

Information Collection: 0584-0512  
Expiration date: 07/31/2025



## **Supplemental Nutrition Assistance Program**

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### **Healthy Fluid Milk Incentives - Cooperative Agreement**

**Fiscal Year 2024 Request for Applications (RFA)  
Assistance Listing Number (ALN): 10.551**

**Release Date: June 25, 2024**

**Application Due Date: August 9, 2024, by 11:59pm Eastern Daylight  
Time (EDT)**

**Anticipated Award Date: September 2024**

#### **OMB BURDEN STATEMENT:**

This information is being collected to assist the Food and Nutrition Service in evaluating applications for the Process and Technology Improvement Grant. This is a voluntary collection and FNS will use the information to rank and fund applicants for the Process and Technology Improvement Grant. This collection does not request any personally identifiable information under the Privacy Act of 1974. According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-0512. The time required to complete this information collection is estimated to average 50 hours per response, including the time for reviewing instructions, searching existing

data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: U.S. Department of Agriculture, Food and Nutrition Service, Office of Policy Support, 1320 Braddock Place, 5th Floor, Alexandria, VA 22314 ATTN: PRA (0584-0512). Do not return the completed form to this address.

## Application Checklist

This Application Checklist provides applicants with a list of the required actions and documents that must be completed. However, FNS expects that applicants will read the entire RFA prior to the submission of their application and comply with all requirements outlined in the solicitation. The Application Checklist is for applicant use only and should not be submitted as part of the Application Package.

Complete the following **at least four weeks** prior to submission:

- ☐ Obtain a Unique Entity Identifier (UEI) number;
- ☐ Register the UEI number in the System for Award Management (SAM); and,
- ☐ Register in [grants.gov](https://www.grants.gov).

When **preparing your application**, ensure:

- ☐ Application format and narrative meet the requirements included in Section 4 – Application and Submission Information. This includes page limits, priorities outlined in Section 5 – Application Review Information, and all necessary attachments.

When **preparing your budget**, ensure the following information is included (also include applicable information from the Budget Checklist page #45):

- ☐ All key staff proposed to be paid by this grant.
- ☐ The percentage of time the Project Director will devote to the project in full-time equivalents (FTEs).
- ☐ Your organization's fringe benefit rate and amount, as well as the basis for the computation.
- ☐ The type of fringe benefits to be covered with Federal funds.
- ☐ Itemized travel expenses (including type of travel), travel justification, and basis for lodging estimate.
- ☐ Types of equipment and supplies, justifications, and estimates, ensuring that the budget is in line with the project description.
- ☐ Information for all contracts and justification for any sole-source contracts
- ☐ Justification, description, and an itemized list of all consultant services.
- ☐ Indirect cost information (either a copy of a Negotiated Indirect Cost Rate Agreement (NICRA) or if no agreement exists and the applicant has never been approved for a NICRA, they may charge up to 10% de minimis). If an applicant is requesting the de minimis rate or indirect costs are not required, please state this in the budget narrative.

When **submitting** your application, ensure you have submitted the following:

- ☐ □ SF-424 – [Application for Federal Assistance](#) (fillable PDF in Grants.gov)
- ☐ □ SF-424A – [Budget Information and Instruction Form](#) (fillable PDF in Grants.gov)
- ☐ □ SF-424B – [Assurances for Non-Construction Programs](#) (fillable PDF in Grants.gov)
- ☐ □ SF-LLL – [Disclosure of Lobbying Activities](#)
- ☐ □ FNS-906 – [Grant Program Accounting System & Financial Capability Questionnaire](#) (Appendix Pg. 46)
- ☐ Negotiated Indirect Cost Rate Agreement (PDF - Upload using the "Add Attachments" button under SF-424 item #15)
- ☐ Resumes of key staff
- ☐ Letters of support/commitment from key partners

☐ Additional attachments as required

When applicable, application packages are required to include the following documents:

☐ All non-profit organizations must include their 501(c)(3) determination letter issued by the Internal Revenue Service (IRS)

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# 1. Program Description and Objectives

## *Executive Summary*

FNS requests applications for the Healthy Fluid Milk Incentives (HFMI) Cooperative Agreement Projects for fiscal year (FY) 2024 to support projects to increase the purchase of fluid milk among low-income consumers participating in the Supplemental Nutrition Assistance Program (SNAP) by providing incentives at the point of purchase. The total funding amount available for FNS to support this program in FY 2024 is **\$2,790,000**. Government agencies (State, local, territory, or tribal agencies) and non-profit organizations are eligible to apply for this funding. The anticipated period of performance for this project is from September 1, 2024, to September 1, 2027. Please see Section 3. *Eligibility Information*, for more details.

## *Program Description*

The Supplemental Nutrition Assistance Program (SNAP), authorized under the Food and Nutrition Act of 2008 (Insert legislative citation for the FNA), as amended, is the cornerstone of the Nation's nutrition assistance safety net. The United States Department of Agriculture (USDA) Food and Nutrition Service (FNS) certifies low-income Americans to participate in the program and authorizes and monitors retailers to accept SNAP benefits for eligible food products. Currently, around 40 million low-income Americans receive SNAP benefits, and more than 250,000 retailers are authorized to accept SNAP benefits.

## *Legislative Authority*

Section 4208 of the Agricultural Improvement Act of 2018, [P.L. 115-334](#), ("Farm Bill") authorizes USDA, on a competitive basis, to enter cooperative agreements with governmental entities or nonprofit organizations to carry out Healthy Fluid Milk Incentives (HFMI) projects. The Further Consolidated Appropriations Act, 2024, [P. L. 118-42 provides **\$2,790,000** for HFMI for fiscal year (FY) 2024.

FNS announces, through this Request for Applications (RFA), the availability of **\$2,790,000** in total grant funding to award one cooperative agreement. Eligible entities who can submit applications include government agencies (State, local, territory, or tribal agencies) and non-profit organizations.

FNS reserves the right to use this solicitation and competition to award additional grants to responsive applicants to this RFA in this or the subsequent fiscal year should additional funding become available.

## *Background*

Beginning in 2020, FNS has awarded four HFMI grants to develop and test methods to increase the purchase and consumption of healthy fluid milk. The first project in 2020 was implemented at Lowe's Food King Supermarkets in West Texas. In 2021, FNS awarded a second grant for implementation at Wakefern ShopRite grocery stores in New Jersey, and one Jubilee grocery store in West Texas. The third grant, awarded in 2022, substantially expanded the project to JMBL, Inc

Supermarkets and Wright's Market in Alabama, Mother's Nutritional Center in California, Little Giants Farmers Market and Carver Market in Georgia, and G.F. Buche Co. in South Dakota. Finally, the fourth grant, awarded in 2023, continued the vast expansion of the program to Meijer grocers in Michigan, Ohio, Indiana, Kentucky, Illinois and Wisconsin, By Chance Markets in Louisiana and Mississippi, Cost Cutter Tifton LLC in Georgia, Daily Table in Massachusetts, Fiesta Foods, Saar's Super Saver Foods, PT Food Co-Op, Shop N Kart, Stormans, and Point Roberts Marketplace in Washington, Harvest Market in California, Oregon, and Washington, Hired Man Grocery in Kansas, Food Land in Iowa, Mitchell Grocery Corp in Alabama, Jeffcoat in Mississippi, and Vowell in Alabama and Mississippi.

The 2024 HFMI grant will continue developing and testing methods to increase the purchase and consumption of qualifying fluid milk by SNAP households by providing them an incentive at the point of purchase at authorized retailer locations in additional regions. Prior HFMI projects mainly tested the impact of dollar-for-dollar paper coupon incentives, while a small set of retailers tested the delivery of a dollar-for-dollar coupon delivered electronically through a retailer's loyalty accounts or as an automatic discount at the point of purchase.

Key Requirement for FY 2024 Applicants: **FNS is limiting proposals to project designs that will either 1.) Deliver HFMI incentives as an automatic discount at the point of purchase or 2) Through integration with State Electronic Benefit Transfer (EBT) systems to automatically deposit earned HFMI incentives onto SNAP households EBT cards (See *Project Design* on page 12 and in the scoring criteria on page 35).**

### Purpose and Key Objectives

The primary purpose of the HFMI project is to develop and test methods to increase the purchase and consumption of qualifying fluid milk by SNAP households by providing them an incentive at the point of purchase at authorized retailer locations. "Qualifying fluid milk" includes all varieties of pasteurized cow's milk that (1) is without flavoring or sweeteners, (2) is consistent with the most recent dietary recommendations, (3) is packaged in liquid form, and (4) contains vitamins A and D at levels consistent with the Food and Drug Administration, State, and local standards for fluid milk.

Below is a list of the Program Objectives. As noted in Section 4, within the "Activities/Indicators Tracker," proposed activities should be clearly aligned to these objectives and their associated activities and indicators.

Note that if awarded, grantees will be required to report on progress towards activities aligned with the required objective(s) and must use the FNS-908 Performance Progress Report.

### **Key Objectives**

Application proposals **must include all the objectives identified below**. Proposals can contain more objectives.



#	Objective
1.	<i>Increase the purchase and consumption of qualifying fluid milk by SNAP households by providing a financial incentive at the point of purchase using EBT integration or automatic discounts.</i>
2.	<i>Partner with selected SNAP-authorized retailer(s) to operate the point of purchase incentive solution in compliance with all relevant SNAP regulations and requirements.</i>
3.	<i>Communicate and promote HFMI incentive availability and information to SNAP households.</i>
4.	<i>Provide training and technical support to participating SNAP-authorized retailer(s) in administering the incentives.</i>
5.	<i>Facilitate participation in the HFMI evaluation through data collection and sharing.</i>
6.	<i>Provide education on the nutritional value of cow's milk in accordance with the latest Dietary Guidelines for Americans and in relation to the availability of HFMI incentives at the participating locations.</i>

### *FY24 Funding Priorities (Bonus Points)*

#### **Target Communities (up to 15 Points)**

Applicants who demonstrate one or more of the community priorities listed below (see bulleted list just below) will be awarded up to an **additional 15 bonus points** for incorporating the specified target areas into the project design.

Bonus Points will be evaluated based on the following criteria:

- Up to 50% of overall selected retailer locations target one or more of the priority communities – 5 points
- 50 to 75% of overall selected retailer locations target one or more of the priority communities – 10 points
- Over 75% of overall selected retailer locations target one or more of the priority communities – 15 points

In addition to the general program purpose and priorities, FNS will prioritize applications who propose models that ensure incentives reach marginalized and/or high food insecurity communities such as:

- [Rural](#) communities as defined by the U.S. Census Bureau.
- Persistent poverty counties, as defined by [USDA ERS Poverty Area Measures](#)
- Low-income and low access census tracts, as defined by the [USDA ERS Food Access Research Atlas](#)
- Tribal Nations and/or surrounding tribal communities.

Applicants must indicate the method(s) used to identify the priority areas and describe how the partnering retailer(s) will target those identified communities. See the section entitled “Review Criteria” for how this portion will be evaluated.

### **Project Design**

The awardee(s) and its team of partners, including retailers, and optionally other community partners, must develop and operate the projects to provide incentives for the

purchase of fluid milk at the point of purchase.

Below are the **required** design parameters.

### 1. Target Foods

HFMI is intended to increase the purchase and consumption of healthy fluid milk by SNAP households. Qualifying fluid milk under HFMI is defined as all varieties of pasteurized cow's milk, including lactose-free, that is:

- Without flavoring or sweeteners,
- Packaged in liquid form,
- Consistent with the Food and Drug Administration, State, and local standards for fluid milk Vitamin A and D levels, and
- Consistent with the most recent dietary recommendations.

