Safety Division: ODAFF- food safety division is regulating the home-based food producer in Oklahoma. The agency fully supports the project efforts as the project is designed to provide education and technical support to the home based food establishments.

2) Oklahoma Department of Health: OKSDH supports the project as the project aims align well with the mission of the agency.

3) The project is also supported by farmer's market manages and non-profit organizations such as Northeast Oklahoma Head Start and Think Ability Inc. as the project goals are important to the clients of the listed organizations. The training provided by the project will enable stakeholders to safely produce a wider variety of food products form home.

EXPECTED MEASURABLE OUTCOMES

SELECT THE APPROPRIATE OUTCOME(S) AND INDICATOR(S)/SUB-INDICATOR(S)

OUTCOME MEASURE(S)

- ☐ **Outcome 1**: Enhance the competitiveness of specialty crops through increased sales (required for marketing projects)
- ☐ **Outcome 2**: Enhance the competitiveness of specialty crops through increased consumption
- ☐ **Outcome 3**: Enhance the competitiveness of specialty crops through increased access
- ☐ **Outcome 4**: Enhance the competitiveness of specialty crops though greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources
- ☐ **Outcome 5**: Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems
- ☑ **Outcome 6**: Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety

☐ **Outcome 7**: Enhance the competitiveness of specialty crops through increased understanding of the ecology of threats to food safety from microbial and chemical sources

☐ **Outcome 8**: Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development

OUTCOME INDICATOR(S)

Outcome 6, Indicator 3:
200 individuals will learn about prevention, detection, control, and intervention food safety practices and 200 of those individuals will increase their food safety skills and knowledge.

MISCELLANEOUS OUTCOME MEASURE

N/A

DATA COLLECTION TO REPORT ON OUTCOMES AND INDICATORS

Measurement of the impacts of objectives will be performed on a semi-annual basis after launching the training. The semi-annual evaluation for the project team will be framed using the TOP model. The TOP Model focuses on both process and outcome indicators, both of which will help guide discussions with the project team regarding progress towards project goals and areas for improvement. Mixed methods will be used to formatively and summatively assess progress towards achieving project outcomes and to ensure project accountability. Process evaluation, also known as program monitoring, allows for administrators to see whether a program is functioning as intended. Process evaluations compare what was done to what was planned. Records are an important data source for process evaluation. Outputs to be monitored in the process evaluation include: (a) Training materials developed; b) number of individuals successfully trained; (c) dissemination of stakeholder specific training materials (e) number of workshops offered. An outcome evaluation examines short, medium, and long-term outcomes. Short-term outcomes include intended and unintended changes in participants' knowledge, attitudes, skills, and aspirations. Medium-term outcomes are changes in behavior. Long-term outcomes are changes in social, economic, and environmental conditions. As their labels suggest, the outcomes occur at progressively longer intervals and subsequently become increasingly more difficult to evaluate. Accomplishing short and medium-term outcomes is anticipated to lead to long-term improvements in food safety practices and ensuring producer and processor compliance with Home Made Food Freedom Act requirements. The quantitative component of the evaluation will use a pre- then post-test design to evaluate educational outcomes for the third objective. For the same objective, follow-up surveys using Qualtrics will be conducted at six-month intervals to measure participants' adoption and implementation of best practices. The qualitative component of the evaluation will be conducted at six-month interval following participants' completion of training for Objectives 3. Semi-structured interview guides will be used to conduct in-depth individual recorded phone interviews with a convenience sample of trainer participants as well as curricula target audience. Data will be collected until saturation is reached. An emphasis will be placed on identifying successful techniques being implemented in training as well as identifying barriers to successful implementation. Data will be analyzed using the constant comparative analysis to identify emergent themes.

BUDGET NARRATIVE

Budget Summary	
Expense Category	**Funds Requested**
Personnel	$98,700.00
Fringe Benefits	$9,435.00
Travel	$3,470.00
Equipment	$0.00
Supplies	$8,000.00
Contractual	$0.00
Other	$22,000.00
Direct Costs Subtotal	$141,605.00
Indirect Costs	$0.00

Total Budget	$141,605.00

PERSONNEL

#	Name/Title	Level of Effort (# of hours OR % FTE)	Funds Requested
1	Ravi Jadeja	0.2 FTE	$8,700.00
2	Graduate students	0.5 FTE each	$90,000.00

Personnel Subtotal	$98,700.00

PERSONNEL JUSTIFICATION

Personnel 1: 1 month summer salary of Jadeja ($8,700) for year 2 is requested. Jadeja will lead the project and material development and delivery, evaluation, and reporting activities.

Personnel 2: 0.5 FTE salaries ($36,000) for two graduate students is requested for the year 1. 0.5 FTE salaries of ($54,000) three graduate students are requested for year two. Graduate students will work with PIs Jadeja, McGlynn, Holcomb, Graves, and Nelson to assist with training material development, hands-on activities design and executions, workshop logistic (registration management, certificates preparation, venue arrangement etc), and workshop evaluations activities.

FRINGE BENEFITS

#	Name/Title	Fringe Benefit Rate	Funds Requested
1	Ravi Jadeja	34.48%	$3,000.00
2	Graduate students	7.15%	$6,435.00

Fringe Subtotal	$9,435.00

TRAVEL

#	Trip Destination	Type of Expense (airfare, car rental, hotel, meals, mileage, etc.)	Unit of Measure (days, nights, miles)	# of Units	Cost per Unit	# of Travelers Claiming the Expense	Funds Requested
1	Durant	Car rental from OSU car pool	2 days	1	$350	1	$350.00
2	Durant	Hotel stay	1 night	6	$90	6	$540.00
3	Guymon	Car rental from OSU car pool	2 days	1	$450	1	$450.00
4	Guymon	Hotel stay	1 night	6	$90	6	$540.00
5	Oklahoma City	Car rental from OSU car pool	1	1	$250	1	$250.00
6	Tulsa	Car rental from OSU car pool	1	1	$250	1	$250.00
7	Pawnee	Car rental from OSU car pool	1	1	$200	1	$200.00
8	Weatherford	Car rental from OSU car pool	2	1	$350	1	$350.00
9	Weatherford	Hotel stay	1 night	6	$90	6	$540.00

Travel Subtotal	$3,470.00

TRAVEL JUSTIFICATION

Trip 1 (5/2022): Trip to Durant to host a workshop

Trip 2 (6/2022):Trip to Guymon to host a workshop

Trip 3 (8/2022): Trip to Oklahoma city to host a workshop

Trip 4 (1/2023): Trip to Tulsa to host a workshop

Trip 5 (1/2023): Trip to Pawnee to host a workshop

Trip 6 (5/2023): Trip to Weatherford to host a workshop

CONFORMING WITH YOUR TRAVEL POLICY

By checking the box to the right, I confirm that my organization's established travel policies will be adhered to when completing the above-mentioned trips in accordance with 2 CFR 200.474 or 48 CFR subpart 31.2 as applicable. ☑

EQUIPMENT

N/A

SUPPLIES

Item Description	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested
Comprehensive guide	$30.00	200	Over the grant period	$6,000.00
Canning supplies	$50.00	2	6/22	$100.00
Pressure canner	$500.00	1	6/22	$500.00
Water bath canner	$200.00	1	6/22	$200.00
pH meter	$500.00	1	6/22	$500.00
Refractometer	$500.00	1	6/22	$500.00
Thermometers	$100.00	2	6/22	$200.00

Supplies Subtotal	$8,000.00

SUPPLIES JUSTIFICATION

1) Food safety manual for specialty crop home processors: Total of 200 copies of a comprehensive guidance document for specialty crop food processors will be prepared at the printing cost of $30 each ($6,000). The guidance document will be given to participants of the workshops.
2) Nonexpendable supplies such as canners (boiling water and pressure canners), pH meter (hand-held), refractometer, thermometers, glass bottles and caps will be purchase over the period of the grant period ($2,000). Supplies required to provide hands-on training of specialty crop processing.

CONTRACTUAL/CONSULTANT

N/A

OTHER

Item Description	Per-Unit Cost	Number of Units	Acquire When?	Funds Requested
Workshop venue cost	$500	4	Over the grant period	$2,000.00
Workshop materials	$70	200	Over the grant period	$14,000.00
Expendable hand-on training supplies	$30	200	Over the grant period	$6,000.00

Other Subtotal	$22,000.00

OTHER JUSTIFICATION

A total of $11,000 (total $22,000 over the grant period) each year is requested as participant workshop cost. Breakdown as follow:

- Workshop Venue cost for four workshops outside of Stillwater: $2,000
- Workshop materials: Binders, pen-drives to share record templates: 200 copies at the cost of $70/copy (total $14,000).
- Expendable hand-on training supplies: Sanitizers, pH and sanitizer test strips, allergen test kits and ATP swabs ($30/person, total $6,000).

INDIRECT COSTS

N/A

PROGRAM INCOME

N/A

PROJECT TITLE

Project 2: Increasing Awareness Of Native Pecans Through Public Education

DURATION OF PROJECT

Start Date: 9/30/2021 **End Date**: 9/29/2025

PROJECT PARTNER AND SUMMARY

Oklahoma Pecan Growers' Association (OPGA) proposes to conduct an educational campaign to enhance the awareness of native pecans by local and national consumers and to provide landowners with information and guidance needed to take advantage of this indigenous agricultural resource. Online social media campaigns will be complemented by in-person approaches to enhance our reach and increase public awareness of the unique nutritional benefits and rich flavor of "Oklahoma's native nut". Our project seeks to unlock an untapped Oklahoma agricultural resource through educating the 60% of

landowners not harvesting their native pecans, as well as a majority of the other 40% of landowners harvesting but not managing their groves for high production, about the opportunity for income which native pecans represent. We will document consumer interest through in-person interaction, by tracking social media hits and by tracking follow through based on visitation to select locations for our website. Landowner interest and follow through will be solicited and tracked similarly. Covid 19 highlighted the importance of local and diverse food sources as large national food processing factories were shuttered due to disruptions in Covid related labor, supply chain and transportation issues. The prevalence and rich heritage of native pecan trees indigenous to our state (roughly three-quarters of Oklahoma pecan revenue comes from native pecans), the placement of pecans as a top 10 agricultural commodity in our state and the nutritional, flavorful advantage pecans represent as part of our diet are all reasons the OPGA forwards for conducting this important work.

PROJECT PURPOSE

PROVIDE THE SPECIFIC ISSUE, PROBLEM OR NEED THAT THE PROJECT WILL ADDRESS

Background

Native Pecans in Oklahoma

Oklahoma is one of the top five U.S. states for pecan production and is the number 1 or number 2 state (rotating with Texas) for native or self-rooted pecan production. According to USDA-NASS Pecan Production (January 2021) Summary, Oklahoma contributed 42% of the nation's utilized native pecan production (6,030,000 pounds) in 2018, versus 69% (16,960,000 pounds) in 2019 and 36% (5,070,000 pounds) in 2020. Native nuts are harvested from trees that have not been grafted; they grow indigenously, often with minimum or no management. These trees are usually rainfed, which means they save on water resources, and the nuts have excellent flavor due in part to a high oil content (Santerre,1994). Dr. Niels Maness and his team at OSU collected and tested oil contents of native pecan nuts located in 6 different locations in Oklahoma (4 locations in the south-east, 1 location in south-central and one location in the north-east) during 2019 and 2020 and found native pecan nuts are rich in oleic and linoleic acids which are 'heart healthy' fats; compared to the improved pecan cultivars 'Pawnee' and 'Kanza', native pecans were proven to contain more antioxidant chemicals such as γ-tocopherol, β-sitosterol and campesterol (data yet to be published).

Because Oklahoma is a part of the point of origin for pecans, the native pecan trees have a better adaptation to our environment compared to improved (grafted) cultivars. For example, the 2021 late spring freeze damaged many improved pecan orchards and decreased production, but many native trees, due to late bloom and robust overall hardiness, maintained production. Additionally, each native pecan tree has a unique genetic profile – this helps to decrease grove-wide susceptibility to disease and insect infestation which occurs in the increasingly monoculture settings of improved (grafted) pecan orchards. Because pecans are a permanent fixture in rural Oklahoma the trees often co-exist on land used for other agricultural purposes and, if managed properly, can represent a dual source of income for agricultural producers. This was particularly important in 2020 and 2021 when cattle markets became uncertain due to the COVID-related closure of slaughterhouses. Even so, only about 40 percent of native pecan trees in Oklahoma were harvested, and even less were managed for peak production. The main reasons were the lower price of native nuts compared to improved varieties and the shortage of landowner information on native pecan management and negotiation of harvesting contacts.

A quick observation of the USDA-NASS yearly data referred to above demonstrates the cyclical nature of production for pecans, a characteristic known as alternate bearing – a symptom of irregular fruiting habit with one heavy crop followed by one or more years of poor production. Research data for improved pecan varieties have shown that pecan's alternate bearing can be alleviated (but not completely stopped) with proper nutrient and pest management (Acuña-Maldonado et al., 2003; Reid, 2002). Although very little research has been conducted on native pecans, our members believe that at least minimal nutrient and pest management (although seldom practiced in Oklahoma native pecan groves) for native pecans could decrease the severity of alternate bearing and increase production during "off" (low production) years as well as "on" (high production) years. Further observation of the USDA-NASS data indicated a troubling trend in 2020 – the price for inshell native pecans in Oklahoma was $0.67 per pound whereas the same nuts produced in Texas were valued at $0.86 per pound. While we doubt that the price per "point" (price per pound of marketable nutmeat) was drastically different between our adjoining states, we suspect the most considerable difference was shell-out percent (the weight of marketable pecan nutmeat divided by the inshell pecan weight) for pecans in either state. Shell-out percent can be decreased by poor weather conditions (out of our control) and by damage caused by pecan pests (within our control). A part of our proposed effort is to assimilate management guidelines for native pecans and make them available to native pecan growers – wide adoption could increase production during "off" years and increase the overall inshell value for the Oklahoma native pecan crop.

