

California Department of Food and Agriculture
Office of Farm to Fork

CALIFORNIA NUTRITION INCENTIVE PROGRAM

2025 REQUEST FOR PROPOSALS

Grant Application Deadline: October 11th 2024, at 6:00 P.M. PT



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The California Department of Food and Agriculture’s (CDFA) Office of Farm to Fork is currently accepting proposals for the 2025 California Nutrition Incentive Program (CNIP) competitive grant solicitation. Authority for CNIP is derived from California Food and Agriculture Code Section 49010-49016. CNIP was established to encourage the purchase and consumption of fresh California grown fruits, vegetables, and nuts by nutrition benefit clients.

For the 2025 CNIP Request for Proposal (RFP), CDFA is seeking project proposals from eligible entities to distribute nutrition incentives to CalFresh shoppers using their benefits to purchase fresh, California grown fruits and vegetables at direct marketing outlets (Certified Farmers’ Markets, Community Supported Agriculture programs, and farm stands) and small businesses in California. CalFresh shoppers should be able to receive the incentive at the time of purchase. Projects that reach low-access areas and low-income populations, particularly communities where a large proportion of the population is eligible for CalFresh and experiences high rates of diet-related diseases, will be prioritized.

The intent of this RFP is to select project proposals to combine into a unified state application for CDFA’s submission to the U.S. Department of Agriculture’s National Institute of Food and Agriculture Gus Schumacher Nutrition Incentive Program (GusNIP). In order to align with the timing of the GusNIP program, CDFA intends to split this opportunity into two distinct project periods: an initial, state-only funded round that will cover the gap between prior CNIP grant periods and the upcoming federal grant period and a second, state-federal funded award in partnership with GusNIP (contingent upon CDFA receiving a federal GusNIP award).

CDFA reserves the right to fund a portion of the selected proposals, in whole or in part, without further competition.

Table of Contents

1. FUNDING AND DURATION.....	3
2. ELIGIBLE APPLICANTS.....	3
3. INCENTIVES.....	4
4. TIMELINE.....	5
5. COST SHARE/MATCHING FUNDS.....	5
6. EVALUATION AND FUNDING ACKNOWLEDGMENT REQUIREMENTS.....	5
7. PROPOSAL REQUIREMENTS	6
8. HOW TO SUBMIT A PROPOSAL	6
9. PROPOSAL REVIEW AND EVALUATION.....	6
10. AWARD NOTIFICATION	7
11. PROPOSAL SECTIONS.....	8
12. EVALUATION CRITERIA.....	21
13. ADDITIONAL INFORMATION.....	23
14. REPORTING REQUIREMENTS.....	23
15. OTHER GRANT OPPORTUNITIES.....	24

1. GRANT FUNDING AND DURATION

CDFA anticipates approximately up to \$41 million in funding will be available for awards (funding would be a combination of federal and state funding and the final amount is contingent upon receiving federal funding).

The majority of funds are intended to be used as part of the CDFA's federal GusNIP application. State-only funds are available for partners that need funding between January 1, 2025 and December 31, 2025. Applicants can apply for any portion of the State-only and/or GusNIP duration (example: June 1, 2025 to September 31, 2026). Applicants can apply for one or both grant rounds following the durations below:

- **State-only funds:** January 1, 2025 – December 31, 2025
- **GusNIP (federal and state funds):** January 1, 2026 – December 31, 2027

2. ELIGIBLE APPLICANTS

The 2025 CNIP RFP is focused on increasing California-grown fresh fruit and vegetable purchases at Certified Farmers' Markets and California Small Businesses* by shoppers using CalFresh benefits. As the intent of this RFP is to solicit partners for CDFA's federal GusNIP application, all proposed projects must comply with the federal GusNIP regulations. For more information on GusNIP and to view the federal application, please visit the program website: <https://nifa.usda.gov/grants/funding-opportunities/gusnip-nutrition-incentive-program>

Eligibility is limited to the following entities or combination of eligible entities:

- a. Certified Farmers' Markets authorized by the United States Department of Agriculture (USDA) to accept SNAP benefits
- b. Community Supported Agriculture Programs (CSAs) authorized by USDA to accept SNAP benefits
- c. Farm Stands authorized by USDA to accept SNAP benefits
- d. Small businesses* authorized to accept SNAP benefits such as retail stores
- e. Non-profit organizations that are applying on behalf of Certified Farmers' Markets and/or small businesses* that fall into categories (a), (b), and/or (c)

* Small Businesses are defined by California Government Code Section [Government Code Section 14837](#) (d) (1) (A):

"Small business" means an independently owned and operated business that is not dominant in its field of operation, the principal office of which is located in California, the officers of which are domiciled in California, and which, together with affiliates, has 100 or fewer employees, and average annual gross receipts of ten million dollars (\$10,000,000) or less over the previous three years, or is a manufacturer, as defined in subdivision (c), with 100 or fewer employees.