### 2. Incentive Models

Applicants must **propose one** of the following models in their proposal:

#### **MODEL 1 (EBT Integration):**

\*Low/no-fat milk for incentive that is delivered into the household's EBT account. SNAP households must purchase qualifying fluid milk as defined above using their SNAP benefits to receive a set amount or percentage of the qualifying purchase back into their EBT card (i.e. EBT integration) to be used on a subsequent shopping trip for the purchase of any SNAP eligible item at any SNAP-authorized store.

This model is based on the SNAP [Electronic Healthy Incentives Project \(eHIP\)](#) project which allows the incentive amount to be redeemed subsequently in the same manner as any SNAP EBT transaction for any SNAP-eligible food. The SNAP eHIP is an FNS grant that was awarded in June 2023.

Applicants may also propose limiting the use of earned incentives for the purchase of additional healthy fluid milk or dairy food item if the applicant or applicant's State partner has that capability.

For this model, if the HFMI applicant is **not** a State agency that administers SNAP, then the applicant **will need to partner with a State that has or is in the process of developing the EBT-integrated infrastructure to implement this model within the project's period of operation**. Due to current EBT system limitations, States that have already implemented EBT-integrated incentives **and whose incentives are active** will not be able to operate HFMI via EBT in parallel. Requirements for a letter of commitments demonstrating partnership with a State are outlined in number 8 below.

Contact information for potential state partners can be provided upon request. Requests should be emailed to [SM.FN.SNAP-Retailer-Grants@usda.gov](mailto:SM.FN.SNAP-Retailer-Grants@usda.gov).

### **MODEL 2 (Automatic Discount):**

Low/no-fat milk for immediate point-of-purchase discount:  
SNAP households must purchase qualifying fluid milk as defined above using their SNAP benefits to receive an automatic discount or dollar-off incentive at the time of the qualifying purchase.

*An automatic discount incentive* does not require a subsequent purchase for the discount to apply; it is applied immediately at the point-of-purchase.

Applicants must verify with selected partnering retailers, their third-party processor (TPP), and any additional partners, if applicable, that their proposed solution is viable and that the associated costs are acceptable prior to applying for this grant. **Alternative incentive models not specified in this solicitation will not be allowed if the retailer later determines that the proposed solution is not practicable.**

Incentives must be offered to every SNAP household shopping at the partnering retailer locations.

Applicants may propose to implement different models and/or discount levels at participating stores. If an applicant elects to implement different models and/or discount levels, proposals must include: 1) a justification; 2) confirmation from the retailer(s) confirming the feasibility of programming different incentive scenarios into their POS system; and 3) a management plan explaining how the grantee plans to manage communication and promotional activities for varying incentive models.

### **3. Incentives Amounts**

Applicants must indicate the following:

- Whether the incentives will be a percentage-off discount, dollar-off discount, or a dollar-for-dollar match;
- The incentive dollar amount or percentage that will be discounted;
- The maximum incentive amount, if any, that a household may earn per transaction/week/month, etc.;
- When the incentive will be available for redemption (i.e., immediately, next day, within 24 hours, etc.); and
- The expiration date for all non-automatic discount incentives. An expiration date is required for all non-automatic discount incentives and cannot be less than 30 days.

### **4. Site Selection**

Proposed project site(s) may include State or sub-State areas, such as county, community, or group of contiguous communities, and/or Tribal Lands.

Priority will be given to applicants who target communities, listed under “FY24 Funding Priorities” (page 11), and project areas that have not yet been tested in prior HFMI initiatives.

## **5. Retailer Selection**

Applicants must establish partnerships with SNAP-authorized retailers located in the project site(s) and must submit a letter of commitment from each partnering retailer (see page 14- for more information) as part of the application package.

Selected grantee(s) will be required to provide the retailer’s FNS authorization numbers in a secured format within 2 weeks of award. Applicants should confirm that selected partner firms are authorized through the [retailer locator map](#).

Ideally, project site(s) would include some combination of supermarket chains, independent retailer grocers of all sizes and convenience stores. The SNAP-authorized retailer partners should offer a range of qualifying fluid milk.

Applicants must indicate the number of retailers they plan to partner with and provide a detailed justification that indicates and explains the likelihood that grant funds specifically designated for the incentive will likely be redeemed by SNAP households over the project period of operation at each retailer. The grantee must agree to make a good faith effort to partner with a sufficient number of retailer locations so that the estimated amount of incentives that will be redeemed is reasonable when compared to the grant funds specifically allocated for incentives.

Indicate if the selected retailers offer other incentives (e.g., fruits and vegetables incentives) and whether the other incentives are operating under a Gus Schumacher Nutrition Incentive Program (GusNIP) or an FNS-approved incentive waiver.

If a grantee wishes to add additional retailer banners and/or locations during the project period that were not included in the initial proposal, the grantee will be required to submit a written request to FNS, including justification, store name(s), addresses, and FNS numbers. If the grantee is partnering with a new retailer banner(s), the grantee will be required to attach a letter of commitment from each retailer banner.

***Ineligible retailers:*** Retailers that are not eligible to participate in an incentive project under this grant include:

- Authorized retailers that do not typically sell the qualifying foods to households, such as bakeries, or seafood or meat specialty stores.
- Wholesalers, restaurant, and meal services, such as drug/alcohol treatment programs, battered women’s shelters, communal dining facilities, group living arrangements, homeless meal providers, meal delivery services, and senior and other residential centers.

***Funding System Software Upgrades for Retailers in Priority Target Areas:*** Applicants may propose to use grant funds for system software upgrade costs for independent retailers that sell sufficient quantities of qualifying fluid milk and are located in Priority Target Areas, described in “FY24 Funding Priorities” (page 11), for the purpose of providing and/or redeeming HFMI incentive under this grant, including software changes that may be needed to print information

about the incentive earned on the SNAP receipts. Using grants for the purchase of hardware for retailers, such as the POS devices themselves, is not allowed. See Part 4. “*Budget*”.

## **6. Incentive Delivery Mechanism**

FNS is seeking applicants who, in collaboration with their partners, choose an incentive delivery method(s), that either places incentives onto household’s EBT cards through integration with State Electronic Benefit Transfer (EBT) systems or provides households with an automatic discount at the point of purchase, as described under Part I.D- *Project Design*.

Applicants must describe the incentive delivery method(s) in high-level detail, including any proposed system enhancements, as part of the proposal.

Retailers with integrated electronic cash register (IECR) systems that include scanners and point-of-sale (POS) interfaces will need to reprogram their systems to identify targeted foods, calculate and transmit the value of the incentive, and print resulting incentive values on the SNAP receipt. Retailers using standalone (side-by-side) POS terminals will need to create and manually enter a separate subtotal of target foods based on visual identification so that this additional value can be captured.

Incentives delivered through a retailer’s POS system for an automatic discount may require additional technical enhancements if the retailer’s system does not already have the capability. These retailers would be expected to keep records that provide the value of the incentive discounts provided.

## **7. Household Earnings Information**

Projects should include ways to provide each household with information on the incentive amount or discount earned and, if applicable, the remaining accumulated value of incentives, as well as the expiration date for unused incentives.

Proposals for EBT integration projects must:

- Specify that incentives will be assigned a hierarchy level that maintains first in, first out redemption of benefits;
- Specify that the Automated Response Unit (ARU) will report incentive transaction and balance information in the same manner as other transactions when the caller selects the options to listen to the list of the most recent transactions or to have a two-month statement mailed; and
- Include, at a minimum, a message on the required printed receipt provided at the point of purchase for all SNAP purchases that indicates the Healthy Fluid Milk Incentive amount issued and the Expiration Date.

While not required for automatic discount models, ideally, proposals for automatic discount projects will include the amount of the discount printed on the required receipt for SNAP purchases. If proposing an automatic discount, please include the feasibility and/or any limitations for including this on the receipt for each partnering retailer.

Technical assistance will be available from FNS as needed.

## 8. Letters of Commitment

Applicants proposing the **EBT integration model (MODEL 1 above)** must submit letters of commitment from:

- Each retailer banner or location that will participate in the project;
- Each SNAP State agency where the project will operate (if applicant is not the SNAP State agency); and
- Each State's EBT contractor for the proposed EBT system changes.

Applicants proposing the Automatic Discount model (**MODEL 2 above**) must submit letters of commitment from:

- Each retailer banner or location that will participate in the project.

At a minimum, the letters of commitment for either model must include the following as applicable to each partner:

- Confirmation that the proposed solution is viable and that costs are acceptable, including retailer costs associated with:
  - Recognizing qualifying foods and totaling their value;
  - Applying an automatic discount, if applicable;
  - Placing information about the incentive earned on the SNAP receipt, if applicable; and
  - Meeting reporting and accounting requirements.
- Confirmation that the selected retailer(s) systems can provide data that reflects SNAP EBT transactions separate from other EBT transactions (i.e., TANF, WIC, etc.) to meet the reporting and accounting requirements.
- A description explaining partnering retailers' Third-Party Processor (TPP) provider, the type of POS system the retailer uses, and any changes that will be made to the POS system, if applicable, and documentation that shows the retailer has discussed the needed changes and cost with their service providers.
  - Retailers with IECR systems: Confirmation that the selected retailer(s) can program their systems to offer incentives or the commitment to upgrade their systems to offer incentives using the proposed project design.
  - Retailers with side-by-side POS terminals: Confirmation that the selected retailer(s) has 1) a process in place to identify qualifying milk purchases at the point of sale, and 2) a system to offer and track incentives using the proposed project design.

Letters of commitment for EBT integration models must also include confirmation from the applicable partner that the EBT and/or retailer system is able to:

- Validate participating HFMI stores;
- Properly calculate and post incentives earned;

- Identify incentives separately from SNAP transactions in order to debit and post incentives, and for back-end accounting and tracking purposes;
- Transmit the information in the authorization request to the EBT system in a manner compliant with current ANSI message standard X9.58, modified as necessary to transmit HFMI data in a standard manner for all retailers participating in the project (this will require collaboration with FNS, participating integrated retailers and their TPPs, and standalone terminal providers);
- Generate appropriate approval messages to retailers;
- Print incentive values earned on EBT receipts;
- Apply a cap to the monthly amount of incentive that can be earned by any one household;
- Remove incentive amounts from the available balance after the expiration date.
- Ensure that households no longer in SNAP (i.e. no longer receiving monthly benefit allotments) cannot earn incentives.
- Continue to include checks for valid FNS authorization number, account number and PIN value, as well as determining that account status is active and that there are sufficient funds.
- Meet the reporting and accounting requirements.

#### **9. Retailer Training and Technical Support Plan**

Applicants must provide a plan for training cashiers and other on-site staff of participating firms on the mechanics, as well as the requirements and limitations of HFMI to ensure compliance. The proposal must also describe the process for addressing and resolving any technical, policy or operational issues that may arise at firm locations during the course of project implementation and ongoing operations and how that process will be communicated to participating firms.

A detailed description of the resolution process should include information on the organizations/partners responsible for such activities, including hours of availability, and expected response timeframes.

#### **10. Communication/Outreach Promotion**

Applicants must include a detailed plan for communicating information about and promoting HFMI incentives to SNAP households in their grant application.

