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New Hampshire
Department of Agriculture,
Markets & Food

Shawn N. Jasper, Commissioner

March 15, 2022

His Excellency, Governor Christopher T. Sununu
and the Honorable Council
State House
Concord, New Hampshire 03301

Requested Action

Authorize New Hampshire Department of Agriculture, Markets & Food, Division of Agricultural Development (DAMF) to amend an existing grant agreement with the Merrimack County Conservation District, (Vendor Code #157734) Concord, NH, for developing an online sales platform for selling local farm products under the Specialty Crop Block Grant Project (SCBGP) by increasing the price limitation by \$25,000 from \$37,594.76 to \$62,594.76 with no change to the contract completion date effective upon Governor and Council approval through September 1, 2022. The original grant was approved by Governor and Council on March 24, 2021, item #50.

100% Federal Funds.

Funding is available in account Specialty Crop Block Grant as follows:

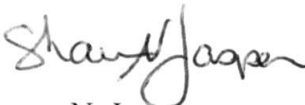
02-18-18-185010-33460000 Specialty Crop Block Grant

<u>Class-Account</u>	<u>Description</u>	<u>FY22 Amount</u>	<u>Total Amount</u>
072-500574	Grants to Local Govs-Federal	\$25,000	\$25,000

Explanation

The New Hampshire Department of Agriculture, Markets & Food, Division of Agricultural Development (DAMF) has an active Grant Agreement with the Merrimack County Conservation District to conduct the project "Helping Farms Reach Customers Through Online Retail." Of the original grant award of \$37,594.76, \$34,500 has been spent on the project to date. The additional funds, which have been approved by the USDA, the grantor, come from unexpended funding from another previously approved New Hampshire SCBGP project. This funding will allow the Merrimack County Conservation District to make improvements/additions to the websites as identified during the development process such as adding high quality photography and function upgrades.

Respectfully submitted,



Shawn N. Jasper
Commissioner

Agreement for Services with the Merrimack County Conservation District

Amendment No. 1 for Project #2 Helping Farms Reach Customers Through Online Retail

This agreement (hereinafter call the “Amendment”) dated this 7th day of April, 2022 is by and between the State of New Hampshire, **Department of Agriculture, Markets and Food**, (hereinafter referred to as the “State”) and the Merrimack County Conservation District (hereinafter referred to as the “Contractor”).

WHEREAS pursuant to an Agreement (hereinafter called the “Agreement”) approved by the Governor and Council on March 24, 2021, the Contractor agreed to perform certain services upon the terms and conditions specified in the Agreement and in consideration of payment by the State of certain sums as specified therein: and

WHEREAS, The Contractor and the State have agreed to amend the Agreement in certain respects;

NOW THEREFORE, in consideration of the foregoing, and the covenants and conditions contained in the Agreement and set forth herein, the parties hereto do hereby agree as follows:

1. Amendment and Modification of Agreement: The Agreement is hereby amended as follows:
 - i.) Increasing the price limitation by \$25,000 from \$37,594.76 to \$62,594.76 with no change to the contract completion date.
2. Effective Date of Amendment: This Amendment shall take effect upon the date of approval of this Amendment by the Governor and Executive Council of the State of New Hampshire.
3. Continuance of Agreement: Except as specifically amended and modified by the terms and conditions of this Amendment, the Agreement, and the obligations of the parties thereunder, shall remain in full force and effect in accordance with the terms and conditions set forth therein.

IN WITNESS WHEREOF, the parties have hereunto set their hands as of the day and year first above written.

Merrimack County Conservation District

Stacy L. Luke
Signature

Stacy L. Luke
Printed

4/18/2022
Date

THE STATE OF NEW HAMPSHIRE

Department of Agriculture

By Shawn N. Jasper
Shawn N. Jasper, Commissioner

4/19/22
Date

Approved by Attorney General this 20th day of April, 2021 2

OFFICE OF ATTORNEY GENERAL

By /s/ Stacie M. Maeser

Certificate of Authority

I, Robert Larocque, Treasurer of the Merrimack County Conservation District
(name of certifying officer) (title) (organization/business)

do hereby certify that the following is a true copy of a vote taken at a meeting of the board of directors/shareholders, duly called and held on January 20, 2022 at which a quorum of the directors/shareholders were present and voting.
(date of meeting)

It was voted that:

Stacy L. Luke is duly authorized to enter a contract on behalf of
(name of person being certified)

Merrimack County Conservation District with the State of New Hampshire, Department
(name of organization/business)

of Agriculture, Markets & Food and further, is authorized to execute any documents which may, in his/her judgment, be desirable or necessary to effect the purpose of this vote.

I hereby certify that said vote has not been amended or repealed and remains in full force and effect as of the date hereof;

IN WITNESS WHEREOF, I have hereunto set my hand as the Treasurer of the
(title)
Merrimack County Conservation District this 18th day of April, 2022.
(organization/business)

Robert Larocque
(signature of certifying officer)
Printed Name: Robert Larocque
(Print name of certifying officer)

State of New Hampshire
County of Merrimack

On this 18th day of April, 2022, before me Meredith Trepanier the undersigned officer, personally appeared Robert Larocque who acknowledged him/herself to be the Treasurer of the Merrimack County Conserv. District being authorized so to do, executed the forgoing instrument for the purpose therein contained.

In witness whereof, I have set my hand and official seal.

Meredith Trepanier
Justice of the Peace/Notary Public



(Seal)

Commission Expires on Date: September 1st 2026



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
01/11/2022

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Michael N Bertolone Farm Family Casualty Insurance Company 1 Fisher Ave Boscawen, NH 03303	CONTACT NAME: Tanya Decato PHONE (A/C, No, Ext): 603.223.6686 FAX (A/C, No): E-MAIL ADDRESS: tanya.decato@american-national.com INSURER(S) AFFORDING COVERAGE NAIC # INSURER A: Farm Family Casualty Insurance Co 13803 INSURER B: INSURER C: INSURER D: INSURER E: INSURER F:
INSURED Merrimack County Conservation District 10 Ferry Street, Ste 211 Concord NH 03301-5081	

COVERAGES **CERTIFICATE NUMBER:** **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSH TR	TYPE OF INSURANCE	ADDL INSD	SUNR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
							AMOUNT	PER OCCUR
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO. JECT <input type="checkbox"/> LOC <input type="checkbox"/> OTHER			2807L0231	12/08/21	12/08/22	EACH OCCURRENCE \$2,000,000 DAMAGE TO RENTED PREMISES (EA occurrence) \$100,000 MED EXP (Any one person) \$5,000 PERSONAL & ADV INJURY \$2,000,000 GENERAL AGGREGATE \$4,000,000 PRODUCTS - COMP/OP AGG \$4,000,000	
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS NON-OWNED AUTOS						COMBINED SINGLE LIMIT (EA accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$	
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DED <input checked="" type="checkbox"/> RETENTION \$ 10,000			2807E1144	12/08/21	12/08/22	EACH OCCURRENCE \$1,000,000 AGGREGATE \$1,000,000	
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY <input checked="" type="checkbox"/> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below		<input type="checkbox"/> Y/N <input checked="" type="checkbox"/> Y N/A	2807W0187	12/08/21	12/08/22	<input type="checkbox"/> PER STATUTE <input checked="" type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 500,000 E.L. DISEASE - EA EMPLOYEE \$ 500,000 E.L. DISEASE - POLICY LIMIT \$ 500,000	

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER NH State Conservation Committee PO Box 2042 Concord, NH 03302	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE <i>Michael N Bertolone</i>
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G+C 3-24-2021 #50 APPROVED

New Hampshire
Department of Agriculture
Markets & Food

Fy21 209732
RD# ~~0083~~ WU# 1165 4190
Fy22 RD# 212401 WU# 1176 5519

1078704

Shawn N. Jasper, Commissioner

February 25, 2021

His Excellency, Governor Christopher T. Sununu
and the Honorable Council
State House
Concord, New Hampshire 03301

REQUESTED ACTION

Authorize the New Hampshire Department of Agriculture, Markets and Food, Division of Agricultural Development (DAMF) to enter into a grant with the Merrimack County Conservation District (vendor code #157734), 10 Ferry St., Suite 211, Concord, NH 03301, in the amount of \$37,594.76 to develop an online sales platform for selling local farm products for the period from Governor and Council approval through September 1, 2022. 100% Federal Funds – Specialty Crop Block Grant.

Funding is available in account, Specialty Crop Block Grant (SCBG), as follows with the authority to adjust encumbrances in each of the State fiscal years through the Budget Office if needed and justified.