Commencing January 1, 2019, the average annual gross receipts threshold shall be fifteen million dollars (\$15,000,000).”

For more information, see: <https://leginfo.ca.gov/faces/codes.xhtml>

Eligible applicants must be in good standing with CDFA, USDA, and the State of California, including no current violations with SNAP authorization (USDA), Direct Marketing Program (CDFA), any other CDFA grant agreement or contract, or the State Controller’s Office.

3. INCENTIVES

CNIP incentives earned by CalFresh shoppers can only be spent on California-grown fresh fruits and vegetables. Incentives can be earned by shoppers spending their CalFresh benefits on CalFresh-eligible food items. Applicants may limit the items on which CalFresh shoppers earn benefits to just California-grown fresh fruits and vegetables.

Three allowable incentive models are as follows:

- a. CalFresh shoppers purchase fruits or vegetables using their CalFresh benefits, and then receive incentives that are redeemable only for the purchase of CA-grown fruits or vegetables.
- b. CalFresh shoppers purchase any CalFresh eligible food using their benefits, and then receive incentives that are redeemable only for the purchase of CA-grown fruits or vegetables.
- c. CalFresh shoppers purchase CA-grown fruits or vegetables using their CalFresh benefits and then receive incentives that are redeemable for the purchase of any CalFresh eligible food.

Applicants may implement an immediate redemption model (such as where CalFresh shoppers purchasing California-grown fresh produce earn a 50% discount) or a model where CalFresh shoppers earn incentives they can spend then or at a later date (such as a Farmers’ Market shopper making a CalFresh purchase who earns incentive tokens that can be redeemed then or at a later date).

Incentives must be available to CalFresh shoppers when using their benefits at a minimum ratio of 1:1 and maximum ratio of 1:4, so that shoppers using a \$1 CalFresh benefit earn at least a \$1 incentive (but no more than \$4). Justification for a ratio over 1:1 (e.g. rural areas, etc.) are encouraged.

Applicants may cap the dollar amount of incentives that can be received by shopper, by day, etc. for their overall budgets.

No SNAP EBT number in whole or in part is permitted to be collected as a means of tracking Nutrition Incentive project participation of individuals or households.

Refunds for SNAP benefits must adhere to SNAP policy. SNAP customers are not allowed to keep the incentives earned from a SNAP purchases that is later refunded.

4. TIMELINE

Request for Proposals announced	August 19, 2024
Proposals due	October 11, 2024 at 6:00 pm PT
Preliminary selection notification	November 20, 2024
State-only funds available	January 1, 2025
Federal GusNIP award announced	September* 2025
GusNIP funds available	January 1, 2026

*Date dependent on federal announcement

5. COST SHARE/MATCHING FUNDS

While cost sharing is not a requirement for participation in this program, applicants are strongly encouraged to demonstrate cost sharing. Cost sharing will be considered when making funding recommendations. Cost sharing may take the form of cash, materials, or in-kind support (e.g. staff time, rental space) and may be from the applicant or third-party partners.

Costs incurred prior to the start of this project or unrelated to the proposed project will not be considered as cost sharing/match.

6. EVALUATION AND FUNDING ACKNOWLEDGMENT REQUIREMENTS

All grantees must agree to participate in CDFA and USDA’s evaluations. Participation includes, but is not limited to collecting, tracking, and providing data in a timely fashion and appropriate format via the platform requested by the state and federal evaluators. Data requested includes, but is not limited to, dollar value of incentives issued and redeemed, dollar value of SNAP purchases, and number of SNAP purchases. Data is typically requested monthly, quarterly, and annually. Market managers and shoppers may also be asked to complete surveys and participate in interviews.

All grantees must also agree to comply with CDFA’s funding acknowledgment requirements, including but not limited to acknowledgement of CDFA and USDA/NIFA support on program and marketing materials.

