REQUEST FOR APPLICATION
The Gus Schumacher Nutrition Incentive Program

FUNDING YEAR:	**FY 2021** **FY 2022** **FY 2023**
APPLICATION DEADLINE:	**March 16th, 2021**
LETTER OF INTENT DEADLINE:	**None Required**
FUNDING AVAILABILITY:	**Approximately $41,600,000**
ASSISTANCE LISTING NUMBER:	**10.331**

INITIAL ANNOUNCEMENT

National Institute of Food and Agriculture, United States (U.S.) Department of Agriculture (USDA).

Catalog of Federal Domestic Assistance. The Gus Schumacher Nutrition Incentive Program is listed in the Assistance Listings under the Catalog of Federal Domestic Assistance number 10.331.

Table 1: Key Dates and Deadlines

Task Description	Deadline
Application:	5:00 P.M. Eastern, **March 16th, 2021**
Letter of Intent:	Not Required
Applicants Comments:	Within six months from the issuance of this notice (*NIFA may not consider comments received after the sixth month*)

Stakeholder Input. The National Institute of Food and Agriculture (NIFA) seeks comments on all request for applications (RFAs) so it can deliver programs efficiently, effectively, with integrity, and with a focus on customer service. NIFA considers comments, to the extent possible when developing RFAs and use comments to help meet the requirements of Section 103(c)(2) of the Agricultural Research, Extension, and Education Reform Act of 1998 (7 U.S.C. 7613(c)(2)). Applicants may submit written comments to Policy@usda.gov (email is for comments only). Please use the following subject line: Response to The Gus Schumacher Nutrition Incentive Program RFA.

EXECUTIVE SUMMARY

This notice identifies the objectives for Gus Schumacher Nutrition Incentive Program (GusNIP) projects, deadlines, funding information, eligibility criteria for projects and applicants, and application forms and associated instructions.

This RFA is being released prior to the passage of a full appropriations act for FY 2021. Enactment of additional continuing resolutions or a full appropriations act may affect the availability or level of funding for this program. The anticipated amount available for grants in FY 2021 is approximately $41,600,000.

NIFA requests applications for the Gus Schumacher Nutrition Incentive Program (GusNIP) for fiscal years (FY) 2021, 2022 and 2023 to support projects to increase the purchase of fruits and vegetables among low-income consumers participating in the Supplemental Nutrition Assistance Program (SNAP) and nutrition assistance by providing incentives at the point of purchase.

1. The anticipated amount available for NIFA to support this program in FY 2021 is approximately$41.6 million.

2. The anticipated amount available for NIFA to support this program in FY2022 is approximately $48.7 million.

3. The anticipated amount available for NIFA to support this program in FY2023 is approximately $51.5 million.

This notice identifies the objectives for GusNIP projects, deadline dates, funding information, eligibility criteria for projects and applicants, and application forms and associated instructions needed to apply for a GusNIP grant.

This RFA solicits applications for three review cycles (2021, 2022, and 2023). Applicants considering applying to the 2022 and 2023 review cycles should check the GusNIP RFA webpage and www.grants.gov after December 15, 2021 for the 2022 Funding Opportunity Number and Application Kit, as well as for any other changes. The 2023 funding opportunity will be released at a later date.

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PART I. FUNDING OPPORTUNITY DESCRIPTION

A. Legislative Authority

In accordance with 7 U.S.C. 7517, the Secretary is authorized to administer The Gus Schumacher nutrition incentive program (GUSNIP). This authority is delegated to the Director of NIFA through the Under Secretary for Research, Education, and Economics (REE) (see 79 FR 44101 (July 30, 2014).

B. Purpose and Priorities

The GusNIP grant program, Assistance Listing 10.331, is aligned with Strategic Goal 7 of the USDA Strategic Plan: Provide all Americans access to a safe, nutritious and secure food supply. The primary goal and objective of the GusNIP program is to fund and evaluate projects intended to "increase the purchase of fruits and vegetables by low-income consumers participating in SNAP by providing incentives at the point of purchase" (7 U.S.C. 7517(b)(2)(A)(ii)(II) as amended). For GusNIP, nutrition incentive grants, NIFA defines "fruits and vegetables" as "any variety of fresh, canned, dried, or frozen whole or cut fruits and vegetables without added sugars, fats, or oils, and salt (i.e. sodium)." The program will test strategies that could contribute to our understanding of how best to increase the purchase of fruits and vegetables by SNAP participants to inform future efforts.

Incentivizing purchases of fruits and vegetables increases their affordability and consumption. For example, in FY 2014, the United States Department of Agriculture (USDA) completed an evaluation of the Healthy Incentives Pilot (HIP), which investigated the impact of making fruits and vegetables more affordable to SNAP participants. Under HIP, SNAP households received 30 cents on every SNAP dollar they spent on targeted fruits and vegetables at participating SNAP-authorized firms including large supermarkets, grocery stores and farmers markets. This pilot operated in Hampden County, MA between November 2011 and December 2012. A rigorous evaluation showed that HIP significantly increased the consumption of targeted fruits and vegetables and this increased consumption was on the order of about one quarter of a cup per day. The final evaluation report is available online at Healthy Incentives Pilot Final Evaluation Report.

All GusNIP nutrition incentive grants must do the following: (1) aim to increase the purchase of fruits and vegetables by low-income consumers participating in SNAP by providing incentives at the point of purchase; (2) operate through authorized and reported SNAP firms per Part I Section D of this RFA titled "Program Policy", and in compliance with all relevant SNAP regulations and operating requirements; (3) agree to participate in the GusNIP comprehensive program evaluation, including required project data collection, sharing of data with the Nutrition Incentive Program Training, Technical Assistance, Evaluation, and Information Center (NTAE) and use of Data Use Agreements and Memorandum of Understanding (MOU) as outlined in Part IV § B and Part I § D of this RFA (Content and Form of Application Submission and Program Policy, respectively); and (4) ensure that the same terms and conditions apply to purchases made by individuals with SNAP benefits and with incentives provided under the GusNIP grant program as apply to purchases made by individuals who are not members of households receiving benefits as provided in 7 C.F.R. 278.2(b).

Applicants must submit a letter of support from applicable SNAP State Agencies as part of their grant application.

In reviewing applications submitted in response to this RFA, and depending on the type of GusNIP grant or project (as described in further detail in Part I, C.1, C.2, and C.3), NIFA will give priority to projects that:

- Maximize the share of funds used for direct incentives to participants;
- Use direct-to-consumer sales marketing;
- Demonstrate a track record of designing and implementing successful nutrition incentive programs that connect low-income consumers and agricultural producers;
- Provide locally or regionally produced fruits and vegetables;
- Include a project design (1) that provides incentives when fruits or vegetables are purchased using supplemental nutrition assistance program benefits; and (2) in which the incentives earned may be used only to purchase fruits or vegetables;
- Have demonstrated the ability to provide services to underserved communities and/or economically distressed communities, particularly Opportunity Zones;
- Include coordination with multiple stakeholders, such as farm organizations, nutrition education programs, cooperative extension services, public health departments, health providers, private and public health insurance agencies, cooperative grocers, grocery associations, and community-based and non-governmental organizations;
- Offer supplemental services in high-need communities, including online ordering, transportation between home and store, and delivery services;
- Include food retailers (firms) that are open (1) for extended hours and (2) most or all days of the year.

Grantees that receive GusNIP funds and receive funds or collaborate with other USDA nutrition education programs, such as SNAP-Ed or EFNEP, should keep in mind:

- These USDA programs are evidence-based and help people lead healthier lives. They teach people about good nutrition, how to make their food dollars stretch further, and how to be physically active.
- While GusNIP and nutrition education programs are encouraged to form partnerships and collaborations to leverage resources, Federal nutrition education program funds may not be used to provide actual cash or other financial incentives.
- SNAP-Ed funds can be used for policy, systems and environmental change interventions, such as working with firms on fruit and vegetable product placement, and social marketing in addition to educational efforts at venues such as Farmers Markets, Senior Centers, Child Care locations. Similarly, EFNEP funds can be used for educational efforts at venues serving people with limited financial resources.

The GusNIP grant program presents the opportunity to bring together stakeholders from distinct parts of the food system and to foster understanding of how they might improve the nutrition and health status of participating households receiving incentives through the purchase of fruits and vegetables.

Produce Prescription Grants, which are a distinct type of GusNIP grant, also present an opportunity to bring together stakeholders from various parts of the food and healthcare systems

and to foster understanding of how they might improve the health and nutrition status of participating households prescribed fresh fruits and vegetables in addition to educational opportunities relating to nutrition to members participating in a produce prescription project.

Produce Prescription Grants are aimed at groups developing county, multi-county, and state-wide programs, partnering with one or more healthcare entities. Pilot Produce Prescription Projects may be aimed at groups developing programs at less than the county level. The primary purpose of the produce prescription grants is to conduct projects that demonstrate and evaluate the impact of the projects on (1) the improvement of dietary health through increased consumption of fruits and vegetables; (2) the reduction of individual and household food insecurity; and (3) the reduction in healthcare use and associated costs.

In carrying out a project using a produce prescription grant an eligible entity shall partner with 1 or more healthcare partners. Full application requirements for Produce Prescription program area begin on page 14. Handling of baseline data and data collection will be addressed in the Data Management Plan (DMP) in accordance with the Part IV(B) of this RFA.

eXtension. GusNIP encourages (but does not require) projects that develop content suitable for delivery through eXtension

Global Engagement. NIFA supports global engagement that advances U.S. agricultural goals. NIFA recognizes that collaboration with international partners may be necessary to attain the agency's goals for U.S. agriculture, promote global competence of our nation's future agricultural workforce, and promote safe and nutritious food security in a growing world. Therefore, although application to this RFA is limited to eligible U.S. institutions, applicants may collaborate with international partners, to include subcontracts to international partners or other institutions. Applications must clearly demonstrate benefits to the U.S.

The Gus Schumacher Nutrition Incentive Program is aligned with the following USDA Strategic Goals:

1. Strategic Goal 7: Provide all Americans Access to a Safe, Nutritious, and Secure Food Supply.

The Gus Schumacher Nutrition Incentive Program also aligns with the USDA Science Blueprint:

1. Theme 3 - Food and Nutrition Translation

Additional requirements on expected performance goals, indicators and targets may be required as a condition of award.

C. Program Area Description

NIFA is soliciting applications under the following program areas:
There are three types of GusNIP Grants:

- Nutrition Incentive Grants;
- Produce Prescription Grants; and
- Cooperative Agreements (not available every year).

Project types within these respective grant types are as follows:

- Pilot Projects;
- Standard Projects; and
- Large Scale Projects.

In FY 2021, applicants may submit proposals for Nutrition Incentive Grants and Produce Prescription Grants.

Nutrition Incentive Grants;

Table 2 GusNIP Pilot Projects (FPP) Key Information

Title	Description
Program Code:	FPP
Program Code Name:	GusNIP Pilot Projects (FPP)
CFDA Number	10.311
Project Type:	Pilot Project
Grant Type:	Nutrition Incentive Grant
Application Deadline	March 16th 2021
Grant Duration:	Project Period up to one year
Anticipated # of Awards:	
Maximum Award Amount:	Not to Exceed approximately $100,000

GusNIP Pilot Projects (FPP) program area supports the development of projects with an infusion of federal dollars to pilot innovative strategies to increase the purchase of fruits and vegetables (as defined in Subpart VIII (D) of this document) by low-income consumers participating in the Supplemental Nutrition Assistance Program (SNAP) by providing incentives at the point of purchase. FPPs must operate through authorized SNAP firms and comply with all relevant SNAP regulations and operating requirements. FPPs are aimed at new entrants seeking funding for an innovative project in the early stages of incentive program development. The projects should be designed to create novel community-based food incentive projects with objectives, activities, and outcomes that are in alignment with the GusNIP grant program's primary goals to bring together stakeholders from distinct parts of the food system and to foster understanding of how they might improve the nutrition and health status of participating households receiving incentives through the purchase of fruits and vegetables.

Preference will be given to pilot projects that do one or more of the following:

a) Maximize the share of funds used for direct incentives to participant;

b) Use direct-to-consumer sales marketing;

c) Demonstrate a track record of designing and implementing successful nutrition incentive programs that connect low-income consumers and agricultural producers;

d) Provide locally or regionally produced fruits and vegetables;

e) Include a project design (1) that provides incentives when fruits or vegetables are purchased using supplemental nutrition assistance program benefits; and (2) in which the incentives earned may be used only to purchase fruits or vegetables;

f) Have demonstrated the ability to provide services to underserved communities; and/or economically distressed communities, particularly Opportunity Zones;

g) Include coordination with multiple stakeholders, such as farm organizations, nutrition education programs, cooperative extension services, public health departments, health providers, private and public health insurance agencies, cooperative grocers, grocery associations, and community-based and non-governmental organizations;

h) Offer supplemental services in high-need communities, including online ordering, transportation between home and store, and delivery services; and

i) Include food retailers (firms) that are open (1) for extended hours and (2) most or all days of the year.

Examples of FPPs include, but are not limited to, innovative strategies, and technology working at point of purchase with SNAP authorized firms, including food stores, market stands, farmers' markets, community supported agriculture programs (CSAs), marketing and consumer cooperatives, and other SNAP authorized firms.

Project Self-Evaluation. All projects must involve SNAP participants. All FPPs must submit a project proposal that includes a method of evaluating the success of the program in developing a viable project. Because GusNIP Pilot Projects are in the earliest stages of development and would not offer a fair test of effectiveness, they will only be required to submit limited information and data for the comprehensive program evaluation that will inform the Department of potential new strategies and promising new programs to consider in future funding cycles. Project assessments must follow USDA guidelines to ensure an appropriate level of comparability of methods, outcomes, and measures. FPP grantees will be required to provide their self-assessment data to the Nutrition Incentive Program Training, Technical Assistance, Evaluation, and Information Centers (NTAE).