Considerable efforts have been expended on pecan education and marketing through USDA-AMS promotion programs and, more recently, by an industry-funded pecan checkoff program. Understandably ***both national (and international) promotions have almost exclusively focused on improved varieties*** since they typically represent over 95% of the revenue generated by pecans nationally. However… ***Oklahoma's native pecan revenue is typically higher than improved varieties***. The USDA-NASS data shows in Oklahoma native pecans accounted for 67% of total revenue in 2018, 80% of total revenue in 2019 and 68% of total revenue in 2020. The OPGA (Oklahoma Pecan Grower's Association) was thrilled when the call for proposals came out for this SCBG H.R. 133 Stimulus Funding grant program, believing that we finally have the means to mount a pecan education campaign that matches Oklahoma's majority production of native pecans. As representatives of pecan producers in Oklahoma, we believe ***it is about time that "Oklahoma's native nut" was better understood by consumers (and landowners alike)***; with this funding we propose to do just that.

Pandemic is impacting native pecan trade

The pandemic in 2020 and 2021 sharply impacted the native (wild) pecan industry. We observed that the following influenced the native pecan market:

1. COVID-19 changed consumer shopping habits in favor of more online sales. While this has benefited a few retail outlets selling mostly improved pecan nutmeats, our Oklahoma native pecan growers were not organized as a marketing group and missed out on this change in consumer behavior.
2. The pandemic deeply impacted pecan sales to the restaurant and local bakery trade. Since these enterprises have favored native pecans because of flavor, size and price, the pause in sales during the pandemic created an oversupply of native pieces and halves.

3. There was a severe shortage of labor as a result of the pandemic. Shelling facilities operated sporadically or at reduced capacity. Because native (wild) pecans are more difficult to shell and tend to produce more lower value broken pieces, the shelling operations discounted native pecan prices paid to the grower.
4. Shortages of trucks and drivers disrupted the ability of farmers to get their pecans to market.
5. Because Covid-19 remains a world-wide pandemic it continues to impact international trade.

The market disruptions and changes in consumer behavior caused by COVID-19 impacted essentially all agricultural commodities differently, and producer resilience was (and still is) enhanced by the diversity of products they have available for market. We believe native pecans represent an important means for agricultural diversification in Oklahoma, especially since they may already be growing on agricultural land in use for other purposes.

For this project, we have two purposes:

1. To educate more people and younger generations about the flavor, nutritional benefit and environmental uniqueness of Oklahoma native (wild) pecans, and to provide them with seamless avenues for using Oklahoma native (wild) pecans.
2. To educate landowners on how to manage, harvest and sell their native (wild) pecans by providing media tools for them to easily find pecan management information and custom management and harvesting services.

Our efforts to educate the 60% of landowners not currently utilizing native pecans as an agricultural resource will benefit all Oklahoma native pecan growers by increasing utilized production. Greater access to all native pecan growers of practical management strategies should enhance overall native pecan quality in our effort to reverse the trend of market discrimination against an essential segment of Oklahoma agriculture.

Project Description

OPGA intends to mount an education campaign to increase consumption, production and nutmeat quality for Oklahoma's native pecan industry. Our project includes three main objectives: 1) Deliver educational information about native pecan nuts through Facebook and Instagram to both local and national consumers to increase knowledge and access to Oklahoma native pecan nuts, 2) Conduct exhibitions showcasing native pecan health benefits and recipes to Oklahoma consumers and 3) Educate landowners/growers to better manage and harvest native pecan groves to increase the quality and availability of Oklahoma native pecans. Our project seeks to unlock an untapped Oklahoma agricultural resource through educating the 60% of landowners who are not harvesting their native pecans, as well as a majority of the other 40% of landowners who harvest but do not manage their groves for high production, about the opportunity for income which native pecans represent. Through better management and increased harvest of the native pecan Oklahoma resource, we anticipate that we can affect both increased supply and improved quality of Oklahoma native pecans. We intend to educate consumers through a consumer education campaign coincidently. Our efforts should increase resilience for current producers and provide a dual source of income for agricultural producers not yet utilizing their native pecan groves through greater access to grower information specific to native pecan custom management and harvesting services. A brief discussion of activities by objective number is presented below:

1) Consumer education via social media: We will contract one of three potential companies with significant experience in online campaigns (Lee Enterprises in Tulsa, Krush Media in Oklahoma City or Cothran Development Strategies in Ada) to post native pecan education information on Facebook, Instagram, and develop a link to the OPGA website where we will provide more in-depth information identified below.

   For the consumer education campaign, we will post the following information:
   1. The rich heritage of the native pecan industry in Oklahoma.
   2. Nutrition facts.
   3. Ways to enjoy Oklahoma's native nut (recipes, snacking suggestions, traditional and non-traditional seasons of use).
   4. Where to purchase Oklahoma's native nut.

   Oklahoma pecan equipment manufacturers, pecan shelling companies, native pecan growers and the American Pecan Council will contribute much of the social media/email campaign content. The online advertising company will assist with digital media generation, identify the appropriate population segments and push Facebook and Instagram ads to at least 50,000 IP addresses. They will track the number of hits for the ads which will be used to determine number of people who gained knowledge about eating and using native pecans. We will track OPGA website hits to track follow through on ads and estimate the number of people who gained more detailed information on nutritional benefits, preparation ideas and access to native pecans. We will include a link for chefs to request samples of native pecans in their menu items and contact specific chefs in Tulsa and Oklahoma City directly to attend trade shows (objective 2) to promote use of native pecans. The number of chefs who learned to (or learned more about how to) utilize native pecans will be tracked.
2) Exhibitions for Oklahoma native pecans: Using much of the media produced for the social media campaign we will attend state fairs in Tulsa and Oklahoma City to showcase native pecans. In addition to informational handouts and recipe cards for distribution (both containing links to our web information) we will have a big screen monitor scrolling through the various ads and website content developed for our social media campaign and our OPGA website. Pre-packaged samples of native pecans will be handed out with informational materials. The state fair venue will also be used to educate landowners about potential lost revenue in their native pecan groves and to provide educational materials for native pecan management and the availability of custom spraying and harvesting businesses near them. We will track counts of material distributed at the state fairs and observe whether web site hits spike as a function of attending these events. Attendee responses to each informational item will be tabulated to prioritize the supply of printed material and perhaps suggest missing desired information for participation in year 2 of this project.
3) Landowner recruitment and native pecan management resources: A part of the mass media campaign in objective 1 will be posted for landowners to gain more information about management and harvesting resources for native pecans to give them an economic benefit from the resources they already have. We intend to recruit new producers of native pecans and offer

information to current native pecan producers which can help them better manage their crops. A part of this recruitment will involve reaching out to farming/ranching/landowner groups (Oklahoma Farm Bureau, American Farmers and Ranchers, Oklahoma Cattleman's Association, Farm Credit, etc.) to present information related to the benefits of managing native pecan groves.

For the native pecan production media campaign, we will post the following information:
1. A link to the consumer education campaign.
2. Links to extension information related to native pecan management.
3. Contact information for custom harvesters and suppliers of production equipment.
4. Marketing contacts and links to current price information.

While information is widely available for improved pecan management (OSU hosts a yearly and well attended pecan management short course highlighting improved variety management), there is a sparsity of information currently available related specifically to native pecan management. Drivers for this have been a national prevalence of improved pecan production, higher value of inshell nuts from improved varieties relative to native pecans, and management predictability for varieties (each tree has the same genetic stock attached to a root stock). Because of the predictability of pecan varieties, research activities have almost exclusively been conducted on them. The advancement of high intensity management strategies have driven high yields of large-sized pecan kernels due to this work. Although the high intensity management developed for pecan varieties would be too expensive to fully implement in native pecan groves, our members report that careful implementation of selected management tools can increase overall production and improve shell out percent/nutmeat quality. For example, one carefully timed pecan weevil spray for native pecan trees versus three or more sprays for varieties, or removal of pecan scab-sensitive trees from a native pecan grove instead of successively spraying to control the disease. We intend to consolidate what little information is publicly available for native pecan management and make that available through links on our website. To fill in the gaps, we will host sessions for native pecan management at our annual meeting during both years of this project (and likely beyond), with talks and meeting proceedings made available from pecan specialists as well as from native pecan grower panels (involving native pecan growers from Oklahoma and Texas). We will make all of the information available through a website link, as a one stop shop for current producers, and for landowners interested in harvesting the remaining 60% of existing pecan groves which are not in production today.

Pecan management equipment (air-blast sprayers, limbing equipment and harvesters, for example) is expensive and takes time to learn how to operate effectively. Many existing native pecan producers depend on custom services to perform these tasks and we anticipate that most new production will follow this same pattern. That is why we will include contact information for custom pecan services in addition to the native pecan grove management information. By providing a consolidated know-how, how-to and with-what, we believe we can increase harvested native pecan acreage in the state, providing rural landowners a dual income potential to perhaps improve resilience in Oklahoma agriculture.

PROVIDE A LISTING OF THE OBJECTIVES THAT THIS PROJECT HOPES TO ACHIEVE

Objective 1 Deliver educational information about native pecan nuts through Facebook and Instagram to both local and national consumers to increase knowledge and access to native pecan nuts.

Objective 2 Conduct exhibitions showcasing native pecan health benefits and recipes to Oklahoma consumers.

Objective 3 Educate landowners/growers to better manage and harvest native pecan groves to increase the quality and availability of Oklahoma native pecans.

PROJECT BENEFICIARIES

Estimate the number of project beneficiaries: 10,000

Does this project directly benefit socially disadvantaged farmers as defined in the RFA? **Yes** ☐ **No** ☑

Does this project directly benefit beginning farmers as defined in the RFA? **Yes** ☐ **No** ☑

STATEMENT OF ENHANCING SPECIALTY CROPS

By checking the box to the right, I confirm that this project enhances the competitiveness of specialty crops in accordance with and defined by the Farm Bill. Further information regarding the definition of a specialty crop can be found at www.ams.usda.gov/services/grants/scbgp. ☑

CONTINUATION PROJECT INFORMATION

Does this project continue the efforts of a previously funded SCBGP project? **Yes** ☐ **No** ☑

OTHER SUPPORT FROM FEDERAL OR STATE GRANT PROGRAMS

The SCBGP will not fund duplicative projects. Did you submit this project to a Federal or State grant program other than the SCBGP for funding and/or is a Federal or State grant program other than the SCBGP funding the project currently?

Yes ☐ **No** ☑

EXTERNAL PROJECT SUPPORT

Oklahoma's total harvested pecan acreage is 104,000 acres. With 67% to 80% of revenue from that acreage originating from native orchards, and conservatively estimating that revenue share equals acreage share, then roughly three-quarters of the total pecan acreage is engaged in native pecan production. That leaves 58,500 acres of native pecans being harvested, representing an estimated 40% of the total native pecan acreage in the state. The approximate total acreage for native pecan groves in Oklahoma is then 146,250 acres. The landowners of the 87,750 acres of unharvested native pecans could benefit from our project directly through recuperation of unrealized income from their land. Additionally, of the 58,500 acres of native pecans that are harvested, only a small proportion are managed for high pecan production – greater access to production information could increase profitability for the existing growers and the higher quality of nuts resulting from improved production practices could increase native pecan prices for all growers and potential growers. One aim of our work is to reach out to these Oklahoma citizens and increase utilization of this untapped Oklahoma resource, but it is difficult to document interest from individuals who do not yet know of their interest themselves!

We include letters of support from agricultural producer organizations (Oklahoma Farm Bureau, American Farmers and Ranchers), rural financial institutions (Farm Credit), the American Pecan Council and the Tulsa World to document interest in further development of our state's native pecan industry.

EXPECTED MEASURABLE OUTCOMES

SELECT THE APPROPRIATE OUTCOME(S) AND INDICATOR(S)/SUB-INDICATOR(S)

OUTCOME MEASURE(S)

- ☐ **Outcome 1**: Enhance the competitiveness of specialty crops through increased sales (required for marketing projects)
- ☐ **Outcome 2**: Enhance the competitiveness of specialty crops through increased consumption
- ☑ **Outcome 3**: Enhance the competitiveness of specialty crops through increased access
- ☐ **Outcome 4**: Enhance the competitiveness of specialty crops though greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources
- ☐ **Outcome 5**: Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems
- ☐ **Outcome 6**: Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety
- ☐ **Outcome 7**: Enhance the competitiveness of specialty crops through increased understanding of the ecology of threats to food safety from microbial and chemical sources
- ☐ **Outcome 8**: Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development

OUTCOME INDICATOR(S)

Outcome 3, Indicator 1.a.
Of the 10,000 consumers who gained knowledge about native pecans, 1,000 will gain knowledge on how to access native pecan nuts.

MISCELLANEOUS OUTCOME MEASURE

N/A

DATA COLLECTION TO REPORT ON OUTCOMES AND INDICATORS

We will include a link on our posts (consumers gaining knowledge about native pecans) for "where to buy native pecans" (consumers also gaining knowledge about where to buy native pecans) and track hits on this location. If available, we will also track the physical location where the hit originated to gain some insight into what regions are most interested in accessing native pecans.