7. PROPOSAL REQUIREMENTS

Proposals shall include all sections (A through L) as described below, as well as the budget spreadsheet and shall be submitted in **Microsoft Word format (doc/docx) and Microsoft Excel (.xls/xlsx)**. Attachments may be submitted in Microsoft Word format (doc/docx), Adobe format (pdf) or Microsoft Excel (xls/xlsx). Proposals are limited to 15 pages (not including Sections K-L or other attachments) using 12-point font. Proposals exceeding the page limit will not be considered.

8. HOW TO SUBMIT A PROPOSAL

Proposals must be submitted by e-mail to: cafarmtofork@cdfa.ca.gov, no later than **October 11th at 6 p.m. PT**. Please use "California Nutrition Incentive Program Proposal" in the subject line to ensure timely receipt of your application package.

Proposals must include all required components/sections in one email submission to be deemed complete and eligible for consideration. Mailed or faxed copies will **not** be accepted. Applicants will receive a confirmation email within two business days from the date of their proposal submission.

CDFA cannot assist in the preparation of proposals.

9. PROPOSAL REVIEW AND EVALUATION

CDFA will conduct an initial administrative review of all timely submitted proposals to determine whether all application requirements have been met.

Proposals that have met all application requirements will receive a technical review to evaluate the merits of the grant request based on established scoring criteria (See Section 12, page 21).

CDFA will disqualify any proposal found to be conditional, incomplete or containing irregularities (e.g. proposals with one or more unanswered questions/sections, proposals that include grant funded activities outside the grant duration, etc.). Misrepresentations in the proposal are grounds for disqualification.

APPEAL RIGHTS: Any discretionary action taken by the Office of Farm to Fork (the Office) may be appealed to CDFA's Office of Hearings and Appeals within ten (10) calendar days of receiving a notification of disqualification from CDFA. The appeal must be in writing and signed by the responsible party named on the grant application or his/her authorized agent. It must state the grounds for the appeal and include any supporting documents and a copy of the Office decision being challenged. The submission must be sent to the California Department of Food and Agriculture Office of Hearings and Appeals, 1220 N Street, Suite 315, Sacramento CA 95814 or

emailed to CDFA.LegalOffice@cdfa.ca.gov. If submissions are not received within the time frame provided above, the appeal will be denied.

10. AWARD NOTIFICATION

Applicants selected to be a part of the state application will be notified no later than November 20, 2024. This selection does not guarantee that projects will be funded. Selected applicants will be required to work with CDFA as it prepares its application to the federal Gus Schumacher Nutrition Incentive Program. During this process, applicants may be required to provide additional information to meet federal requirements. Applicants with a state-only portion of their proposal (January – December 2025) will be notified of the award of the state-only portion by November 20, 2024.

CDFA reserves the right to work with selected applicants to modify their proposals, including project budget and scope, to fit into a unified state application. If applicants are unable to modify their proposals, they may be excluded from the state application and not funded. Once CDFA is aware of a federal decision, it will notify selected applicants.

If CDFA's federal proposal is not funded, it may fund a portion of the selected proposals (based on scoring criteria), in whole or in part, without further competition, using only state funds. In the event additional modifications to scope and budget are needed, CDFA will work with selected applicants to do so.

Grant agreements funded through this RFP are expected to be executed in two stages. The state only round in 2025 and the federal-state funded in 2026 (if CDFA is awarded the federal grant).

11. PROPOSAL SECTIONS

A. Project Title

Provide a concise title for the proposed project.

B. Abstract (1000-character limit)

Provide a brief description of the project.

C. Applicant Background

Organization's Legal Name:

Organization Location (Address):

Organization Type (please check any that apply):

Certified Farmers' Market authorized to accept SNAP benefits

CSAs authorized to accept SNAP benefits

Farm Stand authorized to accept SNAP benefits

Small business* authorized to accept SNAP (e.g. retail store)

Non-profit organization applying on behalf of Certified Farmers' Market(s), CSA(s), farm stand(s) and/or small business(es)* (specify which)

*Please provide documentation demonstrating you meet the requirements of a small business as outlined in California Government Code Section 14837 (see page 3, "Eligible Entities").

Include documentation as an attachment to this application.

