

 **Pasa** SUSTAINABLE
AGRICULTURE

COVID 19 Fresh Food Financing Initiative

July 23, 2020 12pm

Recordings at pasafarming.org/resources

COVID-19 resources at pasafarming.org/covid



ABOUT

Pasa Sustainable Agriculture is a Pennsylvania-based association of farmers, food system professionals, and sustainable agriculture supporters working to build a more economically-just, environmentally-regenerative, and community-focused food system.

ABOUT



Pennsylvania Department of Agriculture

The Pennsylvania Department of Agriculture is committed to a sustainable and safe supply of food and agriculture products in the commonwealth-- from farm to table-- and to being good stewards of the land and Pennsylvania's natural resources. The Department promotes the viability of farms, protects consumers, and safeguards the health of people, plants, animals, and the environment.

HOSTS

Christina Kostelecky (*she/her*), Operations Director, Pasa

Cheryl Cook (*she/her*), Deputy Secretary of Agriculture, PDA

Mike Roth (*he/him*), William Penn Fellow, PDA



Agenda

- Background on the funding
- Qualifications
- How to apply



PA Fresh Food Financing Initiative

FFFI Funding



POPULAR ON AGRICULTURE.PA.GOV

Last 24 Hours

Last 7 Days

Last 30 Days

Last 365 Days

Spotted Lanternfly Alert

License Your Dog in PA

Spotted Lanternfly Quarantine Information

Online Services

County Treasurers

Spotted Lanternfly

Farmers Market Nutrition Programs

Spotted Lanternfly Program Information

Fresh Food Financing Initiative COVID-19 Relief Fund

Retail Food Inspection Reports

https://www.agriculture.pa.gov/Food_Security/Pages/Fresh-Food-Financing-Initiative-COVID-19.aspx



Helpful acronyms

BIPOC

Black, Indigenous, and People of Color

FFFI

Fresh Food Financing Initiative

ESA

Electronic Single Application

LMI

Low-to-moderate income

SNAP

Supplemental Nutrition Assistance
Program

WIC

Women Infants Children Program

EBT

Electronic Benefits Transfer



Objectives of FFFI

- support food retailing businesses impacted by COVID-19
- ensure low-income and underserved communities are able to maintain healthy food access
- contribute to better health outcomes by improving access to fresh foods
- stimulate investments in businesses that are BIPOC-owned and that serve lower-income BIPOC communities
- remove financing and operating barriers for healthy food retail in lower-income communities
- strengthen the local food system and increase market opportunities for PA farmers
- support the creation and preservation of jobs
- create and retain a qualified workforce



Award Amounts

Business Category	Maximum funding (per operator)
Neighborhood markets and food enterprises	\$100,000
Solo farm market vendor* On-farm market and stand Urban farms Community gardens	\$15,000
Full service traditional grocery stores	\$500,000
Large or Regional Anchor Supermarkets	\$1,000,000



*A single vendor may submit an individual application if the market is not submitting an overall application or if there are expenses limited only to their business.

Eligibility

Pennsylvania businesses that provide access to fresh, perishable, and staple foods to local communities. Applicants may be for-profit, nonprofit, or cooperative entities with a **direct connection to direct-to-consumer** retail outlets.

Bodegas	Farmers markets	Mobile markets
Community gardens	Food aggregators	Neighborhood stores
Convenience stores	Food hubs	On-farm markets
Corner stores	Food processing centers	Urban farms
Co-ops	Grocery stores	



Eligibility

- 50%+ food sales directly to consumers (or directly to retail)
- Operate and provide service in PA
- Operated prior to March 2020
- Serve customers in LMI areas
- Provide affordable, high quality food for LMI shoppers
- Accept (or show plans to accept) SNAP and WIC

Not Eligible

- Emergency pantries without grocery retail
- Ag-related projects without direct-to consumer (e.g. institutional sales only)
- Restaurants, cafes, and prepared food businesses



COVID-19 related costs

March 1, 2020 - November 30, 2020

- Cleaning requirements
- Outside contracting to manage social distancing, limited occupancy, and cleaning
- Infrastructure improvements, new construction, adaptive reuse
- Equipment purchases (e.g. refrigeration, PPE like plexiglass separators)
- Inventory (higher costs of goods, delivery costs, loss of product)
- Technology or delivery of food (e.g. online purchasing options, pop-up markets, mobile EBT readers)
- Expand access

Not Eligible

- Hazard pay
- Employee wages
- Employee benefits



Priority projects

- Located in, owned by, or primarily serve BIPOC communities (50%+ of 700+ people)
- Minority, Women Service-Disabled Veteran, Veteran, Lesbian, Gay, Bisexual, Transgender, and Disability-Owned Business Enterprises
- In a [Food Desert](#)
- Source and sell PA products
 - Fresh fruits, vegetables, milk and dairy products, meat products