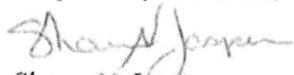
Funds are available as follows: 02-18-18-185010-33460000 Specialty Crop Block Grant, #AM200100XXXXG057

	Line 1	Line 2	Line 3	
<u>ACCOUNT</u>	<u>FY 2021</u>	<u>FY 2022</u>	<u>FY 2023</u>	<u>TOTAL</u>
072-500574 Grants to local gov't – Federal	\$14,500.00	\$20,000.00	\$3,094.76	\$37,594.76

EXPLANATION

The New Hampshire Department of Agriculture, Markets & Food (DAMF) received Specialty Crop Block Grant (SCBG) money from the United States Department of Agriculture to fund four specific projects. The projects were solicited through the RFP process and submitted for review by USDA, Agricultural Marketing Service as part of our state application. The proposal submitted by the Merrimack County Conservation District was one of the projects accepted by USDA for funding as enumerated in the Grant Agreement.

In the event that these Federal funds become no longer available, General Funds will not be requested to support this program.

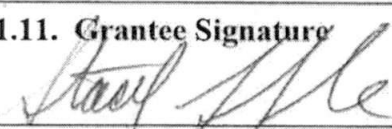
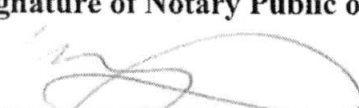

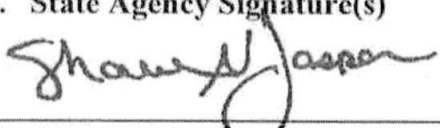
Respectfully submitted,

Shawn N. Jasper
Commissioner

GRANT AGREEMENT

The State of New Hampshire and the Grantee hereby mutually agree as follows:

GENERAL PROVISIONS

1. Identification and Definitions.

1.1. State Agency Name Department of Agriculture, Markets & Food		1.2. State Agency Address PO Box 2042, Concord, NH 03302	
1.3. Grantee Name Merrimack County Conservation District		1.4. Grantee Address 10 Ferry St., Suite 211, Concord, NH 03301	
1.5. Grantee Phone # 603-223-6023	1.6. Account Number	1.7. Completion Date September 1, 2022	1.8. Grant Limitation \$37,594.76
1.9. Grant Officer for State Agency		1.10. State Agency Telephone Number 603-271-3551	
1.11. Grantee Signature 		1.12. Name & Title of Grantee Signor <i>Stacy Lake</i> District Manager, Merrimack County Conservation District	
1.13. Acknowledgment: State of New Hampshire, County of <i>Strafford</i> , on <i>2/9/2021</i> , before the undersigned officer, personally appeared the person identified in block 1.12., known to me (or satisfactorily proven) to be the person whose name is signed in block 1.11., and acknowledged that <u>he</u> executed this document in the capacity indicated in block 1.12.			
1.13.1. Signature of Notary Public or Justice of the Peace (Seal) 			
1.13.2. Name & Title of Notary Public or Justice of the Peace <i>Patrick Hannigan Notary Public</i>			
1.14. State Agency Signature(s) 		1.15. Name & Title of State Agency Signor(s) Shawn N. Jasper, Commissioner	
1.16. Approval by Attorney General (Form, Substance and Execution)(if applicable)			
By: _____		Assistant Attorney General, On: / /	
1.17. Approval by Governor and Council (if applicable)			
By: _____		On: / /	

2. **SCOPE OF WORK:** In exchange for grant funds provided by the state of New Hampshire, acting through the agency identified in block 1.1 (hereinafter referred to as “the State”), the Grantee identified in block 1.3 (hereinafter referred to as “the Grantee”), shall perform that work identified and more particularly described in the scope of work attached hereto as EXHIBIT A (the scope of work being hereinafter referred to as “the Project”).

AREA COVERED. Except as otherwise specifically provided for herein, the Grantee shall perform the Project in, and with respect to, the State of New Hampshire.

EFFECTIVE DATE: COMPLETION OF PROJECT.

1. This Agreement, and all obligations of the parties hereunder, shall become effective on the date of approval of this Agreement by the Governor and Council of the State of New Hampshire if applicable, or signature by the agency whichever is later (hereinafter referred to as "the effective date").
2. Except as otherwise specifically provided herein, the Project, including all reports required by this Agreement, shall be completed in ITS entirety prior to the date in block 1.6 (hereinafter referred to as "the Completion Date").

GRANT AMOUNT: LIMITATION ON AMOUNT: VOUCHERS: PAYMENT.

1. The Grant Amount is identified and more particularly described in EXHIBIT B, attached hereto.
2. The manner of, and schedule of payment shall be as set forth in EXHIBIT B.
3. In accordance with the provisions set forth in EXHIBIT B, and in consideration of the satisfactory performance of the Project, as determined by the State, and as limited by subparagraph 5.5 of these general provisions, the State shall pay the Grantee the Grant Amount. The State shall withhold from the amount otherwise payable to the Grantee under this subparagraph 5.3 those sums required, or permitted, to be withheld pursuant to N.H. RSA 80:7 through 7-c.
4. The payment by the State of the Grant amount shall be the only, and the complete payment to the Grantee for all expenses, of whatever nature, incurred by the Grantee in the performance hereof, and shall be the only, and the complete, compensation to the Grantee for the Project. The State shall have no liabilities to the Grantee other than the Grant Amount.
5. Notwithstanding anything in this Agreement to the contrary, and notwithstanding unexpected circumstances, in no event shall the total of all payments authorized, or actually made, hereunder exceed the Grant limitation set forth in block 1.8 of these general provisions.

COMPLIANCE BY GRANTEE WITH LAWS AND REGULATIONS. In connection with the performance of the Project, the Grantee shall comply with all statutes, laws regulations, and orders of federal, state, county, or municipal authorities which shall impose any obligations or duty upon the Grantee, including the acquisition of any and all necessary permits and RSA 31:95-b.

RECORDS and ACCOUNTS.

Between the Effective Date and the date seven (7) years after the Completion Date the Grantee shall keep detailed accounts of all expenses incurred in connection with the Project, including, but not limited to, costs of administration, transportation, insurance, telephone calls, and clerical materials and services. Such accounts shall be supported by receipts, invoices, bills and other similar documents.

Between the Effective Date and the date seven (7) years after the Completion Date, at any time during the Grantee's normal business hours, and as often as the State shall demand, the Grantee shall make available to the State all records pertaining to matters covered by this Agreement. The Grantee shall permit the State to audit, examine, and reproduce such records, and to make audits of all contracts, invoices, materials, payrolls, records of personnel, data (as that term is hereinafter defined), and other information relating to all matters covered by this Agreement. As used in this paragraph, "Grantee" includes all persons, natural or fictional, affiliated with, controlled by, or under common ownership with, the entity identified as the Grantee in block 1.3 of these general provisions.

PERSONNEL.

The Grantee shall, at its own expense, provide all personnel necessary to perform the Project. The Grantee warrants that all personnel engaged in the Project shall be qualified to perform such Project, and shall be properly licensed and authorized to perform such Project under all applicable laws.

The Grantee shall not hire, and it shall not permit any subcontractor, subgrantee, or other person, firm or corporation with whom it is engaged in a combined effort to perform the Project, to hire any person who has a contractual relationship with the State, or who is a State officer or employee, elected or appointed.

The Grant Officer shall be the representative of the State hereunder. In the event of any dispute hereunder, the interpretation of this Agreement by the Grant Officer, and his/her decision on any dispute, shall be final.

DATA: RETENTION OF DATA: ACCESS.

As used in this Agreement, the word "data" shall mean all information and things developed or obtained during the performance of, or acquired or developed by reason of, this Agreement, including, but not limited to, all studies, reports, files, formulae, surveys, maps, charts, sound recordings, video recordings, pictorial reproductions, drawings, analyses, graphic representations,

computer programs, computer printouts, notes, letters, memoranda, paper, and documents, all whether finished or unfinished.

9.2. Between the Effective Date and the Completion Date the Grantee shall grant to the State, or any person designated by it, unrestricted access to all data for examination, duplication, publication, translation, sale, disposal, or for any other purpose whatsoever.

9.3. No data shall be subject to copyright in the United States or any other country by anyone other than the State.

9.4. On and after the Effective Date all data, and any property which has been received from the State or purchased with funds provided for that purpose under this Agreement, shall be the property of the State, and shall be returned to the State upon demand or upon termination of this Agreement for any reason, whichever shall first occur.