Provide Applicant Organization UEI: _____

Effective April 4, 2022 applicants must provide Unique Entity ID (SAM) which is a 12-character alpha-numeric ID that is used to identify an entity/organization to replace the Data Universal Numbering System (DUNS) that is currently used. (If your organization does not have an UEI number write N/A. If selected, you will need to obtain a UEI number and be registered in the federal System of Award Management (SAM). Applicants are encouraged to start the process early.)

Locations

Please fill out the attached table for every site that will be distributing incentives. If your proposal includes adding yet unidentified sites, please describe to the best of your ability. Please add additional rows as needed. You may opt to include an excel spreadsheet as an attachment instead.

FNS #	Site Name (as specified on SNAP authorization)	Site Address	Owner Phone Number	Days/ Hours of Operation	Site Type (e.g. Certified Farmers Market, retail store, CSA, farm stand)	Start Date	End Date

D. Responsible Party Contact Information

Name:

Title:

Email Address:

Phone:

Address:

E. Project Proposal

1. Project Goals and Intended Outcomes

Please list project goals and intended outcomes. Outcomes should describe what specific changes or results are expected.

Goal 1:

Outcome 1.1

Outcome 1.2 ...

Etc.

Goal 2:

Outcome 2.1

Outcome 2.2

Etc.

Etc.

2. Activities and Timeline

Please use the following table to list the activities that will be performed to achieve the goals and outcomes. Insert more columns as necessary.

Goal and Outcomes	Activities	Timetable
Goal 1 Outcome 1.1	Activity #1	MM/DD/YY – MM/DD/YY
Goal 1 Outcome 1.2	Activity #2	MM/DD/YY – MM/DD/YY

3. Marketing/Outreach (3000-character limit)

- a. Describe the strategy for marketing the incentives to eligible participants, including to shoppers within the retail environment (e.g. store or farmers market) as well as marketing intended to recruit shoppers to the retail environment. Make sure to include relevant activities from the above table.
- b. In what languages will program materials be offered and outreach conducted?

F. **Operations**

Describe how the incentives will target fresh California-grown fruits and vegetables, how the incentives will be distributed (e.g. amount, duration, and the technology that will be used to process incentives), and how incentives will be tracked. No SNAP EBT number in whole or in part is permitted to be collected as a means of tracking Nutrition Incentive project participation of individuals or households.

G. Incentive Program Design (2500-character limit)

Referring to the three allowable incentive model (p.4, #3), describe the structure of the incentive program design, including, but not limited to:

- a. How are fresh, California-grown fresh fruits and vegetables incentivized?
 - b. How frequently will shoppers be eligible for incentives?
 - c. What will the value of the incentive be? How will it relate to the dollar amount of benefits spent? Is there a limit per shopper? (Please note: incentives must be distributed at a minimum of a 1:1 ratio for benefits spent and a maximum of 1:4 CalFresh benefit to Nutrition Incentive). What is the maximum incentive value a shopper can receive? (e.g. A shopper will receive an incentive of \$1 for every CalFresh \$1 spent, up to \$15 dollars per visit). If more than 1:1, please provide a justification.
2. Technology Used (1500-character limit)
- a. Describe the technology to be used to distribute and track incentive distributions and redemptions (e.g. token, customer loyalty card, paper coupon, etc.).
 - b. Will any technology be used to identify California-grown fruits and vegetables?
 - c. Will any updates to store Point of Sale systems be required? If so, please describe.
3. Tracking, accountability, and data management (2500- character limit)
- a. Describe any mechanisms (e.g. staff training, electronic tracking systems, etc.) your organization will have in place to ensure:
 - Only fresh, California-grown fruits and vegetables will be incentivized.
 - Only eligible shoppers receive incentives.
 - Eligible participants do not exceed set limits of incentives.
 - No SNAP EBT number in whole or in part is permitted to be collected as a means of tracking Nutrition Incentive project participation of individuals or households
 - EBT cards may not be altered in any way (no stickers, QR codes, etc).
 - b. Will individual participants be tracked? If so, how? Please specifically address how your organization will ensure that no SNAP/EBT numbers are collected and stored.
 - c. Describe how your organization will manage program data, including: the expected type that will be generated (such as digital, non-digital records of transactions); what type of information is kept about transactions; how you store the data, for how long, and how you protect data such as shopper identities.
 - d. How your organizations handle refunds to ensure that SNAP refunds are allowable under SNAP policy, but that incentives earned on SNAP purchases that are later

refunded are not allowed to be kept? For example, for Certified Farmers' Markets and others utilizing a scrip model, please describe how unused CalFresh scrip can be returned without allowing shoppers to retain the incentives without making the upfront CalFresh purchase.