BUDGET NARRATIVE

Budget Summary	
Expense Category	**Funds Requested**
Personnel	$0.00
Fringe Benefits	$0.00
Travel	$0.00
Equipment	$0.00
Supplies	$0.00
Contractual	$20,000.00
Other	$130,000.00
Direct Costs Subtotal	$150,000.00
Indirect Costs	$0.00

Total Budget	$150,000.00

PERSONNEL

N/A

FRINGE BENEFITS

N/A

TRAVEL

N/A

EQUIPMENT

N/A

SUPPLIES

N/A

CONTRACTUAL/CONSULTANT

ITEMIZED CONTRACTOR(S)/CONSULTANT(S)

#	Name/Organization	Hourly Rate/Flat Rate	Funds Requested
1	Cothran Development Strategies	$10,000/year	$20,000.00

Contractual/Consultant Subtotal	$20,000.00

CONTRACTUAL JUSTIFICATION

Contractor/Consultant 1: Cothran Development Strategies (Ada, OK) will oversee and manage project activities, track and document OPGA match and assist in project report generation. This company currently provides accounting services for OPGA; costs outlined here are for project management of our proposed efforts and do not include other services provided to OPGA.

CONFORMING WITH YOUR PROCUREMENT STANDARDS

By checking the box to the right, I confirm that my organization followed the same policies and procedures used for procurements from non-federal sources, which reflect applicable State and local laws and regulations and conform to the Federal laws and standards identified in 2 CFR Part 200.317 through.326, as applicable. If the contractor(s)/consultant(s) are not already selected, my organization will follow the same requirements. ☑

OTHER

Item Description	Per-Unit Cost	Number of Units	Acquire When?	Funds Requested
Video production	$2,750.00	8	October-December, 2022 and 2023	$22,000.00
Photography	$3,000.00	2	October-December, 2022 and 2023	$6,000.00
Graphic design	$7,000.00	2	January-December, 2022 and 2023	$14,000.00
Advertising	$37,500.00	2	April and October-December, 2022 and 2023	$75,000.00
Planning and project management services	$6,500.00	2	January-December, 2022 and 2023	$13,000.00

Other Subtotal	$130,000.00

OTHER JUSTIFICATION

Video production will be for production of 4 videos during each year of this project (8 videos total) to tell the story of native pecans and get the public excited about using Oklahoma native pecans. One video each year will focus on native pecan grove management and its income potential for new grower recruitment.

Photography is for still images at Oklahoma native pecan farms and food products containing pecans in 2022 and 2023 to be used in advertising and digital brochure development.

Graphic design will be ongoing throughout the duration of this project in 2022 and 2023 and will highlight:

A) Brochure development (native pecans as a part of Oklahoma culture, nutrition facts, recipes, pecan management and harvesting information)

B) Social media graphics (averaging 2 per month for social media posts)

Advertising will be deployment of educational campaigns through social media and focusing on Pecan month (April of 2022 and 2023) and Oklahoma harvest season (October-December 2022 and 2023). We propose to advertise on both Instagram & Facebook, during the times identified above in 2022 and 2023 on each platform (with four variations to reach different demographics, twice per week over a one month duration in April and a three month duration during October through December in each year = 128 ads per platform per year; 256 ads per platform over two years or 512 ads across both platforms over the total two year project duration). The cost for each platform during each year is estimated at $9,250 each ($72.27 per ad), to reach 1.1 million - 3.3 million users.

Planning and project management services is for strategic planning of media campaigns, documentation of social media "hits" and for managing social media posts though out each year of this project (January-December 2022 and 2023)

INDIRECT COSTS

N/A

PROGRAM INCOME

N/A

PROJECT TITLE

Project 3: Development Of An Oklahoma Landscape Plant App For Ios & Android

DURATION OF PROJECT

Start Date: 9/30/2021 **End Date**: 9/29/2025

PROJECT PARTNER AND SUMMARY

Oklahoma State University Extension will develop a landscape plant selection app for use on iOS and Android. This app will help consumers identify plants that suit their landscape needs and recommend specialty crop nursery species that are adapted to Oklahoma's climate. The database that will populate the recommendations will be based on those plants recommended by various OSU Extension publications. The current database consists of 27% species that are native to Oklahoma with the remaining recommendations adapted to growing conditions in the state. All species are available as specialty nursery crops. The app will make it more convenient to access this information remotely, giving consumers on the spot access to Extension's science-based recommendations. In addition, this app will directly increase the ability of nursery specialty crop producers to efficiently make recommendations to their clients for better management of nursery crops as well as aid in training of new employees who may not know what plants are suited to grow in certain areas of the state. While the app is geared towards helping home gardeners choose the proper plants to purchase for their landscape, it will also be a help to new specialty crop producers in choosing what plants they should grow in order to provide clientele with plants that will be successful in the state of Oklahoma. This app

will be available for both producers and the general public to download for free. The app will include contact information for both the ONLA (Oklahoma Nursery & Landscape Association) website and the ODAFF Licensed Nursery Directory to let people know how to find local specialty crop producers.

Oklahoma State University Extension will contract with the OSU App Center to develop the app. Faculty & staff in the OSU Department of Horticulture & Landscape Architecture will gather and consolidate the plant information and photos to populate the database that will serve the app as well as provide any other horticultural information needed. The Department of Horticulture & LA will also build and maintain a dedicated server to house the data for the app to access so that all plant data and photos.

PROJECT PURPOSE

PROVIDE THE SPECIFIC ISSUE, PROBLEM OR NEED THAT THE PROJECT WILL ADDRESS

According to the 2021 National Gardening Survey, there are 18.3 million new gardeners since the start of the Covid pandemic. Of those gardeners surveyed, 88% intended to increase or maintain their level of gardening activity in 2021, with the intent to garden more particularly pronounced among younger gardeners, gardeners with children, urban/apartment dwellers, and gardeners of color. The Axiom 2021 Garden Survey reported that growing flowers was the most popular gardening activity, with vegetables, shrubs, and ornamental/perennials rounding out the top four most popular things to grow. This same survey reported that those under the age of 55 were embracing gardening apps. All of this indicates that many of these new gardeners plan to continue gardening and are receptive to getting gardening information on ornamental landscape plants via their phones.

One of the keys to retaining gardeners is success in the garden, and knowing what plant goes where (right plant, right place) is critical to this success. The traditional method of delivering this research-based gardening information is through the fact sheet. The fact sheet has now migrated to the website as the primary method of delivery and the OSU Extension website saw a six-fold increase in traffic from February 1, 2020, to August 31, 2021, due in part to the pandemic. During this time period, of over 2000 fact sheets listed on this site, fact sheets pertaining to proven plant selections for Oklahoma, selecting evergreen trees, drought tolerant plant selection, selecting shrubs for the landscape, and selecting deciduous trees for Oklahoma were listed in the top 100 hits.

The development of an app that could be used on iPhone and Android would allow a consolidation of nursery plant information to make it more accessible to the consumer. It would be readily accessible in the yard and available at the point of purchase, allowing consumers to make informed decisions on plant selection and purchasing. Reaching younger gardeners with accurate information that promotes gardening success is a step towards keeping them interested in gardening and purchasing plants.

PROVIDE A LISTING OF THE OBJECTIVES THAT THIS PROJECT HOPES TO ACHIEVE

Objective 1: Create an app for iOS and Android that can get research-based gardening information to Oklahoma consumers at the point of purchase to help them make informed decisions on nursery plant purchases.

Objective 2: Build and maintain a dedicated server and database to house the plant data and photos for the app to access this information.

PROJECT BENEFICIARIES

Estimate the number of project beneficiaries: 100

Does this project directly benefit socially disadvantaged farmers as defined in the RFA? **Yes** ☐ **No** ☑

Does this project directly benefit beginning farmers as defined in the RFA? **Yes** ☐ **No** ☑

STATEMENT OF ENHANCING SPECIALTY CROPS

By checking the box to the right, I confirm that this project enhances the competitiveness of specialty crops in accordance with and defined by the Farm Bill. Further information regarding the definition of a specialty crop can be found at www.ams.usda.gov/services/grants/scbgp. ☑

CONTINUATION PROJECT INFORMATION

Does this project continue the efforts of a previously funded SCBGP project? **Yes** ☐ **No** ☑

OTHER SUPPORT FROM FEDERAL OR STATE GRANT PROGRAMS

The SCBGP will not fund duplicative projects. Did you submit this project to a Federal or State grant program other than the SCBGP for funding and/or is a Federal or State grant program other than the SCBGP funding the project currently?

Yes ☐ **No** ☑

IF YOUR PROJECT IS RECEIVING OR WILL POTENTIALLY RECEIVE FUNDS FROM ANOTHER FEDERAL OR STATE GRANT PROGRAM

N/A

EXTERNAL PROJECT SUPPORT

Summer Maser, Executive Director, Oklahoma Nursery & Landscape Association (ONLA) – Because this project will essentially combine all the landscape plant recommendations of various OSU Extension publications into one easily accessible phone app, we feel that this could bring measurable benefits to Oklahoma's specialty crop producers. ONLA also believes that this app will increase the ability of their membership to efficiently make recommendations to their clients for better management of plant materials.

Steve Owens, Owner, Bustani Plant Farm – As an Oklahoma nurseryman, I feel this project, combining the recommendations of various OSU Extension publications into one easily accessible phone app, could be highly beneficial to our specialty crop producers and the nursery industry in general

here in our state. As a phone app, I feel it has great potential to bolster education among younger consumers.

Bob Gerdes, Vice-President, TLC Garden Centers – I feel this project, combining the recommendations of various OSU Extension publications into one easily accessible phone app, could be measurably beneficial to Oklahoma's specialty crop producers in the nursery industry.

EXPECTED MEASURABLE OUTCOMES

SELECT THE APPROPRIATE OUTCOME(S) AND INDICATOR(S)/SUB-INDICATOR(S)

OUTCOME MEASURE(S)

- ☐ **Outcome 1**: Enhance the competitiveness of specialty crops through increased sales (required for marketing projects)
- ☐ **Outcome 2**: Enhance the competitiveness of specialty crops through increased consumption
- ☑ **Outcome 3**: Enhance the competitiveness of specialty crops through increased access
- ☐ **Outcome 4**: Enhance the competitiveness of specialty crops though greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources
- ☐ **Outcome 5**: Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems
- ☐ **Outcome 6**: Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety
- ☐ **Outcome 7**: Enhance the competitiveness of specialty crops through increased understanding of the ecology of threats to food safety from microbial and chemical sources
- ☐ **Outcome 8**: Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development

OUTCOME INDICATOR(S)

Outcome 3, Indicator 1.a:
Of the 100 total number of consumers or wholesale buyers reached, 75 will gain knowledge on how to access specialty crops.

MISCELLANEOUS OUTCOME MEASURE

N/A

DATA COLLECTION TO REPORT ON OUTCOMES AND INDICATORS

A user feedback mechanism will be built into the app that will provide an opportunity for users to submit feedback anytime. A survey mechanism will be built into this as well, that will enable users to complete a survey designed to access the success of the app in enabling users to find appropriate nursery plants for their landscape.

BUDGET NARRATIVE

Budget Summary	
Expense Category	**Funds Requested**
Personnel	$10,560.00
Fringe Benefits	$366.00
Travel	$278.00
Equipment	$0.00
Supplies	$8,416.00
Contractual	$0.00
Other	$35,500.00
Direct Costs Subtotal	$55,120.00
Indirect Costs	$0.00

Total Budget	$55,120.00

PERSONNEL

#	Name/Title	Level of Effort (# of hours OR % FTE)	Funds Requested
1	Unknown undergrad	5 hours/week-32 weeks-year 1	$3,520.00
2	Unknown undergrad	5 hours/week-32 weeks-year 1	$3,520.00
3	Unknown undergrad	5 hours/week-32 weeks-year 1	$3,520.00

Personnel Subtotal	$10,560.00

PERSONNEL JUSTIFICATION

Personnel 1: Student worker will aid in information and photo collection and data entry.

Personnel 2: Student worker will aid in information and photo collection and data entry.

Personnel 3: Student worker will aid in information and photo collection and data entry.

FRINGE BENEFITS

#	Name/Title	Fringe Benefit Rate	Funds Requested
1	Unknown undergraduate	3.46%	$122.00
2	Unknown undergraduate	3.46%	$122.00
3	Unknown undergraduate	3.46%	$122.00

Fringe Subtotal	$366.00

TRAVEL

#	Trip Destination	Type of Expense (airfare, car rental, hotel, meals, mileage, etc.)	Unit of Measure (days, nights, miles)	# of Units	Cost per Unit	# of Travelers Claiming the Expense	Funds Requested
1	Tulsa	Car	Day/Miles	1/150	35/.23	2 people in one car	$69.50
2	Tulsa	Car	Day/Miles	1/150	35/.23	2 people in one car	$69.50
3	Oklahoma City	Car	Day/Miles	1/150	35/23	2 people in one car	$69.50
4	Oklahoma City	Car	Day/Miles	1/150	35/23	2 people in one car	$69.50

Travel Subtotal	$278.00

TRAVEL JUSTIFICATION

Trip 1: (04/2022): Trip to Tulsa to obtain seasonal photos of various plants.

Trip 2: (10/2022): Trip to Tulsa to obtain seasonal photos of various plants.

Trip 3: (04/2023): Trip to Oklahoma City to obtain seasonal photos of various plants.

Trip 4: (10/2023): Trip to Oklahoma City to obtain seasonal photos of various plants.