9.5. The State, and anyone it shall designate, shall have unrestricted authority to publish, disclose, distribute and otherwise use, in whole or in part, all data.

10. CONDITIONAL NATURE OR AGREEMENT. Notwithstanding anything in this Agreement to the contrary, all obligations of the State hereunder, including, without limitation, the continuance of payments hereunder, are contingent upon the availability or continued appropriation of funds, and in no event shall the State be liable for any payments hereunder in excess of such available or appropriated funds. In the event of a reduction or termination of those funds, the State shall have the right to withhold payment until such funds become available, if ever, and shall have the right to terminate this Agreement immediately upon giving the Grantee notice of such termination.

EVENT OF DEFAULT: REMEDIES.

11. Any one or more of the following acts or omissions of the Grantee shall constitute an event of default hereunder (hereinafter referred to as "Events of Default"):

11.1.1 Failure to perform the Project satisfactorily or on schedule; or

11.1.2 Failure to submit any report required hereunder; or

11.1.3 Failure to maintain, or permit access to, the records required hereunder; or

11.1.4 Failure to perform any of the other covenants and conditions of this Agreement.

11.2. Upon the occurrence of any Event of Default, the State may take any one, or more, or all, of the following actions:

11.2.1 Give the Grantee a written notice specifying the Event of Default and requiring it to be remedied within, in the absence of a greater or lesser specification of time, thirty (30) days from the date of the notice; and if the Event of Default is not timely remedied, terminate this Agreement, effective two (2) days after giving the Grantee notice of termination; and

11.2.2 Give the Grantee a written notice specifying the Event of Default and suspending all payments to be made under this Agreement and ordering that the portion of the Grant Amount which would otherwise accrue to the grantee during the period from the date of such notice until such time as the State determines that the Grantee has cured the Event of Default shall never be paid to the Grantee; and

11.2.3 Set off against any other obligation the State may owe to the Grantee any damages the State suffers by reason of any Event of Default; and

11.2.4 Treat the agreement as breached and pursue any of its remedies at law or in equity, or both.

TERMINATION.

12.1. In the event of any early termination of this Agreement for any reason other than the completion of the Project, the Grantee shall deliver to the Grant Officer, not later than fifteen (15) days after the date of termination, a report (hereinafter referred to as the "Termination Report") describing in detail all Project Work performed, and the Grant Amount earned, to and including the date of termination.

12.2. In the event of Termination under paragraphs 10 or 12.4 of these general provisions, the approval of such a Termination Report by the State shall entitle the Grantee to receive that portion of the Grant amount earned to and including the date of termination.

12.3. In the event of Termination under paragraphs 10 or 12.4 of these general provisions, the approval of such a Termination Report by the State shall in no event relieve the Grantee from any and all liability for damages sustained or incurred by the State as a result of the Grantee's breach of its obligations hereunder.

12.4. Notwithstanding anything in this Agreement to the contrary, either the State or, except where notice default has been given to the Grantee hereunder, the Grantee, may terminate this Agreement without cause upon thirty (30) days written notice.

13. CONFLICT OF INTEREST. No officer, member of employee of the Grantee, and no representative, officer or employee of the State of New Hampshire or of the governing body of the locality or localities in which the Project is to be performed, who exercises any functions or responsibilities in the review or

approval of the undertaking or carrying out of such Project, shall participate in any decision relating to this Agreement which affects his or her personal interest or the interest of any corporation, partnership, or association in which he or she is directly or indirectly interested, nor shall he or she have any personal or pecuniary interest, direct or indirect, in this Agreement or the proceeds thereof.

GRANTEE'S RELATION TO THE STATE. In the performance of this Agreement the Grantee, its employees, and any subcontractor or subgrantee of the Grantee are in all respects independent contractors, and are neither agents nor employees of the State. Neither the Grantee nor any of its officers, employees, agents, members, subcontractors or subgrantees, shall have authority to bind the State nor are they entitled to any of the benefits, workmen's compensation or emoluments provided by the State to its employees.

ASSIGNMENT AND SUBCONTRACTS. The Grantee shall not assign, or otherwise transfer any interest in this Agreement without the prior written consent of the State. None of the Project Work shall be subcontracted or subgranted by the Grantee other than as set forth in Exhibit A without the prior written consent of the State.

INDEMNIFICATION. The Grantee shall defend, indemnify and hold harmless the State, its officers and employees, from and against any and all losses suffered by the State, its officers and employees, and any and all claims, liabilities or penalties asserted against the State, its officers and employees, by or on behalf of any person, on account of, based on, resulting from, arising out of (or which may be claimed to arise out of) the acts or omissions of the Grantee or Subcontractor, or subgrantee or other agent of the Grantee. Notwithstanding the foregoing, nothing herein contained shall be deemed to constitute a waiver of the sovereign immunity of the State, which immunity is hereby reserved to the State. This covenant shall survive the termination of this agreement.

INSURANCE AND BOND.

The Grantee shall, at its own expense, obtain and maintain in force, or shall require any subcontractor, subgrantee or assignee performing Project work to obtain and maintain in force, both for the benefit of the State, the following insurance:

- 1.1 Statutory workmen's compensation and employees liability insurance for all employees engaged in the performance of the Project, and
- 1.2 Comprehensive public liability insurance against all claims of bodily injuries, death or property damage, in amounts not less than \$1,000,000 per occurrence and \$2,000,000 aggregate for bodily injury or death any one incident, and \$500,000 for property damage in any one incident; and

17.2. The policies described in subparagraph 18.1 of this paragraph shall be the standard form employed in the State of New Hampshire, issued by underwriters acceptable to the State, and authorized to do business in the State of New Hampshire. Each policy shall contain a clause prohibiting cancellation or modification of the policy earlier than ten (10) days after written notice thereof has been received by the State.

18. **WAIVER OF BREACH.** No failure by the State to enforce any provisions hereof after any Event of Default shall be deemed a waiver of its rights with regard to that Event, or any subsequent Event. No express waiver of any Event of Default shall be deemed a waiver of any provisions hereof. No such failure of waiver shall be deemed a waiver of the right of the State to enforce each and all of the provisions hereof upon any further or other default on the part of the Grantee.

19. **NOTICE.** Any notice by a party hereto to the other party shall be deemed to have been duly delivered or given at the time of mailing by certified mail, postage prepaid, in a United States Post Office addressed to the parties at the addresses first above given.

20. **AMENDMENT.** This Agreement may be amended, waived or discharged only by an instrument in writing signed by the parties hereto and only after approval of such amendment, waiver or discharge by the Governor and Council of the State of New Hampshire.

21. **CONSTRUCTION OF AGREEMENT AND TERMS.** This Agreement shall be construed in accordance with the law of the State of New Hampshire, and is binding upon and inures to the benefit of the parties and their respective successors and assignees. The captions and contents of the "subject" blank are used only as a matter of convenience, and are not to be considered a part of this Agreement or to be used in determining the intent of the parties hereto.

22. **THIRD PARTIES.** The parties hereto do not intend to benefit any third parties and this Agreement shall not be construed to confer any such benefit.

23. **ENTIRE AGREEMENT.** This Agreement, which may be executed in a number of counterparts, each of which shall be deemed an original, constitutes the entire agreement and understanding between the parties, and supersedes all prior agreements and understandings relating hereto.

24. **SPECIAL PROVISIONS.** The additional provisions set forth in Exhibit C hereto are incorporated as part of this agreement.

Exhibit A

If the date for commencement for Exhibit A precedes the Effective Date all services performed by the Grantee between the commencement date and the Effective Date shall be performed at the sole risk of the Grantee and in the event that this Agreement does not become effective, the State shall be under no obligation to pay the Grantee for any costs incurred or services performed.

Exhibit B

The grantee shall utilize awarded Specialty Crop Block Grant (SCBG) funds to develop an online sales platform for selling local farm products. Farms and farmers' markets will be provided with the opportunity and support to begin selling their specialty crops products online.

Outcomes expected via detailed work plan provided:

- 8 growers and 3 farmers' markets will adopt recommended sales platforms and experience 100% sales increases.