4. Training plan

- a. Describe how and when cashiers/vendors will be trained to operate the program. At a minimum the training plan should ensure that they understand how incentives are earned and redeemed, which foods are allowable, and where shoppers should be directed to if they have questions.

H. **Communities Reached**

1. Geographic Reach (1500-character limit)

Describe the areas where this project would operate and the communities it would serve, including income and demographic information if available.

2. For the communities reached, please describe the following (1500-character limit)

- a. Incidence of diet-related diseases: including diabetes, obesity, and high-blood pressures. These data can be found at [CDPH](#).
- b. Percentage of the population that is eligible for CalFresh
- c. Proportion that are "low-income" areas (census tract locations where the income of at least 20 percent of the population is at or below the federal poverty level or if the median family income is at or below 80 percent of the median family income of surrounding census tracts). These data for locations can be found at [USDA Food Access Research Atlas](#)
- d. Proportion of those in low-access areas. "Low access" is defined a census tract in which there are significant barriers to accessing a supermarket or large grocery store. This includes a census tract with at least 500 persons or 33 percent of the population that lives more than one mile, for nonrural areas, or more than 10 miles, for rural areas, from a supermarket or large grocery store. Data can be found at [USDA Food Access Research Atlas](#).

3. Diversity, Equity and Inclusion (2000-character limit)

- a. Please describe your organizational approach to diversity, equity, and inclusion.
- b. For the proposed project, describe any efforts you are making to address equity in program delivery for historically underserved groups.

4. Community Involvement (2000-character limit)

- a. Please describe how community members are involved in the program. Are members of the communities being served involved in the program planning, implementation, or evaluation?

5. Nutrition Education (2000-character limit)

- a. Will nutrition education or other interventions be combined with the incentive? If so, please describe.

I. Previous Experience (2000-character limit)

1. Describe any past experience processing EBT transactions, working with CalFresh clients, community engagement, and other food access-related experiences.
2. For applicants that have previous experience with nutrition incentive distribution: describe how many incentives you previously distributed and over what time period. If the projected amount of incentives requested differs from past performance, please describe why.
3. For applicants without previous experience distributing incentives, describe how you are estimating the number of incentives to be distributed. Please include relevant information regarding CalFresh shoppers, California-grown fruit and vegetable sales, etc. For new applicants please describe how many incentives you plan to distribute and over what time period.

J. Additional Partnerships (1500-character limit)

List any additional partner organizations. Include a description of the organization(s) and their role(s) in the project.

K. Cost Share/Matching Funds

While not required, cost sharing is strongly encouraged, and the amount proposed will be used as a criterion in grant scoring.

Provide a list of proposed cost share, indicating whether it is in-kind or cash match, the source, and amount. Add additional rows as needed. You may opt to include an excel spreadsheet as an attachment instead.

Matching Fund Amount	Type	Source	Description
Example: \$500	In-kind (labor)	ABC Store	Store manager’s time training cashiers on how to implement the program
Example: \$1000	Cash	XYZ Foundation	Money to purchase program marketing materials

If selected, applicants must demonstrate external support by providing a letter of commitment detailing the cost share commitment from each external organization.

L. Proposed Budget Narrative

All expenses described in the budget narrative must be associated with costs that will be covered by the grant. Applicants are also required to submit the “CNIP Budget Calculator and Overview” excel spreadsheet to accompany their narrative. (template available at <https://cafarmtofork.cdfa.ca.gov/cnip.html>)

Incentives must make up at least 50% of the total project budget, unless sufficient justification is provided.

Indirect costs are capped at 15% of operating expenses (Personnel, Travel, Other Direct Costs, and Subaward costs; excludes incentive costs) unless the applicant has a federally negotiated indirect cost agreement, a copy of which needs to be submitted as an attachment to this application.

All awards are subject to the terms and conditions, Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards, and other considerations described in the most recent Terms and Conditions of Award.

All costs must be allowable in accordance with the federal cost principles outlined in [2 CFR part 200 Subpart E](#).