The awardee must ensure the following is communicated to SNAP households:

- Availability of incentives and the conditions for receiving the incentives;
- Qualifying foods for which an incentive is offered, and the eligible foods that can be purchased with incentives;
- Location of participating retailers;
- The monthly cap amount, if applicable, and how to track the amount of incentives earned;
- How to use the incentives earned, and locations of where earned incentives can be used;
- The expiration date of the incentives earned; and
- Where to get additional information.

Examples of State SNAP agency promotional activities include:

- Making HFMI promotional materials available at local SNAP offices;
- Allowing promotional videos to be played at local SNAP offices;
- Creating promotional materials for social media accounts; or
- Partnering with the State Agency to send promotional materials through direct mail to SNAP recipients in the participating retailer's area. State Agencies may not provide outside entities with a list of SNAP recipients' mailing addresses, even under a MOU.

## **11. Nutrition Education Component**

SNAP EBT integrated and automatic discount incentives apply to all SNAP households regardless of whether the SNAP client is aware of the HFMI program. As a way to more proactively create a behavioral change and increase the purchase and consumption of healthy milk, FNS is requiring a nutrition education component to bring more awareness to the HFMI program. Proposals should include a description of planned activities.

All proposals must note any planned partnerships or collaborations (e.g., SNAP-Ed).

### **Data Collection and Evaluation**

Given the limited funds available, FNS will conduct an outcome evaluation using data provided by the awardee. FNS will develop and monitor indicators of progress towards objectives by examining HFMI project activities in terms of (1) the project's administrative costs, (2) the amount of incentives or discounts issued, and (3) sales of fluid milk, as described below. Data should be reported separately by retailer outlet (e.g., individual store/market locations). Awardees may not change the amount of the incentive or discount provided by an individual retailer outlet without FNS approval.

Awardees are required to have a Data Use Agreement with each firm that guarantees each firm will provide the following required data elements related to administrative costs:

- If additional funding other than the FNS grant is used to support this project, grantee must be able to separately identify and account for any SNAP funds used for the incentive program and for administrative costs; and
- Breakout of SNAP grant funding spent on administrative costs versus incentives to SNAP participants.

Data Use Agreements shall also guarantee that each firm will provide the following required data elements related to incentive issuance and sales, at a minimum:

- Amount of incentives issued to SNAP participants, in dollars and number of transactions;
- Sales of qualifying skim/non-fat milk, broken out by SNAP EBT and all other tenders<sup>1</sup>;
- Sales of qualifying 1% milk, broken out by SNAP EBT and aggregated for all other tenders;

See Attachment A for the required **data template** that will need to be submitted to FNS monthly.

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<sup>1</sup> WIC EBT sales should be included with "other tenders", distinguished from SNAP EBT sales.



Sales completed with non-SNAP EBT tenders may be aggregated and do not need to be broken out by tender type. All data elements related to incentive issuance and sales shall be aggregated at the weekly level, with a week defined as Sunday to Saturday. Each week shall be presented as a row in a cumulative spreadsheet (see template attached). The updated spreadsheet shall be shared with FNS by the first Wednesday of each month. These submissions shall include any information on unusual circumstances affecting sales for any retailer (e.g., natural disaster, systems outage, broken dairy case, supply chain issues, special milk/ dairy promotion unrelated to this project, etc.) to explain unusual/ unexpected sales data. The submission shall specify which week(s) each circumstance occurred. Applicants may propose to provide other data elements, including but not limited to the number of unique SNAP participants earning incentives or discounts. If applicable, applicants shall describe the feasibility of collecting such data.

To assist FNS in examining the impact of the incentive program, awardees also will be required to obtain either (1) historical data from participating retailer outlets or (2) current data from comparison retailer outlets. Historical data refer to data from at least 3 months preceding incentive program implementation and include SNAP EBT and all other sales of skim/non-fat and 1%. Comparison retailer outlets refer to outlets that are similar to participating outlets in terms of SNAP EBT sales volume, geographic location, and other characteristics but are not themselves participating in the incentive program. Applicants shall propose a strategy for selecting and obtaining data for comparison retailer outlets.

Along with providing data for the outcome evaluation to FNS, the awardee shall conduct a process evaluation to understand implementation of the incentive program. Applicants shall propose an approach to evaluating store staff training, promotion and marketing activities, and other aspects of implementation. Any data collection activities that involve human subjects must be approved by the awardee's Institutional Review Board. Time required to receive such approval shall be built into the proposed timeline.

Applicants should share the **data template** (see Attachment A) with retailers when seeking partnerships to ensure all parties are aware of the required fields. Proposals should discuss any opportunities and challenges with the data collection requirements and how they will be addressed. Proposals should also describe any previous process evaluation experience with SNAP participants, food retailers, or nutrition incentive programs. The proposal should demonstrate the capacity and willingness to comply with the data collection and evaluation requirements.

### **Proposed Project Enhancements**

In addition to meeting the basic requirements of this RFA, applicants may wish to include in their proposal enhancements that exceed the project requirements. Enhancements may be submitted in the application as long as these do not detract from or interfere with the goals, rigor, and integrity of the project or contradict project design requirements. Such enhancements may include but are not limited to: partnership with other entities which offer additional, or matching, funding, or nutrition education. **Any enhancements should be presented separately from the core proposal in the application and should include an accompanying budget proposal that is separate from the core proposal budget.**

It should be noted that this section will not be scored, however, it will be factored into other scored sections as appropriate and could impact selection.

## **Key Timeframes**

The period of performance for the FY 2024 SNAP HFMI Cooperative Agreement will not exceed 4 years. The awardee will be expected to launch the project in a fully operational form within 18 months of executing a signed cooperative agreement. During this 18-month period, the awardee will be expected to make and test all administrative and accounting systems adjustments to set HFMI up for operations. Once launched, the project operations may last for the remainder of the grant period of performance. The awardee will be responsible for collecting and reporting specified incentive issuance and redemption data during the entire project period on a monthly basis.

First-time HFMI grantees will be required to participate in biweekly conference calls with FNS during the initial implementation. Thereafter, and for any grantees who have received HFMI funding in the past, will be required to participate in conference calls as needed, to report on project progress/status to FNS. Formal progress and financial reports are due quarterly.

## ***Cooperative Agreement***

This grant will be awarded in the form of a cooperative agreement. This agreement is a legal instrument reflecting a relationship between the Federal government and the awardee. Substantial involvement is expected between the Federal government and the awardee when carrying out the activity in the agreement. Cooperative agreements are subject to the same administrative requirements as grants.

## **Roles and Responsibilities of this Cooperative Agreement**

FNS will provide technical assistance to the awardee. FNS will approve major aspects of the project in advance of implementation in a manner and timeframe agreed upon between the awardee and FNS. FNS will establish a funding mechanism consistent with the cooperative agreement and provide the awardee with detailed directions on claiming and accounting for HFMI funds. FNS will evaluate quarterly progress reports and financial reports to ensure objectives, terms, and conditions of the agreement are met. FNS will participate in periodic collaborative meetings with the awardee.

The awardee has overall responsibility for project planning, implementation, and operations in cooperation with retailers and other partners as designated by the awardee. FNS encourages consultation and partnering with SNAP-Ed agencies who have experience with participant training through teaching SNAP households how to make healthy meals and how to stretch their SNAP dollars. The awardee shall:

- Select/hire appropriately credentialed personnel to manage and operate the project;
- Delegate responsibilities to retailers and other partners as appropriate;
- Recruit and train retailers in all relevant aspects of HFMI and overseeing their activities to ensure project integrity and effectiveness, including:
  - Amending the retailer's point-of-sales service provider agreements, as needed, to support system and procedural changes at participating retailers;
  - Developing a plan for the tracking and use of incentives that ensures project integrity;

- Developing Memoranda of Understanding with participating retailers that have the capability to identify HFMI target foods to ensure they understand their responsibilities and meet milestones of the HFMI management plan.
  - Informing and educating SNAP recipients on HFMI incentives and how to use them;
  - Collecting, recording, and reporting required data; and
  - Providing necessary support, resources, and oversight.
- Train other partners, as applicable, on the requirements and limitations of HFMI to ensure compliance;
- Maintain records on project costs;
- Seek FNS approval at critical junctures and checkpoints after award, including management plan, budget plan, training plans, EBT contractor's design and implementation plan (if applicable), and retailer accountability plans that are submitted in preliminary form in the application;
- Meet specific obligations and approval points that will be further delineated by FNS in terms of the cooperative agreement between FNS and the awardee;
- Submit timely progress reports, financial reports, data reports, and special reports during the project and a final progress report and a final financial report;
- Participate in periodic collaborative meetings during the project, as well as orientation and close-out meetings with FNS; and
- Account for HFMI funds separately from SNAP administrative funds (i.e., SNAP State Agencies), any other grant award funds, or funds provided by any other partner, and establish financial and management reporting and controls to ensure that HFMI funds are not commingled with other funding sources or used inappropriately. A separate and audits must be established and maintained for the expenditure of HFMI funds that clearly demonstrates they are solely used for HFMI purposes.

Retailers must develop and maintain EBT systems and other incentive procedures necessary to support HFMI, including check-out procedures to support HFMI, maintaining a list of foods eligible for the incentive (if applicable), as well as a list of target foods, and procedures for informing SNAP recipients of any incentive received at the point of purchase.

Other partners may be engaged to facilitate HFMI projects. Duties of such partners should be described clearly in the application.

As outlined in Design Parameter #8 above, to demonstrate that the applicant and its partners possess strong capability to work together to successfully carry out the obligations of this agreement in a timely, efficient, and effective manner, applicants must include in the proposal:

- A signed letter of commitment to work closely and cooperatively with FNS and its other partners in support of the grant objectives.
- Signed letters of commitment from each retailer banner or location that will participate in the project.

### *Program Policy*

This section addresses certain aspects of HFMI and SNAP policies as they pertain to the HFMI cooperative agreement project. This section also deals with policies regarding the participation of firms (e.g., convenience stores, grocery stores, farmers markets, direct-marketing farmers) in HFMI projects. "Firm" is defined at 7 CFR 271.2.

Questions regarding the policies discussed below may be directed to [SM.FN.SNAP-Retailer-Grants@usda.gov](mailto:SM.FN.SNAP-Retailer-Grants@usda.gov). Please ensure that all inquiry emails include the grant officer (please refer to Section 7) copied in the CC line.

### **Incentive Restrictions**

*HFMI Qualifying Fluid Milk.* An HFMI project must incentivize the purchase of HFMI qualifying fluid milk in accordance with Part I.D. – Project Design.

*Unallowable Incentives.* HFMI awardees may not incentivize specific brand names or product lines of fluid milk, nor may HFMI awardees incentivize only a specific subset of qualifying fluid milk that are not considered by FNS to advance the spirit or purpose of HFMI. In addition, HFMI awardees may not provide incentives earned through a “no purchase required” mechanism.

