

California Department of Food and Agriculture  
Office of Farm to Fork

# CALIFORNIA NUTRITION INCENTIVE PROGRAM

2022 CNIP Expansion – WIC and Senior Farmers’  
Market Nutrition Program  
REQUEST FOR PROPOSALS

Application Deadline: December 13, 2021 5:00 PM PT



California Department of Food and Agriculture  
**CALIFORNIA NUTRITION INCENTIVE PROGRAM**  
2022 CNIP Expansion – WIC and Senior Farmers’ Market  
Nutrition Program  
**REQUEST FOR PROPOSALS**

**2022 CNIP Expansion WIC and Senior Farmers’ Market Nutrition Program**  
**REQUEST FOR PROPOSALS**

---

The Office of Farm to Fork (CDFA-F2F), within the California Department of Food and Agriculture’s (CDFA) Division of Inspection Services, is currently accepting proposals for the California Nutrition Incentive Program (CNIP) 2022 CNIP Expansion – WIC and Senior Farmers’ Market Nutrition Program. Authority for CNIP is derived from Assembly Bill 1321, Chapter 442, Statutes of 2015. CNIP was established to encourage the purchase and consumption of healthy, California-grown fresh fruits, vegetables, and nuts by nutrition benefit clients, including CalFresh, the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) and Senior Farmers’ Market Nutrition Program clients.

For the 2022 CNIP Expansion – WIC and Senior Farmers’ Market Nutrition Program, CDFA is seeking project proposals from qualified entities to distribute nutrition incentives to WIC and Senior Farmers’ Market Nutrition Program shoppers using their benefits to purchase California-grown fresh fruits and vegetables at authorized Certified Farmers’ Markets and farm stands. Qualified shoppers should be able to receive the incentive at the time of purchase. Projects that reach underserved populations, particularly communities where a large proportion of the population is low-income and communities with high rates of diet-related disease, will be prioritized.

This is a competitive process.

## Table of Contents

---

1. FUNDING AND DURATION.....	3
2. WHO MAY APPLY.....	3
3. TIMELINE.....	3
4. COST SHARE/MATCHING FUNDS.....	3
5. GRANT PROPOSAL REQUIREMENT.....	4
6. HOW TO SUBMIT A GRANT PROPOSAL.....	4
7. PROPOSAL REVIEW AND EVALUATION.....	4
8. AWARD NOTIFICATION.....	5
9. PROPOSAL REPORT SECTIONS.....	6
10. EVALUATION CRITERIA.....	16
11. ADDITIONAL INFORMATION.....	17
12. REPORTING REQUIREMENTS.....	17
13. OTHER GRANT OPPORTUNITIES.....	17

## 1. FUNDING AND DURATION

---

CDFA anticipates up to \$750,000 will be available for awards.

Maximum grant duration is two (2) years. Grant funds can be used beginning April 1, 2022 and cannot be expended after December 31, 2023.

## 2. WHO MAY APPLY

---

The 2022 CNIP Expansion – WIC and Senior Farmers’ Market Nutrition Program is focused on increasing California grown fruit and vegetable purchases at Certified Farmers’ Markets by shoppers using WIC and Senior Farmers’ Market Nutrition Program (FMNP) benefits.

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

- (a) Certified Farmers’ Markets authorized to accept WIC and Senior FMNP benefits
- (b) Farm Stands that are authorized to accept WIC and Senior FMNP benefits
- (c) Non-profit organizations that are applying on behalf of Certified Farmers’ Markets and/or Farm Stands

All applicants must agree to participate and cooperate with CDFA’s tracking and evaluation of the program, including providing data including but not limited to requested sales and incentive metrics and supplying backup documentation when requested.

This is a reimbursement-based grant program.

## 3. TIMELINE

---

Request for full proposals announced.....	November 8, 2021
Full proposals due.....	5:00 PM PT December 13, 2021
Award notification.....	January 2022
CDFA F2F submits grant packets.....	January 2022
Grant Execution.....	up to 120 days after Grant Packet submission
Project start date (estimated).....	April-May 2022

## 4. COST SHARE/MATCHING FUNDS

---

While cost sharing is not a requirement for participation in this program, applicants are encouraged to demonstrate cost sharing. Cost sharing will be considered during the technical review process. Cost sharing may take the form of cash, materials, or in-kind support (e.g. staff time, rental space). Cost sharing 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 an applicant match.