CONFORMING WITH YOUR TRAVEL POLICY

By checking the box to the right, I confirm that my organization's established travel policies will be adhered to when completing the above-mentioned trips in accordance with 2 CFR 200.474 or 48 CFR subpart 31.2 as applicable. ☑

EQUIPMENT

N/A

SUPPLIES

Item Description	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested
iPad 256GB	1,200	1	April 2022	$1,200.00
iPad keyboard/case	300	1	April 2022	$300.00
iPad screen protector	30	1	April 2022	$30.00
iPad power cord	20	1	April 2022	$20.00
Dedicated Server for app	3,866	1	April 2022	$3,866.00
Storage Drives for server (sets of 2)	1,000	2 sets of 2	April 2022	$2,000.00
Data lines for server	500	2	April 2022	$1,000.00

Supplies Subtotal	$8,416.00

SUPPLIES JUSTIFICATION

iPad 256 GB needed to obtain and catalog photos, enter data, and test and demonstrate use of app.
iPad keyboard/case needed for data entry and iPad protection
iPad screen protector needed to protect iPad
iPad power cord needed to charge iPad (they no longer come with purchase of iPad and must be purchased separately
Dedicated Server for app – needed to store photos that are not "in app" but can be downloaded so app will take less space on phone
Storage drives for server-data is stored on these drives
Data lines for server-used to connect server to computer network.

CONTRACTUAL/CONSULTANT

N/A

OTHER

Item Description	Per-Unit Cost	Number of Units	Acquire When?	Funds Requested
App Development/OSU App Center iPhone app development	$22,000.00	1	2022	$22,000.00
App Development/OSU App Center Android app development	$8,500.00	1	2023	$8,500.00
Backend development for server/OSU App Center	$5,000.00	1	2022	$5,000.00

Other Subtotal	$35,500.00

OTHER JUSTIFICATION

The OSU App Center will develop a HortLA Plant App for Apple App Store based on agreed features and content provided by the department. The quote includes designing UI/UX, developing, testing, deployment & release, and initial bug fixes (up to version 1.3). It also includes developing a HortLA Plant App for Android Play Store based on agreed features and content provided by the department. In addition, the OSU App Center will provide the backend development and programming for communications between app and the server.

INDIRECT COSTS

N/A

PROGRAM INCOME

N/A

PROJECT TITLE

Project 4: Development of Online Master Gardener Training Course and Individual Topic Horticulture Outreach Classes

DURATION OF PROJECT

Start Date: 9/30/2021 **End Date**: 9/29/2025

PROJECT PARTNER AND SUMMARY

Oklahoma State University Extension will develop online e-learning program for Oklahoma Master Gardener education that can be used as "train the trainer" course for county educators as well as a tool they can use to train Master Gardeners. This would include the traditional Master Gardener individual classes on topics such as: plant science (as it relates to growing specialty crops), soils & fertilizer (as it relates to growing specialty crops), vegetable gardening (including modules on topics such as site selection, soil health, garden planning, garden layout, soil preparation & equipment, planting, tending the garden, fall gardening, season extension, pest management, and production & harvesting tips) , fruits & nuts in the home garden, ornamentals-(including modules on landscape design, herbaceous plants, woody landscape plants & indoor plants), turfgrass, entomology basics, plant diseases, and understanding pesticides and their alternatives. All classes address the process of growing specialty crop plants classified as horticulture, floriculture, and nursery crops. In addition, individual topic areas such as vegetable gardening, backyard fruits, landscape gardening, soils, insects & diseases, and others will be made available as stand-alone classes to educate the general public on these topics. These classes will not only educate the public on the use and care of horticultural specialty crops but can also be used to train county extension educators and Master Gardeners in the care and maintenance of these crops so that they are available to assist beginning growers of horticultural crops, whether they are home gardeners or new specialty crop producers. To develop the online e-learning program, the project PI will use e-learning authoring software to create these classes and then make them available by uploading them to the OSU Learning Management System (LMS) where they will be available on the OSU Extension website. The classes will be provided free of charge.

PROJECT PURPOSE

PROVIDE THE SPECIFIC ISSUE, PROBLEM OR NEED THAT THE PROJECT WILL ADDRESS

Nationally, the 2020 Extension Master Gardener (EMG) Volunteer Program estimated at least 84,700 EMG volunteers throughout the United States contributed 3.1 million hours educating others and helped people use gardening to grow food, improve their physical and mental health, and address environmental issues. Master Gardener programs also provide guidance to beginning gardeners and help answer questions concerning specialty crops of all types.

Due to the COVID-19 pandemic, state programs suspended or reduced in person programming and moved educational programming delivery to virtual platforms. While Master Gardener training was being suspended due to COVID-19 lockdowns, the demand for information in the areas of as vegetable & fruit gardening, landscape plant materials and other specialty crops jumped dramatically with fact sheet hits on these topics on the Oklahoma Cooperative Extension website increasing over six-fold.

According to the 2021 National Gardening Survey, there are 18.3 million new gardeners since the start of the Covid pandemic. Of those gardeners surveyed, 88% intended to increase or maintain their level of gardening activity in 2021, with the intent to garden more particularly pronounced among younger gardeners, gardeners with children, urban/apartment dwellers, and gardeners of color. The Axiom 2021 Garden Survey reported that growing flowers was the most popular gardening activity, with vegetables, shrubs, and ornamental/perennials rounding out the top four most popular things to grow. This indicates a continuing demand for the horticultural information given out by Master Gardeners concerning these specialty crops as well as a demand for individual training in these areas.

PROVIDE A LISTING OF THE OBJECTIVES THAT THIS PROJECT HOPES TO ACHIEVE

Objective 1: Develop an interactive online e-Learning Master Gardener course that can be remotely administered.

Objective 2: Develop interactive individual topic classes on vegetable gardening, backyard fruits, landscape plants and other horticultural areas for stand-alone classes offered through the OSU Extension website.

PROJECT BENEFICIARIES

Estimate the number of project beneficiaries: 200

Does this project directly benefit socially disadvantaged farmers as defined in the RFA? **Yes** ☐ **No** ☑

Does this project directly benefit beginning farmers as defined in the RFA? **Yes** ☐ **No** ☑

STATEMENT OF ENHANCING SPECIALTY CROPS

By checking the box to the right, I confirm that this project enhances the competitiveness of specialty crops in accordance with and defined by the Farm Bill. Further information regarding the definition of a specialty crop can be found at www.ams.usda.gov/services/grants/scbgp. ☑

CONTINUATION PROJECT INFORMATION

Does this project continue the efforts of a previously funded SCBGP project? Yes ☐ No ☑

OTHER SUPPORT FROM FEDERAL OR STATE GRANT PROGRAMS

The SCBGP will not fund duplicative projects. Did you submit this project to a Federal or State grant program other than the SCBGP for funding and/or is a Federal or State grant program other than the SCBGP funding the project currently?

Yes ☐ No ☑

IF YOUR PROJECT IS RECEIVING OR WILL POTENTIALLY RECEIVE FUNDS FROM ANOTHER FEDERAL OR STATE GRANT PROGRAM

N/A

EXTERNAL PROJECT SUPPORT

Connie Whitmore – President, Payne County Fruit & Vegetable Growers Association – Online learning will provide education and awareness of several specialty crops.

Rodd Moesel – President, American Plant Products – This project could be measurably beneficial for specialty crop growers, farmer's market growers, and home gardeners in Oklahoma.

Bob Gerdes, Vice-President, TLC Garden Centers – This project will benefit specialty crop growers by making beginning gardeners aware of many of the specialty crops grown in the state. Also, having this training available online as an e-learning resource will make it available to a wider audience and enable training to take place when conditions are not favorable for in-person gatherings.

EXPECTED MEASURABLE OUTCOMES

SELECT THE APPROPRIATE OUTCOME(S) AND INDICATOR(S)/SUB-INDICATOR(S)

OUTCOME MEASURE(S)

- ☐ **Outcome 1**: Enhance the competitiveness of specialty crops through increased sales (required for marketing projects)
- ☐ **Outcome 2**: Enhance the competitiveness of specialty crops through increased consumption
- ☑ **Outcome 3**: Enhance the competitiveness of specialty crops through increased access
- ☐ **Outcome 4**: Enhance the competitiveness of specialty crops though greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources

- ☐ **Outcome 5**: Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems
- ☐ **Outcome 6**: Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety
- ☐ **Outcome 7**: Enhance the competitiveness of specialty crops through increased understanding of the ecology of threats to food safety from microbial and chemical sources
- ☐ **Outcome 8**: Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development

OUTCOME INDICATOR(S)

Outcome 3, Indicator 1.a:
Of the 200 total number of consumers or wholesale buyers reached, 180 will gain knowledge on how to access specialty crops.

MISCELLANEOUS OUTCOME MEASURE

N/A

DATA COLLECTION TO REPORT ON OUTCOMES AND INDICATORS

Each class will have a pre- and post- test built into the class. The test would be designed to access the user's prior knowledge of both the availability and use of specialty crops as well as their knowledge of post-consumer care of these crops. The test would again be administered at the end of the course to collect data on the effectiveness of the course on improving the user's knowledge in these areas.

BUDGET NARRATIVE

Budget Summary	
Expense Category	**Funds Requested**
Personnel	$41,050.00
Fringe Benefits	$14,304.00
Travel	$0.00
Equipment	$0.00
Supplies	$2,898.00
Contractual	$0.00
Other	$10,000.00
Direct Costs Subtotal	$68,252.00
Indirect Costs	$0.00

Total Budget	$68,252.00

PERSONNEL

#	Name/Title	Level of Effort (# of hours OR % FTE)	Funds Requested
1	Brenda Sanders/Extension Assistant	20hrs/week x 39 weeks x 2 yrs	$34,010

#	Name/Title	Level of Effort (# of hours OR % FTE)	Funds Requested
2	Undergraduate Student, TBN	10 hours/week – 64 weeks	7,040

Personnel Subtotal	$41,050.00

PERSONNEL JUSTIFICATION

Personnel 1: Brenda Sanders – PI – will author and create e-learning course modules for Master Gardener and public training and place those courses on the Oklahoma Cooperative Extension website through the OSU LMS.

Personnel 2: Unknown undergrad – will assist PI with close captioning and alt-text entry for course accessibility.

FRINGE BENEFITS

#	Name/Title	Fringe Benefit Rate	Funds Requested
1	Brenda Sanders/Extension Assistant	41.34%	$14,060
2	Unknown undergraduate	3.46%	$244.00

Fringe Subtotal	$14,304.00

TRAVEL

N/A

EQUIPMENT

N/A

SUPPLIES

Item Description	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested
Large computer screen	$1,000	1	2022	$1,000.00
Annual subscription to e-Learning software	$649	1 per year	2022, 2023	$1,298.00
Fruit trees for demonstration	$50	2	2022	$100.00
Tree wrap	$10	2	2022	$20.00
Hand pruner	$80	1	2022	$80.00
Nursery plants for demonstration	$25	4	2022	$100.00
Potting soil	$15	1	2023	$15.00

Item Description	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested
Pots	$10	5	2023	$50.00
Bulbs	$15	6	2023	$90.00
Bedding plants	$5	11	2023	$55.00
Fertilizer	$25	2	2023	$50.00
Pesticide	$20	2	2023	$40.00

Supplies Subtotal	$2,898.00

SUPPLIES JUSTIFICATION

Large computer screen – for e-learning class development and demonstration
Annual subscription to e-Learning software – authoring software needed to develop and publish course
Fruit trees for demonstration – trees for taping fruit tree planting segment
Tree wrap – for fruit tree planting segment
Hand pruner – for fruit tree pruning segment
Nursery plants – for planting landscape materials segment
Potting soil – for planting seedling segment
Pots – planting seedlings segment
Bulbs – bulb demonstration and planting segment
Bedding plants – garden planting segment
Fertilizer – fertilizer segment
Pesticide – pesticide segment

CONTRACTUAL/CONSULTANT

N/A

OTHER

Item Description	Per-Unit Cost	Number of Units	Acquire When?	Funds Requested
Taping demonstration segments with Ag Communications Services	$100	50	2022,2023	$10,000.00

Other Subtotal	$10,000.00

OTHER JUSTIFICATION

In order to make the classes comparable to in-person training, we will tape several demonstrations on various horticultural practices to ensure that students are properly trained in various horticultural skills.

INDIRECT COSTS

N/A

PROGRAM INCOME

N/A

PROJECT TITLE

Project 5: Specialty Crop Producers' Education Support Initiative

DURATION OF PROJECT

Start Date: 9/30/2021 **End Date**: 9/29/2025

PROJECT PARTNER AND SUMMARY

Mid-America Technology Center (MATC) will facilitate training for specialty crop producers in Oklahoma through four modules of educational training over a two-year period. MATC will target 100% specialty crops that can be grown in Oklahoma and is confident that 40 producers would meet the requirements for applying for this training opportunity. The four targeted training programs will be flowers, herbs, and vegetable in conjunction with marketing. Each training will be offered online with a weekly in person or zoom follow up and accountability assignments and projects with potential producers. MATC will utilize the partnership to assist and support the Specialty Crop Producers Education Support Initiative (SCPESI).