### **Concurrent Participation in SNAP-Ed or GusNIP**

Grantees that receive HFMI as well as SNAP-Ed and/or GusNIP funds must keep in mind the following guidelines:

- SNAP-Ed is an evidence-based program that helps people lead healthier lives. SNAP-Ed implements nutrition education to promote healthy food choices and physical activity consistent with the most recent Dietary Guidelines for Americans. Participation in both SNAP-Ed and HFMI is permitted, however each program has its own separate funding, participation, and reporting requirements. SNAP-Ed funds may not be used to provide actual cash or other financial incentives and awardees must meet each program’s participation and reporting requirements.
- Gus Schumacher Nutrition Incentive Program (GusNIP) is a grant program targeted to increasing the purchases of fruits and vegetables by SNAP recipients through incentives provided at the point of purchase. Participation in both GusNIP and HFMI is permitted, however each program has its own separate funding, participation, and reporting requirements. HFMI awardees participating in GusNIP cannot comingle funds between the programs and must meet each program’s participation and reporting requirements.
- The Electronic Healthy Incentives Project (eHIP) is a grant program targeted to test the delivery of incentives through States’ electronic benefit transfer (EBT) systems, which is also known as EBT integration, to incentivize and reward SNAP households for purchasing healthy foods. Participation in both eHIP and HFMI is permitted, however each program has its own separate funding, participation, and reporting requirements. HFMI awardees participating in eHIP cannot comingle funds between the programs and must meet each program’s participation and reporting requirements.

### **Proposal Changes**

If the awardee wishes to make changes within the scope of their plan after HFMI funds have been awarded, then the awardee must, in accordance with accompanying terms and conditions, notify

FNS in writing and in detail, regarding the change and the budget impact, and receive approval for the proposed change.

### **Sales Tax**

In accordance with 7 U.S.C. 2013 (a), no State or local sales tax shall be collected on any purchase of food made using HFMI incentives.

### **Equal Treatment**

Because the statutory language of the 2018 Farm Bill authorizes HFMI projects to provide fluid milk 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 HFMI awardees for the purpose of providing incentives under the HFMI cooperative agreement. However, other than providing HFMI incentives to SNAP households, awardees must ensure that the same terms and conditions apply to purchases made by individuals with SNAP benefits and with incentives provided under HFMI as apply to purchases made by individuals who are not members of households receiving benefits.

### **Refunds**

HFMI incentives are intended to increase the consumption of qualifying fluid milk and must be spent accordingly. The returning or refunding of HFMI incentives is not consistent with the intention of the HFMI. While spoiled or undesired food products purchased with HFMI incentives may be exchanged for equivalent food products at the firm's discretion, HFMI incentives may not be refunded with cash. Proposals must indicate the process for returns and refunds to mitigate against the ability of a household to earn an incentive without the required SNAP purchase.

### **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 HFMI awardees. The names and addresses of SNAP authorized firms are available to the public and can be obtained via the [SNAP Retailer Locator](#).

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. HFMI awardees 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, this data must be password protected.

### **SNAP Authorization for Participating of Retailers**

It is necessary to partner with retailers to conduct a HFMI project. All retailer partners must be SNAP-authorized and in good standing with FNS at the time of award in order to participate in HFMI.

#### **Memorandum of Understanding (MOU) between Awardee and Retailers**

HFMI awardees must work with their retailer partners to enter into a MOU before that retailer can participate in the HFMI project. The MOU must be signed and dated by the awardee project director(s) and all of the firm's owners. If the awardee 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 applicant/grantee organization should keep the original MOU in their records and be able to present it in the event of an audit.

#### **Noncompliance with Program Policy**

Note: These conditions will also be included in the awardees Terms and Conditions.

Awardees 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 HFMI 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). Awardees 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), allowing unapproved firms to participate in a project, and/or incentivizing ineligible products.

*Instance of Noncompliance.* If the awardee or the awardee's firms fail to comply with HFMI or SNAP rules, the USDA will rescind the remaining Federal HFMI funds in their entirety.

*Considering a History of Noncompliance during Application Evaluation.* A history of noncompliance with HFMI or any other USDA grant policies and requirements will be considered during the HFMI application evaluation process.

## **2. Federal Award Information**

The following information is intended to provide applicants with information to help make informed decisions about proposal submissions.

- Total amount of funding expected to award: **\$2,790,000**
- Anticipated number of awards: 1
- Minimum award amount (award floor): \$1.00
- Maximum award amount (award ceiling): **\$2,790,000**
- Anticipated award announcement date: September 2024
- Anticipated period of performance (start and end date of the award): September 2024 – March 31, 2029
- Application due date: August 9, 2024

Please note:

- Grant awards are subject to the availability of funding and/or appropriations of funds.

## *Allowable Costs*

Funds provided under HFMI must primarily provide financial incentives at the point of sale to encourage SNAP recipients to purchase more fluid milk. **As a result, the Agency will give priority to applicants who propose to spend at least 65% of the total requested grant funds on incentives.**

If an applicant proposes to integrate healthy fluid milk incentives into a State's EBT systems that has or is currently in the process of implementing EBT integration for incentives, grant funds may be used to pay for EBT system software upgrades required to incorporate HFMI into the existing EBT processing systems.

Funds may provide for necessary retailer system software changes or upgrades for independent partnering retailer(s) located in one of the targeted priority areas for the purpose of providing and/or redeeming HFMI incentive under this grant.

Costs that are indirect in nature and included in entities' indirect cost pool fall under the indirect cost rate.

## *Unallowable Costs*

Funds awarded under this grant may not be used for any purpose that limits the use of benefits provided under the Food and Nutrition Act of 2008. Similarly, funds awarded may not be used for the purpose of providing access to ineligible items under the Food and Nutrition Act of 2008. Examples include, but are not limited to, giveaways of alcohol, tobacco, firearms, and lottery tickets.

Under no circumstances may HFMI awardees engage in any activities intended to persuade or recruit individuals to apply for SNAP benefits. The use of Federal to employ personnel tasked with enrolling individuals in SNAP is strictly prohibited.

Promotional activities must be limited to factual statements and HFMI awardees must generally avoid emotional appeals in their promotional activities. Promotional activities funded with Federal and/or match funds:

- Must present factual statements intended to inform, not to persuade,
- May include locational information about firms (i.e., the address of firms participating in the grantee's project),
- May also specify that firms accept SNAP and EBT (this includes appropriate logo use as outlined here: [Using the SNAP Logo](#), and
- May include information describing the mechanics of the grantee's project (e.g., spend \$1 on milk and earn \$1 to spend on other dairy products).

Regardless of format, the following example would be an unallowable expense:

"Sign up to receive SNAP benefits and then you can also get 50% off a gallon of milk at Main Street Grocers! Drinking milk will keep you and your family healthy and happy, so come on down on the corner of Maple and Elm Streets!"

The following example would be considered an allowable promotional expense:

"Thanks to HFMI, when you use your SNAP benefits to purchase 1% or Skim milk at any of the retailers listed below, you will receive 50% off."

Funds awarded under this grant may not be used for the purchase of hardware equipment, including POS devices, for partnering retailers. All equipment costs require prior approval.

Unallowable costs may not be paid for with either Federal or matching funds.

**Entertainment:** Costs of entertainment, including amusement, diversion, and social activities and any associated costs are unallowable (such as mascot costumes, promotional items, etc.) unless there is a programmatic purpose and prior approval is granted by FNS.

All costs proposed in the budget and detailed in the budget narrative must be allowable, reasonable, necessary, and allocable. Refer to [2 CFR Part 200 Subpart E – Cost Principles](#) for a detailed description of all allowable and unallowable costs.

#### **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. 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.

Additional information about allowable and unallowable costs is available in Appendix B.

### **3. Eligibility Information**

#### *Eligible Applicants*

Entities not meeting the eligibility definitions will be deemed ineligible and removed from competition without further consideration. The following are eligible entities, which are described in more detail below:

- Governmental entities (State, local, territory, or tribal agencies)
- All non-profit organizations must include their 501(c)(3) determination letter issued by the Internal Revenue Service (IRS).

A government entity is a State, local, territory, or tribal agency. A nonprofit entity is any organization or institution with IRS 501(c) status or accredited institutions of higher education, where no part of the net earnings benefit any private shareholder or individual. All applicant organizations must be domestic entities and shall be owned, operated, and located within the *50 United States, the District of Columbia, Guam, or the United States Virgin Islands*. All applicants must demonstrate in their application that they are a domestic entity and either a government agency or a 501(c) non-profit organization. Each eligible applicant may only submit one



application in response to this grant solicitation. Suspended or debarred organizations are ineligible to apply.

In addition, applicants **must meet** the following requirements: **(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; (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 (see page 40).**

**Partners and Collaborators:** Applicants are encouraged to seek and create partnerships with public or private, non-profit or for-profit entities, 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. Only the applicant must meet the requirements specified above for grant eligibility. Project partners and collaborators need not meet the eligibility requirements. Awardees may collaborate with organizations not eligible to apply for this grant, provided such organizations are necessary for the successful completion of the project.

### *Ineligible Applicants*

- International (non-U.S. or non-U.S. territories) entities are not eligible to apply.

### *Cost Sharing or Matching Considerations*

**There are no cost sharing or matching requirements for this program.** However, FNS supports collaboration among local, State, regional, or national partnerships that leverage assets to most effectively reach the goals associated with this solicitation.

### *Pre-Award Screening Requirements*

In reviewing applications in any discretionary grant competition, prior to making a Federal award, Federal awarding agencies, in accordance with 2 CFR 200.205, are required to review information available through any OMB-designated repositories of government-wide eligibility qualifications or financial integrity information. Additionally, Federal awarding agencies are required to have a framework in place for evaluating the risks posed by applicants before they receive Federal awards. The FNS review of risk posed by applicants will be based on the following:

- SAM.gov, the *System for Award Management*, the Official U.S. Government system that consolidated the capabilities of CCR/FedReg, ORCA, and EPLS
- FAPIIS, the *Federal Awardee Performance and Integrity Information System* that has been established to track contractor misconduct and performance
- FNS Risk Assessment Questionnaire
  - Applicants must complete the Grant Program Accounting System & Financial Capability Questionnaire that allows FNS to evaluate aspects of the applicant's financial stability, quality of management systems, and history of performance, reports, and findings from audits. The questionnaire contains a number of questions that may be an indicator of potential risk.

The evaluation of the information obtained from the designated systems and the risk assessment questionnaire may result in FNS imposing special conditions or additional oversight requirements that correspond to the degree of risk assessed.

### *Acknowledgement of USDA Support*

As outlined in 2 CFR 415.2, grant recipients shall include acknowledgement of USDA Food and Nutrition Service support on any publications written or published with grant support and, if feasible, on any publication reporting the results of, or describing, a grant-supported activity. Recipients shall include acknowledgement of USDA Food and Nutrition Service support on any audiovisual which is produced with grant support, and which has a direct production cost of over \$5,000.

- When acknowledging USDA support, use the following language: "This material is based upon work that is supported by the Food and Nutrition Service, U.S. Department of Agriculture." Grantees should follow the [USDA Visual Standards Guide](#) when using the USDA logo.
- Grant recipients *may* be asked to host USDA officials for a site visit during the course of their grant award. All costs associated with the site visit will be paid for by USDA and are not expected to be included in grant budgets.

## **4. Application and Submission Information**

### *Content and Form of Application Submission*

FNS strongly encourages eligible applicants interested in applying to this program to adhere to the following applicant format. The proposed project plan should be presented on 8 ½" x 11" white paper with at least 1-inch margins on the top and bottom. All pages should be single-spaced in 12-point font. The project description with relevant information should be captured on no more than 35 pages, not including the cover sheet, table of content, resumes, letter(s) of commitment, endorsement letter(s), budget narrative(s), appendices, and required forms. All pages, excluding form pages must be numbered.