Deadline to apply

Aug 14



How to Apply



Keystone Login

www.esa.dced.state.pa.us



Help Contact Us

COVID-19 Hazard Pay Grant Notice

- **Individuals are not eligible applicants for the COVID-19 Hazard Pay Grant Program. Applicants MUST be employers.**

General Facts

- Create a New Keystone Login Account – [Registration](#)
 - Create a new Keystone Login account – [Registration](#)
 - Click Register and enter all of the information into the fields with a red asterisk (*) next to them.
 - You will be asked to create your profile, login information and security questions.
 - If you have already created an account with another agency whose application uses the Keystone Login Service, you do not need to register another account with us.
 - If you create a Keystone Login account with us, you will be able to use this account with other agencies that use Keystone Login.
 - Some additional information may be required for those agencies.
 - Account Migration - [Migrate Account](#)
 - If you would like to migrate your exiting PA Login account(s) to a new Keystone Login account, this must be done from the [Keystone Login Website](#)

Login

What's New?

For an overview of the changes in the new Single Application, please read [Help](#).

Username

Password

LOGIN

Powered by



KEYSTONE LOGIN

[Registration](#)

[Forgot Password](#)

[Learn more about Keystone](#)

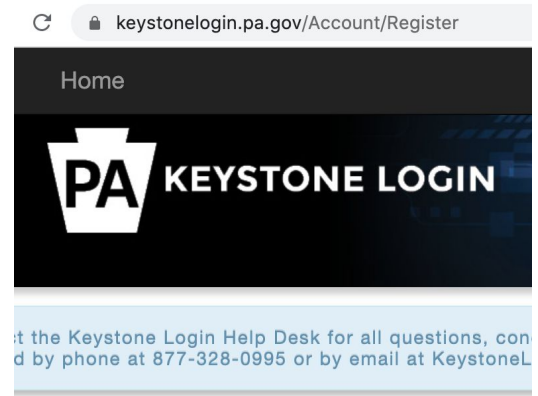
[Login](#)



Keystone Login

[https://keystonelogin.pa.gov/Account/](https://keystonelogin.pa.gov/Account/Register)
[Register](https://keystonelogin.pa.gov/Account/Register)

- Name
- DOB
- Email/Phone Number
- Username
- Password
- X3 Security Questions



Register

Personal Information:

First Name *

Last Name *

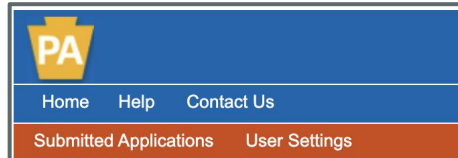
Date Of Birth *

Contact Information:

Email

Locate “COVID-19 Fresh Food Financing Initiative”

- Name your project (This is a name you create. It can be the name of your store or business.)
- Click “Create a new application”



⊗ REVIEW INFORMATION BELOW

- WE ARE CURRENTLY TRANSITIONING AWAY FROM PA POWERPORT/PA LOGIN TO THE KEYSTONE LOGIN SERVICE. YOU WILL NEED TO MIGRATE YOUR ACCOUNT BEFORE JUNE 1ST 2020.

Begin a New Application

To begin a new Single Application For Assistance, enter a brief name for the project (up to sixty characters) and answer whether you need help selecting your program. If you already know the name of the program you want to apply for, answer "No".

Project Name

Do you need help selecting your program?

Yes ▾

CREATE A NEW APPLICATION



Locate “COVID-19 Fresh Food Financing Initiative”

- On “Select Program Page”, click the square next to “Department of Agriculture”
- Click “Search”



Home Help Save Print Contact Us

Program

Agency: Pennsylvania Department of Community and Economic Development
Applicant:
Program: DCED Web Application #: 84

Select Program
Below is a listing of the types of organizations and projects that are most commonly funded. You may select more than one option. If no options are selected, all programs will display.

Agencies
Select to limit the search results.
 Dept of Agriculture PCA DCED DEP PennDOT PLCB L&I Office of the Budget PEMA PHMC
[Clear Agencies](#)

Non-Profit/Government Enterprise Types ([Display For-Profit Program Finder](#))
If you are applying on behalf of a company, you may want to search the For-Profit Program Finder (click the link above).
 Authority
 College/University
 Economic Development Provider
Types of organizations include but are not limited to: Area Loan Organizations (ALO), Community Development Financial Institutions (CDFI), Economic Development Corporations (IDC), Local Development Districts (LDD), Redevelopment Authorities, and Regional Export Networks (REN).
 Municipality
County Government and Councils of Governments (COGs) should also check this option for eligible programs.
 Other Government or Non-Profit
Programs that are available to Government or Non-Profit organizations not listed above. Non-Profit/Government organizations listed above may also want to check this competing in primarily For-Profit industries may also want to check the For-Profit Program Finder for potential programs after using the Non-Profit Program Finder.

