

Virginia Produce Incentive Program
Notice of Sub-Grant Availability

Guidelines and Instructions

Application Due Date:
August 18, 2025
5:00 PM Eastern

Administered by the
VIRGINIA DEPARTMENT OF AGRICULTURE
AND CONSUMER SERVICES
P. O. BOX 1163
Richmond, Virginia 23218

FUNDING OPPORTUNITY DESCRIPTION

BACKGROUND

The Virginia Produce Incentive Program will provide grants to an organization to develop and manage a program that doubles the purchase of fresh produce for Supplemental Nutrition Assistance Program (SNAP) participants. The Virginia Department of Agriculture and Consumer Services (VDACS) has set forth the following guidelines to administer this program.

The applicant will need to devise a plan to make fresh fruits and vegetables available at food stores, farmers markets, and other locations for people with Supplemental Nutrition Assistance Program (SNAP/EBT) benefits. The plan must work in partnership with store outlets that will provide double the purchase of produce when purchasing with SNAP/EBT.

Describe how the program will be marketed to potential customers.

Give a description of how the program will work at the different vendors such as grocery stores, farmers markets, etc.

Describe how the program will partner with farmers/producers to provide local produce for participants.

AWARD INFORMATION

GRANT PERIOD DURATION

VDACS will award funds for a grant period of up to one year in length.

A total of \$1,000,000 in grant funding is available.

ELIGIBILITY INFORMATION

ELIGIBLE APPLICANTS

VDACS is seeking proposals from organizations with a plan to enhance the buying power of supplemental assistance program participants for fruits and vegetables through a Virginia Produce Incentive Program.

COMPETITIVE GRANT APPLICATION REVIEW PROCESS

VDACS will use a competitive review process to ensure maximum input and benefit. The review panel may also provide a recommended award amount for project proposals. Review panel members will be free from conflicts of interest and conduct fair and impartial reviews. VDACS will notify successful and unsuccessful grant applicants about the outcome of the competitive process as it relates to the applicant's proposal.

Proposals will be evaluated by the following criteria:

Project Purpose (35 points)

- The extent to which the applicant defines the specific plan to work with vendors to manage the Virginia Produce Incentive Program.
- The extent to which the project will provide a direct benefit to individuals experiencing food insecurity.
- The ability of the applicant to demonstrate large scale, statewide reach.

Measurable Outcomes (15 points)

- The objectives are precise, attainable, and meet the purpose of the grant program.

Project Plan (35 points)

- The extent to which the application presents a clear, well-conceived, and suitable overall methodology for fulfilling the goals and objectives of the proposed project.
- There is an articulated timeline for project delivery and execution.
- Project assessment plan is articulated.

Budget (15 points)

- The extent to which the application budget provides a sufficient description for each category and that the budget is consistent with the size and scope of the project and that the budget relates logically to the project plan and objectives describing the project.

4.0 APPLICATION AND SUBMISSION INFORMATION

CONTENT AND FORM

Entities interested in applying for the Virginia Produce Incentive Program must submit the following components:

- A. Cover Page
- B. Narrative
- C. Budget

A. COVER PAGE

Cover Page Must Include:

- I. Project Title
- II. Project Lead (Primary Point of Contact)
 - a. Name & Title:
 - b. Organization:
 - c. Mailing Address:
 - d. Email:
 - e. Telephone:
- III. Executive Summary (no more than one paragraph)
- IV. Total Amount Requested

B. NARRATIVE

I. Project Purpose

Description of how funds will be used to manage the Virginia Produce Incentive Program.

Descriptions should include the following:

- Demonstrate that the applicant will develop a relationship with Virginia food vendors to operate the Virginia Produce Incentive Program.
- The applicant's ability to have large scale, statewide reach.
- Demonstrate that the applicant will utilize or develop adequate relationships with store outlets/vendors that will provide double the purchase of produce when purchasing with SNAP/EBT.
- Demonstrate that the applicant will utilize or develop a fair and equitable distribution system to ensure people in need are able to acquire food.

II. Expected Measurable Outcomes

Include a plan for how outcomes will be measured. Outcome measures can include total food in pounds, the number of individuals served, regions served, etc.

