

**California Department of Food and Agriculture, Office of Farm to Fork**  
**2019 CNIP Expansion – WIC and Senior Farmers' Market Nutrition Program**  
**Frequently Asked Questions**  
**Updated February 5, 2020**

1. Q: Must prospective applicants already be authorized to accept WIC Farmers' Market Nutrition Program and/or Senior Farmers' Market Nutrition Program benefits in order to apply?  
  
A: Yes, eligible applicants must already be authorized to accept WIC Farmers' Market Nutrition Program and/or Senior Farmers' Market Nutrition Program benefits in order to apply.
  
2. Q: Is the proposal deadline January 31 or February 7<sup>th</sup>?  
  
A: While the originally intended deadline was January 31, CDFA will accept proposals submitted by **5 pm PST on Friday, February 7<sup>th</sup>** (the date that appears in the application template in Word that has been circulated).
  
3. Q: Is \$300,000 the amount of the total grant pool, or the maximum any one grantee can receive?  
  
A: \$300,000 is the total grant pool available for grant awards through this competition.
  
4. Q: Will proposals be rejected if it's not possible to fund them in full – or will CDFA consider partial awards?  
  
A: Proposals will not be automatically rejected if CDFA cannot fund the full request. CDFA reserves the right to work with selected applicants to modify their proposals, including to change the budgets if necessary. Applicants should request the amount truly needed. There is no cap on how much an applicant can request (beyond the \$300,000 limit in total grant funds available to the program).
  
5. Q: Does this RFP include only WIC Farmers' Market Nutrition Program, or can other WIC benefits/WIC Fruit and Vegetable checks also be matched?  
  
A: This opportunity is only for matching WIC Farmers' Market Nutrition Program benefits.

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6. Q: Are letters of support required from either: partners not providing cash or in-kind match; or, for partners that are providing cash or in-kind match? If not required, are letters of support considered helpful during review?
- A: Letters of support are not required for this RFP. The information provided in a letter of support would be added to the background information provided to the technical review committee. There could be a request for letters of support at a later time, but it is not necessary at this stage.
7. Q: Will selected projects really be able to begin implementation in April?
- A: This is an ambitious timeline; however, CDFA is striving to be sensitive to the season and will expedite grant agreements as quickly as possible. Hopefully, selected projects will be able to begin in April or May, per applicant needs, if there are no issues processing the awards.
8. Q: If using the application template in Word provided by CDFA, could an applicant delete some of the verbiage in the template questions?
- A: Applicants will not lose points for deleting some of the explanation in the template questions. However, CDFA generally recommends keeping the questions in the template intact, to be sure answers are complete and nothing is missed. As a reminder, CDFA will reject 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.).
9. Q: We only sell California-grown produce. Is it still necessary to write that produce will be California-grown in the proposal?
- A: Yes, applicants must describe their model and indicate that produce will be California-grown.
10. Q: Can CDFA provide any best practices or connections to help advise on tracking systems for the program?

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A: CDFA is not able to provide any best practices or connections regarding tracking at this time. Applicants should be sure they have a tracking system and describe it to the best of their ability for the competitive RFP.

11. Q: We are considering stapling paper coupons to WIC coupons in their booklets and having farmers turn in the coupons received in order to track how many coupons were used and how many checks were redeemed through farmers. Is this a viable tracking method?

A: That could potentially be a viable tracking system. There are current nutrition incentive projects using paper coupons and tracking methods. Applicants should explain the system as best possible for the competitive RFP.

12. Q: If funded, will grantees invoice monthly?

A: Grantees may invoice monthly or quarterly, according to their preference.

13. Q: Would it be reasonable to request program funds to cover the nutrition benefit match amount and to buy a tablet to track the program; and provide an in-kind donation of staff time to implement and track?

A: Yes, this could be a reasonable and eligible approach.

14. Q: Are farm stands and CSAs definitely able to accept WIC FMNP and Senior FMNP benefits – and could these sites be funded through the RFP?

A: Beginning in 2020, producer-owned farm stands in California can apply to become authorized to accept WIC FMNP and Senior FMNP. Farmers can accept WIC FMNP or Senior FMNP only at locations authorized by the state agency. Proposals through this RFP can include farm stands that are either currently authorized or will become authorized to accept WIC FMNP and/or Senior FMNP. Any incentive funding awarded would be contingent on receiving authorization. However, CSAs are not being authorized to accept FMNP at this time.

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15. Q: Should Indirect Costs be calculated based on the operating expenses of the organization as a whole; or the operating expenses relevant to this specific project/grant proposal? Can the Indirect Cost rate exceed 10% if it is covered by matching funds?
- A: Indirect costs should be calculated based on the proposed Total Direct Costs. While this program can only fund indirect costs at up to 10%, you are free to show a higher indirect rate if costs in excess of 10% will be covered through matching funds. Note that cost effectiveness of the project, including the administrative or indirect cost rate as well as the amount of matching funds, will be considered during proposal review.