Please fill out all sections of the following budget narrative.

BUDGET NARRATIVE – CALIFORNIA NUTRITION INCENTIVE PROGRAM

Use the ‘CNIP Budget Calculator and Overview’ sheet to calculate project’s budget by line items, period, and grant round (state-only funds and GusNIP). Reference sheet for budget amount and fill out a detailed narrative for each program section below. Describe in the narrative how funds will be spent across the project periods. (Examples: Personnel: a) Pat will dedicate 50% FTE hours across all project periods, or Iva will be paid \$30/hr for 100 hrs in Periods 1 and 3, and for 50 hours in Periods 2 and 4.)

Applicants are not required to request funds for the entire grant duration: January 1, 2025 to December 31, 2027. Program periods are separated by state fiscal year (July 1 – June 30), with the exception of the State-only round. For example, a project starting on January 1, 2025, and going through December 31, 2027, for a total of 36 months, the periods would be: Period 1 (12 months: January 1, 2025 – December 31, 2025), Period 2 (6 months: January 1, 2026 – June 30, 2026), Period 3 (12 months: July 1, 2026 – June 30, 2027), and Period 4 (6 months: July 1, 2027 – December 31, 2027).

Budget Overview

Project Dates: _____ - _____
 Lead Organization: _____
 Project Director: _____
 Contact (email and phone): _____
 Project Title: _____

Section A – Personnel

Period	1	2	3	4	Total
Total Budget	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Total Grant Funds Requested	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Total Cost/Share Match	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

1. Staff Name and Title

- a. Project Role Description:
- b. Base Salary:
- c. Number of hours on project:

- d. Requested Salary:
- e. Requested Fringe amount:
- f. Cost Share/Matching funds:
- g. Source of cost share/matching funds (if any):

Note: List the organization’s employees whose time and effort can be specifically identified and easily and accurately traced to project activities and funding periods. For each individual listed, provide a resume.

Section B – Equipment

Period	1	2	3	4	Total
Total Budget	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Total Grant Funds Requested	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Total Cost/Share Match	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

Note: describe any equipment to be purchased or rented under the grant. 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.

Section C – Travel

Period	1	2	3	4	Total
Total Budget	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Total Grant Funds Requested	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Total Cost/Share Match	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

1. Domestic Travel

Trip #1:
Description and role in project:

- a. Total Cost: \$ _____
- b. Requested Funds: \$ _____
- c. Cost/Share Matching Funds: \$ _____
- d. Source of matching funds:

Note: Explain the purpose for each trip or trip type request. Please note that travel costs may not exceed those established by the California Department of Human Resources, including the

maximum per diem and subsistence rates prescribed in those regulations. This information is available at <http://www.calhr.ca.gov/employees/pages/travel-reimbursements.aspx>

Section D – Incentives*

Period	1	2	3	4	Total
Total Budget	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Total Grant Funds Requested	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Total Cost/Share Match	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Source of matching funds:					

***Please note, incentives must constitute a minimum of 50% of the total requested budget unless further justification is provided.** Rationale for consideration of less than 50% of the budget allocation to incentives may include extenuating circumstances such as barriers for new programs and programs operating in very rural and remote locations.

Section E – Other Direct Costs

Period	1	2	3	4	Total
Total Budget	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Total Grant Funds Requested	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Total Cost/Share Match	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

1. Materials and Supplies

Period	1	2	3	4	Total
a. Total Cost:	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
b. Requested Funds:	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
c. Matching Funds:	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
d. Source of matching funds:					

Supply #1

Description and use in project:

- i. Total Cost: \$ _____
- ii. Requested Funds: \$ _____
- iii. Matching Funds: \$ _____
- iv. Source of Matching Funds:

Note: List the materials and supplies costing less than \$5,000 per unit and describe how they will support the purpose and goal of the proposal.

2. Publication Costs

Period	1	2	3	4	Total
a. Total Cost:	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
b. Requested Funds:	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
c. Matching Funds:	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
d. Source of matching funds:					

Publication Cost #1

Description and role in project:

- i. Total Cost: \$ _____
- ii. Requested Funds: \$ _____
- iii. Matching Funds: \$ _____
- iv. Source of matching funds:

Note: List the publication costs per item and describe how they will support the purpose and goal of the proposal.