## **5. GRANT PROPOSAL REQUIREMENTS**

---

Proposals shall include all sections (A through K) as described below and shall be submitted in Microsoft Word format (doc/docx). 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 Section K). Proposals exceeding the page limit will not be considered.

## **6. HOW TO SUBMIT A GRANT PROPOSAL**

---

Grant proposals must be submitted by e-mail to: [cafarmtofork@cdfa.ca.gov](mailto:cafarmtofork@cdfa.ca.gov), no later than **Monday, December 13th, 2021 5:00 P.M. Pacific Time**. Please use "2022 California Nutrition Incentive Program Expansion Proposal" in the subject line to ensure timely receipt of your application package.

Grant 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 their date of their grant proposal submission.

CDFA cannot assist in the preparation of grant proposals.

## **7. 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 10, page 16).

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.). Misrepresentations in the proposal are grounds for rejection.

**APPEAL RIGHTS:** Any discretionary action taken by the Office of Farm to Fork may be appealed to CDFA's Office of Hearings and Appeals within ten (10) calendar days of receiving a notification of disqualification from CDFA. Email notification shall serve as the date of service. The appeal must be in writing and signed by the responsible party named on the grant application or their authorized agent. It must state the grounds for the appeal and include any supporting documents and a copy of the Office of Farm to

Fork 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](mailto:CDFA.LegalOffice@cdfa.ca.gov). If submissions are not received within the timeframe provided above, the appeal will be disqualified from consideration.

If submissions are not received within the time frame provided above, the appeal will be denied.

## **8. AWARD NOTIFICATION**

---

All applicants will be notified regarding selection by January 2022 (estimated).

CDFA reserves the right to work with selected applicants to modify their submitted proposals.

## 9. PROPOSAL REPORT SECTIONS

---

**A. Project Title**

Provide a concise title for the proposed project.

**B. Abstract**

Provide a brief description of the project.

**C. Applicant Background**

Organization's Legal Name:

Organization Location (Address):

Organization Type (please check):

Certified Farmers' Market authorized to accept WIC and Senior FMNP benefits

Farm Stand authorized to accept WIC and Senior FMNP benefits

Non-profit organization applying on behalf of Certified Farmers' Market(s) and/or Farm Stands, that are authorized to accept WIC and Senior FMNP benefits

**Locations**

Please fill out the below table for every site that will be distributing incentives. If your proposal includes adding sites yet to be determined, please describe them to the best of your ability (approximate number, general location, site type). Please add additional rows as needed. You may opt to include an Excel spreadsheet as an attachment instead.

Site Name	Site Address	Months of Operation or Year-Round	Days/Hours of Operation	Site Type (e.g. Certified Farmers' Market, CSA, farm stand)

Is the organization authorized to accept WIC and Senior Farmers' Market Nutrition Program benefits at all locations this program would operate at? (Yes or No)

\_\_\_\_\_

**California-grown products eligible for incentives** (please select all that apply)

\_\_\_\_\_ California-grown fresh fruits

\_\_\_\_\_ California-grown fresh vegetables

**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

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.

<b>Goal and Outcomes</b>	<b>Activities</b>	<b>Timetable</b>
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**



- a. Describe the strategy for marketing the incentives to eligible participants. 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 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.

### 1. Incentive Design

Please describe the structure of the incentive design, including, but not limited to:

- a. How are California-grown fruits and vegetables targeted/marketed?
- b. How frequently will shoppers be eligible for incentives?
- c. What will the value of the incentive be? How will it relate to the amount of benefits spent? What is the maximum incentive value a shopper can receive? (e.g. A shopper will receive an incentive of \$1 for every WIC FMNP \$1 spent, up to \$15 dollars per a visit)

### 2. Technology Used

Please describe the technology to be used to distribute and track incentives (e.g. token, customer loyalty card, paper coupon, etc.).

### 3. Tracking and accountability

Please describe any mechanisms (e.g. staff training, electronic tracking systems, etc.) your organization will have in place to ensure:

- a. Only California-grown fruits and vegetables will be incentivized
- b. Only eligible shoppers receive incentives
- c. Eligible participants do not exceed set limits of incentives

## G. Communities Reached

### 1. Geographic Reach

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:

- a. Rates of diabetes, obesity, and other diet related disease
- b. Percentage of the population that is eligible for nutrition benefits
- c. Access to healthy foods

### 3. Diversity, Equity and Inclusion

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

**H. Previous Experience**

Describe any past experience processing EBT transactions, WIC transactions, WIC FMNP transactions, and/or SFMNP transactions, working with CalFresh/WIC/SFMNP, community engagement and other food-access related experience.