GusNIP Projects (FIP)

Table 3: GusNIP Projects (FIP) Key Information

Title	Description
Program Code:	FIP
Program Code Name:	GusNIP Projects (FIP)
CFDA Number	10.311
Project Type:	Standard Project
Grant Type:	Nutrition Incentive Grant
Application Deadline	March 16th 2021
Grant Duration:	Project Period up to 4 years
Anticipated # of Awards:	
Maximum Award Amount:	Not to Exceed approximately $500,000

GusNIP Projects (FIP) program area supports the development and evaluation of projects to increase the purchase of fruits and vegetables (as defined in Part VIII D. of this RFA) by low-income consumers participating in SNAP by providing incentives at the point of purchase. The projects will test strategies that could increase the purchase of fruits and vegetables by SNAP participants to inform future efforts.

FIPs should be designed to create or support local community-based food projects with objectives, activities, and outcomes that are in alignment with the GusNIP grant program's primary goals.

FIP(s) are aimed at mid-sized groups developing incentive programs at the local or state level; organizations in this category are typically not new to implementing such programs, although projects are required to expand the breadth, scope or reach of these programs. FIPs do not supplant current programming. FIPs are not in the pilot stages of development and should have established relationships with necessary partners and collaborators. FIPs must operate through authorized SNAP firms and comply with all relevant SNAP regulations and operating requirements. These projects present the opportunity to bring together stakeholders from distinct parts of the food system and to foster understanding of how they might improve the nutrition and health status of participating households receiving incentives through the purchase of fruits and vegetables.

Preference will be given to projects that do one or more of the following:

a) Maximize the share of funds used for direct incentives to participants;

b) Use direct-to-consumer sales marketing;

c) Demonstrate a track record of designing and implementing successful nutrition incentive programs that connect low-income consumers and agricultural producers;

d) Provide locally or regionally produced fruits and vegetables;

e) Include a project design (1) that provides incentives when fruits or vegetables are purchased using supplemental nutrition assistance program benefits; and (2) in which the incentives earned may be used only to purchase fruits or vegetables;

f) Have demonstrated the ability to provide services to underserved communities; and/or economically distressed communities, particularly Opportunity Zones;

g) Include coordination with multiple stakeholders, such as farm organizations, nutrition education programs, cooperative extension services, public health departments, health providers, private and public health insurance agencies, cooperative grocers, grocery associations, and community-based and non-governmental organizations;

h) Offer supplemental services in high-need communities, including online ordering, transportation between home and store, and delivery services;

i) Include food retailers (firms) that are open (1) for extended hours and (2) most or all days of the year; and

j) Use effective and efficient benefit redemption technologies.

Examples of FIPs include, but are not limited to, innovative strategies, and technology working at point of purchase with SNAP authorized firms, including food stores, market stands, farmers' markets, CSAs, marketing and consumer cooperatives, and other SNAP authorized firms.

Project Self-Evaluation. All FIPs must involve SNAP participants and include an evaluation of whether the project met its goals and objectives. Project evaluations must follow USDA guidelines to ensure an appropriate level of comparability of methods, outcomes, and measures. All FIPs grantees will be required to collect core participant-level and firm-level metrics, cooperate with and contribute core participant-level and firm-level data to the Nutrition Incentive Program Training, Technical Assistance, Evaluation, and Information Centers (NTAE).

GusNIP Large Scale Projects (FLSP)

Table 4: GusNIP Large Scale Projects (FLSP) Key Information

Title	Description
Program Code:	FLSP
Program Code Name:	GusNIP Large Scale Projects (FLSP)
CFDA Number	10.311
Project Type:	Large Scale Project
Grant Type:	Nutrition Incentive Grant
Application Deadline	March 16th 2021
Grant Duration:	Project Period up to 4 years
Anticipated # of Awards:	
Maximum Award Amount:	$500,001 or more

The primary purpose of the GusNIP Large Scale Projects (FLSP) program area is to develop and evaluate projects to increase the purchase of fruits and vegetables (as defined in Part VIII D of this RFA) by low-income consumers participating in SNAP by providing incentives at the point of purchase. The projects will test strategies that could contribute to our understanding of how best to increase the purchase of fruits and vegetables by SNAP participants to inform future efforts.

FLSPs are designed to create or support multi-county, State-wide and regional incentive programs. FLSPs should be coordinated food projects with objectives, activities, and outcomes that align with the GusNIP grant program's primary goals to bring together stakeholders from distinct parts of the food system and to foster understanding of how they might improve the nutrition and health status of participating households receiving incentives through the purchase of fruits and vegetables. Projects must operate through authorized SNAP firms and comply with all relevant SNAP regulations and operating requirements. Projects are required to expand the breadth, scope or reach of these programs. FLSPs do not supplant current programming.

Preference will be given to projects that do one or more of the following:

a) Maximize the share of funds used for direct incentives to participants;

b) Use direct-to-consumer sales marketing;

c) Demonstrate a track record of designing and implementing successful nutrition incentive programs that connect low-income consumers and agricultural producers;

d) Provide locally or regionally produced fruits and vegetables;

e) Include a project design (1) that provides incentives when fruits or vegetables are purchased using supplemental nutrition assistance program benefits; and (2) in which the incentives earned may be used only to purchase fruits or vegetables;

f) Have demonstrated the ability to provide services to underserved communities; and/or economically distressed communities, particularly Opportunity Zones;

g) Include coordination with multiple stakeholders, such as farm organizations, nutrition education programs, cooperative extension services, public health departments, health providers, private and public health insurance agencies, cooperative grocers, grocery associations, and community-based and non-governmental organizations;

h) Offer supplemental services in high-need communities, including online ordering, transportation between home and store, and delivery services;

i) Include food retailers (firms) that are open (1) for extended hours and (2) most or all days of the year; and

j) Use effective and efficient benefit redemption technologies.

GusNIP Large Scale Projects include, but are not limited to, innovative strategies, and technology working at point of purchase with SNAP authorized firms, including food stores, market stands, farmers' markets, CSAs, marketing and consumer cooperatives, and other SNAP authorized firms.

Project Self-Evaluation. All projects must involve SNAP participants and include an evaluation of whether the project met its goals and objectives. Project evaluations must follow USDA guidelines to ensure an appropriate level of comparability of methods, outcomes, and measures. A higher level of rigor will be expected for the FLSP evaluations. All FLSPs grantees will be required to collect core participant-level and firm-level metrics, cooperate with and contribute core participant-level and firm-level data to the Nutrition Incentive Program Training, Technical Assistance, Evaluation, and Information Centers (NTAE).

Produce Prescription (PPR)

Table 5: Produce Prescription (PPR) Key Information

Title	Description
Program Code:	PPR
Program Code Name:	Produce Prescription (PPR)
CFDA Number	10.311
Project Type:	Pilot Projects and Standard Projects
Grant Type:	Produce Prescription Grant
Application Deadline	March 16th 2021
Grant Duration:	Project Period up to 3 years
Anticipated # of Awards:	
Maximum Award Amount:	Approximately $500,000 or less; total available is approximately $4.8 million in FY2021; approximately $5.3 million in FY2022; and approximately $5.6 million in FY2023 –

Not more than ten percent of the total funding may be allocated towards the PPR program area. NIFA anticipates allocating 10 percent of the GUSNIP funding for PPR grants, which is currently estimated at approximately $4.8 million in FY2021; approximately $5.3 million in FY2022; and approximately $5.6 million in FY2023.

In carrying out a project using a PPR grant an eligible entity shall partner with 1 or more healthcare partners. Standard Projects are aimed at groups developing county, multi-county, and state-wide programs. Pilot Projects may be aimed at groups developing programs at less than the county level. The primary purpose of the PPR program area is to conduct projects that demonstrate and evaluate the impact of the projects on (1) the improvement of dietary health through increased consumption of fruits and vegetables; (2) the reduction of individual and household food insecurity; and (3) the reduction in healthcare use and associated costs.

To be eligible to receive a PPR grant an eligible entity must prescribe fresh fruits and vegetables to members; and either provide financial or non-financial incentives for members to purchase or procure fresh fruits and vegetables; provide educational resources on nutrition to members; or establish additional accessible locations for members to procure fresh fruits and vegetables. Individuals can participate in the PPR program if they are eligible for the following: (1) benefits under the Food and Nutrition Act of 2008 (7 U.S.C. 2011 et seq.); or (2) medical assistance under a State plan or a waiver of such a plan under title XIX of the Social Security Act (42 U.S.C. 1396 et seq.) and enrolled under such plan or waiver; and (3) a member of a low-income household that suffers from, or is at risk of developing, a diet-related health condition. Applicants should request a budget and project period commensurate with the proposed project.

Application. An application must identify the one or more healthcare partners with which the eligible entity is partnering with and include a description of the methods by which an eligible entity must:

- Screen and verify eligibility for members for participation in a produce prescription project. This may be a one- or two-part verification process;
- Implement an effective produce prescription project, including the role of each healthcare partner in implementing the produce prescription project;
- Evaluate members participating in a produce prescription project with respect to the impact of the project participation on (1) the improvement of dietary health through increased consumption of fruits and vegetables; (2) the reduction of individual and household food insecurity; and (3) the reduction in healthcare use and associated costs;
- Provide educational opportunities relating to nutrition to members participating in a produce prescription program; and
- Inform members of the availability of produce prescription program, including locations at which produce prescriptions may be redeemed.

Additional Application Requirements:

- Include a description of any additional non-profit or emergency feeding organizations that shall be involved in the project and the role of each in implementing and evaluating an effective PPR grant;
- Include documentation of a partnership agreement with a relevant State Medicaid agency, hospital, hospital or clinic operated by the Secretary of Veterans Affairs, Federally qualified health center, healthcare provider group, Tribal health center, public health departments or private and public health insurance agencies to evaluate the effectiveness of the produce prescription project in reducing healthcare use and associate costs;
- Collect core participant-level and firm-level metrics, cooperate with and contribute core participant-level and firm-level data to the Nutrition Incentive Program Training, Technical Assistance, Evaluation, and Information Centers (NTAE) evaluation report;
- Include an agreement stating your organization intends to share information and core data with the Nutrition Incentive Program Training, Technical Assistance, Evaluation, and Information Centers (NTAE).

Project Self-Evaluation. All projects must involve eligible participants under PPR and include an evaluation of whether the project met its goals and objectives. Project evaluations must follow USDA guidelines to ensure an appropriate level of comparability of methods, outcomes, and measures. A higher level of rigor will be expected for the PPR evaluations. All PPRs grantees will be required to collect core participant-level and firm-level metrics, cooperate with and contribute core participant-level and firm-level data to the Nutrition Incentive Program Training, Technical Assistance, Evaluation, and Information Centers (NTAE).

The following applies under the PPR program area:

In general, the value of any benefit provided to a participant in any activity funded under the PPR will be treated as supplemental nutrition benefits under section 8(b) of the Food and Nutrition Act of 2008 (7 U.S.C. 2017 (b)).

The following applies to all GusNIP grant types (Nutrition Incentive Grants and Produce Prescription Grants)

a) Prohibition on Collection of Sales Taxes. Each State must ensure that no State or local tax is collected on a purchase of food with assistance provided under GusNIP grants
b) No limitation of benefits. Grants made available under GusNIP cannot be used to carry out any project that limits the use of benefits under the Food and Nutrition Act of 2008 (7 U.S.C. 2011 et seq.) or any other Federal nutrition law.
c) Household Allotment. Assistance provided under GusNIP to households receiving benefits under the supplemental nutrition assistance program must not:
    i) be considered part of the supplemental nutrition benefits of the household; or
    ii) be used in the collection or disposition of claims under section 13 of the Food and Nutrition Act of 2008 (7 U.S.C. 2022).

D. Program Policy

This section deals with certain aspects of GusNIP and SNAP policies as they pertain to the GusNIP grant program. This section also deals with policies regarding the participation of firms (e.g., convenience stores, grocery stores, farmers markets, direct-marketing farmers) participating in GusNIP grant projects. “Firm” is defined at 7 CFR 271.2. Questions regarding the policies discussed below may be directed to sm.fn.GusNIP@usda.gov General questions about SNAP and Electronic Benefits Transfer (EBT) should be directed to USDA FNS’s Ask the Expert system at: Ask the Expert (→ “Nutrition” → “Supplemental Nutrition Asst. Prgm.”). This system can provide prompt answers for general SNAP inquiries.

1. Definition of Incentive

The term “incentive” means any financial inducements that would increase the purchase and consumption of GusNIP qualifying fruits and vegetables by SNAP clients.

a) Examples of allowable financial incentives include coupons or gift cards redeemable for GusNIP qualifying fruits and vegetables.

b) Examples of unallowable incentives include, but are not limited to, giveaways of alcohol, tobacco, firearms, and lottery tickets.

The cost of incentives must be allowable under the applicable cost principles in 2 CFR part 200, Subpart E. Unallowable incentives may not be paid for with either Federal or matching funds.

2. Firm Requirements

GusNIP Qualifying Fruits and Vegetables. A GusNIP grant project must incentivize the purchase of GusNIP qualifying fruits and vegetables. Such GusNIP qualifying fruits or vegetables would be considered SNAP staple foods in the fruit or vegetable staple food category.