PROJECT PURPOSE

PROVIDE THE SPECIFIC ISSUE, PROBLEM OR NEED THAT THE PROJECT WILL ADDRESS

Oklahoma's local agriculture has been challenged by consumer demands resulting from Covid-19 and the ability to have a consistent food supply. In 2020, our local farmers markets saw an increase of 24% in Supplemental Nutrition Assistance Program (SNAP) sales. The challenge to keep up with consumer demand is helping beginning and small-scale agriculture producers to be adequately equipped with knowledge and support to fast track their businesses to successfully meet this growing demand. The proposed (SPECSI) project is to help statewide 40 Oklahoma specialty crop producers through online training accompanied by weekly follow up meetings conducted by a plethora of resources. The resource support panel will be comprised of college agriculture business teachers, career technical education agriculture business coordinators, cooperative extension horticulture and agriculture agents, (NRCS) Natural Resource Conservation Service staff and Oklahoma Farmers Market Managers and successful local specialty crop producers.

<u>Target Population</u>
The primary target market is beginning farmers with less than 10 years of farming experience, across the state of Oklahoma. Emphasis of the project will be placed on attracting and serving historically underserved segments of the population such as women, people of color, veterans and other groups facing labor market barriers to increase equity in the filed of agriculture. The ***secondary market*** will be

agricultural farmers with more than 10 years that may be diversifying their existing operation to include a specialty crop.

Recruitment Process

MATC will utilize statewide partnerships with farmer's market organizations, agriculturally inclined universities, ODAFF, county cooperative extension programs, 365 high school agricultural education programs, 29 technology centers to advertise that these programs are accepting applicants. While there are four training programs in total, recruitment will be completed before any courses are scheduled. Each applicant will rate their course training programs preference and acceptance into this project will be dependent upon the availability of the applicant's choice.

Selection and Vetting Process

The selection and vetting process is going to be detailed and include multiple reputable entities representing agriculture in Oklahoma called an agriculture resource support panel. Each entity represented on the panel will meet to discuss the strengths and weaknesses of each applicant, ultimately choosing who gets to participate based on a rubric that will help identify candidates with the highest probability of operating their own farm within the next two years. The rubric scoring guide will be a collaborative effort of all parties involved to identify the most qualified candidates. Applicants will need to prove that they have access to land, either by ownership or lease. The process would be the resource support panel will evaluate an application, a business plan with a follow up interview utilizing a scoring rubric to determine the producers for the online training programs. *The four online programs* that will be utilized are the following: Market Gardener, Never Sink, Floret and Herbal Immersion Program. The overview for each program is as follows:

Market Gardner Master Class

The Market Gardener Master Class was created by farmer and author Jean Martin Fortier to create small scale successful farmers. As an expert in the field, he believes in cutting edge training and techniques. His master class is self-paced, taught online and goes over goal setting, crop planning, tools, working with living soils, cover crops, nursery and plant propagation, pest management, irrigation, harvest, conditioning, season extension, tunnel management, greenhouse production, and includes over thirty modules that focus on growing individual vegetables. A total of 45 modules, 50 plus videos and 60 technical sheets and charts.

Neversink Farm Course

Neversink Farm's Farm Course was created by farmer Connor Crickmore, who owns Neversink Farm. Neversink Farm is one of the most profitable certified organic small farms anywhere. He has established systems that work for growing and created this course to help others do the same. This course is online and self-paced and goes over topics such as the essentials of market farming, marketing, sales, and employee management, designing and building hoop houses, flower farming, additional revenue streams, starting a farm, growing in four seasons, and vegetable by vegetable learning. Connor is continually adding to his course and access is for a lifetime. This course has 44 modules, 200 individual lesson videos with 60 downloadable pdf resource documents.

Floret Flower Farm Workshop

The Floret Workshop was created by farmer and author Erin Bensakein, who is considered to be the country's most influential farmer-florist. This is an online course that is self-paced. Erin's passion is

cultivating beauty in the world by helping others discover the joy of growing and sharing seasonal flowers. A gifted writer, photographer, and teacher, Erin has influenced the flower industry in big ways and small through her popular blog, books, workshops, social media channels, and specialty seeds. Thousands of aspiring and established flower growers and florists, including virtually all the emerging leaders in the field, have honed their craft at one of Floret's workshops. Floret's training has helped growers from more than 40 countries build thriving flower-based businesses and fuel a global seasonal flower movement. There are 6 modules.

Chestnut School of Herbal Medicine's Herbal Immersion Program
This Herbal Immersion Program is online and self-paced. The intention is to teach farmers how to grow and use herbs in their daily lives as well as for business purposes. It covers the foundations of herbalism, the nitty gritty of soil, useful garden weeds, plant propagation, tonic herbs and adaptogens, and then dives into the different systems of the body and how each herb can help those areas. There are 18 modules with a total of 1,000 hours.

MATC Participation
As the grant progresses from the recruitment phase, MATC will host weekly accountability sessions with participants. While all of the training programs are self-paced and virtual, placing participants on a timeline to complete modules and requiring participation with classmates lessens the number of participants that do not finish the class. These weekly accountability sessions will be hosted in person at The Well in Norman and virtually via Zoom. MATC will assign Jona Kay Squires as a facilitator and Kate Cooper, Norman Farm Market Manager will co-facilitate. Each week, participants will discuss the topic of the week and have the chance to ask questions about topics they might not have understood. These sessions will also serve as a sounding board to help the participants network and find resources local to them that they may not have found when taking these classes on their own.

Give Back Requirements
Upon completion of the program, the agricultural participant will be required to volunteer at a local small farm or local farmers market for a total of 40 hours to open networking capabilities and help the local food system expand. In addition, the participant will serve on a panel and host a training sharing knowledge and success gained from one of the four modules of training that they received to be held either state-wide or within a certain district of the state

PROVIDE A LISTING OF THE OBJECTIVES THAT THIS PROJECT HOPES TO ACHIEVE

Objective 1: Educate specialty crop growers about innovate growing techniques, sustainable practices, and new crop opportunities.

PROJECT BENEFICIARIES

Estimate the number of project beneficiaries: 40

Does this project directly benefit socially disadvantaged farmers as defined in the RFA? Yes ☑ No ☐

Does this project directly benefit beginning farmers as defined in the RFA? Yes ☑ No ☐

STATEMENT OF ENHANCING SPECIALTY CROPS

By checking the box to the right, I confirm that this project enhances the competitiveness of specialty crops in accordance with and defined by the Farm Bill. Further information regarding the definition of a specialty crop can be found at www.ams.usda.gov/services/grants/scbgp. ☑

CONTINUATION PROJECT INFORMATION

Does this project continue the efforts of a previously funded SCBGP project? Yes ☐ No ☑

OTHER SUPPORT FROM FEDERAL OR STATE GRANT PROGRAMS

The SCBGP will not fund duplicative projects. Did you submit this project to a Federal or State grant program other than the SCBGP for funding and/or is a Federal or State grant program other than the SCBGP funding the project currently?

Yes ☐ No ☑

IF YOUR PROJECT IS RECEIVING OR WILL POTENTIALLY RECEIVE FUNDS FROM ANOTHER FEDERAL OR STATE GRANT PROGRAM

N/A

EXTERNAL PROJECT SUPPORT

Since this grant covers different areas of specialty crop production, growers in the Oklahoma Fruit and Vegetable Association, Oklahoma Nursery and Landscape Association (ONLA) and Specialty Cut Growers Association support and are stakeholders in this project. Each of these organizations have a diverse group of growers that utilize a variety of resources to meet market demands now and are looking to expand into new markets which address customers demands. Specifically, Lakeview Lavender Farm, The Purple Patch and Roaming Buffalo have provided letters of support and will serve as mentors and resources for the (SCPESI) project.

EXPECTED MEASURABLE OUTCOMES

SELECT THE APPROPRIATE OUTCOME(S) AND INDICATOR(S)/SUB-INDICATOR(S)

OUTCOME MEASURE(S)

- ☐ **Outcome 1**: Enhance the competitiveness of specialty crops through increased sales (required for marketing projects)
- ☐ **Outcome 2**: Enhance the competitiveness of specialty crops through increased consumption
- ☐ **Outcome 3**: Enhance the competitiveness of specialty crops through increased access
- ☑ **Outcome 4**: Enhance the competitiveness of specialty crops though greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources
- ☐ **Outcome 5**: Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems

- ☐ **Outcome 6**: Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety
- ☐ **Outcome 7**: Enhance the competitiveness of specialty crops through increased understanding of the ecology of threats to food safety from microbial and chemical sources
- ☐ **Outcome 8**: Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development

OUTCOME INDICATOR(S)

Outcome 4, Indicator 2.a.
Forty (40) growers/producers will indicate adoption of recommended practices

MISCELLANEOUS OUTCOME MEASURE

N/A

DATA COLLECTION TO REPORT ON OUTCOMES AND INDICATORS

An intake survey will be given to each producer in conjunction with their application to establish a baseline for their operation. A pre-test will be given to each selected producer for the (SPCESI) program. A post-test will be given to each selected producer for the (SPCESI) program.

BUDGET NARRATIVE

Budget Summary	
Expense Category	**Funds Requested**
Personnel	$0.00
Fringe Benefits	$0.00
Travel	$0.00
Equipment	$0.00
Supplies	$0.00
Contractual	$113,988.00
Other	$0.00
Direct Costs Subtotal	$113,988.00
Indirect Costs	$0.00

Total Budget	$113,988.00

PERSONNEL

N/A

FRINGE BENEFITS

N/A

TRAVEL

N/A

EQUIPMENT

N/A

SUPPLIES

N/A

CONTRACTUAL/CONSULTANT

ITEMIZED CONTRACTOR(S)/CONSULTANT(S)

#	Name/Organization	Hourly Rate/Flat Rate	Funds Requested
1	Market Gardener	$2,000 per training x 12	$24,000.00
2	Neversink Education LLP	$2,500 per training x 12	$30,000.00
3	Floret	$2,000 per training x 12	$24,000.00
4	Chestnut School of Herbal Medicine	$2,999 per training x 12	$35,988.00

Contractual/Consultant Subtotal	$113,988.00

CONTRACTUAL JUSTIFICATION

Contractor/Consultant 1: Market Gardener – 12 training enrollments @ $2,000.00
The Market Gardener Master Class was created by farmer and author Jean Martin Fortier to create small scale successful farmers. As an expert in the field, he believes in cutting edge training and techniques. His master class is self-paced, taught online and goes over goal setting, crop planning, tools, working with living soils, cover crops, nursery and plant propagation, pest management, irrigation, harvest, conditioning, season extension, tunnel management, greenhouse production, and includes over thirty modules that focus on growing individual vegetables. A total of 45 modules, 50 plus videos and 60 technical sheets and charts.

Contractor/Consultant 2: Never Sink Education LLP – 12 training enrollments @ $2,500.00
Neversink Farm's Farm Course was created by farmer Connor Crickmore, who owns Neversink Farm. Neversink Farm is one of the most profitable certified organic small farms anywhere. He has established systems that work for growing and created this course to help others do the same. This course is online and self-paced, and goes over topics such as the essentials of market farming, marketing, sales, and employee management, designing and building hoop houses, flower farming, additional revenue streams, starting a farm, growing in four seasons, and vegetable by vegetable learning. Connor is continually adding to his course and access is for a lifetime. This course has 44 modules, 200 individual lesson videos with 60 downloadable pdf resource documents.

Contractor/Consultant 3: Floret – 12 training enrollments @ $2,000.00
The Floret Workshop was created by farmer and author Erin Bensakein, who is considered to be the country's most influential farmer-florist. This is an online course that is self-paced. Erin's passion is cultivating beauty in the world by helping others discover the joy of growing and sharing seasonal flowers. A gifted writer, photographer, and teacher, Erin has influenced the flower industry in big ways

and small through her popular blog, books, workshops, social media channels, and specialty seeds. Thousands of aspiring and established flower growers and florists, including virtually all the emerging leaders in the field, have honed their craft at one of Floret's workshops. Floret's training has helped growers from more than 40 countries build thriving flower-based businesses and fuel a global seasonal flower movement. There are 6 modules.

Contractor/Consultant 4: Chestnut School of Herbal Medicine – 12 training enrollments @ $2,999.00 This Herbal Immersion Program is online and self-paced. The intention is to teach farmers how to grow and use herbs in their daily lives as well as for business purposes. It covers the foundations of herbalism, the nitty gritty of soil, useful garden weeds, plant propagation, tonic herbs and adaptogens, and then dives into the different systems of the body and how each herb can help those areas. There are 18 modules with a total of 1,000 hours

CONFORMING WITH YOUR PROCUREMENT STANDARDS

By checking the box to the right, I confirm that my organization followed the same policies and procedures used for procurements from non-federal sources, which reflect applicable State and local laws and regulations and conform to the Federal laws and standards identified in 2 CFR Part 200.317 through.326, as applicable. If the contractor(s)/consultant(s) are not already selected, my organization will follow the same requirements. ☑

OTHER

N/A

INDIRECT COSTS

N/A

PROGRAM INCOME

N/A

PROJECT TITLE

Project 6: SPECIALTY CROP PROFESSIONAL DEVELOPMENT FOR EDUCATORS AND BILINGUAL RESOURCES FOR STUDENTS

DURATION OF PROJECT

Start Date: 9/30/2021 **End Date**: 9/29/2025

PROJECT PARTNER AND SUMMARY

Oklahoma Ag in the Classroom will create a professional development opportunity for teachers through 4 one-day workshops (2 workshops in year one and 2 workshops in year two) and printing bilingual specialty crop educational resources for students to be used in their classrooms. The teachers will have the opportunity to participate in the professional development workshops to learn about the new

bilingual resources and experience making and eating specialty crop recipes they can then share with their students. The teachers will be educated about specialty crop nutrition and the benefit to eating these crops. The specialty crop resources will focus on early childhood and elementary students to educate them about specialty crops grown in Oklahoma. The resources will include bookmarks, coloring books, student readers and activity books created by AITC staff and printed in English and Spanish. The educators will also receive specialty crop books for their classroom libraries in English and Spanish versions. The resources will be provided to the teachers who will be attending the workshops, but then will be available to all Oklahoma teachers after the last rolling workshop. The books for the classroom libraries will only be given to teachers who attend the professional development workshops. In addition, the teachers who attend the rolling workshops will each receive simple recipes that can be made in the classroom and will be encouraged to purchase specialty crop fruits and vegetables for their students to taste test. This will increase the sale of specialty crops in Oklahoma, and will also increase the students consumption of healthy foods.