Use of Funds
Be sure to carefully read the Program Fact Sheet and Guidelines to make sure the project costs are eligible for funding. If the project does not match any of the options listed below:
 Advanced Technology - Including Biotechnology, Life Sciences, and Nanotechnology.
 Community Services - Examples include Low Income Assistance projects and Emergency Responders programs.
 Infrastructure / Site Development / Housing - Including Construction, Environmental Assessments and Clean-Up, Land and Building Acquisition.
 Machinery and Equipment
 Planning / Marketing - Encompasses a wide range of projects, including Consulting Services, Municipal Planning, Research and Development, and Tourism Promotion.
 Workforce Development - Including Education and Job Training.

Sort By

This program is not currently accepting applications.

The Department of Agriculture is soliciting for Agricultural Research grants for Chronic Wasting Disease. Chronic Wasting Disease is a contagious, al

Commonwealth Specialty Crop Block Grant Program

Pennsylvania Department of Agriculture

This program will begin accepting applications on Monday October 21 at 8AM

The purpose of the Program is to enhance, but not replace, the Federal Specialty Crop Block Grant Program by establishing a Commonwealth Specialty Crop Block Grant Program, or that are otherwise designated high-priority specialty crops. The purpose of the Program is to enhance, but not replace, the Federal Specialty Crop Block Grant Program, or that are otherwise designated high-priority specialty crops. For the Fiscal Year 2019–2020 round of grant applications, the Secretary of Agriculture has designated the following specialty crops as eligible for Program grants: hemp; hardwoods; honey; hops; and barley, rye and wheat for distilling, brewing and malting only.

Additional Information: [Guidelines](#)

COVID-19 Fresh Food Financing Initiative

Pennsylvania Department of Agriculture

The purpose of this program is to assist for-profit, nonprofit, or cooperative entities (such as grocery stores, corner stores, convenience stores, neighborhood farmers markets, on-farm markets, and urban farms, community gardens and food aggregation and processing centers with a direct connection to direct-to-consumer sales).

- Primary business (>50% of revenue) is in the sale of staple and perishable food to consumers or direct to retail settings
- Operate and provide service in Pennsylvania
- Serve customers that live in a low-to-moderate (LMI) income area, by locating in an LMI census tract, or demonstrating that a significant number of customers live in a low-to-moderate income area
- Operated prior to March 2020 and remain in operation (temporary closures due to COVID-19 acceptable)
- Provide access to affordable, high quality fresh produce, meat and dairy products and other healthy grocery items for low-to-moderate income customers
- Accept or demonstrate plans to accept SNAP and WIC to the maximum extent possible (or have connection to retailers that will accept them)

Additional Information: [Program Fact Sheet](#), [Guidelines](#)

Farm to School Grant Program

Pennsylvania Department of Agriculture

This program is not currently accepting applications. Please read the Program Fact Sheet for more information.

The purpose of the Farm-to-School Program is to educate prekindergartners through fifth graders and their families about the importance of choosing locally grown Pennsylvania agriculture. This initiative will also aid Pennsylvania farmers in gaining access to new markets within this Commonwealth.

Additional Information: [Program Fact Sheet](#)

Farm Vitality Planning Grant

Pennsylvania Department of Agriculture

This program is not currently accepting applications. Please read the Program Fact Sheet for more information.

- Scroll to the bottom of the page. Look for “**COVID 19 Fresh Food Financing Initiative**”
- Click on Apply next to the pencil symbol



The application



Applicant Information

To copy your Registration information into the application, click the "Use Account Information" button below.

USE ACCOUNT INFORMATION

Applicant Entity Type: Limited Liability Partnership Partnership
 Government Non-Profit Corporation
 Sole Proprietorship Limited Liability Company
 S Corporation C Corporation

Applicant Name:

NAICS Code

FEIN/SSN Number

*Please enter FEIN as 9 digits, no dash.

DUNS Number:

CEO:

CEO Title:

SAP Vendor #:
(xxxxxx or xxxxxx-xxx)

Contact Name:

Contact Title:

Phone: Ext.
(xxx-xxx-xxxx)

Fax:

E-mail:

Mailing Address:

City:

State:

Zip Code:

Required fields

- Entity type (LLC, Nonprofit, Partnership, Sole Proprietorship, etc)
- Name
- NAICS code (drop-down menu)
- FEIN/SSN number
- CEO
- CEO title
- Contact name
- Contact title
- Phone
- Mailing address



Project Site Location(s)

Site 1

Address:

1007 N Front St

City:

Harrisburg

State:

PA

Zip Code:

17102

County:

Dauphin

Municipality:

Harrisburg City

PA House:



Patty Kim (103)

PA Senate:



John DiSanto (15)

Designated Areas:



Act 47 Distressed Community



Enterprise Zone



Keystone Innovation Zone



Prime Agricultural Area



Brownfield



Greenfield



Keystone Opportunity Zone



Uses PA Port

Required fields (cont.)