GusNIP grantees may choose to only incentivize a narrower subset of the GusNIP qualifying fruit or vegetable category (e.g., incentivize only fresh, local fruit). For example, some grantees have chosen to incentivize the fruits and vegetables that appear on their States' Special Supplemental Nutrition Assistance Program for Women, Infants, and Children (WIC) Approved Products List (APL). This is an acceptable subset of fruits and vegetables to incentivize under GusNIP. It should be noted, however, that some States' WIC APLs may exclude products that would otherwise be considered GusNIP qualifying fruits and vegetables (e.g., white potatoes). Some GusNIP grantees have, nevertheless, opted to incentivize only fruits and vegetables that appear on their States' WIC APLs as this simplifies implementation with their participating firms. GusNIP grantees that seek to incentivize only a narrower subset of the GusNIP qualifying fruit or vegetable category must justify this in their proposal.

GusNIP grantees may not incentivize only specific brand names or product lines of qualifying fruits or vegetables, nor may GusNIP grantees incentivize only a specific subset of GusNIP qualifying fruits or vegetables that are not considered by FNS and NIFA to advance the spirit or purpose of the GusNIP grant program.

The definition of GusNIP qualifying fruits and vegetables for nutrition incentive grants includes any variety of fresh, canned, dried, or frozen whole or cut fruits and vegetables without added sugars, fats, or oils, and salt (i.e. sodium). Examples of GusNIP qualifying fruits and vegetables include, but are not limited to, the following: frozen spinach, fresh apples, sundried tomatoes, 100% orange juice, and canned artichoke hearts (so long as these products contain no added sugars, fats, oils, or salts). SNAP eligible seeds and plants intended for cultivation and consumption (e.g., tomato seeds or tomato plants) and fresh herbs (e.g., fresh basil, thyme, or mint) are also considered GusNIP qualifying fruits and vegetables.

Examples of fruit-based and vegetable-based products that do not qualify for the purposes of GusNIP include accessory food items such as powdered, dried, or extracted herbs and spices, fruit punch (less than 100% fruit juice), honey, ketchup and other condiments, as well as multiple ingredient food items that are not primarily composed of qualifying fruits and vegetables (such as pastries containing fruit, frozen pizza pies, or burritos). If you are uncertain as to whether a fruit or vegetable product qualifies for the purposes of GusNIP, please check the ingredients panel for the presence of the four aforementioned additives. If sugars, fats, oils, or salts are present as a listed ingredient on the product's nutrition label, then that product is generally not considered a GusNIP qualifying fruit or vegetable.

GusNIP allows the use of incentives only for qualifying fruits and vegetables. Incentives cannot be used for purchase or redemption of any other SNAP eligible food. Additionally, a "no purchase required" mechanism and non-financial incentives are allowable only for the Produce

Prescription Grants. For all other GusNIP grants a purchase is required, and non-financial incentives are not allowed.

Sales Tax. Per Section 4405(a)(3) of the Food, Conservation, and Energy Act of 2008 (the 2008 Farm Bill), as amended by Section 4208 of the Agricultural Act of 2014 (the 2014 Farm Bill), no State or local sales tax shall be collected on any purchase of food made using GusNIP grant incentives.

Equal Treatment. Because the statutory language of the 2018 Farm Bill requires GusNIP grantees to provide incentives specifically to SNAP clients, the equal treatment provision of 7 CFR §278.2(b) and 7 CFR §274.7(f) does not apply to GusNIP grantees for the purpose of providing incentives under the grant.

Refunds. Farmers Markets (FMs) with one central EBT point-of-sale (POS) terminal often utilize scrip or tokens for the redemption of SNAP benefits. Under such a system, SNAP households swipe their EBT cards at the FM's central EBT POS terminal for a declared amount and receive specially marked tokens which can only be spent on eligible food at the FM's stalls and booths. If, after shopping, SNAP households still possess an excess of these tokens they may return to the FM's central EBT POS terminal for a refund on such tokens.

Refunds, both for such tokens and for any product purchased with SNAP benefits, can never be made in cash. Providing cash refunds for SNAP scrip or items purchased with SNAP benefits is considered trafficking SNAP benefits. This is a serious violation of SNAP rules and can have lasting legal ramifications for any firm engaging in such practices. Refunds of SNAP scrip and purchases made with SNAP benefits must be returned to the SNAP household's EBT card through a refund transaction on an EBT POS device.

Incentives received through a GusNIP grant are intended to increase the consumption of qualifying fruits and vegetables and must be spent accordingly. The returning or refunding of GusNIP benefits is not consistent with the intention of the GusNIP grant program. While spoiled or undesired food products purchased with GusNIP benefits may be exchanged for equivalent food products at the firm's discretion, GusNIP benefits may neither be refunded with cash, nor refunded onto a SNAP household's EBT card through a refund transaction on an EBT POS device.

Therefore, if an FM using a scrip system utilizes a distinct GusNIP benefit token (i.e., valid only for GusNIP qualifying fruits and vegetables), such tokens may only be redeemed as intended at the FM; they may not be refunded or exchanged.

SNAP Firm Data Confidentiality. Under 7 CFR §278.1(q), certain forms of SNAP firm information are prohibited from disclosure. Local and State SNAP Agencies may not disclose such firm data to GusNIP grantees. The names and addresses of SNAP authorized firm are available to the public and can be obtained via the SNAP Retailer Locator.

However, the FNS number for individual firms is not public information and is subject to restrictions in SNAP regulations at 7 CFR §278.1(q); therefore, it must be obtained directly from the firm. Likewise, SNAP redemption or transaction data at the individual firm level is considered protected data and must be obtained directly from the firm. GusNIP grantees should

work in close concert with their participating firm in order to obtain any such required information. Both the FNS number and individual firm transaction/redemption data, while necessary for data collection and evaluation purposes, are protected and shall not be published in a public report. SNAP firm transactions/redemptions should only be reported in aggregate.

Whenever transmitting any confidential SNAP firm data to FNS or NIFA, this data must be password protected.

Changes in Grantee Primary Point of Contact. As described in Part VIII § A (2) of this RFA, all grantees are required to inform the USDA regarding any changes in their grant project's primary point(s) of contact. At the very least this means that grantees must inform NIFA and FNS points of contact of any change to their Project Directors (PDs) no more than 10 calendar days after the change occurs. Grantees are also strongly encouraged to inform NIFA and FNS points of contact of changes to other primary grantee points of contact in a timely fashion. The NIFA and FNS points of contact are listed in Part VII. As necessary, NIFA will provide updates to USDA points of contacts to all grantees.

Allowable Participation of Firms in your Grant Project. It is necessary to partner with firms to conduct a grant project. Before a firm can participate in a GusNIP grant, the following steps must occur in this order:

1. If the firm is not already SNAP authorized, the firm applies for and obtains SNAP Authorization;

2. The grantee and firm sign a MOU (for more regarding this MOU, see below);

3. The firm submits the signed MOU to the SNAP Retailer Service Center;

4. The grantee submits to FNS the firm's information (i.e., FNS number, firm name, firm address); and,

5. FNS responds within 30 calendar days to approve or deny the participation of the firm.

This application process may take up to 60 calendar days, so it is important that GusNIP grantees work closely with their firms to ensure that this firm approval process is not delayed. More information is available regarding this process online at: FINI Grant Program. The Gus Schumacher Nutrition Incentive Grant Program was formerly known as the Food Insecurity Nutrition Incentive (FINI).

Memorandum of Understanding between Grantee and Firm(s). GusNIP grantees must work with their prospective firm(s) to obtain a MOU before that firm can participate in the GusNIP grant. The MOU must be signed and dated by the grantee project director(s) and all of the firm's owners. If the grantee is working with a chain of centrally owned and operated firms, then one MOU that includes all relevant information on every participating firm location will be sufficient. The MOU must be accompanied by a coversheet bearing the GusNIP grantee name, the GusNIP grant award number, the firm's name(s), the firm's FNS number(s), and the phrase "GusNIP Grantee-Firm MOU Attached".

The MOU must be submitted by the firm to the SNAP Retailer Service Center before USDA can approve the firm to participate in a GusNIP grant project and must include the following information:

- The name of the firm (including any other names the firm does business as or under);
- The street address of the firm;
- The mailing address of the firm (if different than the street address of the firm);
- The firm's FNS number;
- The firm's hours and days of operation;
- The proposed start date of the firm's participation in the grantee's GusNIP grant;
- The expected end date of the firm's participation in the grantee's GusNIP grant;
- A general description of the incentives being offered at the firm as part of the project;
- A general description of any other waivers expected, requested, received, or applicable to the firm's involvement in the project;
- An acknowledgement that the firm will provide the grantee with all incentive transaction- related data necessary for a robust evaluation of the GusNIP grant and that this data will be furnished to NIFA and FNS;
- An acknowledgement that the firm will follow all relevant GusNIP and SNAP rules including, but not limited to, the following:
    i. The firm will only accept incentives for GusNIP qualifying fruits or vegetables;
    ii. The firm will never accept incentives for ineligible products (i.e., non-food, alcohol, tobacco, or hot food products);
    iii. The firm will never exchange incentives for cash (i.e., trafficking);
    iv. The firm will never provide cash or SNAP EBT change for incentives;
    v. The firm will never provide cash or SNAP EBT refunds for incentives;
    vi. The firm will never accept incentives from individuals known not to be legally entitled to possess incentives;
    vii. The firm will never accept incentives to pay credit accounts; and,
    viii. The firm will never knowingly provide false information of a substantive nature regarding their participation in the grant project.
- An acknowledgement that any firm's failure to abide by GusNIP and SNAP rules may result in SNAP disqualification, civil money penalties, and/or criminal penalties;
- Further, that any firm's failure to abide by GusNIP and SNAP rules may resultt in rescission, in whole or in part, of grant funds; and
- An acknowledgement that grantees are responsible for overseeing firms participating in their grant project to ensure that SNAP and GusNIP rules are followed. Grantees will be held responsible for instances of noncompliance that occur at any of their participating firms.

Misuse of Grant Funds. In cases in which GusNIP grant funds have been spent on unallowable expenses or otherwise misallocated, the USDA will require that the grantee repay the full amount of grant funds that have been misallocated.

Grantee Noncompliance with Program Policy. Grantees and their participating firms are expected to comply with all of the policies and requirements laid out in this RFA document as well as any GusNIP or SNAP policies or requirements further clarified in Q&As, memoranda, or other relevant USDA documents (including all applicable provisions of the Food and Nutrition Act of 2008 and SNAP regulations at 7 CFR 278). Grantees will be notified in writing of instances of noncompliance and will face serious repercussions for repeated instances of noncompliance.

Examples of such noncompliance include, but are not limited to, failure to timely report a change of Project Director (PD), failure to provide required evaluation data to Nutrition Incentive Program Training, Technical Assistance, Evaluation, and Information Center (NTAE), allowing unapproved firms to participate in a project, and/or incentivizing ineligible products.

First Instance of Noncompliance. If the grantee or the grantee's firms fail to comply with GusNIP or SNAP rules and this is the first instance of noncompliance associated with that grantee, then the USDA will notify the grantee of the issue in writing and establish a timeline for corrective action. The general timeline for such corrective action is 30 calendar days, although the timeline may be extended or shortened depending on the nature and extent of the issue at hand at the discretion of the USDA.

If the grantee fails to take required corrective action within the established timeline, then the USDA will immediately suspend that grantee's access to grant funds. Access to grant funds will be restored when corrective action has been taken.

Second Instance of Noncompliance. If the grantee or the grantee's firms fail to comply with GusNIP or SNAP rules and this is the second instance of noncompliance associated with that grantee, then the USDA will immediately suspend that grantee's access to grant funds, notify the grantee of the issue in writing and establish a timeline for corrective action. The general timeline for such corrective action is 30 calendar days, although the timeline may be extended or shortened depending on the nature and extent of the issue at hand at the discretion of the USDA. Access to grant funds will be restored when corrective action has been taken.

Third Instance of Noncompliance. If the grantee or the grantee's firms fail to comply with GusNIP or SNAP rules and this is the third instance of noncompliance associated with that grantee, then the USDA will immediately suspend that grantee's access to grant funds, notify the grantee of the issue in writing and establish a timeline for corrective action. In addition, the USDA will rescind 10% of the total Federal grant funding. The general timeline for such corrective action is 30 calendar days, although the timeline may be extended or shortened depending on the nature and extent of the issue at hand at the discretion of the USDA. Access to the remaining grant funds will be restored when corrective action has been taken.

Further Instances of Noncompliance. If the grantee or the grantee's firms fail to comply with GusNIP or SNAP rules and more than three such instances of noncompliance have

already been documented, then the USDA will rescind the remaining Federal GusNIP grant funds in their entirety.

Considering a History of Noncompliance during Application Evaluation. A history of noncompliance with GusNIP or any other USDA grant policies and requirements will be considered during the grant application evaluation process as detailed in Part V. B, Evaluation Criteria.

Required Cashier Training and Advertising Plan. GusNIP grants succeed best when cashiers and on-site staff are well-trained and involved as stakeholders in the project. Additionally, no GusNIP grant can succeed in reaching SNAP recipients without some form of project promotion, outreach, or advertising. Therefore, FLSP and FIP program area grantees must include a detailed plan for cashier/staff training and advertising of their grant project in their grant application. If the grantee wishes to significantly change this plan after the grantee is awarded, then the grantee must notify NIFA and FNS in writing and receive approval for the proposed change.