All project work shall be managed by the grantee who shall be responsible for all project development and oversight, per the terms of the grant application approved by USDA. This includes adhering to applicable federal grant uniform administrative requirements as specified in the Code of Federal Regulations as follows:

- Grant funds awarded to state, local, and Tribal governments; public and private colleges and universities; and non-profit organizations are subject to the Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards contained in 2 CFR part 200 and 2 CFR part 400.
- Grant funds awarded to federal government entities are subject to the Uniform Administrative Requirements and Cost Principles for Federal Awards contained in 2 CFR part 200 and 2 CFR part 400.
- Grant funds awarded to For-Profit Organizations are subject to the Uniform Administrative Requirements contained in 2 CFR part 200 and 2 CFR part 400, and the Cost Principles contained in the Federal Acquisition Regulation (FAR) Subpart 31.2, Contracts with Commercial Organizations, codified at 48 CFR 31.2.
- Recipients are responsible for the consistent application of the Federal regulations to the SCBGP grant funds. Recipients are responsible for ensuring their contractors/consultants comply with the Federal regulations.
- The CFR is accessible on the National Archives and Records Administration website and in the Electronic Code of Federal Regulations at www.ecfr.gov.

Initials SC
Date 2/9/21

Prior Approval Requirements: To make any changes to this project (including, but not limited to, scope of work, budget, equipment purchase, rental, contractor rates, key personnel, etc.) the grantee must submit a written request detailing the desired changes and obtain written approval from the Director Division of Agricultural Development. Some changes may also require approvals from the US Department of Agriculture, Agricultural Marketing Service.

Reporting/Monitoring: Upon completion of the project, the Grantee shall submit a written report of the project outcomes per federal reporting guidelines for the SCBG program and following the SCBGP report template. For multi-year projects, two written progress reports per year are also required, one in June and one in December, following specific federal reporting guidelines. Grantee may be subject to monitoring site visits from the NH Department of Agriculture, Markets & Food, or the US Department of Agriculture.

Records: Record retention and accessibility is governed by 2 CFR 200.333 and 200.337. Recipient must retain financial records, project records, and supporting documents for a period of three years from the date the Grant Agreement is closed or until final resolution of any litigation related to the grant.

State, local, and tribal governments, non-profit organizations, and institutions of higher education that expend more than \$750,000 annually in Federal awards must comply with the single audit requirements contained in 2 CFR 200 Subpart F, and are required to submit a copy of the single audit report to OGA.


Acknowledgement: Grantees are not required to acknowledge USDA, AMS support through oral or written presentation; however, if the Grantee chooses to add an acknowledgement of support, it must read as follows:

"This publication (or project) was supported by the U.S. Department of Agriculture's (USDA) Agricultural Marketing Service through grant [Insert Agreement Number]. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the USDA."

Note that USDA symbols or logos are only intended for the official use of the USDA. They are expressly excluded from use to imply endorsement of a commercial product or service. The symbol or logo may not be used by anyone outside of USDA without permission.

Exhibit C

The grant amount shall not exceed \$37,594.76.00. The grantee shall be paid as follows within 30 days of submission of an invoice detailing work done and work to be completed with the funds.

Initials 
Date 2/9/21

Copies of receipts for any new project expenditures must also be submitted. Invoices must be approved by the Director, Division of Agricultural Development. All expenditures must be made as per the approved scope of work and budget.

\$14,500 in April, 2021

\$8,000 in September, 2021

\$12,000 in January, 2022

\$3,094.76 in September, 2022

Allowable/Unallowable Cost: A cost is unallowable if it does not comply with applicable cost principles, program requirements, or other terms and conditions of the Grant Agreement. A cost is also unallowable if it does not solely benefit specialty crops, is not contained in the approved scope of work, or is not necessary and reasonable to advance the work of the project. Unallowable costs will not be reimbursed.

Program Income: Program income that is earned from activities supported by or as a result of the grant must be reinvested into the project, and must be expended on allowable project costs that solely enhance the competitiveness of specialty crops. It is unallowable to expend program income on unallowable costs.

Program income information is reported on the progress and final reports and includes the nature or source of the program income (e.g., registration fees), the amount, and a description of how the program income will be used to solely enhance the competitiveness of specialty crops. The amount of program income is reported on the invoices as well as in the progress and final reports.

Equipment Purchase: The purchase of special use equipment is allowed with pre-approval and if it meets specific criteria related to the project. Equipment is subject to the full range of acquisition, use, management, and disposition requirements under 2 CFR part 200.313 as applicable.

Travel costs: Travel costs are allowed when travel costs are limited to those allowed by formal organizational policy; in the case of air travel, the lowest reasonable commercial airfares must be used.

Grantees who do not have formal travel policies and for-profit subrecipients' allowable travel costs may not exceed those established by the Federal Travel Regulation, issued by GSA, including the maximum per diem and subsistence rates prescribed in those regulations. This information is available at <http://www.gsa.gov>. If a grantee organization has no formal travel policy, those regulations will be used to determine the amount that may be charged for travel costs.

Initials SL
Date 2/9/21

Certificate of Authority

I, Audra Klumb, Supervisor of the Merrimack County Conservation District
(name of certifying officer) (title) (organization/business)

do hereby certify that the following is a true copy of a vote taken at a meeting of the board of directors/shareholders, duly called and held on May 21, 2020 at which a quorum of the directors/shareholders were present and voting.
(date of meeting)

It was voted that:

Stacy L. Luke is duly authorized to enter a contract on behalf of
(name of person being certified)

Merrimack County Conservation District with the State of New Hampshire, Department
(name of organization/business)

of Agriculture, Markets & Food and further, is authorized to execute any documents which may, in his/her judgment, be desirable or necessary to effect the purpose of this vote.

I hereby certify that said vote has not been amended or repealed and remains in full force and effect as of the date hereof;

IN WITNESS WHEREOF, I have hereunto set my hand as the Supervisor of the
(title)
Merrimack County Conservation District this 9 day of February, 2021.
(organization/business)

Audra Klumb

(signature of certifying officer)

Printed Name: Audra Klumb
(Print name of certifying officer)

State of New Hampshire
County of Carroll

On this 9th day of February, 2021, before me Samantha Pellegri the undersigned officer, personally appeared Audra L. Klumb who acknowledged him/herself to be the supervisor of the Merrimack County Conservation District being authorized so to do, executed the forgoing instrument for the purpose therein contained.

In witness whereof, I have set my hand and official seal.

Samantha Pellegri
Justice of the Peace/Notary Public
Commission Expiration Date: 10/31/2023





CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
01/08/2021

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Michael N Bertolone Farm Family Casualty Insurance Company 1 Fisher Ave Boscawen, NH 03303	CONTACT NAME: Tanya Decato PHONE (A/C, No., Ext): 603.223.6686 E-MAIL ADDRESS: tanya.decato@american-national.com FAX (A/C, No):
	INSURER(S) AFFORDING COVERAGE INSURER A: Farm Family Casualty Insurance Co INSURER B: INSURER C: INSURER D: INSURER E: INSURER F:

COVERAGES **CERTIFICATE NUMBER:** **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC <input type="checkbox"/> OTHER		2807L0231	12/08/20	12/08/21	EACH OCCURRENCE \$2,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$100,000 MED EXP (Any one person) \$5,000 PERSONAL & ADV INJURY \$2,000,000 GENERAL AGGREGATE \$4,000,000 PRODUCTS - COMP/OP AGG \$4,000,000 \$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS					COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE DED <input checked="" type="checkbox"/> RETENTION \$ 10,000		2807E1144	12/08/20	12/08/21	EACH OCCURRENCE \$1,000,000 AGGREGATE \$1,000,000 \$
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	<input type="checkbox"/> Y <input checked="" type="checkbox"/> N N/A	2807W0187	12/08/20	12/08/21	<input type="checkbox"/> PER STATUTE <input checked="" type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 500,000 E.L. DISEASE - EA EMPLOYEE \$ 500,000 E.L. DISEASE - POLICY LIMIT \$ 500,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER **CANCELLATION**

NH Department of Agriculture, Markets & Food Division of Agricultural Development PO Box 2042 Concord, NH 03302-2042	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE <i>Michael N Bertolone</i>
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GABRIE LLA HILL Digitally signed
by GABRIELLA
HILL
Date:
2022.04.08
07:44:08 -07'00'

Shawn N. Jasper, Commissioner

New Hampshire
Department of Agriculture,
Markets & Food

To: Jillian Kaplan, Grants Management Specialist, Specialty Crop Block Grant Program, USDA, AMS

From: Gail McWilliam Jellie, Director, Agricultural Development, NH Dept. of Agriculture, Markets & Food


Date: April 7, 2022

Subject: Funds Reallocation Request with Edited Proposals

We are submitting an amendment request to reallocate funds from the 2020 SCBG. We are redistributing \$50,000 from the "Plant Something NH" project (Project 3 in our state plan) to two different projects (\$25,000 each) as indicated below. We are redistributing these funds because the NH Plant Growers Association, the recipient of the Plant Something NH project funding, went out of business and forfeited the grant. The funds will be going to the following projects:

Project 1: "Helping Farms Reach Customers through Online Retail"

Proposal for Additional \$25,000 for on-line platform grant

The Merrimack County Conservation District requests an additional \$25,000 for the promotion of specialty crops through the use of on-line retail. Our current grant focuses on the development of new websites. These additional funds will involve the gaps we currently see in the current grant, specifically the need for high-quality images for websites and for the upgrade of existing websites for farms that had already invested in e-commerce. This would involve \$20,000 for consultant photographers and web designers and \$5,000 for additional administration by M CCD staff.