3. Computer Services

Period	1	2	3	4	Total
a. Total Cost:	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
b. Requested Funds:	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
c. Matching Funds:	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
d. Source of matching funds:					

Computer Services Cost #1

Description and role in project:

- i. Total Cost: \$ _____
- ii. Requested Funds: \$ _____
- iii. Matching Funds: \$ _____
- iv. Source of matching funds:

Note: List the computer services costs per item and describe how they will support the purpose and goal of the proposal.

4. Equipment or Facility Rental/User Fees

Period	1	2	3	4	Total
a. Total Cost:	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
b. Requested Funds:	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
c. Matching Funds:	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
d. Source of matching funds:					

Equipment/Facility Rental Cost #1

Description and role in project:

- i. Total Cost: \$ _____
- ii. Requested Funds: \$ _____
- iii. Matching Funds: \$ _____
- iv. Source of matching funds:

Note: List the equipment/facility rental per event or event type and describe how it will support the purpose and goal of the proposal.

Section F – Subawards/Contractual Costs

Period	1	2	3	4	Total
Total Budget	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Total Grant Funds Requested	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Total Cost/Share Match	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

Source of Match:

Subaward Cost #1:

Description and role in project:

- i. Total Cost: \$ _____
- ii. Requested Funds: \$ _____
- iii. Matching Funds: \$ _____
- iv. Source of matching funds:

Note: List each subaward and/or contractual cost (including fee structure) and describe how it will support the purpose and goal of the proposal.

Section G – Total Direct Costs

Period	1	2	3	4	Total
Total Budget	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Total Grant Funds Requested	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Total Cost/Share Match	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

Section H – Indirect Costs*

Period	1	2	3	4	Total
Total Budget	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Total Grant Funds Requested	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Total Cost/Share Match	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

Source of Match:

*Indirect costs are capped at 15% of operating expenses unless the applicant has an approved federally negotiated indirect cost agreement, a copy of which needs to be submitted as an attachment to this application. Operating expenses do not include incentives.

Section I – Total Direct & Indirect Costs

Period	1	2	3	4	Total
Total Budget	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Total Grant Funds Requested	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____
Total Cost/Share Match	\$ _____	\$ _____	\$ _____	\$ _____	\$ _____

12. EVALUATION CRITERIA

Administrative Review

Proposals must meet all the requirements below to be considered for funding.

Criteria	Yes/No
Eligible Entity (a) Certified Farmers’ Markets that are authorized to accept SNAP benefits (b) CSAs that are authorized to accept SNAP benefits (c) Farm Stands that are authorized to accept SNAP benefits (d) Retail Stores that qualify as a small business and are authorized to accept SNAP benefits (e) Non-profit organizations that are applying on behalf of small businesses that fall into categories (a), (b), (c) and/or (d)	
Documentation that applicant meets small business requirements, if applicable	
Ability to process SNAP transactions	
Timeline and budget are within program guidelines	
Incentives make up a minimum of 50% of the total project budget. If incentives are less than 50%, adequate justification is provided.	
Agrees to participate in CDFA and USDA’s evaluations	
In good standing with CDFA, USDA, and the State of California, including no current violations with SNAP authorization (USDA), Direct Marketing Program (CDFA), any other CDFA grant agreement or contract, the State Controller’s Office or open Wage Claims filed with the Labor Commissioner’s Office.	
Complete answers to all RFP questions, including completed budget template	
Application submitted on time	
Application includes only allowable costs and time range	

Technical Review

Proposals will be rated on the following criteria.

Criteria	Possible Points
Project Proposal: Goals/Objectives/Activities	15
Does the proposal effectively meet the goals of CNIP? Do the proposed activities help achieve those goals? Is the timeline and implementation plan reasonable?	
Project Proposal: Marketing/Outreach	15
Will the marketing and outreach activities effectively advertise the program? Will efforts reach a diverse range of CalFresh participants in culturally appropriate ways/languages?	
Operations	15
Will the program efficiently distribute and track incentives? Will the program effectively identify and promote only fresh, California-grown fruits and vegetables as part of the program?	
Communities Reached	10
Does this proposal help CDFA reach communities throughout California? Do the communities reached have high rates of diet-related diseases? Do the communities reached have high rates of CalFresh eligibility? Do the communities reached lack access to healthy foods?	
Cost Share	5
What amount of matching funds does the organization bring?	
Previous Experience	5
Does the organization have relevant experience to implement the program? If the organization operated a previous program, was it successful? If the organization is a new applicant for the CNIP program, do they have relevant experience and planning to implement the program?	
Community Partnerships	5
Does the proposal incorporate other community organizations to maximize the benefits of the program?	
Budget	15