**I. Additional Partnerships**

Please list any additional organizations you will partner with, describing the organization(s) and their role(s) in the project.

**J. Cost Share/Matching Funds**

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

Provide a list of proposed matching funds, indicating whether it is in-kind or financial support, the source and amount.

<b>Matching Fund Amount</b>	<b>Type</b>	<b>Source</b>	<b>Description</b>
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

**K. Proposed Budget Narrative**

All expenses described in this budget narrative must be associated with expenses that will be covered by the grant. Applicants may also submit an excel spreadsheet to accompany their narrative.

**Budget Overview**

Section A	Personnel (includes fringe)	
Section B	Equipment	
Section C	Travel	
Section D	Incentives*	
Section E	Other Direct Costs	
	1. Material & Supplies	
	2. Publication Costs	
	3. Computer Services	
	4. Subaward /Contractual	
	5. Equipment or Facility Rental/User Fees	
Section F	Total Direct Costs	
Section G	Indirect Costs**	
Section H	Total Direct & Indirect	

**\*Incentives must make up at least 50% of the total project budget.**

**\*\*Indirect costs are capped at 10% of operating expenses unless the applicant has a state negotiated indirect cost agreement, a copy of which needs to be submitted as an attachment to this application.**

All awards are subject to CDFA's Grant Administration Regulations 3 CCR § 302 and other considerations described in the most recent Terms and Conditions of Award.

All costs must be allowable in accordance with the cost principles outlined CDFA's Grant Administration Regulations 3 CCR § 302.

Please fill out all sections of the following budget narrative.

**BUDGET NARRATIVE – CALIFORNIA NUTRITION INCENTIVE PROGRAM**

Project Dates: \_\_\_\_\_ - \_\_\_\_\_

Lead Organization: \_\_\_\_\_

Project Director: \_\_\_\_\_

Contact (email and phone): \_\_\_\_\_

Project Title: \_\_\_\_\_

Section A – Personnel

Total Budget	\$ _____
Total Requested	\$ _____
Total Match	\$ _____

- 1. Staff Name and Title
  - a. Project Role Description:
  - b. Base Salary:
  - c. Hours Calculation:
  - d. Requested Salary:
  - e. Requested Fringe:
  - f. Source of matching funds:

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

---

Section B – Equipment

Total Budget	\$ _____
Total Requested	\$ _____
Total Match	\$ _____

Note: 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.

Section C – Travel

Total Budget \$ \_\_\_\_\_  
Total Requested \$ \_\_\_\_\_  
Total Match \$ \_\_\_\_\_

1. Domestic Travel

Trip #1  
Description and role in project:

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

Note: Explain the purpose for each trip or trip type request. Please note that travel costs are limited to those allowed by formal organizational policy. For recipient organizations that have no formal travel policy, allowable travel locations and 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\*

Total Budget \$ \_\_\_\_\_  
Total Requested \$ \_\_\_\_\_  
Total Match \$ \_\_\_\_\_  
Source of matching funds:

**\*Please note, incentives must constitute a minimum of 50% of the total requested budget**

---

Section E – Other Direct Costs

Total Budget \$ \_\_\_\_\_  
Total Requested \$ \_\_\_\_\_  
Total Match \$ \_\_\_\_\_

1. Materials and Supplies

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

Materials and Supplies by item:

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, supplies, and fabricated parts costing less than \$5,000 per unit and describe how they will support the purpose and goal of the proposal.

2. Publication Costs

- 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

- 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:

4. Subawards/Contractual Costs

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

Subaward Cost #1:

Description and role in project:

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

5. Equipment or Facility Rental/User Fees

- 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 – Total Direct Costs

Total Budget \$ \_\_\_\_\_  
Total Requested \$ \_\_\_\_\_  
Total Match \$ \_\_\_\_\_

---

Section G – Indirect Costs\*

Total Budget	\$ _____
Total Requested	\$ _____
Total Match	\$ _____
Source of Match	

\*Indirect costs are capped at 10% of operating expenses unless the applicant has a state negotiated indirect cost agreement, a copy of which needs to be submitted as an attachment to this application.