### **Special Instructions:**

- Late application submission will not be considered in this competition. FNS will not consider additions or revisions to applications unless they are submitted via Grants.gov by the deadline. No additions or revisions will be accepted after the deadline.
- Letters of commitment must be submitted with the application through grants.gov. Letters submitted via email or mailed will not be considered.
- Applications submitted without the required supporting documents, forms, certification will not be considered.
- Applications missing a written proposal or budget narrative will not be considered and deemed nonresponsive.
- FNS reserves the right to request clarification on any application submitted in response to this solicitation.
- Applications not submitted via Grants.gov will not be considered.
- If multiple application packages are submitted through Grants.gov by the same applicant in response to this solicitation, FNS will accept the latest application package successfully submitted. All other packages submitted by the applicant will be removed from this competition.

- FNS reserves the right to use this solicitation and competition to award additional grants to responsive applicants to this RFA in this or the subsequent fiscal year should additional funding become available.

## Content of Application Submission

### 1. Cover Sheet

The cover page should include, at a minimum:

- Applicant's name and mailing address
- Primary contact's name, job title, mailing address, phone number and e-mail address
- Grant program title and subprogram title (if applicable)

### 2. Table of Contents

The Table of Contents should include relevant sections, subsections, and associated page numbers.

### 3. Application Project Summary

The application should clearly describe the proposed project activities and anticipated outcomes that would result if the proposal were to be funded.

### 4. Project Narrative

The project narrative should clearly identify what the applicant is proposing and how it will address a solution, the expected results and/or benefits once the solution is achieved, and how it will meet the RFA program scope and objectives. The proposed project methodology should describe the project design, address program specific methodology needs, procedures, timetables, monitoring/oversight, and the organization's project staffing. It should include any partnerships involved and the firms that will participate in the project.

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.

*Incentive Design.* Please include the following information in this section:

- The products eligible to be purchased to trigger receipt of incentives at the point of sale (See Part I.D.-Target Foods).
- The products eligible to be received at the point of incentive redemption (See Part I.D.-Target Foods).
- The incentive levels (e.g., ratio of SNAP spent to incentive earned; maximum incentive dollar amount that can be earned per day).
- The financial instrument used for incentive delivery (e.g., automatic discount or EBT).
- The method for reimbursing retailers for redeemed incentives.
- Any methods, if applicable, that will be used to track SNAP households' project participation (e.g., a store loyalty card issued to each participant).
- Indicate if nutrition education or other interventions will be combined with the incentive.
- List where the project and sub-grantee projects will operate.

*Project Site.* Describe the community(ies) in which the project will operate in detail, including:

- Community characteristics, including a detailed description of the locality for the project; its boundaries, whether it is rural or urban, or located in a priority target zone, and any other relevant characteristics.
- Retailer characteristics, including store types and locations.

*Priority Target Zones.* In order to qualify for the FY 2024 Funding Priority described in Part I.C, applicants must specifically indicate the retailer's location and indicate the method(s) used to identify the priority areas and describe how the partnering retailer(s) will target those identified communities.

*Retailer Recruitment.* Provide the firm names and street addresses., Include a justification for the number of selected retailers. Selected grantee(s) will be required to provide the FNS authorization numbers in a secured format within 2 weeks of award. All applicants should confirm that selected partner firms are authorized through the [retailer locator map](#).

*Communication/Incentive Promotion.* Include a plan for notifying SNAP households in the project area about the HFMI incentives and describe any incentive promotion activities. After award, final communication/promotion plans will be submitted to FNS.

*Outlines of Training Plans.* Provide a general outline of separate customized plans to train SNAP participants, participating retailers and all partners who would be involved in the project. The plan should provide general timeframes for the training. After award, final training plans will be submitted to FNS.

*Data Collection.* Describe procedures and duties associated with data collection, including how partners will work with FNS to meet evaluation needs. Specifically:

- How the data elements described in **Part I.F – Data Collection and Evaluation**, will be collected;
- The entities/individuals involved in the data collection;
- Plans for obtaining test data files from retailers prior to start of implementation to ensure shared understanding of the data in each field.
- How quality assurance will be completed before submission of data files to FNS; and
- How work will be done with FNS to troubleshoot and resolve issues and refine procedures as needed.

## **5. Staffing Plan**

*Key Personnel.* Identify and describe the duties, experience, capabilities, and management lines of authority for all personnel who bear a substantive responsibility for managing, developing, and administering all significant components of the project. To define "key personnel," consider at minimum that this would include all personnel who will:

- Spend 25 percent or more of their time on the Pilot (including vacancies);
- Be designated to work with 1) FNS 2) EBT contractor and/or State agency if applicable, 3) retailers; and

- Be responsible for (1) quarterly and final progress and financial reports; 2) Monthly redemption reports; 3) special reporting upon request of FNS; and 4) a formal presentation to FNS at the close of the project.

*Provide the following for all key personnel listed above:*

- Current positions and what their title on the Pilot will be
- Salary and percentage of time committed to HFMI for the period of performance;
- Specific roles and duties;
- In the appendix attach current Resume or Vita for key personnel; and

*Chain of Command and Responsibilities.* Provide a chart or a narrative that describes the management relationships and channels of communication that will be used between key personnel and provide information on who has authority over whom.

*Key Partners.* The Staffing Plan should also identify key partners and describe the expertise and time commitments they will dedicate to the project. In the appendix to the application, provide copies of documentation in the form of letters, memoranda of understanding or agreement or other documentation that demonstrates each key partner's understanding of its role and commitment to HFMI and willingness to cooperate and actively participate in HFMI.

## **6. Management Plan**

*Quality Control.* Discuss how the integrity of HFMI will be protected and ensured, including management and oversight; monitoring, management and financial controls, corrective actions and adjustment to operations to correct deficiencies or improve on operations.

- Describe accountability plan, including internal controls to ensure the integrity of payments or reimbursements to retailers.
- Describe internal controls to monitor the incentives accounting system to assure that target participant SNAP accounts are credited appropriately if EBT is the method of delivery.
- Describe how HFMI, SNAP and any private funds will be accounted for as distinct and separate accounts, and what audit trails and financial controls will be used to assure and demonstrate that SNAP funds are used only for SNAP purposes, and HFMI funds will be used only for HFMI-related activities.

*External management.* Provide plans for management of outside personnel (those not in the direct line of supervision of the HFMI awardee such as those persons identified in Part IV.A-Key Partners).

Describe how strong interrelationships, communication and teamwork will be fostered among partners by the HFMI Awardee:

- Retailers
- State Agency and EBT contractor, if applicable
- Local agency(ies)
- Any community partners

*Contingency Plans.* Describe contingency plans for ensuring that the project is not unduly disrupted by any unforeseen changes in key personnel or disruption in the incentive delivery process.

## 7. Budget

A line-item budget detailing HFMI-related costs and how these costs were derived must be included.

Grant funds may not be used for retailer costs directly associated with HFMI implementation and operation, including any retailer system programming changes related to delivering incentives through State EBT systems *unless* the retailer is located in a Priority Target Zone.

Applicants may propose using grant funds for independent retailers located in Priority Target Zones, described in Part I.C- FY 2024 Funding Priorities, for POS systems and/or modifications to be able to provide an automatic discount at the point of the qualifying purchase or to provide an incentive back onto an EBT card via EBT integration.

## 8. Activities/Indicators Tracker

Proposed Activities and indicators measuring success must be mapped to Program Objectives (as described in Section 1 – Program Description) in the below format (note that additional Activities/Indicators can be added as needed). While proposals can contain more objectives, each application proposal **must include all the objectives** listed under the subsection “Key Objectives,” within the section entitled “Purpose and Key Objectives” above.

*Note:* Indicators are defined as any metric you anticipate will be able to be tracked during the period of performance of the grant. Common examples include Number of People Attended, Number of People Impacted, Number of Conferences Delivered, Number of Materials Created, Number of Trainings, Number of People Trained.

### Example

<b>Objective #</b>	1.
<b>Activity</b>	Provide automatic discount at the point of purchase for SNAP households purchasing qualifying milk at Retailer A
<b>Indicator(s)</b>	No. Milk Sales
<b>Activity</b>	Measuring households’ nutrition knowledge, attitudes, and behaviors
<b>Indicator(s)</b>	No. impacted

<b>Objective #</b>	
<b>Activity</b>	
<b>Indicator(s)</b>	

<b>Objective #</b>	
<b>Activity</b>	
<b>Indicator(s)</b>	

## 9. Timeline of 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 up to 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. Describe how the proposed project will develop effective and efficient strategies for incentive delivery that may be replicated and scaled in other States and communities in the future. Most relevant is an explanation of why the applicant and its partners selected the activities proposed in the application.

#### **10. Application Budget Narrative**

The budget narrative, formatted as a table, should correspond with the proposed project narrative and application budget. The narrative must justify and support the bona fide needs of the budget's direct cost. The budget and budget narrative must be in line with the proposed project description. If the budget includes indirect costs, the applicant must provide a copy of its most recently approved Federal indirect cost rate agreement. Budget categories in this table must match those listed on the SF-424A form. If the budget table is created in a spreadsheet, it must be formatted to fit on an 8.5 x 11-inch page, with a font no smaller than 11-point Times New Roman. All funding requests must be in whole dollars.

If applicable, costs for systems changes must be detailed and supporting documentation (e.g., quotes from State's EBT vendor and third-party processors) must be included.

#### **Indirect Cost Rate**

A current **Negotiated Indirect Cost Rate Agreement (NICRA)**, negotiated with a cognizant Federal agency, should be used to charge indirect costs. Indirect costs may not exceed the negotiated rate. If a NICRA is used, the percentage and base should be indicated. If the applicant does not have, and has never been approved for, a NICRA, they may charge up to 10% de minimis. In this instance, the applicant must indicate they are requesting the de minimis rate. An applicant may elect not to charge indirect costs and instead use all grant funds for direct costs. If indirect costs are not charged, the phrase "none requested" should be stated in the budget narrative. For questions related to the indirect cost rate, please work with the Grant Officer as noted in Section 7 of this RFA.

**Note:** Each organization is assigned to a single federal agency (by the Office of Management and Budget) that acts on behalf of all federal agencies in indirect cost rate negotiations and is referred to as the "cognizant agency."

#### **Required Grant Application Forms**

The required grants.gov forms may be previewed at [grants.gov/web/grants/forms/forms-repository.html](https://www.grants.gov/web/grants/forms/forms-repository.html). These forms are part of the grants.gov Workspace application.

- Non-Construction Grant Projects Forms: SF-424 Family
  - Application and Instruction for Federal Assistance (SF-424)
  - Budget Information and Instructions (SF-424A)
  - Assurance-Non-Construction Programs (SF-424B)
- SF LLL (Disclosure of Lobbying Activities)



- Indicate on your form whether your organization intends to conduct lobbying activities. If your organization does not intend to lobby, write “Not Applicable” in boxes required to be completed.
- Additional Required Forms and Information
  - Unique Entity Identifier (UEI) number. Please see below for further information.
  - SAM registration. Please see below for further information.

## *Submission Information*

### *Submission Date*

Complete grant applications must be uploaded to [grants.gov](https://grants.gov) by 11:59 PM EST on the due date listed on the cover page. Applications must be submitted via grants.gov. Mailed, emailed, or hand-delivered application packages will not be accepted. For further instructions, see the “Preparing for Electronic Application Submission through Grants.gov” below.

- Late or incomplete applications will not be considered.
- FNS will not consider additions or revisions to applications unless they are submitted via grants.gov by the deadline. No additions or revisions will be accepted after the deadline.
- If multiple application packages are submitted through grants.gov by the same applicant in response to this solicitation, FNS will accept the latest application package successfully submitted. All other packages submitted by the applicant will be removed from this competition.