Project 2: "Increasing the Competitiveness of NH Specialty Crops through Business Planning"

Proposal for additional \$25,000 to expand NH Specialty Crop Producers Business Planning Opportunities

The Cheshire County Conservation District (CCCD) requests an additional \$25,000 for assisting NH specialty crop producers with business planning. CCCD will work with partners to provide business planning technical

assistance to specialty crop producers in NH to improve the viability of their businesses. Technical service providers will actively engage producers in this process to determine needs and where strategic investments can be made to ensure their continued profitability and the competitiveness of their products in the market. This project will ensure that their business growth is informed by good planning and will lead toward improved profitability. The CCCD will incentivize producers' active participation in this project with a stipend they can use to invest into their specialty crop enterprise's identified opportunities for improved infrastructure and equipment. The Hannah Grimes Center for Entrepreneurship (HGCE) and the National Center for Appropriate Technology (NCAT) will partner with the CCCD to provide the needed business planning and technical assistance.

Both of these projects indicated they were willing to accept additional funding to augment their work. Updated proposals are attached for both groups receiving the additional funding to show how the funds will be used. Original changes showing how the additional funds will be used are highlighted in yellow. Edits addressing your questions of April 5, 2022 (via email) are highlighted in green. Please let me know if you have additional questions.

Thank you!

SCBGP PROJECT PROFILE TEMPLATE

The State Plan should include a series of project profiles that detail the necessary information to fulfill the goals and objectives of each project. The acceptable font size for the narrative is 11 or 12 pitch with all margins at 1 inch. The following information must be included in each project profile.

PROJECT TITLE

Provide a descriptive project title in 15 words or less in the space below.

Increasing the Competitiveness of NH Specialty Crops through Business Planning

DURATION OF PROJECT

Start Date: 3/1/2021

End Date: 9/1/2023

PROJECT PARTNER AND SUMMARY

Include a project summary of 250 words or less suitable for dissemination to the public. A Project Summary provides a very brief (one sentence, if possible) description of your project. A Project Summary includes:

- 1. The name of the applicant organization that if awarded a grant will establish an agreement or contractual relationship with the State department of agriculture to lead and execute the project,*
- 2. A concise outline the project's outcome(s), and*
- 3. A description of the general tasks to be completed during the project period to fulfill this goal.*

FOR EXAMPLE:

The ABC University will mitigate the spread of citrus greening (Huanglongbing) by developing scientifically-based practical measures to implement in a quarantine area and disseminating results to stakeholders through grower meetings and field days.

The Cheshire County Conservation District (CCCD) will work with partners to provide business planning technical assistance to specialty crop producers in NH to improve the viability of their businesses. Technical service providers will actively engage producers in this process to determine needs and where strategic investments can be made to ensure their continued profitability and the competitiveness of their products in the market. Specialty crop producers in NH have a growing demand for their products and many want to increase production and sales. This project will ensure that their business growth is informed by good planning and will lead toward improved profitability. The CCCD will incentivize producers' active participation in this project with a stipend they can use to invest into their specialty crop enterprise's identified opportunities for improved infrastructure and equipment. The Hannah Grimes Center for Entrepreneurship (HGCE) and the National Center for Appropriate Technology (NCAT) will partner with the CCCD to provide the needed business planning and technical assistance.

PROJECT PURPOSE

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

The 2017 Census of Agriculture reported that Cheshire County NH has an average net cash farm income of \$5,700 per farm. Even though this is an improvement from the 2012 Census data it is a far cry from sufficient for the future viability of these operations. For specialty crop producers to be profitable they need to plan for success. Business plans and enterprise budgets are tools to assist farms with long-term planning. Despite their usefulness many farms do not have updated business plans in place. This project seeks to provide the necessary technical assistance and peer support for specialty crop producers to incorporate this planning into their business management.

The CCCD has a focus of improving farm viability and we seek to partner with the Hannah Grimes Center for Entrepreneurship and National Center for Appropriate Technology to achieve the objectives of this project. HGCE educates, supports, and assists in the successful development of entrepreneurs who are committed to building a vibrant community. They have a track record of success for working with rural entrepreneurs. As part of this project team HGCE will be the lead educators in the business planning program. NCAT works to build resilient communities through local and sustainable solutions that reduce poverty, strengthen self-reliance, and protect natural resources. Since 1976, NCAT has been a national leader in helping build local food systems, particularly in low-income and socially disadvantaged communities. NCAT is most recognized for its expertise in providing technical assistance to farmers and ranchers nationwide through its ATTRA program. As part of the project team, NCAT will offer guidance with the design and implementation of the program and offer one on one technical assistance to producers.

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

Add more objectives by copying and pasting the existing listing or delete objectives that aren't necessary.

Objective 1 – Increase Cheshire County NH specialty crop producers' awareness of the business planning resources that are available to them in the state of NH. This will be done through a digital marketing campaign and a hard copy mailing.

Objective 2 – Enroll eighteen specialty crop producers as participants to a seven-week business planning course. This will provide participants with technical assistance and opportunities for peer to peer learning to strengthen their business. This will be held in the winter months to accommodate as many producers as possible. Farms will be selected through an application process to ensure that it is fair and equitable. Ranking criteria will be transparent and outlined in the request for applications. Staff from the CCCD, NCAT, and HGCE will review the applications and select them based on the farms' needs, readiness to commit time and resources to business planning, and how well their interests fit what the program can offer in terms of instruction and technical assistance.

Objective 3 – Offer one-on-one technical assistance as a follow up to the coursework for all participating producers. This will be provided by the NCAT, HGCE, and the CCCD.

Objective 4 – Provide stipends to participating producers to invest back into their businesses. Stipends will be invested in priority areas that were identified during the business planning process. This will ensure that it is a strategic use of funds to leverage their future profitability.

Objective 5 - Evaluate the program’s success with producer surveys and interviews. This will include questions on increased revenue and profitability to ensure we can adequately track the program’s impact.

PROJECT BENEFICIARIES

Estimate the number of project beneficiaries: 18

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 SOLELY ENHANCING SPECIALTY CROPS

By checking the box to the right, I confirm that this project **solely** enhances the competitiveness of specialty crops in accordance with and defined by 7 U.S.C. 1621. Further information regarding the definition of a specialty crop can be found at www.ams.usda.gov/services/grants/scbgp.

CONTINUATION PROJECT INFORMATION

If your project is continuing the efforts of a previously funded SCBGP project, address the following:

This project is new and not continuing the efforts of a previously funded SCBGP project.

DESCRIBE HOW THIS PROJECT WILL DIFFER FROM AND BUILD ON THE PREVIOUS EFFORTS

PROVIDE A SUMMARY (3 TO 5 SENTENCES) OF THE OUTCOMES OF THE PREVIOUS EFFORTS

PROVIDE LESSONS LEARNED ON POTENTIAL PROJECT IMPROVEMENTS

What was previously learned from implementing this project, including potential improvements?

How are the lessons learned and improvements being incorporated into the project to make the ongoing project more effective and successful at meeting goals and outcomes?

DESCRIBE THE LIKELIHOOD OF THE PROJECT BECOMING SELF-SUSTAINING AND NOT INDEFINITELY DEPENDENT ON GRANT FUNDS

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

Identify the Federal or State grant program(s).

•

Describe how the SCBGP project differs from or supplements the other grant program(s) efforts.

EXTERNAL PROJECT SUPPORT

Describe the specialty crop stakeholders who support this project and why (other than the applicant and organizations involved in the project).

The CCCD has been working with specialty crop producers on identifying and acquiring grant funding to support their businesses over the past five years. During this time we have had many farms express that they need assistance with business planning and enterprise development to improve their profitability.

