



State of New Jersey

DEPARTMENT OF AGRICULTURE
PO Box 330
TRENTON NJ 08625-0330

PHILIP D. MURPHY
Governor

SHEILA Y. OLIVER
Lt. Governor

DOUGLAS H. FISHER
Secretary

April 26, 2021

Dear Agricultural Organization Representative,

The New Jersey Department of Agriculture (NJDA) extended the application deadline for the United States Department of Agriculture (USDA) the Specialty Crop Block Grant (SCBG) program for the coming year to no later than May 10, 2021. The NJDA is requesting that all interested organizations representing New Jersey's specialty crop industry submit project proposals for consideration for this funding **on or before May 10, 2021**. Any applications received after this deadline will not be considered. If you have already submitted an application, you do not need to apply again and you may not revise your existing application.

For the purpose of this grant program, "specialty crops" are defined as; vegetables, fruits including grapes for wine, nuts, horticultural products including Christmas trees, honey, herbs, potatoes, sweet corn and, other specialty crops including algae. Agricultural commodities which are NOT eligible for these grant funds include, but are not limited to: feed crops, food grains, seafood, livestock, dairy, and poultry products, including eggs, range grasses, and oilseed crops.

To be eligible for a grant, projects must "enhance the competitiveness" of specialty crops and might include, but are not limited to: research, promotion, marketing, nutrition, trade enhancement, food safety, food security, plant health programs, education, "buy local" programs, increased consumption, increased innovation, improved efficiency and reduced costs of distribution systems, environmental concerns and conservation, product development, and developing cooperatives. Of special interest this year are projects that directly impact those affected by Covid-19 (producers and consumers). Projects may not be for the benefit of a single business and instead must benefit the industry as a whole and/or a group of specialty crop growers. Funds will be available to selected and approved applicants after October 1, 2021.

Examples of past SCBG projects have included advertising and promotion, integrated pest management, various forms of production research, and education and outreach. All proposed projects will be required to follow a standardized format and comply with the enclosed USDA guidelines.

Please see the enclosed application information. ***Once you submit an application, you should receive a confirmation of receipt via e-mail within 24 hours. If you do not receive that confirmation, please call or e-mail me.***

If you have any questions, please do not hesitate to contact me at (609) 913-6628 or deelip.mhaske@ag.nj.gov.

Sincerely,

Deelip Mhaske
Grants Administrator
Division of Marketing & Development
New Jersey Department of Agriculture
Phone: 609-913-6628 Fax: 609-984-2508
PO Box 330, Trenton, NJ 08625-0330

E-mail: deelip.mhaske@ag.nj.gov

cc: Joe Atchison III, Director of Marketing & Development