FNS strongly encourages applicants to begin the registration process at least **four weeks** before the due date and to submit applications to grants.gov at least **one week** before the deadline to allow time to troubleshoot any issues should they arise. Please note that upon submission, grants.gov may send multiple confirmation notices. Applicants should ensure receipt of confirmation that the application was **accepted**.

**FNS will not accept applications outside of grants.gov.** Applicants experiencing difficulty submitting applications through grants.gov should contact applicant support via the toll-free number 1-800-518-4726 and email at [support@grants.gov](mailto:support@grants.gov). This service is available 24/7.

### *Preparing for Electronic Application Submission through Grants.gov*

Applicants must register with [grants.gov](https://grants.gov) and [SAM.gov](https://sam.gov) in order to submit an application to FNS via grants.gov as required.

In order to submit an application, you must:

#### **1. Obtain a UEI number**

##### *What is a Unique Entity Identifier (UEI)?*

A UEI is a unique number assigned to all entities (public and private companies, individuals, institutions, or organizations) who register to do business with the federal government. For more information, visit the [U.S. General Services Administration website](https://www.gsa.gov/transaction/uei).

##### *Where do I go to learn more about the UEI?*

The U.S. General Services Administration [Unique Entity Identifier Update page](https://www.gsa.gov/transaction/uei) contains the most up-to-date information about the UEI.



**Note:** After April 4, 2022, entities can register in SAM.gov and will be assigned their “SAM UEI.” They will no longer obtain or use a “DUNS UEI” for entity registration or reporting. For additional information on the UEI process, please visit [SAM.gov](https://sam.gov).

## 2. Register in the System for Award Management (SAM)

- On April 4, 2022, the UEI used across the federal government changed from the DUNS number to the UEI (generated by SAM.gov).
- SAM combines federal procurement systems and the Catalog of Federal Domestic Assistance into one system. Visit [SAM.gov](https://sam.gov) for additional information.
- To register, you must have your organization’s UEI, the organization’s Tax ID Number (TIN), and taxpayer name (as it appears on the last tax return). It may take up to 5 to 7 business days or more to register and/or complete the migration of permissions and/or the renewal of an entity record.
- All applicants must have current SAM status at the time of application submission and throughout the duration of a Federal Award in accordance with 2 CFR Part 25.
- FNS strongly encourages applicants to begin this process at least **3 weeks** before the due date of the grant solicitation.

## 3. Create a Grants.gov Account

The next step in the registration process is to create an account with grants.gov. Applicants must know their organization’s Unique Entity Identifier (UEI) to complete this process. For more detailed instruction about creating a profile on grants.gov, visit [grants.gov/web/grants/applicants/registration.html](https://grants.gov/web/grants/applicants/registration.html).

### *How to Submit an Application via Grants.gov*

Applicants must apply online using [Workspace](#). *Workspace* is a shared, online environment where members of a grant team may simultaneously access and edit different web forms within an application. For each funding opportunity announcement or RFA, you can create individual instances of a workspace.

For additional training resources, including video tutorials, visit [grants.gov/web/grants/applicants/applicant-training.html](https://grants.gov/web/grants/applicants/applicant-training.html).

*Applicant Support:* Grants.gov provides applicants 24/7 support via the toll-free number 1-800-518-4726 and email at [support@grants.gov](mailto:support@grants.gov). If you are experiencing difficulties with your submission, it is best to contact grants.gov support and get a ticket number. The Support Center ticket number will assist the Center with tracking your issue.

For questions related to the specific grant opportunity, please contact the Grant Officer noted in Section 7 – Federal Awarding Agency Contacts of this RFA.

### **NOTICE: Special Characters and Naming Conventions**

All applicants **must** follow grants.gov guidance on file naming conventions. To avoid submission issues, please follow the guidance provided by grants.gov (per the grants.gov Frequently Asked Questions or FAQ).

*Are there restrictions on file names for any attachment I include with my application package?*

File attachment names longer than approximately 50 characters can cause problems processing packages. Please limit file attachment names. Also, do not use any special characters (e.g., ! @ # \$ % ^ & \* - '). This includes periods (.) and spacing followed by a dash in the file. To separate words in naming a file, use underscore (\_). For example, Attached\_File.pdf.

**If these guidelines for file names are not followed, your application will be rejected. FNS will not accept any application rejected from the grants.gov portal due to incorrect naming conventions.**

Additional information can be found at [grants.gov/web/grants/applicants/applicant-faqs.html#attachments](https://grants.gov/web/grants/applicants/applicant-faqs.html#attachments).

*Grants.gov Receipt Requirements and Proof of Timely Submission*

All applications must be received by 11:59 PM EST on the due date listed on the cover page, as detailed in Section 4 – Submission Date. Proof of timely submission is automatically recorded by grants.gov. An electronic date/time stamp is generated within the system when the application is successfully received by grants.gov. The applicant Authorized Organization Representative (AOR) will receive an acknowledgement of receipt and a tracking number (e.g., GRANTXXXXXXXX) from grants.gov with the successful transmission of their application. Applicant AORs will also receive the official date/time stamp and a grants.gov tracking number in an email serving as proof of their timely submission.

When FNS successfully retrieves the application from grants.gov and acknowledges the download of submissions, grants.gov will provide an electronic acknowledgement of receipt of the application to the email address of the applicant with the AOR role. Again, proof of timely submission shall be the official date and time that grants.gov receives your application. Applications received by grants.gov after the established due date for the program will be considered late and will not be considered for FNS funding.

Applicants using slow internet, such as dial-up connections, should be aware that transmission could take some time before grants.gov receives your application. Again, grants.gov will provide either an error or a successfully received transmission in the form of an email sent to the applicant with the AOR role. The grants.gov Support Center reports that some applicants end the transmission because they think that nothing is occurring during the transmission process. Please be patient and give the system time to process the application.

*Intergovernmental Review*

This funding opportunity is subject to the requirements of EO 12372, "Intergovernmental Review of Federal Programs." This Executive Order was issued with the desire to foster the intergovernmental partnership and strengthen federalism by relying on State and local processes for the coordination and review of proposed federal financial assistance and direct federal development. The Order allows each State to designate an entity to perform this function.

If you are located within a State that does not have a Single Point of Contact (SPOC), you may send application materials directly to a federal awarding agency.

For a list of State agency contacts, please visit [whitehouse.gov/wp-content/uploads/2020/04/SPOC-4-13-20.pdf](https://www.whitehouse.gov/wp-content/uploads/2020/04/SPOC-4-13-20.pdf).

### *Funding Restrictions*

Funds provided under HFMI must primarily provide financial incentives at the point of sale to encourage SNAP recipients to purchase more fluid milk. As a result, a minimum of 50% of total Federal grant funds must be budgeted to and spent on incentives.

If an applicant proposes to integrate healthy fluid milk incentives into a State's EBT systems (i.e., EBT integration), then funds may provide for the integration of the issuance and redemption of SNAP incentives into existing EBT processing systems.

Funds may only provide for necessary retailer system changes if the partnering retailer(s) is located in one of the targeted priority areas.

Pre-award costs will not be permitted for this cooperative agreement.

## **5. Application Review Information**

### *Review Criteria*

FNS will pre-screen all applications to ensure the applicants are eligible entities and are in compliance with all Program regulations.

The review committee will evaluate proposals against the criteria below. The project narrative sections include a point value to indicate the importance of each section; however, reviewers will be evaluating proposals based on all sections regardless of whether point values are provided.

The following selection criteria will be used to evaluate applications for this RFA.

### **Project Design (35 points)**

- a. The proposal includes and describes the overall approach and the general strategies that will be used to provide incentives for the purchase and consumption of qualifying fluid milk by SNAP households, including but not limited a description of various incentive option(s) proposed and how each is intended to increase purchase and consumption of qualifying fluid milk; and
- b. The proposal clearly outlines that the chosen project design(s) will either 1.) Deliver HFMI incentives as an automatic discount at the point of purchase or 2) Through integration with State Electronic Benefit Transfer (EBT) systems to automatically deposit earned HFMI incentives onto SNAP households EBT cards; and
- c. The proposal clearly describes the point-of-purchase solution to be used to implement incentive program options, including but not limited to:
- d. Any changes to systems or point-of-sale equipment necessary; and

- e. A description of the formal agreement between the awardee and the retailer(s) that clearly describes the relationship between the two entities and the responsibilities and obligations of each.
- f. The proposal describes the overall approach and the general techniques that will be used to support the training of retailer(s) and communication with SNAP households.
- g. The proposal clearly describes reporting methodologies and timeframes for incentive tracking and risks and issues monitoring.

#### **Implementation and Monitoring (15 points)**

- a. The proposal includes a Work Breakdown Structure outlining the incentive options with at least three levels of tasks and providing sufficient description and definition to allow for tracking the completion of events, task duration, and interrelationships between tasks based on a logical and efficient sequence of tasks designed to accomplish the project.
- b. The proposal should include a communication plan for communicating internally with FNS, and externally with retailers and project stakeholders.
- c. The proposal should include sample report templates for summarizing the purchases of fluid milk.

#### **Sustainability (10 points)**

- a. The proposal describes how the project can be replicated and scaled.

#### **Budget Appropriateness and Economic Efficiency (25 points)**

- a. The proposal includes:
  - i. A line item budget;
  - ii. A narrative that demonstrates how funds will be spent, by whom and for what purpose. The narrative should provide enough detail for reviewers to easily understand how costs were determined and how they relate to the objectives of the project. There should be adequate justification for budget costs based on current industry costs/standards;
  - iii. A copy of the approved negotiated indirect cost rate agreement must be attached if indirect costs are shown as a budget expense to the project; and
  - iv. If applicable, the budget must show how the costs are going to be allocated for the proposed incentive options. It should demonstrate that this grant is only going to fund approved costs;
- b. The proposal should be cost effective; it must demonstrate that the anticipated results are commensurate with the cost of the project;
  - o The Agency will give priority to applicants who propose to spend at least 65% of the total requested grant funds on incentives.
- c. Proposals that include hiring a consultant or contracting of work must provide the following information:
  - i. Consultant's name and description of service;
  - ii. Itemized list of all direct costs and fees;
  - iii. Salaries must have the number of personnel including the position title;
  - iv. Specialty and specialized qualifications as appropriate to the salary;
  - v. Number of estimated hours times hourly wage;
  - vi. All expenses and fees directly related to the proposed services to be rendered to the project;

- vii. Applications that are required to issue a bid should provide a narrative explaining the requirements and provide a reasonable estimate of Contractual and Consultant Costs;

NOTE: Proposal submissions that omit the required budget forms, budget narratives and/or line-item descriptions will not receive the full point value for this criterion.

Therefore, applicants should recognize that a well-written budget narrative that justifies the proposed project expenditures assists the reviewers during the review process.

#### **Staff Capability and Management (15 points)**

- a. The proposal must clearly outline that the applicants:
  - (1) have experience in:
    - i. (i) efforts to reduce food insecurity in the community, including food distribution, improving access to services, or coordinating services and programs; or
    - ii. (ii) experience with the SNAP program;
  - (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.
- b. The proposal identifies the project director/manager and other key staff. The proposal includes resumes that demonstrate that the proposed staff has the appropriate technical and experiential backgrounds for their proposed roles. If the applicant is unable to identify the project director/manager or key staff, it must include, in the application package, job descriptions for the positions that must be assigned. Applicants should address their contingency or back-up plans in the event of key staff departures.
- c. The proposal outlines the amount of time and effort the project director or manager, key staff, and, if applicable, partnering organizations, will contribute to the project.
- d. The proposal demonstrates that effective and consistent oversight by qualified project managers will be implemented throughout the project, and that effective communication will exist within the applicant's organization.
- e. The proposal includes an organization chart of the proposed project.
- f. Applicants should address their contingency or back-up plans in the event of key staff departures.