- Enterprise type (agri-processor, agri-producer, retail, food processing, etc.)
- Project location address

The application

Required fields (cont.)

Each 1,000 character limit

- What do you plan to accomplish with this project?
- How do you plan to accomplish it?
- How do you plan to use the funds?
- Projected Schedule and Key Milestones and Dates



Program Budget

Please see the [Help](#) section for details on how to complete the Program Budget.

Spreadsheet

Basis of Cost

Required fields (cont.)

Add your requested amount.

Click “Basis of Cost”.

Budget Spreadsheet

The first column indicates the amount of funding you are requesting from Dept of A Narrative where you can provide a more detailed description of specific line items.

Add funding source	COVID-19 Fresh Food Financing Initiative	Total
Cost Category - Collapse	\$15,000.00	
Requested Amount Remove	\$15,000.00	\$15,000.00
Total	\$15,000.00	
	Budget Total:	\$15,000.00



Program Budget

Please see the [Help](#) section for details on how to complete the Program Budget.

- Spreadsheet
- Basis of Cost**

Basis of Cost ◆

Provide the basis for calculating the costs that are identified in the Project Budget.

- Appraisals
- Bids/Quotations
- Budget Justification
- Contractor Estimates
- Engineer Estimates
- Sales Agreements

Budget Narrative ◆

The narrative must specifically address each of the cost items identified in the Budget Spreadsheet.

Character Count: 192/2000

For each of the Budget Categories used in the Budget Spreadsheet (for FFFI, there is only one budget category), please provide a brief description of the services, work, or equipment proposed.

Required fields (cont.)

Add your budget narrative. (2,000 character limit)



Required fields (cont.)

8,000 character limit

Describe how your project will fulfill the **objectives** of this program.



Objectives of FFFI

- support food retailing businesses impacted by COVID-19
- ensure low-income and underserved communities are able to maintain healthy food access
- contribute to better health outcomes by improving access to fresh foods
- stimulate investments in businesses that are BIPOC-owned and that serve lower-income BIPOC communities
- remove financing and operating barriers for healthy food retail in lower-income communities
- strengthen the local food system and increase market opportunities for PA farmers
- support the creation and preservation of jobs
- create and retain a qualified workforce



Required fields (cont.)

8,000 character limit

Select and describe how the applicant meets the criteria for **prioritization**.



Priority projects

- Located in, owned by, or primarily serve BIPOC communities (50%+ of 700+ people)
- Minority, Women Service-Disabled Veteran, Veteran, Lesbian, Gay, Bisexual, Transgender, and Disability-Owned Business Enterprises
- In a [Food Desert](#)
- Source and sell PA products
 - Fresh fruits, vegetables, milk and dairy products, meat products



Required fields (cont.)

- Describe how you will use the funds. *8,000 character limit*
- Select the category (Large supermarket, Full Service traditional grocery store, Neighborhood markets and food enterprises)
- Current & Expected Full-time & Part-time employees
- Existing & Additional Square Footage
- Does your business accept SNAP/WIC?
- FFATA (Federal Funding Accountability and Transparency Act)

[https://www.esa.dced.state.pa.us/Addenda/AG/FFFI/Federal%20Funding%20Accountability%20and%20Transparency%20Act%20Sub-Recipient%20Data%20Sheet%20\(05-10-13\)%20\(Master\).pdf](https://www.esa.dced.state.pa.us/Addenda/AG/FFFI/Federal%20Funding%20Accountability%20and%20Transparency%20Act%20Sub-Recipient%20Data%20Sheet%20(05-10-13)%20(Master).pdf)



10. FFATA: Please download and complete the FFATA form and submit along with your application prior to contracting, should you receive an award.

[Download Federal Funding Accountability and Transparency Act Sub-Recipient Data Sheet \(05-10-13\)_ \(Master\).pdf](#)

11. We have implemented an electronic contracting procedure for awarded funds using an e-signature process. Please provide the name, title, and email address of two authorized individuals who will execute a contract, *if awarded*. **One of the signatories must be the President/Chief or Board of Director.** (Please note that the email addresses provided below must be registered with the Keystone Login system prior to contracting, should you receive an award).

1. Name: ◆

Title: ◆

Email: ◆

2. Name: ◆

Title: ◆

Email: ◆

- Name, title, and email address of **two** authorized individuals who will execute a contract, if awarded.
- One must be the President/Chief or Board of Director.
- Email addresses must be registered with the Keystone Login system prior to contracting, should you receive an award.



Deadline to apply

Aug 14

Michael Roth

microth@pa.gov



Questions?



Pasa SUSTAINABLE
AGRICULTURE