Required Self-Evaluation Plan and Evaluation Reporting. As noted in Part I. C, FIP, FLSP, and PPR program area grantees must involve eligible participants and include an evaluation of whether the project met its goals and objectives. Project self-evaluations must follow USDA guidelines to ensure an appropriate level of comparability of methods, outcomes, and measures. To ensure that project self-evaluations follow USDA guidelines, NIFA and FNS will rigorously review the project self- evaluation plan submitted as a part of the GusNIP grant application. FIP, FLSP, and PPR program area awardees will be expected to provide annual updates to NIFA and FNS on the progress and outcomes of their project self-evaluation including a final self-evaluation report at the conclusion of their grant project. If FIP, FLSP, or PPR grantees wish to significantly change their project self-evaluation, then they must first notify and receive approval from NIFA and FNS. Due to their increased scale and sophistication, more rigorous standards will be applied to the USDA assessment of FLSP and PPR program area projects self-evaluations. FIP, FLSP, and PPR grantees are also required to cooperate with and contribute to the Nutrition Incentive Program Training, Technical Assistance, and Evaluation Center (NTAE), this includes using core participant-level and firm-level metrics and providing these data to the NTAE so that data can be aggregated to evaluate the impact across GusNIP grant projects.

PART II. AWARD INFORMATION

A. Available Funding

The anticipated amount available for NIFA to support this program is approximately $41.6 million in FY 2021; approximately $48.7 million in FY 2022; and approximately $51.5 million in FY 2023. This RFA is being released prior to the passage of a full appropriations act for FY 2021, FY 2022 and FY 2023. Enactment of additional continuing resolutions or a full appropriations act may affect the availability, level of funding, or cause potential funding delays for FY 2021, FY 2022 and FY 2023.

The funds will be awarded through grants. USDA is not committed to fund any particular application or to make a specific number of awards. The Automated Standard Application for Payments, operated by the Department of Treasury, Bureau of Fiscal Service, is the designated payment system for awards resulting from this RFA.

B. Types of Application

NIFA will evaluate applications using the criteria described in Part V of this RFA.
In FY 2021, applicants may submit the following types of applications:

1. ***New application*:** New applications will be evaluated using the criteria described in Part V of this RFA and are subject to the due dates herein (see Appendix III for definition).
2. ***Resubmitted application*:** Resubmitted applications must include the response to the previous review panel summary and are subject to the same criteria and due dates herein. Resubmitted applicants must enter the NIFA-assigned proposal number of the previously submitted application in the *Federal Field (Field 4)* on the application form (see Appendix III for definition).

C. Project and Grant Types

1. Grant Types

Applicants must select the appropriate GusNIP grant type specified within the relevant program area description in Part I, C of the RFA. This grant program will only accept one grant application per project team for each GusNIP grant type for this RFA.

There are three grant types available across the GusNIP grant program. These are (a) Nutrition Incentive Grants; (b) Produce Prescription Grants; (c) Cooperative Agreements. Not all grant types are solicited within each RFA or by each program area priority within each RFA. Applicants should refer to the specific program area description in Part I, C of the RFA for the appropriate GusNIP grant type.

a) Nutrition Incentive Grants

The primary purpose of the GusNIP Nutrition Incentive Grants is to develop and evaluate projects to increase the purchase of fruits and vegetables by low- income consumers participating in SNAP by providing incentives at the point of purchase. For nutrition incentive grants fruits and vegetables are defined as any variety of fresh, canned, dried, or frozen whole or cut fruits

and vegetables without added sugars, fats, or oils, and salt (i.e. sodium). The projects will test strategies that could contribute to our understanding of how best to increase the purchase of fruits and vegetables by SNAP participants to inform future efforts. Program areas inviting nutrition incentive grants include FPP, FIP, and FLSP. In general, Nutrition Incentive Grant applications MUST provide matching contributions on a dollar-for-dollar basis for all Federal funds awarded. See Part III(B) of this RFA for additional information.

b) Produce Prescription Grants

To be eligible to receive a Produce Prescription Grant an eligible entity must prescribe any variety of fresh whole or cut fruits and vegetables to members; and either provide financial or non-financial incentives for members to purchase or procure fresh fruits and vegetables; provide educational resources on nutrition to members; or establish additional accessible locations for members to procure fresh fruits and vegetables. Individuals can participate in the Produce Prescription Grant program if they are eligible for the following: (1) benefits under the Food and Nutrition Act of 2008 (7 U.S.C. 2011 et seq.); or (2) medical assistance under a State plan or a waiver of such a plan under title XIX of the Social Security Act (42 U.S.C. 1396 et seq.) and enrolled under such plan or waiver; and (3) a member of a low-income household that suffers from, or is at risk of developing, a diet-related health condition. Program areas inviting produce prescription grants include PPR. Produce Prescription Grant applications **do not** require matching contributions.

The primary purpose of the Produce Prescription Grants is to conduct projects that demonstrate and evaluate the impact of the projects on (1) the improvement of dietary health through increased consumption of fruits and vegetables; (2) the reduction of individual and household food insecurity; and (3) the reduction in healthcare use and associated costs.

c) Cooperative Agreement

The aim of the GusNIP cooperative agreements is to develop and provide services in support of the Nutrition Incentive Grants and Produce Prescription Grants, and to the Gus Schumacher Nutrition Incentive Program as a whole. This includes offering training and technical assistance to applicants and grantees to the extent practicable, creating a system to collect and compile core datasets and promoting growth in states with low incentive participation. Program areas inviting cooperative agreements include NTAE. Cooperative Agreement applications **do not** require matching.

2. Project Types

Applications will be accepted for one of the GusNIP project types specified within the relevant program area description in Part I, C of the RFA. There are three project types available across the GusNIP grant program. These are (a) Pilot Projects; (b) Standard Projects; (c) Large-Scale Projects.

a) Pilot Projects

Pilot projects are aimed at new entrants seeking funding for a project in the early stages of program development at less than the county level.

b) Standard Projects

Standard Projects are aimed at mid-sized groups developing incentive programs at the county, multi-county or State level. Applicants should request a budget and project period commensurate with the proposed project.

c) Large Scale Projects

Large scale projects are aimed at groups developing multi-county, state-wide, regional or national incentive programs with the largest target audience of all GusNIP projects. Applicants should request a budget and project period commensurate with the proposed project.

D. Ethical Conduct of Funded Projects

In accordance with sections 2, 3, and 8 of 2 CFR Part 422, institutions that conduct USDA-funded extramural research must foster an atmosphere conducive to research integrity, bear primary responsibility for prevention and detection of research misconduct, and maintain and effectively communicate and train their staff regarding policies and procedures. In the event an application to NIFA results in an award, the Authorized Representative (AR) assures, through acceptance of the award that the institution will comply with the above requirements. Award recipients must, upon request, make available to NIFA the policies, procedures, and documentation to support the conduct of the training. See Responsible and Ethical Conduct of Research for further information.

PART III. ELIGIBILITY INFORMATION

A. Eligibility Requirements

Applicants for the GusNIP must meet all eligibility requirements outlined in 7 U.S.C. 7517 and as discussed in this RFA. Failure to meet the eligibility criteria by the application deadline may result in exclusion from consideration or, preclude NIFA from making an award. For those new to Federal financial assistance, NIFA's Grants Overview provides highly recommended information about grants and other resources to help understand the Federal awards process.

1. Eligible Entity

Eligibility to receive a nutrition incentive grant or a produce prescription grant is limited to government agencies and non-profit organizations (FCEA, § 4405(b)(2)(A)). Eligible government agencies and non-profit organizations may include: an emergency feeding organization; an agricultural cooperative; a producer network or association; a community health organization; a public benefit corporation; an economic development corporation; a farmers' market; a community-supported agriculture program; a buying club; a SNAP-authorized retailer (firm); and a State, local, or tribal agency. All applicants must demonstrate in their application that they are a government agency or non-profit organization.

To be eligible to receive a nutrition incentive grant, applicants must propose projects that: (1) would increase the purchase of fruits and vegetables by low-income consumers participating in SNAP, by providing incentives at the point of purchase; (2) operate through authorized SNAP firms, and comply with all relevant SNAP regulations and operating requirements; (3) agree to participate in the GusNIP comprehensive program evaluation, facilitate participation through data collection and sharing data with the Nutrition Incentive Program Training, Technical Assistance, Evaluation, and Information Center (NTAE); (4) ensure that the same terms and conditions apply to purchases made by individuals with SNAP benefits and with incentives under the GusNIP grant program as apply to purchases made by individuals who are not members of households receiving benefits as provided in 7 C.F.R. 278.2(b); and (5) include effective and efficient technologies for benefit redemption systems that may be replicated in other States and communities.

To be eligible to receive a produce prescription grant, applicants must propose projects that: (1) would increase the purchase of fruits and vegetables by low-income consumers participating in the PPR program according to PPR eligibility described in Part I, C of the RFA, by providing incentives at the point of purchase; (2) if project design includes spending SNAP benefits to earn incentives, project must operate through authorized SNAP firms, and comply with all relevant SNAP regulations and operating requirements; (3) agree to participate in the GusNIP comprehensive program evaluation, facilitate participation through data collection and sharing data with the Nutrition Incentive Program Training, Technical Assistance, Evaluation, and Information Center (NTAE); (4) ensure that the same terms and conditions apply to purchases made by individuals with SNAP benefits and with incentives under the GusNIP grant program as apply to purchases made by individuals who are not members of households receiving benefits as provided in 7 C.F.R. 278.2(b); and (5) include effective and efficient technologies for benefit redemption systems that may be replicated in other States and communities.

In addition, applicants must meet the following requirements to receive a FPP, FIP, FLSP, & PPR grant: (1) have experience in: (i) efforts to reduce food insecurity in the community, including food distribution, improving access to services, or coordinating services and programs; or (ii) experience with the SNAP program or SNAP benefits are not included in project design for PPR; (2) demonstrated competency to implement a project, provide fiscal accountability, collect data, and prepare reports and other necessary documentation; and (3) possess a demonstrated willingness to share information with researchers, evaluators, practitioners, and other interested parties, including a plan for dissemination of results to stakeholders.

Applicants are encouraged to have experience and to support programming in the following areas: (i) community food work, particularly concerning small and medium-sized farms, including the provision of food to people in low-income communities and the development of new markets in low-income communities for agricultural producers; and (ii) job training and business development activities for food-related activities in low-income communities.

Nutrition Incentive Program Training, Technical Assistance, Evaluation, and Information Centers Eligible Entity. Eligibility to receive this cooperative agreement is limited to nongovernmental organizations; State cooperative extension services; regional food systems centers; Federal, State, or Tribal agencies; and Institutions of higher education (as defined in section 101 (a) of the Higher Education Act of 1965 (20 U.S.C. 1001 (a)).

In general to receive this cooperative agreement and carry out the Nutrition Incentive Program Training, Technical Assistance, Evaluation, and Information Centers, the Secretary may, on a competitive basis, enter into one or more cooperative agreements with one or more organizations with expertise in developing outcome-based reporting, at least one of which has expertise in the nutrition incentive grants and at least one of which has expertise in produce prescription grants.

2. Partners and Collaborators

Applicants for GusNIP grants are encouraged to seek and create partnerships with public or private, non-profit or for-profit entities, including links with academic institutions (including minority-serving colleges and universities) and/or other appropriate professionals; community-based organizations; and local government entities; and/or partnering entities for the purposes of providing additional resources and strengthening under- resourced communities. An eligible entity carrying out a Produce Prescription Grant must partner with one or more healthcare partners to support the work. Only the applicant must meet the requirements specified above for grant eligibility. Project partners and collaborators need not meet the eligibility requirements. When planning collaborations award recipients may sub-award to organizations not eligible to apply provided such organizations are necessary for the successful completion of the project. See Part IV, D., Funding Restrictions.

Fiscal Agent. If a non-profit organization cannot accept Federal funds directly, a letter must be included in the application stating that in the event the application results in an award, the award funds must be administered through a fiscal agent organization on their behalf. This agent must be identified in the letter from the applicant and the letter must be countersigned by an authorized representative of the fiscal agent organization. The letter must include the fiscal

agent's point of contact, address, telephone number, fax number and e-mail address. This letter is to be included as an attachment to Field 12, Other Attachments (Part IV.B.3.c.) of the application. In the event an application is recommended for funding, NIFA will request that both the applicant institution/organization and the fiscal agent organization submit complete management information (see Part V, D.). Include documents showing the organization's non-profit status when responding to this request.

Duplicate or Multiple Submissions – duplicate or multiple submissions is not allowed. NIFA will accept the last application received and disqualify previously submitted applications if an applicant submits duplicate or multiple submissions meeting the application deadline. For those new to Federal financial assistance, NIFA's Grants Overview provides highly recommended information about grants and other resources to help understand the Federal awards process.

B. Cost Sharing or Matching

Match Required – Applicants **MUST** provide matching contributions on a dollar-for-dollar basis for all Federal funds awarded under the **Nutrition Incentive Grant** (7 U.S.C. 7517(b)(1) as amended).

Match must be documented for all years of the proposed project at the time the application is submitted. Nutrition incentive grant applicants to the FPP, FIP, and FLSP program areas, may meet the match requirement through cash and/or in-kind contributions, including third-party in-kind contributions fairly evaluated, including facilities, equipment, or services.

Tribal agencies: Tribal agency applicants may use funds provided to the Indian Tribe or the Tribal agency through a Federal agency (including the Indian Health Service) or other Federal benefit to satisfy all or part of the non-federal share described if such use is otherwise consistent with the purpose of such funds.

The non-Federal share of the funding may come from State government, local government, or private sources. Federal money cannot be used to match except for Tribal agencies, described above. Examples of qualifying matching contributions may include direct costs such as: rent for office space used exclusively for the funded project; duplication or postage costs; and staff time from an entity other than the applicant for job training or nutrition education.

Note that if an applicant partners with a for-profit entity, the non-Federal share that is required to be provided by the applicant may not include the services of an employee of that for-profit entity, including salaries or expenses covered by that employer.