We will reach out to growers associations to build awareness, gauge interest, and cultivate participation in the project, these include the NH Vegetable & Berry Growers' Association, NH Maple Producers Association, NH Plant Growers' Association, Small and Beginner Farmers of NH, and NH Farm Bureau.

EXPECTED MEASURABLE OUTCOMES

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

You must choose at least one of the eight outcomes listed in the *SCBGP Performance Measures*, which were approved by the Office of Management and Budget (OMB) to evaluate the performance of the SCBGP on a national level.

OUTCOME MEASURE(S)

Select the outcome measure(s) that are applicable for this project from the listing below.

- 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 through 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)

Provide at least one indicator listed in the SCBGP Performance Measures and the related quantifiable result. If you have multiple outcomes and/or indicators, repeat this for each outcome/indicator.

FOR EXAMPLE:

Outcome 2, Indicator 1.a.

Of the 150 total number of children and youth reached, 132 will gain knowledge about eating more specialty crops.

Outcome 5: Enhance the competitiveness of specialty crops through more sustainable, diverse, and resilient specialty crop systems

Outcome Indicator:

2. Number of innovations adopted.

a. 18 specialty crop producers indicating adoption of recommended business management practices.

Outcome Indicator:

3. Number of specialty crop growers that have increased revenue expressed in dollars.

a. 12 specialty crop producers will report increased revenue during the grant period.

MISCELLANEOUS OUTCOME MEASURE

In the unlikely event that the outcomes and indicators above the selected outcomes are not relevant to your project, you must develop a project-specific outcome(s) and indicator(s) which will be subject to approval by AMS.

DATA COLLECTION TO REPORT ON OUTCOMES AND INDICATORS

Explain how you will collect the required data to report on the outcome and indicator in the space below.

The CCCD will work with partners to collect data and report on outcomes and indicators during each phase of the project’s work plan. At each of the producer business planning sessions offered we will have an assessment tool that evaluates the level of knowledge/understanding. Once producers have participated in the business planning sessions and one on one technical assistance we will work with them to collect data on the implementation of their business plan. We will ask them to report on profitability.

BUDGET NARRATIVE

All expenses described in this Budget Narrative must be associated with expenses that will be covered by the SCBGP. If any matching funds will be used and a description of their use is required by the State department of agriculture, the expenses to be covered with matching funds must be described separately. Applicants should review the Request for Applications section 4.6 Funding Restrictions prior to developing their budget narrative.

Budget Summary	
Expense Category	Funds Requested
Personnel	9,100
Fringe Benefits	
Travel	
Equipment	
Supplies	3,720
Contractual	55,800
Other	
Direct Costs Subtotal	68,620
Indirect Costs	0

Total Budget	\$68,620
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PERSONNEL

List the organization’s employees whose time and effort can be specifically identified and easily and accurately traced to project activities that solely enhance the competitiveness of specialty crops. See the Request for Applications section 4.6.2 Allowable and Unallowable Costs and Activities, Salaries and Wages, and Presenting Direct and Indirect Costs Consistently under section 4.6.1 for further guidance.

#	Name/Title	Level of Effort (# of hours OR % FTE)	Funds Requested
1	Amanda Littleton, District Manager	182 hours	\$9,100
2			
3			
4			

Personnel Subtotal	\$9,100
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PERSONNEL JUSTIFICATION

For each individual listed in the above table, describe the activities to be completed by name/title including approximately when activities will occur. Add more personnel by copying and pasting the existing listing or deleting personnel that aren’t necessary.

Personnel 1: Amanda Littleton, District Manager of the CCCD

- 24 hours for outreach to specialty crop producers to provide information about the project, through phone calls, mailings, email campaigns

- 63 hours for technical assistance planning, execution, and follow up with partners
- 20 hours for one on one follow up with participating producers
- 75 hours at 25 hours/year for general project management and administration

FRINGE BENEFITS

Provide the fringe benefit rates for each of the project's salaried employees described in the Personnel section that will be paid with SCBGP funds.

#	Name/Title	Fringe Benefit Rate	Funds Requested
1			
2			
3			
4			

Fringe Subtotal	
------------------------	--

TRAVEL

Explain the purpose for each Trip Request. Please note that travel costs are limited to those allowed by formal organizational policy; in the case of air travel, project participants must use the lowest reasonable commercial airfares. For recipient organizations that have no formal travel policy and for-profit recipients, allowable travel costs may not exceed those established by the Federal Travel Regulation, issued by GSA, including the maximum per diem and subsistence rates prescribed in those regulations. This information is available at <http://www.gsa.gov>. See the Request for Applications section 4.6.2 Allowable and Unallowable Costs and Activities, Travel, and Foreign Travel for further guidance.

#	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							
2							
3							
4							
5							
6							
7							

Travel Subtotal	
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TRAVEL JUSTIFICATION

For each trip listed in the above table describe the purpose of this trip and how it will achieve the objectives and outcomes of the project. Be sure to include approximately when the trip will occur. Add more trips by copying and pasting the existing listing or delete trips that aren't necessary.

Trip 1 (Approximate Date of Travel MM/YYYY):

Trip 2 (Approximate Date of Travel MM/YYYY):

Trip 3 (Approximate Date of Travel MM/YYYY):

Add other Trips as necessary

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

Describe any special purpose equipment to be purchased or rented under the grant. "Special purpose equipment" is tangible, nonexpendable, personal property having a useful life of more than one year and an acquisition cost that equals or exceeds \$5,000 per unit and is used only for research, medical, scientific, or other technical activities. See the Request for Applications section 4.6.2 Allowable and Unallowable Costs and Activities, Equipment - Special Purpose for further guidance

Rental of "general purpose equipment" must also be described in this section. Purchase of general purpose equipment is not allowable under this grant. See Request for Applications section 4.6.2 Allowable and Unallowable Costs and Activities, Equipment - General Purpose for definition, and Rental or Lease Costs of Buildings, Vehicles, Land and Equipment.

#	Item Description	Rental or Purchase	Acquire When?	Funds Requested
1				
2				
3				
4				

Equipment Subtotal	
---------------------------	--

EQUIPMENT JUSTIFICATION

For each Equipment item listed in the above table describe how this equipment will be used to achieve the objectives and outcomes of the project. Add more equipment by copying and pasting the existing listing or delete equipment that isn't necessary.

Equipment 1:

Equipment 2:

Equipment 3:

Add other Equipment as necessary

SUPPLIES

List the materials, supplies, and fabricated parts costing less than \$5,000 per unit and describe how they will support the purpose and goal of the proposal and solely enhance the competitiveness of specialty crops. See Request for Applications section 4.6.2 Allowable and Unallowable Costs and Activities, Supplies and Materials, Including Costs of Computing Devices for further information.

Item Description	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested
Software for financial management (ie., QuickBooks)	207	18	2022-2023	\$3,720

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Supplies Subtotal	\$3,720
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SUPPLIES JUSTIFICATION

Describe the purpose of each supply listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).

We are requesting \$3,720 for the purchase of financial management software, or other supplies approved by project manager, for participating specialty crop producers. In our initial evaluation data from our first participating cohort, farmers expressed a great need for financial management software such as QuickBooks.

A large portion of participating farms were not utilizing financial management software. Funding would be utilized for software platforms such as QuickBooks, although not limited to QuickBooks alone. Software platforms such as QuickBooks have an extremely user friendly and versatile interface, allowing for all farmer business planning course participants to utilize the financial management foundational skills attained from the course in an easy and accessible manner.

Purchasing 18 units of software is necessary so that all course participants have access to this software. Due to the licensing restrictions of the software, it is necessary to purchase 18 units for all course participants to have access.

This software not only ensures that core skills learned from the course can continue to be easily utilized but will also be a crucial step in ensuring the viability and financial success of participating farms following their successful completion of the course. Any participating farms that are already utilizing QuickBooks or similar software, will have the opportunity to utilize these designated funds to best ensure their farm viability and financial management goals, under the approval of the project manager.

CONTRACTUAL/CONSULTANT

Contractual/consultant costs are the expenses associated with purchasing goods and/or procuring services performed by an individual or organization other than the applicant in the form of a procurement relationship. If there is more than one contractor or consultant, each must be described separately. (Repeat this section for each contract/consultant.)

ITEMIZED CONTRACTOR(S)/CONSULTANT(S)

Provide an itemized budget (personnel, fringe, travel, equipment, supplies, other, etc.) with appropriate justification. If indirect costs are/will be included in the contract, include the indirect cost rate used. Please note that any statutory limitations on indirect costs also apply to contractors and consultants.