---

Section H – Total Direct & Indirect Costs

Total Budget	\$ _____
Total Requested	\$ _____
Total Match	\$ _____



## 10. EVALUATION CRITERIA

### Administrative Review

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

Criteria	Yes/No
Eligible Entity (a) Certified Farmers' Markets that are authorized to accept WIC and Senior FMNP benefits (b) Farm Stands that qualify as a small business and are authorized to accept WIC and Senior FMNP benefits (c) Non-profit organizations that are applying on behalf of organizations that fall into categories (a) and/or (b)	
Documentation that applicant meets small business requirements	
Ability to process WIC and Senior FMNP transactions	
Timeline and budget are within program guidelines	
Incentives make up a minimum of 50% of the total project budget	
Agrees to participate in CDFA's evaluation efforts	

### Technical Review

Grant proposals will be rated on the following criteria.

Criteria	Possible Points
<b>Project Proposal: Goals/Objectives/Activities</b>	<b>15</b>
Does the proposal effectively meet the goals of CNIP? Do the proposed activities help achieve those goals? Is the timeline reasonable?	
<b>Project Proposal: Marketing/Outreach</b>	<b>15</b>
Will the marketing and outreach activities effectively advertise the program to a diverse range of WIC and Senior FMNP participants?	
<b>Operations</b>	<b>10</b>
Will the program efficiently distribute and track incentives? Will the program effectively identify and promote only California-grown fruits and vegetables as part of the program?	
<b>Communities Reached</b>	<b>15</b>
Does this proposal help CDFA reach diverse communities throughout California? Do the communities reached have high rates of diet-related diseases? Do the communities reached have high rates of eligible shoppers? Do the communities reached lack access to healthy foods?	
<b>Matching Funds</b>	<b>5</b>
What amount of matching funds does the organization bring?	
<b>Previous Experience</b>	<b>15</b>

Does the organization have sufficient relevant experience to implement the program?	
<b>Community Partnerships</b>	<b>5</b>
Does the proposal incorporate other community organizations in order to maximize the benefits of the program?	
<b>Budget</b>	<b>20</b>
What percentage of the total funds go directly to incentives (must be a minimum of 50%, but more points are awarded for a higher percentage of the budget going toward incentives)? What percentage of the costs are administrative costs?	

## 11. ADDITIONAL INFORMATION

---

The Office of Farm to Fork (CDFA-F2F) 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 CDFA-F2F website, [www.cafarmtofork.cdfa.ca.gov](http://www.cafarmtofork.cdfa.ca.gov)

## 12. REPORTING REQUIREMENTS

---

### Invoicing

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

### Progress Reports

Awarded recipients 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.

### 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.

## 13. OTHER GRANT OPPORTUNITIES

---

Please explore other CDFA grant programs that might be of interest to you on the CDFA grants webpage: <https://www.cdfa.ca.gov/grants/> These include:

### Beginning Farmer and Farmworker Training Program

This program will help support and improve new or existing beginning farmer training programs and agricultural apprenticeship programs, strengthen networks, and develop strategies to overcome barriers, including but not limited to education and training programs, land access, capital and equipment for production and marketing of crops with a focus on prioritizing direct assistance to historically underserved groups to ensure the transition to farm ownership is successful.

### California Underserved and Small Producers Program (CUSP)

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 Hub Program will provide planning and implementation grants to mission driven food hubs throughout the state of California.

### Farm to School Incubator Grant Program

The California Department of Food and Agriculture Office of Farm to Fork (CDFA-F2F) 2021 California 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).

### Specialty Crop Multi-State Program

This program is offered by USDA's Agricultural Marketing Service. The SCMP competitively funds projects to solely enhance the competitiveness of specialty crops through collaborative, multi-state projects that address regional or national-level specialty crop issues, including food safety, plant pests and disease, research, crop-specific projects addressing common issues, and marketing and promotion.

### Urban Agriculture Grant Program

CDFA's Urban Agriculture grant will help urban farmers and community-based organizations by 1) funding urban food system infrastructure (land access, capital equipment purchases, facilities, etc.); 2) supporting jobs, internships, and professional development opportunities, ensuring youth from all backgrounds have access to paid positions developing urban food systems; and 3) backing experienced technical assistance providers to mentor, train, and support urban farmers and community-based organizations.