No Match Required - The **Produce Prescription Grant** and the **Cooperative Agreement applications** have ***NO*** matching requirements. NIFA will not factor matching resources into the review process as an evaluation criterion.

PART IV. APPLICATION AND SUBMISSION

A. Method of Application

Applicants must apply to this RFA electronically; no other method or response is accepted. The electronic application for this RFA and additional resources are available on Grants.gov and Grants 101. **Table 6** provides instructions on how to obtain an electronic application. **Part II § 1** of the NIFA Grants.gov Application Guide (Application Guide) contains detailed information regarding the Grants.gov registration process.

Table 6: Steps to Obtain Application Materials

Steps	Action
Step One: Register	*New Users* to Grants.gov must register early with Grants.gov prior to submitting an application (Register Here).
Step Two: Download Adobe	Download and Install Adobe Reader (see Adobe Software Compatibility for basic system requirements).
Step Three: Find Application	Using this funding opportunity number USDA-NIFA-FINI-008053 search for application here: Opportunity Package.
Step Four: Assess Readiness	Contact an AR prior to starting an application to assess the organization's readiness to submit an electronic application.

FY2022: Applicants considering applying to the second year should check Grants.gov after December 15, 2021 for the FY2022 funding opportunity number and application kit, as well as for any programmatic changes.
FY2023: Applicants considering applying to the third year should check Grants.gov after December 15, 2022 for the FY2023 funding opportunity number and application kit, as well as for any programmatic changes.

Table 7: Help and Resources

Grants.gov Support	NIFA Support
Grants.gov Online Support Telephone support: 800-518-4726 Toll-Free or 606-545-5035 Email support: support@grants.gov Self-service customer based support: Grants.gov iPortal *Key Information: Customer service business Hours 24/7, except federal holidays.*	Email: policy@usda.gov *Key Information*: Business hours: Monday thru Friday, 7a.m. – 5p.m. ET, except federal holidays

B. Content and Form of the Application

The Application Guide is part of the corresponding application package for this RFA. The RFA overrides the Application Guide if there is a discrepancy between the two documents. NIFA will accept subsequent submissions to an application until the application deadline. However, applicants that do not meet the application requirements, to include partial applications, risk being excluded from NIFA's review. NIFA will assign a proposal number to all applications that meet the requirements of this RFA. Applicants must refer to the proposal number when corresponding with NIFA. **Table 8** outlines other key instructions for applicants.

Table 8: Key Application Instructions

Instruction	References (All references are to the Application Guide)
Attachments must be in a portable document format (PDF) format.	**Part III § 3**
Check the manifest of submitted files to verify attachments are in the correct format.	**Part III § 6.1**
Conduct an administrative review of the application before submission.	**Part VII**
Follow the submission instructions.	**Part IV § 1.5**
Provide an accurate email address, where designated, on the SF-424 R&R.	**Part IV § 1.5**
Contact the Grants.gov helpdesk for technical support and keep a record of the correspondence.	**N/A**
Contact NIFA if applicant does not receive correspondence from NIFA regarding an application within ***30*** days of the application deadline.	**N/A**

SF 424 R&R Cover Sheet. See **Part V § 2** and **Part V § 2.17**of the Application Guide for the required certifications and assurances.

SF 424 R&R Project/Performance Site Location(s). See **Part V § 3** of the Application Guide.

R&R Other Project Information Form. See **Part V § 4** of the Application Guide.

1. Field 7. Project Summary (PS)/Abstract. The PS must show how the project goals align with the project goals of the GusNIP. See **Part V § 4.7** of the Application Guide for instructions and suggested templates.
2. Field 8. Project Narrative (PN). The PN must not exceed 10 (ten) *1.5 spaced* pages of written text and up to 5 (five) *1.5 spaced* additional pages for figures and tables (the font size for tables should be no smaller than 11 points, Times New Roman). The page limits outlined here ensure fair and equitable competition. Appendices to the PN are allowed if

they are directly germane to the proposed project. Do not add appendices to circumvent the page limit. The PN must include all of the following:

a. The Community to be involved in the Project and the Needs to be Addressed;
b. The Organizations and Communities Involved in the Project;
c. Project Goals and Intended Outcomes;
d. Activities to Achieve the Goals;
e. Relationship to GusNIP Goals and Priorities;
f. Evaluation; and
g. Logic model; separate file to be uploaded in Field 12
h. Specific Program and Incentive Information;
i. Sustainability;
j. Non-supplantation; and
k. Data management plan (DMP); separate file to be uploaded in Field 12
l. Response to previous review: The response to previous review must not exceed one-page *1.5 spaced* pages. This does not count towards the page limit for the PN.

3. Field 12, Add Other Attachments. See **Part V § 4.12** of the Application Guide.

1. Nutrition Incentive Grants and Produce Prescription Grants.

The Project Narrative for GusNIP Pilot Projects (FPPs), GusNIP Implementation Projects (FIPs), GusNIP Large Scale Projects (FLSPs), and Produce Prescription Projects (PPR) program area applications must include the headings below in bold followed by the response for each of the points.

a) The Community to be involved in the Project and the Needs to be Addressed. Identify and succinctly describe the critical elements and needs of the local food economy or food system, including demographics, income, and geographic characteristics of the area or community to be served and how the community might benefit from an incentive project. Beyond a recitation of statistics, applications should describe local capabilities and assets, such as those identified in a community food assessment, and the involvement of low- income communities in the context of project activities and operations.

PPR applicants need to address how they will verify participants in the Produce Prescription program according to eligibility and the primary health issues of the target audience to be served. In addition, the background information and rationale of the healthcare partners selected to work on the project needs to be included in this section.

Note the main targets or beneficiaries of the project and the community/ health needs and opportunities being addressed should directly relate to project goals and the objectives described below. It is recommended that this section be no more than one and one-half pages.

Please also note that because the statutory language included in 7 U.S.C. 7157 and the 2018 Farm Bill requires GusNIP grantees to provide incentives specifically to SNAP clients, the equal treatment provision of 7 CFR 278.2(b) does not apply to GusNIP grantees for the purpose of providing incentives under the GusNIP grant.

b) The Organizations and Communities Involved in the Project. List the organizations and communities to be involved in carrying out the proposed project. Include a summary description of the relevant previous work and experience of each community group, organization, or healthcare entity, including the applicant organization that will be involved, and any related project history in a management plan. Proposals should demonstrate community linkages and coalitions as appropriate. The qualifications of staff involved with the proposed project and/or organizational leadership should reflect the expertise necessary to carry out the proposed project activities or similar types of activities. Specify the degree to which paid, and volunteer staff will be utilized.

Experience in and connections with the community will be considered as important as academic or professional credentials in this regard.

To the extent practicable, ensure that low-income residents are involved in planning; in particular, describe how the communities being served (particularly the targeted residents and organizations) have been or will be involved in planning the project and will be engaged in its implementation and evaluation processes. Please reference planning activities, assessments, meetings, or other activities that demonstrate community and if applicable, healthcare entity input, into key decision- making.

Letters from the key organizations involved in the project, acknowledging their support and contributions, must be provided. A limited number of additional support letters – such as those from farmers or partner organizations, where appropriate, are encouraged to provide evidence of broad community involvement in both planning and future decision-making. All support letters and/ or MOUs should be attached in Field 12, Other Attachments (See Part IV, B.3.c., below, Key Organization Support).

c) Project Goals and Intended Outcomes. Delineate the goals and intended outcomes of the project. For nutrition incentive grant applicants, address how the proposed project will contribute to the primary goal to fund and evaluate projects intended to "increase the purchase of fruits and vegetables by low-income consumers participating in SNAP by providing incentives at the point of purchase". Outcomes should describe specific changes or results that will occur as a consequence of the project and that will constitute "success" for the initiative, including a general description of the range of fruits and vegetables that would be incentivized (such as, but not limited to, fresh, canned, or dried forms).

PPR applicants need to address the purpose of the produce prescription grants, which is to conduct projects that demonstrate and evaluate the impact of the projects on a) the improvement of dietary health through increased consumption of fruits and vegetables; b) the reduction of individual and household food insecurity; and c) the reduction in healthcare use and associated costs. PPR applicants need to describe the range of fresh fruits and vegetables in addition to educational opportunities relating to nutrition to be offered to project participants.

Outcomes should be specific, measurable, achievable, realistic, and timely, describe what will be accomplished, and who and how many people, e.g., residents, participants, will benefit. It is recommended that this section be no more than two pages.

d) Activities to Achieve the Goals. Discuss how the goals and intended outcomes will be achieved and include how the proposed activities comply with the rules and regulations of SNAP. Discuss how the proposed project outcomes will be realized by providing a systematic description of how the most important steps or milestones will be accomplished. Particular attention should be given to existing technical capabilities and any technical solutions that must be developed for goals, objectives, and outcomes to be achieved. In addition to these descriptions, it is recommended that a table of no more than three pages be provided with implementation details for these activities, including: (a) specific steps and achievements in planning, implementing, and evaluating; (b) timetables for milestones, and, as relevant; (c) expected numbers of participants involved in each step of the process. Most relevant is an explanation of why the applicant and its partners selected the activities proposed in the application.

e) Relationship to GusNIP Goals and Priorities. Discuss how the project and its proposed outcomes will address the primary goals of the GusNIP nutrition incentive grants and produce prescription grants. And to bring together stakeholders from various parts of the food and healthcare systems and to foster understanding of how they might improve the health and nutrition status of households receiving incentives through the purchase of fruits and vegetables participating in a nutrition incentive grant project or prescribed fresh fruits and vegetables in addition to educational opportunities relating to nutrition to members participating in a produce prescription grant project. Discuss the specific changes that will result among participants or in the communities served that address these GusNIP priorities. It is recommended that this section be no more than one page.

f) Evaluation. Evaluation is central to the primary goal of the GusNIP grant program. By testing and evaluating various methods and technologies to increase the fruit and vegetable purchases and improving the nutrition and health status of participating households through the GusNIP, NIFA seeks to determine best practices, and the relative effectiveness of various incentive program strategies as well as benefit redemption methods. The evaluation requirements of the GusNIP, therefore, include both process (developing and monitoring indicators of progress towards objectives) and outcomes. Recognizing that GusNIP grants are likely to vary substantially in scale and maturity, and that applicants are likely to vary considerably in evaluation capacity and expertise, the evaluation requirements differ among the program areas (FPP, FIP, FLSP, & PPR). The GusNIP requires a project self-evaluation by each applicant and participation in the program evaluation conducted by the Nutrition Incentive Program Training, Technical Assistance, Evaluation, and Information Centers (NTAE). Additionally, the FIP, FLSP, & PPR program areas are required to utilize the core participant-level and firm-level metrics and share these data with the NTAE.

All GusNIP Pilot Projects (FPP) must include a process analysis, a self-assessment of their success in developing a viable project. FPPs will document the process, challenges, and success of implementation and operations. Because these projects are in the earliest stages of development that do not offer a fair test of their potential effectiveness, limited information will be reported to the NTAE. FPPs must provide preliminary results of their self-assessment in the annual report to NIFA and to provide the information to the NTAE centers.

All GusNIP Projects (FIP) must include a process analysis, a self-assessment of their success in developing and operating a viable project. FIPs will document the process, challenges, and success of implementation and operations. The process assessment should contain enough timely information over the course of the project to improve program outcomes. FIPs must provide preliminary results of their self-assessment in the annual report to NIFA and to the NTAE centers. In addition, because of their expected scope, FIPs will be required to collect core metrics, cooperate with, and contribute core data to the NTAE center.

All GusNIP Large-Scale Projects (FLSP) must include (1) a process assessment that documents the process, challenges, and success of implementation and operations and (2) an outcome assessment that documents the project's effectiveness in increasing fruit and vegetable purchases among SNAP participants. The process assessment should contain enough timely information over the course of the project to measure program outcomes.

Preliminary results must be included in the annual report to NIFA and to the NTAE center. Outcome self-assessments must follow guidelines developed by the NTAE centers collaboration with grantees to ensure an appropriate level of comparability of methods, outcomes, and measures. In addition, because of their expected scale and maturity, FLSPs will be required to collect core metrics, cooperate with, and contribute core data to the NTAE centers.

All Produce Prescription Grants (PPR) must include (1) a process analysis, a self-assessment of their success in developing and operating a viable project. PPRs will document the process, challenges, and successes of implementation and operations and (2) an outcome assessment that documents the project's effectiveness in increasing fruit and vegetable purchases among eligible participants in the Produce Prescription project.

Preliminary results shall be included in the annual report of NIFA and the NTAE centers. Outcome self-assessments must follow guidelines developed by the NTAE centers collaboration with grantees to ensure an appropriate level of comparability of methods, outcomes, and measures. In addition, because of their expected scale and maturity, the PPRs will be required to collect core metrics, cooperate with, and contribute core data to the NTAE centers.

Table 9: Comprehensive GusNIP Program Evaluation Table

PROGRAM AREA CODE	PROJECT SELF-EVALUATION	COMPREHENSIVE PROGRAM EVALUATION
FPP	Process evaluation	1. Required to participate 2. Participation includes conducting a project self-assessment and providing self-assessment data to the Nutrition Incentive Program Training, Technical Assistance, Evaluation, & Information Center
FIP	Process & outcome evaluation	1. Required to participate 2. Collect minimum core data set 3. Collaborate with the Nutrition Incentive Program Training, Technical Assistance, Evaluation, and Information Center (NTAE) 4. Contribute minimum core data set to the NTAE
FLSP	Self-evaluation (process and outcome)	1. Required to participate 2. Collect minimum core data set 3. Collaborate with the Nutrition Incentive Program Training, Technical Assistance, Evaluation, and Information Center (NTAE) 4. Contribute minimum core data set to the NTAE
PPR	Self-evaluation (process and outcome)	1. Required to participate 2. Collect minimum core data set 3. Collaborate with the Nutrition Incentive Program Training, Technical Assistance, Evaluation, and Information Center (NTAE) 4. Contribute minimum core data set to the NTAE

Comprehensive GusNIP Program Evaluation. The evaluation is expected to be based on a cluster evaluation model that builds on the collaboration and coordination of individual project assessments and an overall program evaluation. It is expected to consist of four components: a process analysis to describe project implementation and support future replication of successful approaches, an outcome analysis to assess the effectiveness of each FIP, FLSP, and PPR grantee project, a comparative analysis to integrate results across sites and approaches, attempting to answer the question of what works best (and when or where), and technical assistance to support consistent implementation of evaluation protocols used by grantees/researchers.