PROJECT PURPOSE

PROVIDE THE SPECIFIC ISSUE, PROBLEM OR NEED THAT THE PROJECT WILL ADDRESS

The purpose of this project is for Oklahoma Ag in the Classroom to create meaningful and relevant professional development for teachers to learn more about Oklahoma specialty crops and to provide resources for educators who have Spanish speaking students in their classrooms. This will better equip them to teach their students about the importance of agriculture and specialty crops, even if there is a language barrier. According to the National Center for Education Statistics, eight percent of Oklahoma students are English language learners. Oklahoma City public schools is the largest school district in the state and according to their school website 18,000 (of the 45,000 K-12 students) are bilingual and 13,000 are English Language Learners. Their students and families represent many different languages; with the top two being English with 59% and Spanish with 39%. According to the Oklahoma State Department of Education, two goals for the state are “to help ensure that English learners, including immigrant children and youth, attain English proficiency and develop high levels of academic achievement in English;” and “to promote parental, family, and community participation in language instruction educational programs for the parents, families, and communities of English learners.”

The goals of this project include education for teachers through several venues including professional development workshops and specialty crop resources and books in both English and Spanish versions. The specific issue is teachers in Oklahoma do not have specialty crop resources available for their use which are bilingual. Educators and students are often not aware of specialty crops being grown in Oklahoma. As a result, students are not being educated about the nutritional value or the availability of these specialty crops being grown in Oklahoma. Students are often not eating these specialty crops and Oklahoma was recently ranked 50th in the nation in fruit and vegetable consumption. Oklahoma is also ranked 43rd in the 2020 America’s Health Rankings with 34.8% of children 10 to 17 years old being overweight or obese, with 18.8% of youth ages 10-17 having obesity.

To qualify for the professional development workshops, educators will have to apply and verify they teach students who speak Spanish and are in need of bilingual educational resources. After the workshops, educators who participate will have to submit a post tour report showing which resources they used with their students and showing the impact of the resources. They will be asked to report how

many times the books were read to the class and how many students were impacted by the books and the facts on the bookmarks. There will be a pre-test and post-test in the coloring book and activity for teachers to assess students' knowledge of specialty crops before and after using the coloring book. There will also be a pre and post test for the student readers and activity books to assess student knowledge. They will also be asked to report how many specialty crops were purchased and tried by their students.

The teachers selected for the professional development workshops will need to show they teach at a school with Spanish speaking students to demonstrate the need for the resources in their classrooms. The workshops will take place at different times during the summer, so a variety of Oklahoma specialty crop fruits and vegetables can be experienced. The workshops will help teachers learn how to implement the bilingual resources into their classrooms. During this workshop, teachers will be taught how to conduct taste testing opportunities for their students and how to prepare recipes in the classroom using specialty crops. We will have different workshops with up to 50 teachers at each. This will increase the sale of specialty crops in Oklahoma, and will also increase the students consumption of healthy foods.

The specialty crop resources will focus on early childhood and elementary grade levels to educate students about specialty crops grown in Oklahoma. This age was selected because there are children's books in print which are available in Spanish and English and can be purchased for educators who attend the workshops to better equip their classroom libraries. The bookmarks we create will include pictures of specialty crop fruits and vegetables along with facts about each written in Spanish and English. The coloring books will have the fruits and vegetable names written in both Spanish and English, along with nutritional and growing information. In addition, it will include kid friendly recipes for them to make and eat in their classrooms and at home. These recipes will be written in English and Spanish to help parents who speak either language to be able to assist the students in cooking at home. The specialty crop activity books will have sections in English and Spanish to educate students about the fruits and vegetables, along with activities to show their comprehension of the reading material. The specialty crop student readers will be developed at three different grade levels, PreK-Kindergarten, 1st-2nd grade, and 3rd grade, and will also have sections in English and Spanish to educate students about fruits and vegetables. They will also include recipes.

The resources developed will only deal with specialty crops specific to Oklahoma. These specialty crop resources will also be available to all Oklahoma teachers through the AITC website resource request form after they are made available to the teachers who attend the professional development workshops.

This project is important and timely because students in Oklahoma rank 50th in the nation in fruit and vegetable consumption. By providing books and educational resources for use in the classrooms, students can learn more about fruits and vegetables, taste them in their classroom, and then use the recipes to eat the specialty crops at home with their families. By providing professional development and rolling workshops for teachers, they will gain knowledge about the specialty crops and will be more likely to educate their students about the importance of eating healthy.

Sources:

https://nces.ed.gov/programs/coe/indicator_cgf.asp

https://www.okcps.org/about

https://www.americashealthrankings.org/learn/reports/2020-health-of-women-and-children/state-summaries-oklahoma

PROVIDE A LISTING OF THE OBJECTIVES THAT THIS PROJECT HOPES TO ACHIEVE

Objective 1: To create 4 different professional development workshops to expose and educate teachers about specialty crop fruit and vegetable producers throughout Oklahoma.

Objective 2: To teach educators who participate in the workshops how to conduct taste testing experiences for their students and how to prepare kid friendly recipes in their classrooms.

Objective 3: To create bilingual bookmarks, coloring books, student readers and specialty crop activity books which will assist teachers in teaching English and Spanish speaking students facts about Oklahoma specialty crops, as well as provide recipes for families to prepare at home.

Objective 4: To provide books focused on specialty crops for the classroom library which are written in English and Spanish for students to listen to, read, and share with their families.

PROJECT BENEFICIARIES

Estimate the number of project beneficiaries: 200 Oklahoma teachers and 5,000 students

Does this project directly benefit socially disadvantaged farmers as defined in the RFA? **Yes** ☑ **No** ☐

Does this project directly benefit beginning farmers as defined in the RFA? **Yes** ☑ **No** ☐

STATEMENT OF ENHANCING SPECIALTY CROPS

By checking the box to the right, I confirm that this project enhances the competitiveness of specialty crops in accordance with and defined by the Farm Bill. Further information regarding the definition of a specialty crop can be found at www.ams.usda.gov/services/grants/scbgp. ☑

CONTINUATION PROJECT INFORMATION

Does this project continue the efforts of a previously funded SCBGP project? **Yes** ☐ **No** ☑

OTHER SUPPORT FROM FEDERAL OR STATE GRANT PROGRAMS

The SCBGP will not fund duplicative projects. Did you submit this project to a Federal or State grant program other than the SCBGP for funding and/or is a Federal or State grant program other than the SCBGP funding the project currently?

Yes ☐ **No** ☑

IF YOUR PROJECT IS RECEIVING OR WILL POTENTIALLY RECEIVE FUNDS FROM ANOTHER FEDERAL OR STATE GRANT PROGRAM

N/A

EXTERNAL PROJECT SUPPORT

The Oklahoma Farm Bureau Women's Committee is a supporter of our specialty crop bilingual project for students and teachers. They hold a seat on the Oklahoma Ag in the Classroom Advisory Council and have several members involved in the specialty crop industry. They support several of AITC's programs throughout the year. The Oklahoma Department of Education is also supportive of the project. Many of Oklahoma's students are bilingual, especially in urban areas. The project will provide support in resources and training for Oklahoma educators about specialty crops.

EXPECTED MEASURABLE OUTCOMES

SELECT THE APPROPRIATE OUTCOME(S) AND INDICATOR(S)/SUB-INDICATOR(S)

OUTCOME MEASURE(S)

- ☐ **Outcome 1**: Enhance the competitiveness of specialty crops through increased sales (required for marketing projects)
- ☑ **Outcome 2**: Enhance the competitiveness of specialty crops through increased consumption
- ☐ **Outcome 3**: Enhance the competitiveness of specialty crops through increased access
- ☐ **Outcome 4**: Enhance the competitiveness of specialty crops though greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources
- ☐ **Outcome 5**: Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems
- ☐ **Outcome 6**: Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety
- ☐ **Outcome 7**: Enhance the competitiveness of specialty crops through increased understanding of the ecology of threats to food safety from microbial and chemical sources
- ☐ **Outcome 8**: Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development

OUTCOME INDICATOR(S)

Outcome 2, Indicator 1.a.
Of the 4,000 students reached, 3,200 gained knowledge about eating more specialty crops.

MISCELLANEOUS OUTCOME MEASURE

N/A

DATA COLLECTION TO REPORT ON OUTCOMES AND INDICATORS

Data will be collected by supplying pre-tests and post-tests about knowledge of specialty crops to teachers for their students. They will give their students a pre-test before using our resources and their experiences from the professional development workshop to teach their students about specialty crops in Oklahoma. Pre-tests and Post-tests will be provided in a bilingual format so they are able to use it with

English and Spanish speaking students. We will use a format that will be most useful for teachers, such as google forms, which can easily be incorporated in Google classroom and graded without much time. We will request for teachers to share their results from their class as a whole and the number of students who had an increase in their score, indicating an increase in specialty crop knowledge.

BUDGET NARRATIVE

Budget Summary	
Expense Category	**Funds Requested**
Personnel	$0.00
Fringe Benefits	$0.00
Travel	$0.00
Equipment	$0.00
Supplies	$89,550.00
Contractual	$20,000.00
Other	$2,000.00
Direct Costs Subtotal	$111,550.00
Indirect Costs	$0.00

Total Budget	$111,550.00

PERSONNEL

N/A

FRINGE BENEFITS

N/A

TRAVEL

N/A

EQUIPMENT

N/A

SUPPLIES

Item Description	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested
300 Children's Books- Sylvia's Spinach	$11.00	300	Purchase before workshops to provide to educators after attending; 150 will be purchased the first year, 150 will be purchased the second year	$3,300.00

Item Description	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested
300 Children's Books- Las espinacas de Sylvia	$11.00	300	Purchase before workshops to provide to educators after attending; 150 will be purchased the first year, 150 will be purchased the second year	$3,300.00
300 Children's Books- Zora's Zucchini	$11.00	300	Purchase before workshops to provide to educators after attending; 150 will be purchased the first year, 150 will be purchased the second year	$3,300.00
300 Children's Books- Las calabacitas de Zora	$11.00	300	Purchase before workshops to provide to educators after attending; 150 will be purchased the first year, 150 will be purchased the second year	$3,300.00
300 Children's Books- Strawberries - Spanish Version	$11.00	300	Purchase before workshops to provide to educators after attending; 150 will be purchased the first year, 150 will be purchased the second year	$3,300.00
300 Children's Books- Strawberries - English Version	$11.00	300	Purchase before workshops to provide to educators after attending; 150 will be purchased the first year, 150 will be purchased the second year	$3,300.00
Printing Company TBD to print bilingual Specialty Crop bookmarks	$1.25	1,000	June 2022	$1,250.00
Printing Company TBD to print bilingual Specialty Crop coloring books	$18.50	1,000	June 2022	$18,500.00
Printing Company TBD to print Specialty Crop student readers	$3.50	9,000	June 2022	$31,500.00

Item Description	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested
Printing Company TBD to print bilingual Specialty Crop Activity Books	$18.50	1,000	June 2022	$18,500.00

Supplies Subtotal	$89,550.00

SUPPLIES JUSTIFICATION

These supplies are needed for all 4 workshops for the 200 teachers over the two-year period. Each participating teacher will receive 3 children's books about specialty crops (Sylvia's Spinach and Zora's Zucchini, and Strawberries unless a better book is available at the time) in English and 3 children's books about specialty crops (Las espinacas de Sylvia and Las calabacitas de Zora, Strawberries- unless a better book is available at the time) in Spanish. We will also have additional books to distribute to teachers who request bilingual resources, but are unable to attend our professional development workshops. The books are directly related to three of the bilingual resources that the teachers will receive. The readers will be created to partner with the books to teach students about specialty crops and have activities directly related to the books.

Printing of the Bilingual Specialty Crop Bookmarks in sets of 25. It is estimated that it will cost about $1.25 per set of 25 bookmarks, packaged together. Based on the number of teachers that we will be training and also the availability of the bookmarks to be requested by any teacher in Oklahoma through our website, we will print 1,000 sets. The cost will be $1,250.00 total.

Printing of the Bilingual Specialty Crop Coloring Books (with 32 pages) in sets of 25. It is estimated that it will cost about $18.50 per set of 25 books, packaged together. Based on the number of teachers that we will be training and also the availability of the coloring books to be requested by any teacher in Oklahoma through our website, we will print 1,000 sets. The cost will be $18,500.00 total

Printing of the Bilingual Specialty Crop Student Readers (9 different readers aligned with specialty crop books) in sets of 25. It is estimated that it will cost about $3.50 per set of 25 readers, packaged together. Based on the number of teachers that we will be training and also the availability of the student readers to be requested by any teacher in Oklahoma through our website, we will print 1,000 sets of the 9 readers. The cost will be $31,500.00 total.