What percentage of the total funds go directly to incentives (more points are awarded for a higher percentage of the budget going toward incentives, except when adequate justification is provided)? What percentage of the costs are administrative costs? Does the amount requested reflect the activities and outcomes proposed?	
Composing a Unified State Application & Federal Competitiveness	15
Can the proposal be combined with others to be part of a unified state application with a broad programmatic and statewide reach? Does the proposal increase the overall competitiveness of the state application (including, but not limited to, increasing the geographic reach of the program and touching upon federal GusNIP priorities as listed in the RFA).	

13. ADDITIONAL INFORMATION

The Office of Farm to Fork works to reduce food insecurity and ensure that all Californians have access to nutritious food. This solicitation and other information about the Office of Farm to Fork and the California Nutrition Incentive Program are available on the Office’s website, www.cafarmtofork.com

14. REPORTING REQUIREMENTS

Invoicing

This is a reimbursement grant program. Invoices are submitted quarterly, and grantees can expect to be reimbursed within 45 days after invoices are approved in most circumstances.

Progress Reports

Grantees will be required to submit progress reports to CDFA-F2F to provide timely information on the success of the project. A report template will be provided by CDFA-F2F and this template must be used to generate progress reports. Reimbursements will be withheld for projects that are not up to date with the filing of their progress reports. CDFA-F2F reserves the right to modify reporting requirements during the course of the project.

Metrics and Evaluation

As mentioned in Section 5, grantees will be required to submit data for the national and state evaluations. Data for the national evaluation is typically requested monthly, quarterly and annually. Participation in the state evaluation may include partnering with external evaluators to facilitate survey completion, interviews, or other data collection activities at participating sites. CDFA may ask for program metrics (typically, SNAP purchase and redemption amounts and incentive distribution and redemption amounts) at any time during the program to meet state informational needs – or request explanation, back-up documentation, follow-up, or corrections to submitted metrics upon review.

Final Report

A final report will be required within sixty (60) days following completion of the project. The final report shall include a reasonably detailed description of the work completed; an assessment of the potential for future viability of the project; and a description of problems encountered, if any, which affected completion of the project. In addition to the final report, CDFA-F2F reserves the right to conduct a follow-up survey of funded projects in order to determine long-term impacts.

15. OTHER GRANT OPPORTUNITIES

Please explore other CDFA grant programs that might be of interest to you on the [CDFA grants/webpage](#). These include:

[California Underserved and Small Producers Program](#)

The California Underserved and Small Producers (CUSP) Grant Program is designed to facilitate direct assistance to individual small and mid-scale and socially disadvantaged farmers and ranchers who need support applying for economic relief grant programs and assistance with business planning and marketing strategies. This program also includes direct relief payments for historically underserved and small producers impacted by COVID-19 and drought.

[Community Food Hub Grant Program](#)

CDFA's Farm to Community Food Hubs Program will pilot investments in food aggregation and distribution infrastructure needed to increase purchasing of local, environmentally sustainable, climate smart, and equitably produced food by schools and other institutions, build a better food system economy, support the local farming economy, accelerate climate adaptation and resilience, and employ food system workers with fair wages and working conditions. To-date, no grant awards have been awarded through this new grant program, but the Office of Farm to Fork has been supporting food hub efforts through other programs and initiatives.

[Farm to School Incubator Grant Program](#)

CDFA's Farm to School Incubator Grant Program is focused on supporting local and regional farm to school projects that promote nutrition education, sustainable food production and procurement, and high-quality student engagement through experiential learning.

[Specialty Crop Block Grant Program](#)

Each year, CDFA conducts a two-phase competitive solicitation process to award funds to projects that solely enhance the competitiveness of California specialty crops. Specialty crops include fruits and vegetables, tree nuts, dried fruits, horticulture, and nursery crops (including floriculture).

[Local Food for Schools & School Food Best Practices](#)

CDFA and the CA Department of Education are collaborating to help connect schools with California Food Producers, including socially disadvantaged food producers and small businesses. More information can be found on [Local Food for Schools](#) and [School Food Best Practices](#).