All FIP, FLSP, and PPR grantees will be required to cooperate with the NTAE center by:

1. Supporting implementation of evaluation requirements;

2. Meeting periodically with staff from NIFA, FNS, the NTAE centers, and other GusNIP grantees to review project plans, evaluation objectives and methods, data collection and reporting requirements, and analysis and reporting of results;
3. Facilitating access to or providing documentation of project implementation, operations, costs, and outcomes; and
4. Facilitating site visits and interviews with project staff, partners and program participants if necessary.

FIP, FLSP, and PPR grantees will be required to periodically provide the NTAE centers a core program data set to ensure common program tracking and enable meaningful comparisons across all projects. For additional information on the core program data set participant-level metrics, visit the GusNIP webpage (https://nifa.usda.gov/program/gus-schumacher-nutrition-incentive-grant-program). The core program data set includes the following firm-level metrics:

Site and Project Information

1. Management or organizational structure of the program
2. Financial instrument used for SNAP and incentive purchases (tokens, scrip, electronic, etc.)
3. Retail locations, mobile routes, or other pertinent information to understand how the project improves access to healthy food for underserved, low-income consumers
4. Months of operation and operating days and hours
5. Whether it is a new SNAP incentive program or the continuation, expansion, or modification of an existing program
6. Whether program sites accept other nutrition assistance program benefits
7. Whether program sites collaborate with nutrition education programs or offer other experiential nutrition education activities
8. Expenses associated with establishment and operations of the program

Incentive Program Information

1. Fruit and vegetable products eligible for incentives
2. Incentive level (ratio and maximum)
3. Incentive delivery mechanism
4. Dollar value of SNAP purchases (per site/per year)
5. Number of SNAP transactions (per site/per year)
6. Dollar value of incentives issued (per site/per year)
7. Dollar value of incentives redeemed (per site/per year)

Grantees are required to have a Data Use Agreement or a MOU with each firm or sub-grantee that guarantees each firm will provide information required for the core program data set and to complete an outlet survey of firms to be conducted by the NTAE center.

Proposals should discuss any opportunities and challenges with the evaluation requirements and how they will be addressed to meet requirements. Proposals should also describe any previous process, outcome, and impact evaluation experience with SNAP participants or other related food programs. The proposal should demonstrate the capacity and willingness to comply with the evaluation requirements.

g.) Logic model. In order to allow for sufficient evaluation of projects as described, it is recommended that applicants set aside between five and ten percent of the total project budget for evaluation purposes. Applicants should seek the help of academic or other experts in evaluation design and implementation, as appropriate and available. A logic model or chart is required. It is recommended that this section be no more than one-page and should be included as an appendix, uploaded as an Other Attachment, Field 12. See Logic Model Planning Process.

h.) Specific Program and Incentive Information. Provide a detailed description of the way incentives will be handled in your grant project and the firms that will participate in your grant project. Please be sure to include information responsive to this section as a clear and discrete section of your proposal (do not reference other sections or charts located elsewhere in your proposal).

Please include the following information in this section:

1. The type and number of SNAP authorized firms that will be involved in your grant project (e.g., small brick and mortar stores, farmers' markets) – for additional information, including frequently asked questions, visit the GusNIP webpage (https://nifa.usda.gov/program/gus-schumacher-nutrition-incentive-grant-program).
2. The number of months and days that the project, if funded, will operate (e.g., a project at a seasonal farmers' market that will operate from June 15 through October 15).
3. The products eligible to be purchased to trigger receipt of incentives at the point of sale (e.g., all GusNIP qualifying fruits and/or vegetables, only fresh and local GusNIP qualifying fruits and/or vegetables)
4. The products eligible to be received at the point of incentive redemption (e.g., all GusNIP qualifying fruits and/or vegetables, only fresh and local GusNIP qualifying fruits and/or vegetables).
5. The incentive levels and dosage (e.g., ratio of SNAP spent to incentive earned, maximum incentive dollar amount that can be earned per day).
6. The financial instrument used for incentive delivery (e.g., tokens, scrip, gift card, electronic).
7. The methods that will be used to track SNAP households' grant project participation (e.g., a store loyalty card issued to each participant).
8. Indicate if the proposal is a new incentive program or a continuation, expansion, or modification of an existing program.
9. Indicate if nutrition education or other interventions will be combined with the incentive. PPR program area applications must provide educational opportunities relating to nutrition to members participating in a produce prescription program
10. List where the project and sub-grantee projects will operate.
11. Indicate if any special waivers will be requested or required and what the waivers will include.
12. Provide the firm names, street addresses, and FNS numbers for all the identified SNAP authorized firms that will participate in your grant project.

13. Indicate if there are any identified firms that are not yet SNAP authorized, include the firm names and street addresses; if any of these firms are currently undergoing the SNAP authorization process please also include those firms' FNS numbers.
14. Indicate if the project anticipates new firms that are not currently SNAP authorized, include the firm names and street addresses.

As stated in Part I – Funding Opportunity Description D. Program Policy, before any firm can participate in your GusNIP grant project you must do the following:

1. If the firm is not already SNAP authorized, the firm applies for and obtains SNAP Authorization;
2. The grantee and firm sign a MOU;
3. The firm submits the signed MOU to the SNAP Retailer Service Center (see Part I § D of this RFA);
4. The grantee submits to FNS the firm's information (i.e., FNS number, firm name, firm address); and,
5. FNS responds within 30 calendar days to approve or deny the participation of the firm.

This entire process may take 60 calendar days, so it is important that GusNIP grantees work closely with their firms to ensure that this firm approval process is not delayed.

More information is available regarding this process online at: FINI Grant Program. Gus Schumacher Nutrition Incentive Grant Program RFA, formerly known as the Food Insecurity Nutrition Incentive (FINI).

Indicate if the project anticipates making any technical enhancements to the firms, EBT, or other systems. Provide a high-level description of any such proposed technical enhancements and page number(s) in the proposal indicating where a detailed description of technical enhancements is found.

Proposals must include the detailed information described in Part IV § B(3)(b)(2)(f), Specific Program and Incentive Information. This requirement enables the reviewers and the NTAE easily pull and use the information.

i.) Sustainability. Describe which aspects or components of the project will continue beyond the end of the project period, discuss how an infusion of Federal funds will be sufficient for the proposed project to advance local capacity-building and achieve sustainability. Projects may identify actual or potential funding sources for continuation of the project. Applicants should differentiate between how the basic elements of the project will be continued versus how the low-income community will be changed and its capacity advanced.

Projects should provide evidence, e.g., a market analysis or the outline of a management business plan, to demonstrate that it is likely to become successful in meeting GusNIP grant program purpose and priorities. Business plan outlines or any other documentation of evidence for sustainability should be no more than five pages and should be included as an appendix. Such evidence should be included as an Other Attachment, Field 12 (see Part IV.B.3.c.).

j.) Non-supplantation. Grants must be used to supplement, not supplant, non-Federal funds that would otherwise be available for expenditure on incentive program activities. Grant funds must be used to fund new projects or expand or enhance existing projects. They may not be used to replace State or local funds that would, in the absence of Federal aid, be available or forthcoming for incentive programs.

k.) Data Management Plan. A DMP is required for this program. Applicants should clearly articulate how the project director (PD) and co-PDs plan to manage and disseminate the data generated by the project. A DMP of no more than two pages should be included as an appendix and uploaded as an Other Attachment, Field 12. The DMP will be considered during the merit review process (see Part V § B of this RFA, **Part III § 3.1** of the Application Guide and NIFA's Data Management Plan).

l.) Response to Previous Review (if applicable). The requirement only applies to Resubmitted Applications as described in Part II, B. The response to previous review must not exceed one-page *1.5 spaced* pages. This does not count towards the page limit for the PN.

Field 12. Add Other Attachments. All attachments must be in PDF format.

See Part V. Section 4.12 of the NIFA Grants.gov Application Guide (Field 12 on the form) for instructions for this field.

Key Organization Support. Attach signed letters of support from the State SNAP agency. Also, attach letters of support from State Medicaid agency, hospital, hospital or clinic operated by the Secretary of Veterans Affairs, Federally qualified health center, healthcare provider group, Tribal health center, public health departments or private and public health insurance agencies and/or any other key organizations involved in the project acknowledging their support, contributions and commitment; title the attachment 'Key Organization Support'. Provide evidence of broad community involvement in both planning and decision-making. This section is limited to two (2) page letters of support for each key organization.

Matching Funds Documentation. For Nutrition Incentive Grant applicants only, this grant program requires applicants to match Federal funds awarded on a dollar-for-dollar basis from non-Federal sources as described in Part III, B.

Appendices to Project Narrative. Title the attachment as 'Appendices' in the document header and save file as 'Appendices'. Appendices to the Project Narrative are allowed if they are directly germane to the proposed project. The addition of appendices must not exceed seven (7) pages and should not be used to circumvent the text and/or figures and tables page limitations.

1. List of Realtors – names, street addresses, and FNS numbers for all realtors can be listed as an appendix.
2. Logic Model. Title the attachment as 'Logic Model' in the document header and save file as 'LogicModel'.
3. Sustainability. Title the attachment as 'Sustainability Plan' in the document header and save file as 'SustainabilityPlan'.

4. Data Management Plan. Title the attachment as 'Data Management Plan' in the document header and save file as 'DataManagementPlan'.
5. Fiscal Agent Letter. See Part III A. 2. If it is necessary to include a fiscal agent letter, then title the attachment as 'Fiscal Agent' in the document header and save file as 'FiscalAgent'. Include documents showing the applicant's non-profit status here.

R&R Senior/Key Person Profile (Expanded). See **Part V § 5** of the Application Guide for profile requirements, details about the biographical sketch, and suggested support templates.

R&R Personal Data. This information is voluntary and is not a precondition of award (see **Part V § 6** of the Application Guide).

R&R Budget. See **Part V § 7** of the Application Guide.

Match – If an applicant concludes that the matching requirements described under Part III § B of this RFA is not applicable to them; the applicant must include an explanation of their conclusion in the *budget justification*. NIFA will consider this justification when determining final matching requirements or if required matching can be waived. NIFA retains the right to make final determinations regarding matching requirements.

Grants that require matching funds as specified under Part III § B of this RFA must list in their *budget justification* the matching sources, the identification of the entity(ies) providing the match, and the total pledged amount. A written verification of commitments of matching support (a pledge agreement) is not required. However, applicants are subject to the documentation, valuing and reporting requirements, as specified in 2 CFR Part 200, "Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards (the Uniform Guidance)," and 7 CFR 3430, "Competitive and Noncompetitive Non-Formula Federal Assistance Programs – General Award Administrative Provisions."

Supplemental Information Form. See **Part VI § 1** of the Application Guide.
Field 2. Program to which the applicant is applying. Enter the program name and the program code. Accurate entry is critical.

a. Field 2. Program to which you are applying.

Table 10: Description of Program Area Names and Codes

Program Area Name	**Grant Type**	**Project Types**	**Program Code**
GusNIP Pilot Projects	Nutrition Incentive Grant	Pilot Project	FPP
GusNIP Projects	Nutrition Incentive Grant	Standard Project	FIP
GusNIP Large Scale Projects	Nutrition Incentive Grant	Large Scale Project	FLSP
Produce Prescription	Produce Prescription Grant	Pilot Project Standard Project	PPR

Note: Accurate entry of the program code is critical for proper and timely processing of an application.

Field 8. Conflict of Interest List. See **Part VI § 1.8** of the Application Guide.

Representations Regarding Felony Conviction and Tax Delinquent Status for Corporate Applicants. This is required for corporate applicants. See **Part VI § 2** of the Application Guide for a description of the term, "corporation."

Submission Dates and Times

We recommend that you conduct an administrative review of the application before submission of it via Grants.gov to ensure that it complies with all preparation instructions. An application checklist is included in Part VII of the NIFA Grants.gov Application Guide to assist with this review. While you should use the checklist to check the application for completeness, the application should be checked for the following required item(s). The list includes:

1. Project Summary/Abstract
2. Project Narrative
3. Bibliography & References Cited
4. Logic Model
5. Data Management Plan
6. Current and Pending Support
7. Conflict of Interest List
8. Budget
9. Budget Justification
10. Felony and Tax Certification Form (if applicable)

This is not an exhaustive list of required items; it only serves to highlight items that may be overlooked. Instructions for submitting an application are included in Part IV, Section 1.9 of the NIFA Grants.gov Application Guide.

Applications are due by 5 p.m. Eastern Time on March 16, 2021. Applications received after this deadline will normally not be considered for funding. If you have trouble submitting an application to Grants.gov, you should FIRST contact the Grants.gov Help Desk to resolve any problems.

Keep a record of any such correspondence. See Part IV.A for Grants.gov contact information. We send email correspondence to the AR regarding the status of submitted applications. We strongly encourage you to provide accurate email addresses, where designated, on the SF-424 R&R Application for Federal Assistance.