Printing of the Bilingual Specialty Crop Activity Books (with 32 pages) in sets of 25. It is estimated that it will cost about $18.50 per set of 25 books packaged together. Based on the number of teachers that we will be training and also the availability of the student readers to be requested by any teacher in Oklahoma through our website, we will print 1,000 sets. The cost will be $18,500.00 total.

CONTRACTUAL/CONSULTANT

ITEMIZED CONTRACTOR(S)/CONSULTANT(S)

#	Name/Organization	Hourly Rate/Flat Rate	Funds Requested
1	Contract Graphic Designer to create specialty crop resources	$17,500	$17,500.00
2	Contract for translation of resources to Spanish	$2,500	$2,500.00

Contractual/Consultant Subtotal	$20,000.00

CONTRACTUAL JUSTIFICATION

Contractor/Consultant 1: A graphic design company will be contracted to design all specialty crop bilingual resources to use with this proposed grant. It is estimated that it will take over 233 hours, estimated at $75 per hour. The cost will be $17,500.00 total. This hourly rate is a projection based on research on hourly rates of graphic designers in Oklahoma. ODAFF will follow State policies and procedures in procuring a graphic designer by conducting a bid process. We will obtain a minimum of three bids from graphic designers and will select the lowest bid that can provide the quality of work deemed necessary for this project

Contractor/Consultant 2: An individual will be contracted to translate all specialty crop bilingual resources for Oklahoma Ag in the Classroom. It is estimated that it will take about 100 hours, estimated at $25 an hour. The cost will be $2,500.00.

CONFORMING WITH YOUR PROCUREMENT STANDARDS

By checking the box to the right, I confirm that my organization followed the same policies and procedures used for procurements from non-federal sources, which reflect applicable State and local laws and regulations and conform to the Federal laws and standards identified in 2 CFR Part 200.317 through.326, as applicable. If the contractor(s)/consultant(s) are not already selected, my organization will follow the same requirements. ☑

OTHER

Item Description	Per-Unit Cost	Number of Units	Acquire When?	Funds Requested
Specialty crops for workshop taste testing and recipe training	$500	4		$2,000.00

Other Subtotal	$2,000.00

OTHER JUSTIFICATION

The workshops will be a half day. Specialty crops will be purchased to conduct taste test experiences in their classrooms. Recipes from the resources will be created by the teachers during the workshop allowing them to be confident and comfortable to use the recipes in their classrooms with students.

INDIRECT COSTS

N/A

PROGRAM INCOME

N/A

PROJECT TITLE

Project 7: Oklahoma Specialty Crop Educator Tours

DURATION OF PROJECT

Start Date: 9/30/2021 **End Date**: 9/29/2025

PROJECT PARTNER AND SUMMARY

Oklahoma Ag in the Classroom will create a professional development opportunity for teachers through 4 one-day rolling workshops. The teachers will visit Oklahoma specialty crop producers throughout the state during various times of year in order to see different types of specialty crop production. The purpose of this project is to provide meaningful and relevant professional development for Oklahoma educators. The goal of the project is to include education for teachers through several venues including workshops, farm visits, farmers markets tours, orchard and grove visits, and more. The specific issue that the Ag in the Classroom staff wants to address is that teachers in Oklahoma do not realize what specialty crops are grown in the state and their nutritional value. As a result, students are not being educated about healthy food choices. After completing our rolling tour, teachers will be given a chance to request any of the specialty crop resources we have available for their students.

PROJECT PURPOSE

PROVIDE THE SPECIFIC ISSUE, PROBLEM OR NEED THAT THE PROJECT WILL ADDRESS

The purpose of this project is to provide meaningful and relevant professional development for Oklahoma educators. The goals of this project include education for teachers through several venues including tours of specialty crop producers throughout the state. Educators and students are often not aware of specialty crops being grown in our state. Oklahoma Ag in the Classroom sent out a survey to Oklahoma teachers to discover if there is a need for this type of workshop. Over 90% of teachers surveyed said their students would not be able to name more than 3 specialty crops grown in Oklahoma. Over 25% of those teachers said their students would not be able to name any. Over 99% of Oklahoma teachers also believe it is important to teach students about fruits, vegetables, and healthy eating in the

classroom based on the survey. Teachers are looking for opportunities and resources about specialty crops to share with their students and over 96% surveyed agreed that the Specialty Crop Educator Tours would be a beneficial professional development opportunity.

The specialty crop professional development tours and workshops will address this problem by taking teachers on-site for specialty crop visits and provide up-close and personal interaction with producers. These professional development opportunities will provide teachers an opportunity to travel to other parts of the state and visit with growers, producers, and farmers market vendors to understand their mission and issues.

Americans are being inundated with misinformation through social media, news shows, commercials, billboards, television and more. It is the goal of the Ag in the Classroom staff to make sure that factual information is shared with educators to combat the misperception of students and teachers in the state. The objectives of this project were to increase the knowledge of specialty crops grown in the state, increase the consumption of specialty crops grown in the state and increase the dissemination of factual information about the crops for teachers to take back to their classrooms.

Oklahoma AITC will focus on recruiting teachers in urban areas of the state and also teachers who have not used our specialty crop resources or traveled on a previous tour with us. The teachers who attend the rolling tours will then have the opportunity to request already existing specialty crop resources we have for them to use in their classroom to teach students about specialty crops. They will have hands-on experiences after the tours and have a better understanding of specialty crop production in Oklahoma to share with their students.

PROVIDE A LISTING OF THE OBJECTIVES THAT THIS PROJECT HOPES TO ACHIEVE

Objective 1: To create 4 different rolling tours to expose and educate teachers about specialty crop producers throughout Oklahoma.

Objective 2: To facilitate specialty crop taste testing or experiences on the rolling tours that will benefit educators.

Objective 3: To increase knowledge of current AITC specialty crop resources that are available for classrooms and teachers.

PROJECT BENEFICIARIES

Estimate the number of project beneficiaries: 212 Oklahoma teachers and 5,300 students

Does this project directly benefit socially disadvantaged farmers as defined in the RFA? **Yes** ☑ **No** ☐

Does this project directly benefit beginning farmers as defined in the RFA? **Yes** ☑ **No** ☐

STATEMENT OF ENHANCING SPECIALTY CROPS

By checking the box to the right, I confirm that this project enhances the competitiveness of specialty crops in accordance with and defined by the Farm Bill. ☑

Further information regarding the definition of a specialty crop can be found at www.ams.usda.gov/services/grants/scbgp.

CONTINUATION PROJECT INFORMATION

Does this project continue the efforts of a previously funded SCBGP project? Yes ☐ No ☑

OTHER SUPPORT FROM FEDERAL OR STATE GRANT PROGRAMS

The SCBGP will not fund duplicative projects. Did you submit this project to a Federal or State grant program other than the SCBGP for funding and/or is a Federal or State grant program other than the SCBGP funding the project currently?

Yes ☐ No ☑

IF YOUR PROJECT IS RECEIVING OR WILL POTENTIALLY RECEIVE FUNDS FROM ANOTHER FEDERAL OR STATE GRANT PROGRAM

N/A

EXTERNAL PROJECT SUPPORT

The Oklahoma Farm Bureau Women's Committee is a supporter of our Specialty Crop Educator Tours. They hold a seat on the Oklahoma Ag in the Classroom Advisory Council and have several members involved in the specialty crop industry. They support several of AITC's programs throughout the year and help support our teachers.

EXPECTED MEASURABLE OUTCOMES

SELECT THE APPROPRIATE OUTCOME(S) AND INDICATOR(S)/SUB-INDICATOR(S)

OUTCOME MEASURE(S)

- ☐ **Outcome 1**: Enhance the competitiveness of specialty crops through increased sales (required for marketing projects)
- ☑ **Outcome 2**: Enhance the competitiveness of specialty crops through increased consumption
- ☐ **Outcome 3**: Enhance the competitiveness of specialty crops through increased access
- ☐ **Outcome 4**: Enhance the competitiveness of specialty crops though greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources
- ☐ **Outcome 5**: Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems
- ☐ **Outcome 6**: Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety
- ☐ **Outcome 7**: Enhance the competitiveness of specialty crops through increased understanding of the ecology of threats to food safety from microbial and chemical sources
- ☐ **Outcome 8**: Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development

OUTCOME INDICATOR(S)

Outcome 2, Indicator 2.a.
Of the 212 educators reached, 140 will gain knowledge about eating more specialty crops.

MISCELLANEOUS OUTCOME MEASURE

N/A

DATA COLLECTION TO REPORT ON OUTCOMES AND INDICATORS

Teachers who will be participating on the tour will be given a pre-test about their knowledge of specialty crops in Oklahoma before the rolling tour and then will be given a post-test at the end of the day. The pre and post-test will be constructed on SurveyMonkey, which is an easy avenue to gather data and easy for participants to take on their cellular devices.

BUDGET NARRATIVE

Budget Summary	
Expense Category	**Funds Requested**
Personnel	$0.00
Fringe Benefits	$0.00
Travel	$8,000.00
Equipment	$0.00
Supplies	$0.00
Contractual	$0.00
Other	$7,122.00
Direct Costs Subtotal	$15,122.00
Indirect Costs	$0.00

Total Budget	$15,122.00

PERSONNEL

N/A

FRINGE BENEFITS

N/A

TRAVEL

#	Trip Destination	Type of Expense (airfare, car rental, hotel, meals, mileage, etc.)	Unit of Measure (days, nights, miles)	# of Units	Cost per Unit	# of Travelers Claiming the Expense	Funds Requested
1	NE Oklahoma	Bus rental	1 day	1	$2,000.00		$2,000.00
2	Norman/OKC	Bus rental	1 day	1	$2,000.00		$2,000.00
3	Ada/Pauls Valley	Bus rental	1 day	1	$2,000.00		$2,000.00
4	Western OK	Bus rental	1 day	1	$2,000.00		$2,000.00

Travel Subtotal	$8,000.00

TRAVEL JUSTIFICATION

Trip 1 ((Approximate Date of Travel 05/2022): A passenger bus will be rented to transport the teachers on the 1-day rolling tour around NE Oklahoma. We will tour multiple specialty crop venues including, but not limited to, farm visits, farmers markets tours, orchard and grove visits.

Trip 2 (Approximate Date of Travel 8/2022): A passenger bus will be rented to transport the teachers on the 1-day rolling tour around the Norman/Oklahoma City area. We will tour multiple specialty crop venues including, but not limited to, farm visits, farmers markets tours, orchard and grove visits.

Trip 3 (Approximate Date of Travel 05/2023): A passenger bus will be rented to transport the teachers on the 1-day rolling tour around the Ada/Pauls Valley area. We will tour multiple specialty crop venues including, but not limited to, farm visits, farmers markets tours, orchard and grove visits.

Trip 4(Approximate Date of Travel 08/2023): A passenger bus will be rented to transport the teachers on the 1-day rolling tour around the Western Oklahoma area. We will tour multiple specialty crop venues including, but not limited to, farm visits, farmers markets tours, orchard and grove visits.

CONFORMING WITH YOUR TRAVEL POLICY

By checking the box to the right, I confirm that my organization's established travel policies will be adhered to when completing the above-mentioned trips in accordance with 2 CFR 200.474 or 48 CFR subpart 31.2 as applicable. ☑

EQUIPMENT

N/A

SUPPLIES

N/A

CONTRACTUAL/CONSULTANT

N/A

OTHER

Item Description	Per-Unit Cost	Number of Units	Acquire When?	Funds Requested
Meals for tour participants	$16.50 per person	228 meals (57 per tour,)		$3,762.00
Specialty Crop taste testing/experience at various venues	$15 per person	224 (56 per tour,)		$3,360.00

Other Subtotal	$7,122.00

OTHER JUSTIFICATION

Oklahoma Ag in the Classroom rolling specialty crop tours will be an all-day tour, so lunch will need to be provided for the participants. The approximate cost will be $16.50 per person and we will provide lunch for the 57 individuals.

The rolling tours will provide various opportunities for taste testing or experiences. We will plan experiences for the participants while they are at one to two of the tour venues on each trip. The cost of the taste testing or experience will be $15 per person. Some examples of taste testing experiences might be wine tasting at a vineyard; picking berries at Agape Berry Farm, priced at $8 per quart in peak season; or half a pound of a variety of pecans at Miller Pecans, priced $5.00 - $10.00. We will provide those experiences for the teachers and the Ag in the Classroom Coordinators.

INDIRECT COSTS

N/A

PROGRAM INCOME

N/A

PROJECT TITLE

Project 8: Simple Snacks With Farm Fresh Food

DURATION OF PROJECT

Start Date: 9/30/2021 **End Date**: 9/29/2025

PROJECT PARTNER AND SUMMARY

ODAFF'S Oklahoma Agritourism program will take on a project to educate school aged children on how to make a healthy snack at home. Oklahoma Agritourism will create a series of eight videos featuring fresh produce from the farm used to make a fresh and healthy after school snack for kids. The videos will create increased awareness of where to obtain produce from local producers.

Each video will take place on a different Oklahoma farm who is growing a variety of fresh vegetables and fruits. An Oklahoma 4-H member will be on the farm learning how the produce is grown from the farmers. The video will explain how each piece of produce is grown. The 4-H member will explain how to properly harvest the vegetable/fruit. Once the footage is taken on the farm, we will transition to a kitchen. Here, the 4-H member will create a healthy snack from the products picked. Each video will feature a different recipe for the correlating vegetable/fruit. The recipe will be explained step by step, and it will be easy to follow and recreate the recipe at home. While the snack is being created, the video will educate kids of the benefits of eating fresh produce. The videos will then be shared on a social media platform, such as Facebook. On Facebook, the videos will be easily accessible for students to find.