Additional outcomes are welcome. Note that they must be precise, attainable, and meet the purpose of the grant program.

III. Project Plan

Provide a clear timeline for project execution and delivery.

Event	Responsible Party	Timeframe
<i>Ex. Final Report</i>	<i>Joe Smith</i>	<i>December 2025</i>

C. BUDGET

Include a spreadsheet summary of all anticipated costs and expenditures.

Budget	
Direct Project Costs	
Administrative Costs	
Total	

Budget Narrative

Include a **detailed** budget narrative, explaining all anticipated costs and expenditures.

The narrative should include the following:

Direct Project Costs

- These funds are what will be used to provide produce to program participants.
- Direct Project Costs include costs associated with food purchases.

Administrative Costs

- Administrative Costs may include:
- Personnel: List all titles (number of hours and rate or pay) as well as the total funds requested for each employee.
- Travel: Break travel down by mileage, lodging, related tolls, and per diem. All travel must fall within the GSA regulations: <https://www.gsa.gov/travel/plan-book/per-diem-rates> . Mileage will be reimbursed at the prevailing IRS rate. This travel refers to that incurred by the charitable organization.
- Supplies: List the materials, supplies, and fabricated parts costing less than \$5,000 per unit and describe how they will support the purpose and goal of the proposal.
- Contractual: Contractual costs are those services carried out by an individual or organization, other than the applicant, in the form of a procurement relationship.

Unallowable Costs:

- Tuition and stipends are not allowed.
- The purchase of equipment is not allowed. Equipment is defined as an item with a per unit cost of \$5,000 or more and useful life of more than one year.
- Entertainment costs are not allowed.

SUBMISSION DATE AND TIME

Applicants must submit applications as one PDF to both Seth.Benton@vdacs.virginia.gov and keisha.williams@vdacs.virginia.gov no later than 5:00 p.m. Eastern Time on Monday, August 18, 2025. All attachments (application and letters of support) must be included in one email.

AWARD ADMINISTRATION INFORMATION

AWARD NOTICES

Once VDACS selects grant recipients, all applicants will be notified of their grant status. Those selected for funding will receive a letter of agreement that sets forth pertinent information about the grant. Projects do not have to be initiated on the grant effective date but should be initiated as soon thereafter as practical so that project goals may be achieved within the funded project period.

ACCEPTANCE OF AN AWARD

A signature by an authorized representative of the successful applicant organization on the award letter constitutes acceptance of the award and its associated terms and conditions.

PAYMENTS

Payments will be made on a reimbursement basis. Reimbursements will be made on a quarterly or not more often than monthly basis, as warranted. Grantees must submit an invoice, reimbursement form, and detailed documentation of expenditures (individual receipts and proof of payment) to the Program Manager. **Reimbursements will be made within 30 days of receipt of proper documentation. Invoices received without the proper documentation may experience delays in payment until the proper documentation is received and any staff review questions resolved.** The final invoice will be paid upon receipt of the final report.

REPORTING

QUARTERLY REPORTING REQUIREMENTS

Below are the reporting requirements for subawards.

- Unique Entity Identifier (UEI)
- Payee contact information
- Subaward date
- Subaward amount
- Subaward description
- Primary place of performance information
- Quarterly obligation amount
- Quarterly expenditure amount
- Subrecipient gross revenue information

- Percentage of gross revenue from Federal contracts (Y/N above 80%)
- Amount of gross revenue from Federal contracts (Y/N above \$25,000,000)
- Subrecipient executive compensation details
- Additional programmatic data based on Expenditure Category

Key Reporting Deadlines

Below are the project deadlines for the Project and Expenditure Reports. Reports are to be sent/emailed to VDACS by the deadline listed below after the end of each quarter.

Report	Year	Quarter	Period Covered	Date Report Due to VDACS
1	2025	1	September 1-November 30, 2025	January 1, 2026
2	2025	2	December 1- February 28, 2026	April 1, 2026
3	2026	3	March 1- May 31, 2026	July 1, 2026
4	2026	4	June 1- August 30, 2026	October 1, 2026

7.0 AGENCY CONTACTS

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