If the AR has not received correspondence from NIFA regarding a submitted application within 30 days of the established deadline, contact the Agency Contact identified in Part VII of this RFA and request the proposal number assigned to the application. Failure to do so may result in the application not being considered for funding by the peer review panel. Once the application has been assigned a proposal number, you should cite this number on all future correspondence.

Funding Restrictions

Indirect Costs.
Indirect costs (IDC) – See Part IV § C of this RFA for funding restrictions regarding indirect cost, and Part V 7.9 of the Application Guide for additional information.

Applicants may request full indirect costs, subject to statutory limitations. In order to do so, the applicant must use the current negotiated indirect cost rate established by its cognizant Federal agency (the agency that provides the most funds). If awarded, the applicant will be required to produce a negotiated indirect cost rate agreement from the cognizant agency in order to recover indirect costs. If unable to obtain a negotiated rate from its cognizant agency, the applicant is not permitted indirect cost reimbursement. Rather, the applicant may only be reimbursed for allowable direct costs. Violation of cost accounting principles is not permitted when re-budgeting or charging costs to awards. Rather, costs must be consistently charged as either indirect or direct costs.

If the applicant wants full indirect costs, but does not have a negotiated rate, and NIFA is the cognizant agency, the applicant must calculate an indirect cost rate in order to request indirect costs. Several sample indirect cost rate calculations are provided on NIFA's indirect cost webpage located at: http://nifa.usda.gov/business/indirect_cost_process.html. During the application process, the applicant is not required to complete the entire indirect cost package identified on NIFA's website. Rather, the applicant need only calculate an indirect cost rate to serve as a basis for requesting indirect costs. If awarded, the applicant will be required to submit a complete Indirect Cost Proposal (ICP) package in order to obtain a negotiated rate as explained on NIFA's indirect cost website.

Sub-award Restriction

The applicant is expected to perform a substantive portion of the project and no more than 33 percent of Nutrition Incentive Grants and Produce Prescription Grants, as determined by budget expenditures, may be sub-awarded. NIFA will allow applicants to indicate in their proposal if they intend to sub-award more than 33% of the total award for FPP, FIP, FLSP, and PPR program areas. This deviation will require NIFA pre-approval. If pre-approval is desired, contact the National Program Leader that oversees this program (see Agency Contact). Projects may divide their budget allocations between partners as it fits their work plan. (For additional knowledge or expertise that is not available within the applicant organization, funds for expert consultation may be included in the "All Other Direct Costs" section of the proposed budget.)

Multiple Submissions

Only one Nutrition Incentive Grant application will be accepted (FPP, FIP, or FLSP program areas). An application for a Produce Prescription Grant (PPR program area) may be submitted alone or in addition to the Nutrition Incentive Grant from the same organization.

Funding Period Limitation

The maximum potential funding period for FPP program area awards is limited to one (1) year in duration. The maximum potential funding period for FIP and FLSP program area awards (including any awards transferred from another institution or organization) is limited to 4 years in duration. PPR awards are limited to 3 years in duration. The funding period will commence on the effective date cited in the award instrument. Any such limitation also applies to sub-awards made under awards subject to a funding period limitation.

Allowable Forms of Project Promotion

GusNIP grantees may promote or advertise their GusNIP grant projects using Federal and/or match funds using any mass media (e.g., television, radio, billboards, and geographically targeted online social media advertisements). Such mass media advertisement will only be allowable if they are utilized in geographic areas (e.g., census tracts) where more than 12% of the population receives SNAP benefits. The use of mass media advertisements in areas with SNAP enrollment below the national average would constitute an inefficient usage of Federal grant funds. Please visit this FNS website, it provides a breakdown of SNAP enrollment by Congressional District. Regardless of format, however, promotional activities funded with Federal and/or match funds:

1. must present factual statements intended to inform, not to persuade,
2. may include locational information about firms (i.e., the address of firms participating in the grantee's project),
3. may also specify that firms accept SNAP and EBT (this includes appropriate logo use as outlined here: Using the SNAP Logo, and
4. may include information describing the mechanics of the grantee's project (e.g., spend $1 on fruits or vegetables and earn $1 to spend on more fruits or vegetables).

Under no circumstances may GusNIP grantees engage in any activities intended to persuade or recruit individuals to apply for SNAP benefits. The use of Federal and/or match funds to employ personnel tasked with enrolling individuals in SNAP is strictly prohibited. Allowable promotional activities must be limited to factual statements and GusNIP grantees must generally avoid emotional appeals in their promotional activities.

Pursuant to this change to GusNIP policy, a television, radio, or billboard advertisement that stated the following would be an allowable expense:
"Fresh fruits and vegetables are 50% off when you shop with your EBT card at the Main Street Farmers Market. The market is open all day every Wednesday and Friday on the corner of Maple and Elm Streets."

The following example, however, would still be an unallowable expense regardless of format:
"Sign up to receive SNAP benefits and then you can also get 50% off fresh fruits and vegetables at the Main Street Farmers Market! Eating fruits and vegetables will keep you and your family healthy and happy, so come on down to the market every Wednesday and Friday on the corner of Maple and Elm Streets!"

Any promotional activity that is considered unallowable may only be paid for only with a third stream of funds (i.e., neither Federal, nor match funds). If you are unclear as to whether a specific promotional material is acceptable it can be submitted to sm.fn.GusNIP@usda.gov for review by FNS.

Grant funds, including Federal and match funds, still may not be utilized for actual recruitment activities that directly encourage or assist individuals in applying for or obtaining SNAP benefits. Costs associated with actual recruitment activities remain unallowable.

State Flexibilities in Project Promotion. State SNAP Agencies are strongly encouraged to assist GusNIP grantees in their area. State SNAP Agencies can help by promoting incentives to SNAP households. For example, GusNIP promotional material may inform SNAP recipients on how GusNIP works, the location of participating firm, and where to get additional information. Examples of allowable promotional activities include:

1. Making GusNIP grant promotional materials available at local SNAP offices;
2. Allowing promotional videos to be played at local SNAP offices; or
3. The State Agency sending grantees' promotional materials through direct mail to area SNAP recipients. However, State Agencies may not provide GusNIP grantees with a list of SNAP recipients' mailing addresses, even under a MOU.

Funding Allocation Guidance

GusNIP Nutrition Incentive Grants must primarily provide financial incentives at the point of sale to induce SNAP recipients to purchase more qualifying vegetables or fruits. As a result, a minimum of 51% of total grant funds (Federal + match) should be budgeted to and spent on incentives. For Produce Prescription Grants, it is a total of 51% of total Federal grant funds.

Project-related technology and systems development/improvement, as well as materials (including, but not limited to, changes to EBT systems, EBT equipment and service costs, changes to firm POS systems, tokens, etc.) may be a very important part of a Nutrition Incentive Grant or Produce Prescription Grant.

Project promotion and advertising is essential to a successful Nutrition Incentive Grant. As a result, a minimum of 5% of the total grant funds (Federal + match) should be spent on project promotion (Federal + match). For Produce Prescription Grants, it is a total of Federal grant funds.

Project administration and management is important for a successful Nutrition Incentive Grant. This must include funds especially earmarked for recordkeeping and data collection to ensure that Nutrition Incentive Grants may be audited. Such expenses, however, should not exceed 20% of total grant funds (Federal + match). For Produce Prescription Grants, it is a total of Federal grant funds. Administration costs that are indirect in nature, and included in entities indirect cost pool, fall under the indirect cost rate.

Summary of GusNIP Funding Allocation Guidelines:

1.

2. Promotion, Outreach, and Advertising no < 5%
3. Administration costs not included in applicant's indirect cost pool (for example, recordkeeping and data collection) no > 20%

Prohibition of the Use of SNAP Administration Funds as Match

SNAP State Agencies pay for 50% of the administration of SNAP and the Federal government pays for the other 50%. This 50% State SNAP administration cost cannot be used as matching funds for a Nutrition Incentive Grant.

Other Submission Requirements

You should follow the submission requirements noted in Part IV, Section 1.9 in the document entitled "NIFA Grants.gov Application Guide." For information about the status of a submitted application, see Part III, Section 6 of the NIFA Grants.gov Application Guide.

PART V. APPLICATION REVIEW REQUIREMENTS

A. NIFA's Evaluation Process

NIFA evaluates each application in a two-part process. First, we screen each application to ensure that it meets the administrative requirements as set forth in this RFA. Second, a scientific peer- review process will be used to technically evaluate applications that meet the administrative requirements using a review panel **(see NIFA Peer Review Process)**.

Scientific Peer Review Process:

NIFA selects reviewers for the review panel based upon their training and experience in relevant scientific, extension, or education fields, taking into account the following factors:

1. the level of relevant formal scientific, technical education, or extension experience of the individual, as well as the extent to which an individual is engaged in relevant research, education, or extension activities;
2. the need to include experts from various areas of specialization within relevant scientific, education, or extension fields;
3. the need to include other experts (e.g., producers, range or forest managers/operators, distributors, retailers, and consumers) who can assess relevance of the applications to targeted audiences and to program needs;
4. the need to include experts from a variety of organizational types (e.g., colleges, universities, industry, state and Federal agencies, and private profit and non-profit organizations) and geographic locations;
5. the need to maintain a balanced composition with regard to minority and female representation and an equitable age distribution; and
6. the need to include reviewers who can judge the effective usefulness of each application to producers and the general public.

After each peer review panel has completed its deliberations, the responsible program staff of NIFA will recommend that your project is either approved for support from currently available funds or declined due to insufficient funds or unfavorable review.

NIFA reserves the right to negotiate with the PD/PI and/or the submitting organization or institution regarding project revisions (e.g., reductions in the scope of work, funding level, period, or method of support) prior to recommending any project for funding.

After the review process has been completed, NIFA sends copies of reviews, *not* including the identity of reviewers, and a summary (if applicable) of the review panel comments to the PD.

Conflicts of interest. NIFA takes extreme care to prevent any actual or perceived conflicts of interest that may influence the review or evaluation (see NIFA Peer Review Process for Competitive Grant Applications).

B. Evaluation Criteria

NIFA will use the following criteria to evaluate this RFA:

Initial Screening Criteria:

To avoid any misunderstandings, applicants should be aware that applications that do not satisfy all of the screening criteria are at risk of being returned to the proposing entity without review. Returned applications may not be resubmitted (with or without revision) under this solicitation. The initial screening criteria are the following:

1. The applicant must be a government agency or a non-profit organization.
2. The application must meet the Application Content and Format requirements as described in this RFA. This includes page length requirements all required forms and all files in PDF.
3. The application must include a letter of support from applicable SNAP State Agencies or documentation of partnership agreement with a relevant State Medicaid agency or other appropriate entity.
4. The proposed budget must be within the dollar ceiling and funding allocation guidelines identified in the RFA.
5. The proposed project must demonstrate capacity and willingness to participate in the comprehensive program evaluation requirements with the NTAE centers.

The following evaluation criteria applies to FPP, FIP, FLSP, & PPR applications submitted in response to this RFA competing within each program area category and not across categories. Where proposals are found to be equally meritorious, based on peer review, selection for funding will be weighed in favor of proposals aligning with and advancing the GusNIP grant program priorities.

Alignment with GusNIP Priorities:

How well the project aligns with and advances GusNIP priorities, which are to:

1. Maximize the share of funds used for direct incentives to participants; any grant proposal that includes non-financial incentives (e.g. giveaways of kitchen utensils or cookware) will be subject to providing additional justification prior to approval and would need to explain clearly how it contributes to the overall objectives of the GusNIP
2. Test innovative or promising strategies that would contribute to our understanding of how best to increase the purchase of fruits and vegetables by SNAP participants, to inform future efforts;
3. Use direct-to-consumer sales marketing;
4. Involves a diversity of types of firms (e.g., convenience stores, supermarkets, farmers' markets, etc.)
5. Demonstrate a track record of designing and implementing successful nutrition incentive programs that connect low-income consumers and agricultural producers (for FIP, FLSP, and PPR only);
6. Provide locally or regionally produced and fresh fruits and vegetables, especially those culturally appropriate for the target audience;
7. Operate in underserved communities and/or economically distressed communities, particularly Opportunity Zones;

8. Include coordination with multiple stakeholders, such as farm organizations, nutrition education programs, cooperative extension services, public health departments, health providers, private and public health insurance agencies, cooperative grocers, grocery associations, and community-based and non-governmental organizations;
9. Offer supplemental services in high-need communities, including online ordering, transportation between home and store, and delivery services; and
10. Include food retailers (firms) that are open (1) for extended hours and (2) most or all days of the year (For Nutrition Incentive Grants only).

Advancing Primary Goals of GusNIP

How well the proposed project advances the primary goals of the GusNIP, to fund and evaluate projects intended to increase the purchase of fruits and vegetables (as defined in the RFA) by low-income consumers participating in SNAP by providing incentives at the point of purchase using effective and efficient benefit redemption technologies and to bring together stakeholders from distinct parts of the food system and to foster understanding of how they might improve the nutrition and health status of participating households receiving incentives through the purchase of fruits and vegetables.