#	Name/Organization	Hourly Rate/Flat Rate	Funds Requested
1	National Center for Appropriate Technology	\$48/hour for 150 hours	\$7,200
2	Hannah Grimes Center for Entrepreneurship	\$700/farm for 18 farms	\$12,600
3	Farmer Stipends	\$2,000/farm for 18 farms	\$36,000
4			

Contractual/Consultant Subtotal	\$55,800
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CONTRACTUAL JUSTIFICATION

Describe the project activities each contractor or consultant will accomplish to meet the objectives and outcomes of the project. Include timelines for each activity. If contractor employee and consultant hourly rates of pay exceed the salary of a GS-15 step 10 Federal employee in your area (for more information please go to <http://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/2016/general-schedule/>), provide a justification for the expenses. This limit does not include fringe benefits, travel, indirect costs, or other expenses. See Request for Applications section 4.6.2 Allowable and Unallowable Costs and Activities, Contractual and Consultant Costs for acceptable justifications.

- **Contractor/Consultant 1:** \$7,200 - National Center for Appropriate Technology – will provide technical assistance and one on one support to specialty crop producers based on an average \$48/hour for 150 hours, for technical assistance, training, and educational resources. They will work hand in hand with partners in offering business planning assistance.
- **Contractor/Consultant 2:** \$12,600 – Hannah Grimes Center for Entrepreneurship – will host a program for specialty crop producers to create business plans, enterprise budgets, and offer an opportunity for one on one technical assistance as well as peer to peer learning. This will happen through 3 sessions, one in the first year of the grant period, and two in the second year. Each session will consist of seven classes, one/week, with six participants per class. Each class will run for three hours each and include follow up. Hannah Grimes Center will be provided with \$700/participant for twelve participants.
- **Contractor/Consultant 3:** \$36,000 -Farmer Stipends - \$2,000/farm for eighteen farms for participating in the seven week business planning course. This stipend is for the time farmers will be spending in the classroom, preparations between classroom time, consulting with advisors, and offering advice to other specialty crop producers. These dollars will be used to incentivize farm participation. The dollars will be provided as a stipend to be reinvested back into priority goals for the business that are identified in the planning process. This will be monitored by the CCCD.

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

Include any expenses not covered in any of the previous budget categories. Be sure to break down costs into cost/unit. Expenses in this section include, but are not limited to, meetings and conferences, communications, rental expenses, advertisements, publication costs, and data collection.

If you budget meal costs for reasons other than meals associated with travel per diem, provide an adequate justification to support that these costs are not entertainment costs. See Request for Applications section 4.6.2 Allowable and Unallowable Costs and Activities, Meals for further guidance.

Item Description	Per-Unit Cost	Number of Units	Acquire When?	Funds Requested

Other Subtotal	
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OTHER JUSTIFICATION

Describe the purpose of each item listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).

INDIRECT COSTS

The indirect cost rate must not exceed 8 percent of any project's budget. Indirect costs are any costs that are incurred for common or joint objectives that therefore, cannot be readily identified with an individual project, program, or organizational activity. They generally include facilities operation and maintenance costs, depreciation, and administrative expenses. See Request for Applications section 4.6.1 Limit on Administrative Costs and Presenting Direct and Indirect Costs Consistently for further guidance.

Indirect Cost Rate	Funds Requested

Indirect Subtotal	
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PROGRAM INCOME

Program income is gross income—earned by a recipient or subrecipient under a grant—directly generated by the grant-supported activity, or earned only because of the grant agreement during the grant period of performance. Program income includes, but is not limited to, income from fees for services performed; the sale of commodities or items fabricated under an award (this includes items sold at cost if the cost of producing the item was funded in whole or partially with grant funds); registration fees for conferences, etc.

Source/Nature of Program Income	Description of how you will reinvest the program income into the project to solely enhance the competitiveness of specialty crops	Estimated Income

Program Income Total	0
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SCBGP PROJECT PROFILE-Merrimack County Conservation District

PROJECT TITLE

Helping Farms Reach Customers Through Online Retail

DURATION OF PROJECT

Start Date: September 1, 2020 **End Date:** August 31, 2022

PROJECT PARTNER AND SUMMARY

Include a project summary of 250 words or less suitable for dissemination to the public. A Project Summary provides a very brief (one sentence, if possible) description of your project. A Project Summary includes:

- 1. The name of the applicant organization that if awarded a grant will establish an agreement or contractual relationship with the State department of agriculture to lead and execute the project,*
- 2. A concise outline the project's outcome(s), and*
- 3. A description of the general tasks to be completed during the project period to fulfill this goal.*

The Merrimack County Conservation District will work with farmers producing specialty crops, as well as farmers' markets, within the county to connect them with an online platform for selling their products in order to mitigate the effects of the COVID-19 crisis. This will entail researching a variety of existing online platforms to ensure that each farmer is connected with one that meets their specific needs, providing technical assistance to each farm to establish on-farm processes for fulfilling online orders, and directing consumers to the platforms by marketing the availability of shopping at local farms online. Through this project, at least 8 farmers and 3 farmers' markets will be provided with the support to begin selling their products online.

PROJECT PURPOSE

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

In the face of the COVID-19 crisis, many businesses are facing economic hardship. While all are being affected by the numerous statewide shutdowns and new standards for social distancing, this is particularly going to be felt by the small farmers who typically sell directly to consumers. Farmers' markets have been closed, or are operating with a reduced consumer base, impacting a significant source of income for many agricultural producers. Farm stands, community supported agriculture programs (CSAs), and many pick-your-own berry farms and orchards will feel the strain from consumers being hesitant or even unwilling to go out to a place which may be crowded with other shoppers. Agricultural tourism, such as hayrides and corn mazes will suffer from a decreased number of customers, if they are even able to open at all. With the pandemic expected to continue at

least to the end of 2020 and likely into 2021, farmers and farmers' markets are going to need assistance adapting to the new normal in order to save their businesses.

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

Add more objectives by copying and pasting the existing listing or delete objectives that aren't necessary.

Objective 1

Provide Merrimack County farmers with the support to establish an online retail space for their farm, as well as technical assistance in creating on-farm processes for attending to online customers. This will include professionally done photography for on-line stores.

Objective 2

Provide farmers' markets with the support to establish the ability for customers to order ahead and pick up their purchases at the market.

Objective 3

Increase consumer awareness by marketing the availability of online shopping at Merrimack County farms, for both participating farms and farms that have established online platforms themselves, and farmers' markets. The Merrimack County Conservation District will also create a special section in its Local Food Guide, on its website, and social media promoting specialty crop producers with on-line stores.

PROJECT BENEFICIARIES

Estimate the number of project beneficiaries: 150

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 SOLELY ENHANCING SPECIALTY CROPS

By checking the box to the right, I confirm that this project **solely** enhances the competitiveness of specialty crops in accordance with and defined by 7 U.S.C. 1621. Further information regarding the definition of a specialty crop can be found at www.ams.usda.gov/services/grants/scbgp.

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

COVID-19 has taken the local specialty crop agricultural industry by surprise and there has been considerable discussion about how to be competitive as markets change. The Merrimack County Conservation District has had discussions with the Concord, Contoocook, Wilmot, Henniker, and Danbury Farmers' Markets- all of which are very interested in this project. The Danbury Farmers' Market already has adopted one on-line format but would like to use a format that is easiest for its vendors and for the customer. Specialty Crop growers Work Song Farm, Hackleboro Orchard, and Warner River Produce have expressed interest. The Small & Beginner Farmers of New Hampshire has expressed an interest in partnering with MCCD in providing assistance to their specialty crop members in Merrimack County or vend in Merrimack County.

EXPECTED MEASURABLE OUTCOMES

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

You must choose at least one of the eight outcomes listed in the SCBGP Performance Measures, which were approved by the Office of Management and Budget (OMB) to evaluate the performance of the SCBGP on a national level.

OUTCOME MEASURE(S)

Select the outcome measure(s) that are applicable for this project from the listing below.

- 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 through 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)

Provide at least one indicator listed in the SCBGP Performance Measures and the related quantifiable result. If you have multiple outcomes and/or indicators, repeat this for each outcome/indicator.

Outcome 1

Indicator: Sales increased from \$ 0 to \$75,000 and by 100 percent, as result of marketing and/or promotion activities

Outcome 3, Indicator 3.a.

Number of existing delivery systems/access points of those reached that expanded and/or improved offerings of specialty crops will be 3 or more farmers' markets.

Outcome 3, Indicator 4.i.