**Total Points Available (without Bonus Points): 100**

#### ***FY24 Funding Priorities (Bonus Points)***

##### **Agency Priorities – Bonus Points**

FNS will award **a maximum of 15 bonus points** to projects meeting Agency priorities. These bonus points will be added to the Evaluation Factors and Criteria score above for applicants who incorporate the specified target areas below into their project design.

**Target Communities (not to exceed 15 Bonus Points)**

For those applications submitted in response to this RFA, FNS will give priority to projects that target SNAP households in marginalized and/or likely to be highly food insecure communities such as:

- Tribal Nations or surrounding tribal communities),
- Rural communities, and/or
- Persistent Poverty Counties; and/or
- Low-income and Low-access census tracts.

Bonus Points will be evaluated and allotted based on the following criteria:

- Up to 50% of overall selected retailer locations target one or more of the priority communities – 5 points
- 50 to 75% of overall selected retailer locations target one or more of the priority communities – 10 points
- Over 75% of overall selected retailer locations target one or more of the priority communities – 15 points

**Total Points Available (with Bonus Points): 115**

***Review and Selection Process***

Following the initial screening process, FNS will assemble a panel group to review and determine the technical merits of each application. The panel will evaluate the proposals based on how well they address the required application components and array the applications from highest to lowest score. The panel members will recommend applications for consideration for a grant award based on the evaluation scoring. FNS may request information from the applicant not clearly addressed in their proposal. The Selecting Official reserves the right to accept the panel's recommendation or to select an application for funding out of order to meet agency priorities, program balance, geographical representation, or project diversity. FNS reserves the right to use this solicitation and competition to award additional grants in the next fiscal year should additional funds be made available.

**6. Federal Award Administration Information*****Federal Award Notice***

The Government is not obligated to make any award as a result of this RFA. Unless an applicant receives a signed award document with terms and conditions, any contact from a FNS Grants or Program Officer should not be considered as a notice of a grant award. No pre-award or pre-agreement costs incurred prior to the effective start date are allowed unless approved and stated on FNS' signed award document (FNS-529). Only the recognized FNS authorized signature can bind the USDA, Food and Nutrition Service to the expenditure of funds related to an award's approved budget.

## *Administrative and National Policy Requirements*

### **Confidentiality of an Application**

When an application results in an award, it becomes a part of the record of FNS transactions, available to the public upon specific request. Information that the Secretary determines to be of a confidential, privileged, or proprietary nature will be held in confidence to the extent permitted by law. Therefore, any information that the applicant wishes to have considered as confidential, privileged, or proprietary should be clearly marked within the application. Any application that does not result in an award will be not released to the public. An application may be withdrawn at any time prior to the final action thereon.

### *Safeguarding Personally Identifiable Information*

Personally Identifiable Information (PII) is any information that can be used to distinguish or trace an individual's identity, either alone or when combined with other information that is linked or linkable to a specific individual (OMB Circular A-130, *Managing Information as a Strategic Resource*).

Applicants submitting applications in response to this RFA must recognize that confidentiality of PII and other sensitive data is of paramount importance to the USDA Food and Nutrition Service. All federal and non-federal employees (e.g., contractors, affiliates, or partners) working for or on behalf of FNS are required to acknowledge understanding of their responsibilities and accountability for using and protecting PII in accordance with applicable law, regulation, and policy [e.g., the Privacy Act of 1974; Office of Management and Budget (OMB) Memorandum, M-17-12, *Preparing for and Responding to a Breach of Personally Identifiable Information*; OMB Circular A-130, *Managing Information as a Strategic Resource* (this is a non-exhaustive list of requirements in this area)].

By submitting an application in response to this RFA, applicants are assuring that all data exchanges conducted throughout the application submission and pre-award process (and during the performance of the grant, if awarded) will be conducted in a manner consistent with applicable Federal laws, regulations, policies, and other requirements that may not be listed here such as OMB Memoranda. By submitting a grant application, applicants agree to take all necessary steps to protect PII, including the following: (1) ensuring that PII and sensitive data developed, obtained or otherwise associated with USDA FNS funded grants is securely transmitted. Transmission of applications through Grants.gov is secure; (2) ensuring that PII is not transmitted to unauthorized users, and that PII and other sensitive data is not submitted via email; (3) Data transmitted via approved file sharing services (WatchDox, ShareFile, etc.), CDs, DVDs, thumb drives, etc., must be encrypted; and (4) ensuring that PII is encrypted and password protected both in transit and at rest.

### **Conflict of Interest and Confidentiality of the Review Process**

The agency requires all panel reviewers to sign a conflict of interest and confidentiality form to prevent any actual or perceived conflicts of interest that may affect the application review and evaluation process. Names of applicants, including States and tribal agencies, submitting an application will be kept confidential, except to those involved in the review process, to the extent permitted by law. In addition, the identities of the reviewers will remain confidential throughout the entire process. Therefore, the names of the reviewers will not be released to applicants.



## **Administrative Regulations**

### ***Federal Tax Liabilities Restrictions***

None of the funds made available by this or any other Act may be used to enter into a contract, memorandum of understanding, or cooperative agreement with, make a grant to, or provide a loan or loan guarantee to, any corporation that has any unpaid Federal tax liability that has been assessed, for which all judicial and administrative remedies have been exhausted or have lapsed, and that is not being paid in a timely manner pursuant to an agreement with the authority responsible for collecting the tax liability, where the awarding agency is aware of the unpaid tax liability, unless a Federal agency has considered suspension or debarment of the corporation and has made a determination that this further action is not necessary to protect the interests of the Government.

### ***Felony Crime Conviction Restrictions***

None of the funds made available by this or any other Act may be used to enter into a contract, memorandum of understanding, or cooperative agreement with, make a grant to, or provide a loan or loan guarantee to, any corporation that was convicted of a felony criminal violation under any Federal law within the preceding 24 months, where the awarding agency is aware of the conviction, unless a Federal agency has considered suspension or debarment of the corporation and has made a determination that this further action is not necessary to protect the interests of the Government.

### ***Debarment and Suspension 2 CFR Part 180 and 2 CFR Part 417***

A recipient chosen for an award shall comply with the non-procurement debarment and suspension common rule implementing Executive Orders (E.O.) 12549 and 12689, "Debarment and Suspension," codified at 2 CFR Part 180 and 2 CFR Part 417. This common rule restricts sub-awards and contracts with certain parties that are debarred, suspended or otherwise excluded from or ineligible for participation in Federal assistance programs or activities. The approved grant recipient will be required to ensure that all sub-contractors and sub-grantees are neither excluded nor disqualified under the suspension and debarment rules prior to approving a sub-grant award by checking the System for Award Management (SAM) at [SAM.gov](https://sam.gov).

### ***Universal Identifier and Central Contractor Registration 2 CFR Part 25***

Requirement for System for Award Management. Unless you are exempted from this requirement under [2 CFR 25.110](#), you as the recipient must maintain current information in the SAM. This includes information on your immediate and highest-level owner and subsidiaries, as well as on all of your predecessors that have been awarded a Federal contract or Federal financial assistance within the last three years, if applicable, until you submit the final financial report required under this Federal award or receive the final payment, whichever is later. This requires that you review and update the information at least annually after the initial registration, and more frequently if required by changes in your information or another Federal award term.

Requirement for Unique Entity Identifier: If you are authorized to make subawards under this Federal award, you:

- Must notify potential subrecipients that no entity (see definition in paragraph C of this award term) may receive a subaward from you until the entity has provided its Unique Entity Identifier to you.



- May not make a subaward to an entity unless the entity has provided its Unique Entity Identifier to you. Subrecipients are not required to obtain an active SAM registration, but must obtain a Unique Entity Identifier.

#### *Reporting Sub-award and Executive Compensation Information 2 CFR Part 170*

The Federal Funding Accountability and Transparency Act (FFATA) of 2006 (Public Law 109–282), as amended by Section 6202 of Public Law 110–252, requires primary grantees of Federal grants and cooperative agreements to report information on sub-grantee obligations and executive compensation. FFATA promotes open government by enhancing the Federal Government’s accountability for its stewardship of public resources. This is accomplished by making Government information, particularly information on Federal spending, accessible to the general public.

Primary grantees, including State agencies, are required to report actions taken on or after October 1, 2010, that obligates \$30,000 or more in Federal grant funds to first- tier sub-grantees. This information must be reported in the Government-wide FFATA Sub-Award Reporting System (FSRS). In order to access FSRS a current SAM registration is required. A primary grantee and first-tier sub-grantees must also report total compensation for each of its five most-highly compensated executives. Every primary and first-tier grantee must obtain a UEI prior to being eligible to receive a grant or sub-grant award. Additional information will be provided to grant recipients upon award.

#### *Duncan Hunter National Defense Authorization Act of Fiscal Year 2009, Public Law 110-417*

Section 872 of this Act requires the development and maintenance of a Federal Government information system that contains specific information on the integrity and performance of covered Federal agency contractors and grantees. The Federal Awardee Performance and Integrity Information System (FAPIIS) is designed to address these requirements. FAPIIS contains integrity and performance information from the Contractor Performance Assessment Reporting System, information from SAM.gov, and suspension and debarment information from the SAM. FNS will review and consider any information about the applicant reflected in FAPIIS when making a judgment about whether an applicant is qualified to receive an award.

#### *Freedom of Information Act (FOIA) Requests*

The Freedom of Information ACT (FOIA), 5 U.S.C. 552, provides individuals with a right to access records in the possession of the Federal Government. The Government may withhold information pursuant to the nine exemptions and the three exclusions contained in the Act.

Application packages submitted in response to this grant solicitation may be subject to FOIA by requests by interested parties. In response to these requests, FNS will comply with all applicable laws and regulations, including departmental regulations.

FNS will forward a Business Submitter Notice to the requested applicant’s point-of-contact. Applicants will need to review requested materials and submit and submit any recommendations within 10 days from the date of FNS notification. FNS will redact Personally Identifiable Information (PII).

For additional information on the Freedom of Information (FOIA) process, please contact the FNS Freedom of Information Act officer at [FOIA@usda.gov](mailto:FOIA@usda.gov).

#### *USDA Non-Discrimination Statement*

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity, in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotope, American Sign Language, etc.) should contact the responsible Agency or USDA's TARGET Center at (202) 720-2600 (voice and TTY) or contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at [How to File a Program Discrimination Complaint](#) and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) email: [program.intake@usda.gov](mailto:program.intake@usda.gov).

USDA is an equal opportunity provider, employer, and lender.

#### *Privacy Policy*

The USDA Food and Nutrition Service does not collect any personal identifiable information without explicit consent. To view USDA's Privacy Policy, visit: [usda.gov/privacy-policy](https://usda.gov/privacy-policy).

#### **Code of Federal Regulations and Other Government Requirements**

This grant will be awarded and administered in accordance with the following regulations 2 Code of Federal Regulations (CFR), Subtitle A, Chapter II. Any Federal laws, regulations, or USDA directives released after this RFA is posted will be implemented as instructed.