All projects must:

(1) aim to increase the purchase of fruits and vegetables by low- income consumers participating in SNAP or eligible participants under the PPR program area, by providing incentives at the point of purchase;
(2) operate through authorized and reported SNAP firms per Part I Section D titled "Program Policy", and in compliance with all relevant SNAP regulations and operating requirements; for PPR only if project design includes spending SNAP benefits to earn incentives.
(3) agree to participate in the GusNIP comprehensive program evaluation and facilitate participation through data collection and the use of Data Use Agreements and Memoranda of Understanding as outlined in Part IV Section B titled "Content and Form of Application Submission" and Part I Section D titled "Program Policy";
(4) ensure that the same terms and conditions apply to purchases made by individuals with SNAP benefits and with incentives provided under the GusNIP as apply to purchases made by individuals who are not members of households receiving benefits as provided in 7 C.F.R. 278.2(b);
(5) include effective and efficient technologies for benefit redemption systems that may be replicated in other States and communities; and
(6) applicants proposing projects that require interaction with or modification of EBT systems must submit a letter of support from applicable SNAP State Agencies as part of their grant application. Applicants are required to submit letters of support from applicable SNAP State Agencies or documentation of partnership agreement with a relevant State Medicaid agency or other appropriate entity as part of their grant application.

1. **History of Compliance:** If the grant requesting entity has received USDA grant awards in the past, then demonstrating a history of compliance with grant requirements will be considered during the evaluation of awards;

2. **Community to be Involved with the Project and the Needs to be Addressed:** The significance of the low-income food security issues that will be addressed by the proposed project, and an informative description of the community, its characteristics, assets, and needs, how well the proposed project fits the criteria outlined in the narrative and in the proposed management and budget plan;

3. **Project Goals, Objectives, and Intended Outcomes:** The appropriateness of the goals, objectives, and outcomes of the project and how these goals will be achieved throughout the project period;

4. **Qualifications of the Organizations Involved in the Project:** The relevance of the experience of the organizations that are involved in the proposed project including the applicant entity, and the type and extent of support that other organizations will be providing, or the extent to which these organizations demonstrate the capacity to contribute to the overall grant program. The applicant organization demonstrates a history of, commitment to, and/or direct involvement in food security or nutrition incentive projects in low-income communities or in communities with low-income groups, as well as success in actively engaging low- income participants. The qualifications of staff involved with the proposed project and/or organizational leadership reflects the expertise necessary to carry out the proposed activities or similar types of activities. FLSP and FIP applicants must include a detailed plan for cashier/staff training and advertising of their grant project. Experience in and connections with the community or grantees and a demonstrated dedication to serving low income residents will be considered as important as academic or professional credentials in this regard. Professional salaries are in balance with compensation given to low-income residents for their participation in the initiative;

5. **Evaluation:** The strength of the proposed project's plans and capacity to undertake a self-assessment, collect the minimum core data set (for FIP, FLSP, & PPR program areas only) with accuracy and validity, cooperate with and participate in the evaluation, share project results in an “exemplary practices” format (see Definition of ‘exemplary practices, Appendix III.);

6. Sustainability: Evidence is provided to demonstrate that the project is likely to become self-sustaining, e.g., a market analysis or the outlines of a business plan; and

7. Timeline and Budget: The timeline and budget for accomplishing project goals, objectives, and outcomes is realistic and achievable.

C. Conflicts of Interest and Confidentiality

During the peer evaluation process, we take extreme care to prevent any actual or perceived conflicts of interest that may impact review or evaluation. See NIFA Peer Review Process for Competitive Grant Applications for further information about conflicts of interest and confidentiality as related to the peer review process.

D. Organizational Management Information

Applicants must submit specific management information relating to an applicant prior to an award and update the information as needed. Applicants may only have to update their information if they had previously provided the information under this or another NIFA program. NIFA provides the requisite forms during the pre-award process. Although an applicant may be eligible for award under this program, there are factors that may exclude an applicant from receiving federal financial and nonfinancial assistance and benefits under this program (e.g., debarment or suspension of an individual, or a determination that an applicant is not responsible).

E. Application Disposition

Applicants may withdraw at any time before NIFA makes a final funding decision. NIFA will retain all applications, including withdrawn applications and unfunded applications.

PART VI. AWARD ADMINISTRATION

A. General

Within the limit of funds authorized, the NIFA awarding official will make grants to responsible and eligible applicants whose applications are judged most meritorious under the procedures set forth in this RFA. The date specified by the NIFA awarding official as the effective date of the grant must be no later than September 30 of the federal fiscal year in which the project is approved for support and funds are appropriated for such purpose, unless otherwise permitted by law. The project need not be initiated on the grant effective date, but as soon thereafter as practical so that project goals may be attained within the funded project period. All funds granted by NIFA under this RFA may be used only for the purpose for which they are granted in accordance with the approved application and budget, regulations, terms and conditions of the award, applicable federal cost principles, USDA assistance regulations, and NIFA General Awards Administration Provisions,7 CFR part 3430, subparts A through E.

Award Notice. The award document will provide pertinent instructions and information as described in 2 CFR 200.211 (see NIFA's Terms and Conditions).

B. Administrative and National Policy Requirements

Several federal statutes and regulations apply to grant applications and the projects outlined in this RFA (some are listed here: Federal Regulations). Unless specifically noted by statue or award-specific requirements, NIFA Policy Guide applies to all NIFA awards.

PART VII. OTHER INFORMATION

A. Use of Funds and Changes in Budget

Delegation of fiscal responsibility. Unless the terms and conditions of the award state otherwise, awardees may not in whole or in part delegate or transfer to another person, institution, or organization the responsibility for use or expenditure of award funds.

Changes in Budget or Project Plans. In accordance with 2 CFR 200.308, awardees must request prior approval from NIFA for the following program or budget-related reasons (the awardee is subject to the terms and conditions identified in the award):

1. Change in the scope or the objective of the project or program without prior written approval (even if there is no associated budget revision requiring);
2. Change in a key person specified in the application or the federal award;
3. Disengagement from the project for more than three months, or a 25 percent reduction in time devoted to the project;
4. Inclusion of costs that require prior approval in accordance with 2 CFR 200 Subpart E (Cost Principles), or 45 CFR Part 75 Appendix IX, (Principles for Determining Costs Applicable to Research and Development under Awards and Contracts with Hospitals), or 48 CFR, unless waived by the federal awarding agency,
5. 48 CFR Part 31, Contract Cost Principles and Procedures;
6. Transfer of funds budgeted for participant support costs to other categories of expense (2 CFR §200.75 Participant support costs);
7. Sub-awarding, transferring or contracting out of any work under a federal award, including fixed amount sub-awards (see 2 CFR §200.333, Fixed Amount Sub-awards), unless described in the application and funded in the approved federal awards. This provision does not apply to the acquisition of supplies, material, equipment, or general support services;
8. Changes in the approved cost-sharing or matching provided by the non-federal entity; and
9. The need for additional federal funds to complete the project.

B. Confidential Aspects of Applications and Awards

When an application results in an award, it becomes a part of NIFA transaction records, which are available to the public. Information that the Secretary of Agriculture determines to be confidential, privileged, or proprietary in nature will be held in confidence to the extent permitted by law. Therefore, applicants should clearly mark any information within the application they wish to have considered as confidential, privileged, or proprietary. NIFA will retain a copy of an application that does not result in an award for three years. Such an application will be released only with the consent of the applicant or to the extent required by law. An applicant may withdraw at any time prior to the final action thereon.

C. Regulatory Information

This program is not subject to the provisions of Executive Order 12372, which requires intergovernmental consultation with state and local officials. Under the provisions of the Paperwork Reduction Act of 1995 (44 U.S.C. Chapter 35), the collection of information requirements contained in this notice have been approved under OMB Document No. 0524-0039.

APPENDIX I: AGENCY CONTACT

Programmatic Contact

Name	Email	Telephone	Fax
Dr. Mallory M. Koenings, National Program Leader	Mallory.koenings@usda.gov	202-604-1985	
Dr. Helen Chipman, National Program Leader	Helen.chipman@usda.gov	202-701-3524	
Dr. Jaheon Koo, Program Specialist	Jaheon.Koo@usda.gov	816-642-1634	
Dr. Litha Tingi, Program Specialist	Litha.Tingi@usda.gov	816-908-3311	
Dr. Katje Armentrout, Program Specialist	Katje.Armentrout@usda.gov		
Michael Garcia, Program Analyst	Sm.fn.GusNIP@usda.gov	703-756-0226	

For administrative questions related to:

1. Grants.gov, see Part IV of this RFA
2. Other RFA or application questions, please email policy@usda.gov
3. Awards under this RFA, please email awards@usda.gov

National Institute of Food and Agriculture
U.S. Department of Agriculture
P.O. Box 419205, MS 10000
Kansas City, MO 64141-6205

Courier/Package Delivery Address:
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United States Department of Agriculture
2312 East Bannister Road, MS 10000
Kansas City, MO 64141-3061

APPENDIX II: GLOSSARY OF TERMS

Name	Acronyms
Agriculture and Food Research Initiative	AFRI
Authorized Representative	AR
Agricultural Research, Extension, and Education reform Act of 1998	AREERA
Coordinated Agricultural Project	CAP
Catalog of Federal Domestic Assistance	CFDA
Center of Excellence	COE
Data Management Plan	DMP
GusNIP Pilot Projects program code	FPP
Gus Schumacher Nutrition Incentive Grant Program was formerly known as the Food Insecurity Nutrition Incentive	FINI
GusNIP Projects program code	FIP
GusNIP Large Scale Projects program code	FLSP
Food and Nutrition Service	FNS
Gus Schumacher Nutrition Incentive Grant Program	GusNIP
National Institute of Food and Agriculture	NIFA
Nutrition Incentive Program Training, Technical Assistance, Evaluation, and Information Center	NTAE
Produce Prescription program code	PPR
Request for Application	RFA
Research, Education, and Economics	REE
United States Department of Agriculture	USDA

APPENDIX III: DEFINITIONS

Please refer to 7 CFR 3430, Competitive and Noncompetitive Non-formula Financial Assistance Programs--General Award Administrative Provisions, and 7 CFR 3430 Subpart P Food Insecurity Nutrition Incentive Grant Program for applicable definitions for this NIFA grant program. If a conflict exists between the two regulations, the program-specific Administrative Provision is overriding.

Terms	Definitions
Community Food Assessment	A collaborative and participatory process that systematically examines a broad range of community food issues and assets, to inform change actions to make the community more food secure.
Community Supported Agriculture	(CSA) ventures require participants to pay an annual or seasonal subscription fee, in advance, for a set amount of food (share) that the business expects to produce that year/season; CSA shares are typically made available or delivered during regular intervals (e.g., weekly or bi-weekly) during the active (harvest) season; CSAs primarily sell local produce (at minimum the majority, more than 50%, of their sales come from local produce) where local produce is defined as agricultural products, particularly fresh fruit and vegetables, as well as meat, fish, dairy, and/or grains grown, gathered, or hunted either within the State where the CSA is headquartered or within 100 miles of the CSA's headquarters (so long as the point of origin is still within the States or territories of the United States of America); a CSA is NOT considered a store type but simply a way of doing business; CSAs can be conducted by SNAP-authorized agricultural producers or co-ops.
Emergency Feeding Organization	A public or nonprofit organization that administers activities and projects (including the activities and projects of a charitable institution, a food bank, a food pantry, a hunger relief center, a soup kitchen, or a similar public or private nonprofit eligible recipient agency) providing nutrition assistance to relieve situations of emergency and distress through the provision of food to needy persons, including low-income and unemployed persons. (See 7 U.S.C. 7501).
Exemplary practices	High quality community food security work that emphasizes food security, nutritional quality, environmental stewardship, and economic and social equity.
Expert reviewers	individuals selected from among those recognized as uniquely qualified by training and experience in their respective fields to give expert advice on the merit of grant applications in such fields who evaluate eligible proposals submitted to this program in their respective area(s) of expertise.

Food security	access to affordable, nutritious, and culturally appropriate food for all people at all times.
Fruits and Vegetables	For the purposes of the incentives provided under FPP, FIP, FLSP program areas (i.e. as used in Section 4208) any variety of fresh, canned, dried, or frozen whole or cut fruits and vegetables without added sugars, fats, or oils, and salt (i.e. sodium). For the PPR program area any variety of fresh whole or cut fruits and vegetables.
Incentives	any financial inducements that would increase the purchase and consumption of eligible fruits and vegetables by SNAP clients. See Part I.D. for details.
Logic model	a systematic and visual way to present and share an understanding of the relationships among resources available to operate a program and includes planned activities and anticipated results; and the presentation of the resources, inputs, activities, outputs, outcomes and impacts.
Opportunity Zone	An economically distressed community where new investments, under certain conditions, may be eligible for preferential tax treatment. Localities qualify as opportunity zones if they have been nominated for that designation by the state and that nomination has been certified by the Secretary of the U.S. Treasury via his delegation of authority to the Internal Revenue Service.
Outcomes	the changes in the wellbeing of individuals that can be attributed to a particular project, program, or policy, or that a program hopes to achieve over time. They indicate a measurable change in participant knowledge, attitudes, or behaviors. For the purposes of this document, 'impact" and "outcome" are used interchangeably.
Process evaluation	examining program activities in terms of (1) the age, sex, race, occupation, or other demographic variables of the target population; (2) the program's organization, funding, and staffing; and (3) its location and timing. Process evaluation focuses on program activities rather than outcomes.
Non-profit Organization	a Non-profit corporation is a special type of corporation that has been organized to meet specific tax-exempt purposes. To qualify for Non-profit status, your corporation must be formed to benefit: (1) the public, (2) a specific group of individuals, or (3) the membership of the Nonprofit.
Supplemental Nutrition Assistance Program (SNAP)	the supplemental nutrition assistance program established under the Food and Nutrition Act of 2008 (7 U.S.C. 2011 et seq).
Value Chain	adding value to a product, including production, marketing, and the provision of after-sales service and incorporating fair pricing to farms. It also involves keeping the final

	pricing to customers within competitive range. Value chain development, therefore, is a process of building relationships between supplier and buyer that are reciprocal and win-win; instead of always striving to buy at lowest cost.