PROJECT PURPOSE

PROVIDE THE SPECIFIC ISSUE, PROBLEM OR NEED THAT THE PROJECT WILL ADDRESS

Many kids today do not always have access to farm fresh foods or the knowledge of the benefits of them. These same kids are often in need of a snack after a long day at school. The easiest thing to grab is often a processed, snack or junk food. However, an easy how-to, healthy snack explained in a video would encourage young kids at home to eat fresh produce instead of a processed snack. This would result in encouraging families to purchase farm fresh produce from local producers in the area. Eating fresh snacks motivates kids and families to have healthy eating habits and how to prepare food.

Instead of getting ingredients or produce from a grocery store, the videos will encourage families to get farm fresh products directly from a local specialty crop producer. When they visit the farm, they will gain more hands-on knowledge of the way their produce is grown. Starting with a small after school snack, families will be motivated to eat fresh produce in other meals as well. Continuing to eat fresh produce, will continue to support local farmers.

PROVIDE A LISTING OF THE OBJECTIVES THAT THIS PROJECT HOPES TO ACHIEVE

Objective 1: Educate school aged children about healthy options for snacks.

Objective 2: Increase awareness of healthy food options at local farms.

PROJECT BENEFICIARIES

Estimate the number of project beneficiaries: 800

Does this project directly benefit socially disadvantaged farmers as defined in the RFA? Yes ☐ No ☑

Does this project directly benefit beginning farmers as defined in the RFA? Yes ☐ No ☑

STATEMENT OF ENHANCING SPECIALTY CROPS

By checking the box to the right, I confirm that this project enhances the competitiveness of specialty crops in accordance with and defined by the Farm Bill. Further information regarding the definition of a specialty crop can be found at www.ams.usda.gov/services/grants/scbgp. ☑

CONTINUATION PROJECT INFORMATION

Does this project continue the efforts of a previously funded SCBGP project? Yes ☐ No ☑

OTHER SUPPORT FROM FEDERAL OR STATE GRANT PROGRAMS

The SCBGP will not fund duplicative projects. Did you submit this project to a Federal or State grant program other than the SCBGP for funding and/or is a Federal or State grant program other than the SCBGP funding the project currently?

Yes ☐ **No** ☑

IF YOUR PROJECT IS RECEIVING OR WILL POTENTIALLY RECEIVE FUNDS FROM ANOTHER FEDERAL OR STATE GRANT PROGRAM

N/A

EXTERNAL PROJECT SUPPORT

Specialty crop growers in Oklahoma will be the main stakeholder in this project. The Oklahoma Fruit and Vegetable Association (OFVA) includes specialty crop producers in Oklahoma. Their membership supports local growers, food safety, and fresh market production of local fruits and vegetables. The filming for the videos will take place at local specialty crop farms and OFVA members farms across the state. Specialty crop producers are always looking for new and creative ways to educate the public about the health benefits of eating produce. Creating videos featuring produce and the farms, will give specialty crop producers a new outlet to share this information.

Oklahoma State University Cooperative Extension Service will be another stakeholder in this project. They will benefit from the projects in two capacities. First, they support local specialty crop producers in Oklahoma with research-based knowledge. Second, Oklahoma 4-H creates leadership and learning opportunities for youth to be involved in local agriculture. These students will learn hands on knowledge of how fruits and vegetables are grown, how to harvest them, and how to prepare a healthy snack from farm fresh products.

EXPECTED MEASURABLE OUTCOMES

SELECT THE APPROPRIATE OUTCOME(S) AND INDICATOR(S)/SUB-INDICATOR(S)

OUTCOME MEASURE(S)

- ☐ **Outcome 1**: Enhance the competitiveness of specialty crops through increased sales (required for marketing projects)
- ☑ **Outcome 2**: Enhance the competitiveness of specialty crops through increased consumption
- ☐ **Outcome 3**: Enhance the competitiveness of specialty crops through increased access
- ☐ **Outcome 4**: Enhance the competitiveness of specialty crops though greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources
- ☐ **Outcome 5**: Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems
- ☐ **Outcome 6**: Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety
- ☐ **Outcome 7**: Enhance the competitiveness of specialty crops through increased understanding of the ecology of threats to food safety from microbial and chemical sources
- ☐ **Outcome 8**: Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development

OUTCOME INDICATOR(S)

Outcome 3, Indiator 1.a.
Of the 3,000 consumers reaced, 1,500 will indicate they gained knowledge on how to access/prepare specialty crops.

MISCELLANEOUS OUTCOME MEASURE

N/A

DATA COLLECTION TO REPORT ON OUTCOMES AND INDICATORS

Video views from Facebook, Instagram, and YouTube will report on the number of times kids watched the videos, which will show how many kids made the healthy recipes. The video caption will request those who watch the video to comment if they created the recipe. This call to action, will collect data on how many kids created the recipe in the video.

BUDGET NARRATIVE

Budget Summary	
Expense Category	**Funds Requested**
Personnel	$0.00
Fringe Benefits	$0.00
Travel	$0.00
Equipment	$0.00
Supplies	$76.00
Contractual	$15,732.00
Other	$0.00
Direct Costs Subtotal	$15,808.00

Budget Summary	
Expense Category	**Funds Requested**
Indirect Costs	$0.00

Total Budget	$15,808.00

PERSONNEL

N/A

FRINGE BENEFITS

N/A

TRAVEL

N/A

EQUIPMENT

N/A

SUPPLIES

Item Description	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested
Blackberries	$6/pound	2	June	$12.00
Carrots	$4/bundle	2	July	$8.00
Celery	$4/bundle	2	July	$8.00
Cucumbers	$2/pound	2	June	$4.00
Peppers	$3/pound	2	July	$6.00
Strawberries	$6/pound	2	May	$12.00
Tomatoes	$3/pound	2	June	$6.00
Watermelon	$10/melon	2	July	$20.00

Supplies Subtotal	$76.00

SUPPLIES JUSTIFICATION

These items will be purchased to be used during the filming of the educational videos for the kids to illustrate how to properly wash, cut and prepare them into a healthy snack.

CONTRACTUAL/CONSULTANT

ITEMIZED CONTRACTOR(S)/CONSULTANT(S)

#	Name/Organization	Hourly Rate/Flat Rate	Funds Requested
1	Deke Media	$1,966.50/per video	$15,732.00

Contractual/Consultant Subtotal	$15,732.00

CONTRACTUAL JUSTIFICATION

Contractor/Consultant 1: A videographer will be contracted at a flat fee to film, create video graphics, and edit eight educational videos that will include creating a healthy snack. This will also include all travel expenses for the videographer. It is estimated that each video will require 28.5 hrs. to shoot footage, edit and produce final product. This fee is a projection based on research on videographers in Oklahoma. ODAFF will follow State policies and procedures in procuring a videographer by conducting a bid process. We will obtain a minimum of three bids from videographers and will select the lowest bid that can provided the quality of work deemed necessary for this project.

CONFORMING WITH YOUR PROCUREMENT STANDARDS

By checking the box to the right, I confirm that my organization followed the same policies and procedures used for procurements from non-federal sources, which reflect applicable State and local laws and regulations and conform to the Federal laws and standards identified in 2 CFR Part 200.317 through.326, as applicable. If the contractor(s)/consultant(s) are not already selected, my organization will follow the same requirements. ☑

OTHER

N/A

INDIRECT COSTS

N/A

PROGRAM INCOME

N/A

PROJECT TITLE

Project 9: In All the Lands Wash Your Hands

DURATION OF PROJECT

Start Date: 9/30/2021 **End Date**: 9/29/2025

PROJECT PARTNER AND SUMMARY

The Oklahoma Agritourism program is assisting with pandemic challenges and food safety practices by distributing outdoor handwashing stations to registered specialty crop producers and farmers markets within the program.

PROJECT PURPOSE

PROVIDE THE SPECIFIC ISSUE, PROBLEM OR NEED THAT THE PROJECT WILL ADDRESS

As we continue living through the COVID-19 pandemic, consistently washing hands with soap and water is a good safety practice for all. Currently, only a handful of Oklahoma agritourism venues even have handwashing stations on their property. With more and more consumers looking for outdoor activities, they are turning to Oklahoma agritourism venues to provide them with fun, safe entertainment. The Oklahoma Agritourism program is coordinating a project to provide outdoor handwashing stations for registered agritourism producers and farmers markets who are growing or selling specialty crops.

Handwashing stations will be distributed to u-pick operations or farmers markets registered with Oklahoma Agritourism. Producers will need to fill out a request form and submit to agritourism coordinators before they can receive their handwashing station. Oklahoma Agritourism is currently serving more than 130 specialty crop producers which include: Christmas tree farms, u-pick fruit farms, u-pick cut flowers, pumpkin patches and farmers markets.

This project will help implement safety practices for agritourism venues across the state who did not previously have the resources to add handwashing stations before. While this project is very beneficial to assist with the challenges of our current pandemic, a handwashing station will always be a good safety component to have at a farm or market long after this pandemic is over.

PROVIDE A LISTING OF THE OBJECTIVES THAT THIS PROJECT HOPES TO ACHIEVE

Objective 1 To mitigate the spread of COVID-19 and other pathogens at farmers markets and specialty crop retail locations such as u-pick berry and pumpkin patches.

Objective 2 Improve food safety practices at agritourism specialty crop venues.

PROJECT BENEFICIARIES

Estimate the number of project beneficiaries: 91

Does this project directly benefit socially disadvantaged farmers as defined in the RFA? Yes ☑ No ☐

Does this project directly benefit beginning farmers as defined in the RFA? Yes ☑ No ☐

STATEMENT OF ENHANCING SPECIALTY CROPS

By checking the box to the right, I confirm that this project enhances the competitiveness of specialty crops in accordance with and defined by the Farm Bill. ☑

Further information regarding the definition of a specialty crop can be found at www.ams.usda.gov/services/grants/scbgp.

CONTINUATION PROJECT INFORMATION

Does this project continue the efforts of a previously funded SCBGP project? Yes ☐ No ☑

OTHER SUPPORT FROM FEDERAL OR STATE GRANT PROGRAMS

The SCBGP will not fund duplicative projects. Did you submit this project to a Federal or State grant program other than the SCBGP for funding and/or is a Federal or State grant program other than the SCBGP funding the project currently?

Yes ☐ No ☑

IF YOUR PROJECT IS RECEIVING OR WILL POTENTIALLY RECEIVE FUNDS FROM ANOTHER FEDERAL OR STATE GRANT PROGRAM

N/A

EXTERNAL PROJECT SUPPORT

The Oklahoma Agritourism Association is a stakeholder who supports this project. The goal of the OAA is to support Oklahoma agritourism producers and ensure all venues are safe venues. This project aligns with the mission of OAA as handwashing stations decrease health risks while consumers are visiting agritourism sites.

EXPECTED MEASURABLE OUTCOMES

SELECT THE APPROPRIATE OUTCOME(S) AND INDICATOR(S)/SUB-INDICATOR(S)

OUTCOME MEASURE(S)

- ☐ **Outcome 1**: Enhance the competitiveness of specialty crops through increased sales (required for marketing projects)
- ☐ **Outcome 2**: Enhance the competitiveness of specialty crops through increased consumption
- ☐ **Outcome 3**: Enhance the competitiveness of specialty crops through increased access
- ☐ **Outcome 4**: Enhance the competitiveness of specialty crops though greater capacity of sustainable practices of specialty crop production resulting in increased yield, reduced inputs, increased efficiency, increased economic return, and/or conservation of resources
- ☐ **Outcome 5**: Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems
- ☑ **Outcome 6**: Enhance the competitiveness of specialty crops through increasing the number of viable technologies to improve food safety
- ☐ **Outcome 7**: Enhance the competitiveness of specialty crops through increased understanding of the ecology of threats to food safety from microbial and chemical sources
- ☐ **Outcome 8**: Enhance the competitiveness of specialty crops through enhancing or improving the economy as a result of specialty crop development

OUTCOME INDICATOR(S)

Outcome 6, Indicator 4:
There will be 91 improved prevention, detection, control, and intervention technologies..

MISCELLANEOUS OUTCOME MEASURE

N/A

DATA COLLECTION TO REPORT ON OUTCOMES AND INDICATORS

The Oklahoma Agritourism program will be coordinating the orders of the handwashing stations. The program coordinators will be keeping records of who submits request forms through Google Forms and will also have records once a handwashing station is delivered..

BUDGET NARRATIVE

Budget Summary	
Expense Category	**Funds Requested**
Personnel	$0.00
Fringe Benefits	$0.00
Travel	$0.00
Equipment	$0.00
Supplies	$62,314.07
Contractual	$0.00
Other	$0.00
Direct Costs Subtotal	$62,314.07
Indirect Costs	$0.00

Total Budget	$62,314.07

PERSONNEL

N/A

FRINGE BENEFITS

N/A

TRAVEL

N/A

EQUIPMENT

N/A

SUPPLIES

Item Description	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested
6-person outdoor handwashing station including shipping	$684.77	91	50 in year 1, 41 in year 2	$62,314.07

Supplies Subtotal	$62,314.07

SUPPLIES JUSTIFICATION

The handwashing stations come as a kit, all ready to be assembled. We have budgeted for 91 handwashing stations including shipping.

CONTRACTUAL/CONSULTANT

N/A

OTHER

N/A

INDIRECT COSTS

N/A

PROGRAM INCOME

N/A