#### *Government-wide Regulations*

- 2 CFR Part 25: "Universal Identifier and System for Award Management"
- 2 CFR Part 170: "Reporting Sub-award and Executive Compensation Information"
- 2 CFR Part 175: "Award Term for Trafficking in Persons"
- 2 CFR Part 180: "OMB Guidelines to Agencies on Government-wide Debarment and Suspension (Non-Procurement)"
- 2 CFR Part 200: "Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards"
- 2 CFR Part 400: USDA's implementing regulation of 2 CFR Part 200 "Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards"
- 2 CFR Part 415: USDA "General Program Administrative Regulations"
- 2 CFR Part 416: USDA "General Program Administrative Regulations for Grants and Cooperative Agreements to State and Local Governments"
- 2 CFR Part 417: USDA "Non-Procurement Debarment and Suspension"

- 2 CFR Part 418 USDA “New Restrictions on Lobbying
- 2 CFR Part 421: USDA “Requirements for Drug-Free Workplace (Financial Assistance)”
- 7 CRR Part 16: “Equal Opportunity for Religious Organizations”
- 41 U.S.C. Section 22 “Interest of Member of Congress”
- Freedom of Information Act (FOIA). Public access to Federal Financial Assistance records shall not be limited, except when such records must be kept confidential and would have been excepted from disclosure pursuant to the “Freedom of Information” regulation (5 U.S.C. 552)

General Terms and Conditions (T&Cs) of FNS grant awards may be obtained electronically in advance of an award. For a copy of T&Cs, please contact the Grant Officer noted in Section 7 – Federal Awarding Agency Contacts of this RFA.

### *Reporting Requirements*

#### **Financial Reports**

The award recipient will be required to enter the SF-425 (Federal Financial Report) into the FNS Food Program Reporting System (FPRS) on a quarterly basis. In order to access FPRS, the grant recipient must obtain USDA e-Authentication, verify their identity, and submit an FNS-674 form, which will be provided by the Grant Officer to access FPRS. For additional information on FPRS, visit [fprs.fns.usda.gov](https://fprs.fns.usda.gov).

#### **Performance Progress Reports (PPR)**

Grantees will be required to submit progress reports to FNS 30 days following the end of each quarterly period, using the FNS-908 PPR form that will be sent to grantees at the time of award or the initial orientation. The reports should cover the preceding period of activity. A final report identifying the accomplishments and results of the project will be due 120 days after the end date of the award.

*Final Progress Report.* A final FNS-908 PPR identifying the accomplishments and results of the project will be due 120 days after the end date of the award.. This report will be composed of a short Executive Summary and the following:

- A project description including a concise summary of the major accomplishments, the difficulties encountered, and the solutions developed to resolve the difficulties; and
- A discussion of the project results and lessons learned.

The final report should be sent in the form of an attachment to the FNS-908, not to exceed 25 pages.

Copies of any deliverables, media or publicity releases/articles and links to materials on websites also should be included or papers resulting from the grant should be attached to the final report. All products should include an acknowledgement of the source of funding. The Federal awarding agency reserves a royalty-free, non-exclusive, and irrevocable license to reproduce, publish or otherwise use, and to authorize others to use, for Federal Government purposes, the copyright in any work developed under a grant, sub-grant, or contract under a grant or sub-grant or any rights of copyright to which a grantee, sub-grantee, or a contractor purchases ownership with grant support.

**Please note:** The FNS-908 PPR form specific to this opportunity will be sent to grantees at the time of award or the initial orientation. Use of the FNS-908 PPR form for progress reports is required. Previous grantees that have not submitted reports timely will be evaluated as high risk. All activities reported on the FNS-908 must align with the required objective(s) from the “Key Objectives” Section above.

The recipient will be responsible for managing and monitoring the progress of the grant project activities and performance. The grant terms and conditions will indicate the reporting schedule for submitting project performance/progress reports to FNS. Any additional reporting requirements will be identified in the award terms and conditions, including results of the grant project.

## **7. Federal Awarding Agency Contacts**

For questions regarding this solicitation, please contact the Grant Officer.

Carla Garcia  
Grant Officer, Grants and Fiscal Policy Division  
U.S. Department of Agriculture, FNS  
Email: [Carla.Garcia@usda.gov](mailto:Carla.Garcia@usda.gov)

## **8. Other Information**

### *Debriefing Requests*

Non-selected applicants may request a debriefing to discuss the strengths and weakness of submitted proposals. This information may be useful when preparing future grant proposals. Additional information on debriefing requests will be forwarded to non-selected applicants. FNS reserves the right to provide this debriefing orally or in written format.

## Appendix

### RFA Budget Narrative Checklist

FOR GRANT APPLICANT USE ONLY. DO NOT RETURN THIS FORM WITH THE APPLICATION.

This checklist will assist you in completing the budget narrative portion of the application. Please review the checklist to ensure the items below are addressed in the budget narrative.

**NOTE:** The budget and budget narrative, as well as forms SF-424 and SF-424A must be in line with the proposal project description (statement of work) bona fide need. FNS reserves the right to request information not clearly addressed. All funding requests must be in whole dollars.

ITEM	YES	NO
<b>Personnel</b>		
Did you include all key employees paid for by this grant under this heading?		
Are employees of the applicant's organization identified by name and position title?		
Did you reflect percentage of time the Project Director will devote to the project in full-time equivalents (FTE)?		
<b>Fringe Benefits</b>		
Did you include your organization's fringe benefit amount along with the basis for the computation?		
Did you list the type of fringe benefits to be covered with Federal funds?		
<b>Travel</b>		
Are travel expenses itemized? For example origination/destination points, number and purpose of trips, number of staff traveling, mode of transportation and cost of each trip.		
Are the Attendee Objectives and travel justifications included in the narrative?		
Is the basis for the lodging estimates identified in the budget? For example, include excerpt from travel regulations.		
<b>Equipment</b>		
Is the need for the equipment justified in the narrative?		
Are the types of equipment, unit costs, and the number of items to be purchased listed in the budget?		
Is the basis for the cost per item or other basis of computation stated in the budget?		
<b>Supplies</b>		
Are the types of supplies, unit costs, and the number of items to be purchased reflected in the budget?		
Is the basis for the costs per item or other basis of computation stated?		
<b>Contractual:</b> (FNS reserves the right to request information on all contractual awards and associated costs after the contract is awarded.)		
Has the bona fide need been clearly identified in the project description to justify the cost for a contract expense(s) shown on the budget?		

ITEM	YES	NO
A justification for all Sole-source contracts must be provided in the budget narrative prior to approving this identified cost.		
<b>Other</b>		
<p>Consultant Services –</p> <p>Has the bona fide need been clearly identified in the project description to justify the cost shown on the budget? The following information must be provided in the justification: description of service, the consultant’s name and an itemized list of all direct cost and fees, number of personnel including the position title (specialty and specialized qualifications as appropriate to the costs), number of estimated hours and hourly wages per hour, and all expenses and fees directly related to the proposed services to be rendered to the project.</p>		
<p>For all other line items listed under the “Other” heading –</p> <p>List all items to be covered within “Other” along with the methodology on how the applicant derived the costs to be charged to the program.</p>		
<b>Indirect Costs</b>		
Has the applicant obtained a Negotiated Indirect Cost Rate Agreement (NICRA) from a cognizant Federal Agency? If yes, a copy of the most recent and signed negotiated rate agreement must be provided along with the application.		
2 CFR 200 allows any non-Federal entity (NFE) that has never received a negotiated indirect cost rate to charge a de Minimis rate of <b>10%</b> of modified total direct costs (MTDC), which the NFE may use indefinitely as a Federally-negotiated rate.		

## FNS-908 Performance Progress Report (PPR)

FOR REFERENCE ONLY.

<a href="#">Validate Form</a>	<a href="#">Submit by Email</a>	<b>UNITED STATES DEPARTMENT OF AGRICULTURE</b> <b>Food and Nutrition Service</b>	<small>OMB Number: 0584-0512 Expiration Date: 7/31/2025</small>																																																																																
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<p>The public burden statement: According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0584-0512. The time required to complete this information collection is estimated to average 3 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: U.S. Department of Agriculture, Food and Nutrition Service, Office of Policy Support, 1320 Braddock Place, 5th Floor, Alexandria, VA 22314, ATTN: PRA (0584-0512*). Do not return the completed form to this address.</p>																																																																																			
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Form FNS-908  
Version Number: 1.4 09-22

**SBU**  
Page 1

Electronic Form Version Designed in Adobe AEM 6.4 Version

**Program Management Information****1. Progress Summary**

Provide summary of progress this reporting period, highlighting your greatest achievements and challenges to date in this reporting period. For challenges, how did you resolve or overcome them? (Max 2000 characters):

**2. Personnel Information**

a. Number of FTEs:  b. Were there any changes in key personnel? ☒ Yes ☐ No

c. If yes, please describe the changes in key personnel, including the individual leaving/joining the project as well as the name and contact information (email address, phone number, and name of organization) of the individual. Note: This information does not serve as a formal request to approve the change in key personnel. This request must be forwarded to the Grants Officer in a separate request (Max 2000 Characters):

**3. Projected Amendments (Cost and No-Cost)**

a. Number of amendments projected this upcoming quarter?

b. Do the projected amendment(s) require FNS approval? ☒ Yes ☐ No

c. Please describe the type of amendment(s) projected and justification for each. Note: This information does not serve as a formal request to approve amendments. This request must be forwarded to the Grants Officer in a separate request (Max 2000 characters):

**4. Expenditures/Purchases:**

a. Were there any significant expenditures or purchases, including any contracts entered during this reporting period? ☒ Yes ☐ No

b. If so, please describe (Max 2000 Characters):

**5. Deviations (Changes this quarter outside of the agreed upon budget, timeline, or scope):**

a. Have there been any deviations? ☒ Yes ☐ No b. Type: ☐ Budget ☐ Timeline ☐ Scope ☐ Other

c. Describe any deviation(s), including a justification and impacts to budget/timeline (Max 2000 characters):

d. Please describe proposed activities to mitigate the impact of the deviation(s) (Max 2000 characters):

Page 2

**Program Management Information (Continued)****6. Upcoming Activities and Anticipated Changes**

a. Please describe activities planned for next quarter (Max 2000 Characters):

b. Do you anticipate any changes in your project timeline, activities or cost? ☒ Yes ☐ No

c. If yes, please explain the anticipated changes (Max 2000 Characters):

**7. Final Reporting Summary (Final Reporting Period Only)**

a. Are all goals and objectives completed at this time? ☐ Yes ☒ No

b. If no to answer 7a, briefly describe the goals and objectives that were not completed and why they were not completed (Max 2000 Characters):

c. Was the project budget sufficient for meeting the project goals? ☐ Yes ☒ No

d. If no to answer 7c, briefly describe why the budget was insufficient for meeting the project goals (Max 2000 Characters):

**8. Additional Comments (Max 2000 Characters)**

Page 3



**Instructions:** Complete this section by adding all Activities and Indicators as listed on your submitted proposal for each listed objective. For each reporting period, update these Activities/ Indicators with the most up to date information. **Note:** Objectives will be added by FNS and should not be altered. Additionally, note that indicator values vary by Indicator Type selected.

Program Activities								
Objective 1								
-	1	Activity	Type	Anticipated Completion Date	Actual Completion Date	Optional		
						Location	Beneficiaries/ Audience	Topic (if training)
+								
		Indicator Description	Indicator Type					
				Target	Actual (Cumulative)	Comments		

Add Objective
Remove Objective