Number of new delivery systems/access points offering specialty crops will be 8 or more other systems/access points, not noted.

DATA COLLECTION TO REPORT ON OUTCOMES AND INDICATORS

Explain how you will collect the required data to report on the outcome and indicator in the space below.

In terms of tracking the data for existing delivery systems/access points which expand their offering of specialty crops, we will record the number of farmers' markets which participate in the project. The data source will be the number of farmers' markets with online ordering systems in place resulting from this project. In order to report on the number of new delivery systems/access points, we will keep records of the number of farmers we support in establishing their online platforms as well as on-farm processes. We will keep files on each farm, and the number of farms with active online retail spaces will provide the data for the outcome and indicator. To support both of these indicators, we will work with farmers and farmers' markets to determine the aggregate number of sales, consumers reached, and revenue generated as a result of the online platform. These figures can be generated using the data tracking which is integrated into online systems.

BUDGET NARRATIVE

All expenses described in this Budget Narrative must be associated with expenses that will be covered by the SCBGP. If any matching funds will be used and a description of their use is required by the State department of agriculture, the expenses to be covered with matching funds must be described separately. Applicants should review the Request for Applications section 4.6 Funding Restrictions prior to developing their budget narrative.

Budget Summary	
Expense Category	Funds Requested
Personnel	\$26,750
Fringe Benefits	\$2175
Travel	\$0
Equipment	\$0
Supplies	\$6669.76
Contractual	\$20,000
Other	\$7000
Direct Costs Subtotal	\$62,594.76
Indirect Costs	

Total Budget	\$62,594.76
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PERSONNEL

List the organization's employees whose time and effort can be specifically identified and easily and accurately traced to project activities that solely enhance the competitiveness of specialty crops. See the Request for Applications section 4.6.2 Allowable and Unallowable Costs and Activities, Salaries and Wages, and Presenting Direct and Indirect Costs Consistently under section 4.6.1 for further guidance.

#	Name/Title	Level of Effort (# of hours OR % FTE)	Funds Requested
1	Stacy Luke, District Manager	350 hours	\$8750
2	Jessica Newnan, Local Food Coordinator	1000 hours	\$18,000

Personnel Subtotal	26,750
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PERSONNEL JUSTIFICATION

For each individual listed in the above table, describe the activities to be completed by name/title including approximately when activities will occur. Add more personnel by copying and pasting the existing listing or deleting personnel that aren't necessary.

Personnel 1: Stacy Luke, District Manager, will be responsible for overseeing the project, maintaining records for future reporting, and contacting farms and farmers' markets at the outset. She will participate in site visits to provide technical assistance as needed. These will be ongoing activities throughout the duration of the project. Ms. Luke will also be responsible for contracting with and coordinating with contractors who will do photography, create additional websites, and enhance websites already existing.

Personnel 2: Jessica Newnan, Local Food Coordinator, will be responsible for researching the available online platforms and having preliminary meetings with farmers and farmers' markets in September to December of 2020. She will then work with participating farms and markets to determine the best platforms to use and do the initial setup in January to June 2021. She will provide assistance in setting up processes for fulfillment of customers orders during the same timeframe. From June to November of 2021 she will provide participants with ongoing technical assistance with their online platforms as new products become available. In December of 2021 and January of 2022, she will evaluate the success of the platforms with the farmers and look for improvements that can be made. From February of 2022 to the end of the project, she will provide continuous support for the farms and farmers' markets as their needs change. Throughout the time that the farms are able to access their online platforms, she will assist with marketing through social media, email campaigns, the Merrimack County Local Food Guide, printed marketing materials, and other opportunities educate the public about the availability of online shopping at local farms and farmers' markets.

FRINGE BENEFITS

Provide the fringe benefit rates for each of the project's salaried employees described in the Personnel section that will be paid with SCBGP funds.

#	Name/Title	Fringe Benefit Rate	Funds Requested
1	Stacy Luke, District Manager	10%	\$375
2	Jessica Newnan, Local Food Coordinator	10%	\$1800

Fringe Subtotal	\$2175
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SUPPLIES

List the materials, supplies, and fabricated parts costing less than \$5,000 per unit and describe how they will support the purpose and goal of the proposal and solely enhance the competitiveness of specialty crops. See Request for Applications section 4.6.2 Allowable and Unallowable Costs and Activities, Supplies and Materials, Including Costs of Computing Devices for further information.

Item Description	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested
Laptop	\$1750	1	October 2020	\$1750
Adobe Creative Cloud Yearly Subscription	\$959.88	2	October 2020 and 2021	\$1919.76
Printing of Marketing Materials				
a. Local Food Guide	a. <u>\$1,500</u>	<u>5000 Copies</u>	<u>2021 and 2022</u>	<u>\$2000</u>
b. Specialty Crop Inserts in Hippo Newspaper	b. <u>\$500</u>	<u>1000 Copies</u>		
Social Media Advertisements	\$1000	1	2021 and 2022	\$1000

Supplies Subtotal	\$6669.76
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SUPPLIES JUSTIFICATION

Describe the purpose of each supply listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).

In order to complete project activities, a new laptop will need to be purchased and outfitted with the appropriate word processing software. The laptop will need to be of a good quality, and appropriate speed for setting up the online platforms and video conferencing with partnering farmers and farmers' markets. This will ensure that project activities get done efficiently and objectives accomplished.

The purchasing of the Adobe Creative Cloud for each year of the grant will allow for the creation of marketing materials, both printed and digitized. It will assist in creating flyers, advertisements, videos, and more all promoting the availability of online platforms for purchasing local specialty crops. This will educate the public about these new access points.

In order for the online platforms to be successful, customers will need to be aware of the opportunity to purchase local food online. The budget items for printed marketing materials and social media advertisements are two ways of reaching local customers. Merrimack County Conservation District promotes local farms through their Local Food Guide every year by making this publication available at numerous locations across the county. The Merrimack County Conservation District would also like to promote Specialty Crop Producers who sell on-line through a targeted insert in the local and free Hippo Newspaper, which MCCD has found to be a good outlet to reach new potential customers. Through this and other printed materials as well as advertising through various social media platforms, we will be able to draw in the consumers which the farms will need to stay in business.

CONTRACTUAL

This line item is for the use of professional web designers and professional photographers. Web designers will help us quickly get websites active and improved. Photographers will create professional quality images of specialty crops, especially maple products, for use by multiple specialty crop producers around central New Hampshire.

We have a small list of possible photographers and web designers who have done similar work and we have spoken to briefly about this project on order to assess the costs needed to accomplish this task. We will re-engage with those professionals, if money is approved, and assess availability and related costs in the limited time remaining to utilize funds. If needed, we would be happy to do a RFP for this contractual work to be done. It is our assumption that we will work with two or three contractors to complete the tasks in the limited time remaining.

CONTRACTUAL JUSTIFICATION

In order to successfully use funds in a short amount of time, contractors will be needed. The costs are as follows:

\$7,500 for photography work for maple producers and stock photos available to all NH farmers of common specialty crops. (Estimated that this will provide approximately 100 completed photos; 30+ for maple producers and @70 photographs to be determined.

\$12,500 for additional website development as well as improving existing specialty crop commerce websites.

Total Contractual Costs: \$20,000.

CONFORMING WITH YOUR PROCUREMENT STANDARDS 8

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

Include any expenses not covered in any of the previous budget categories. Be sure to break down costs into cost/unit. Expenses in this section include, but are not limited to, meetings and conferences, communications, rental expenses, advertisements, publication costs, and data collection.

If you budget meal costs for reasons other than meals associated with travel per diem, provide an adequate justification to support that these costs are not entertainment costs. See Request for Applications section 4.6.2 Allowable and Unallowable Costs and Activities, Meals for further guidance.

Item Description	Per-Unit Cost	Number of Units	Acquire When?	Funds Requested
Cost Share for Technology Including Subscription Fees or Cost of Online Platforms and Web Design	\$6000	1	2021	\$7000

Other Subtotal	\$7000
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OTHER JUSTIFICATION

Describe the purpose of each item listed in the table above purchased and how it is necessary for the completion of the project's objective(s) and outcome(s).

Depending on which online platform is used for the individual farms and farmers' markets, there may be a setup fee or monthly subscription fee incurred. In addition, some farms may require help creating or redesigning a website to host the platform. During the already difficult time that farmers are facing, providing a cost share option will alleviate some of the financial pressure. This will allow farmers and farmers' markets to proceed with creating their online sales platforms, thus achieving the project objectives and outcomes.