Morrison helps secure $10.4 million in 2012 Specialty Crop Block Grant and Specialty Crop Research Initiative awards, 2013 SCBG program now open

Grant awards for the Specialty Crop Block Grant program (SCBG) and Specialty Crop Research Initiative (SCRI) were announced in early October. Morrison & Company was responsible for writing grant proposals totaling $10.4 million in awards for our clients.

The Specialty Crop Research Initiative aims to support the specialty crop industry by awarding funds to applicants who address research and extension needs for specialty crops. We were able to assist the Citrus Research and Development Foundation (CRDF), a non-profit direct service organization affiliated with the University of Florida, in securing $9 million in funding. This was the largest 2012 SCRI grant awarded in the nation, a program with a single digit success rate nationally.

The grant will support the foundation's efforts to combat citrus greening disease, Huanglongbing (HLB), which is present in Florida, Texas, and California. Specifically, the $9 million multi-year national project will research the best approaches to block the insect Asian Citrus Psyllid from spreading the crippling disease. CRDF will work in close collaboration with the Citrus Research Board, USDA, and universities in Florida, California, Texas, and Arizona.

In addition to the SCRI grant, Morrison & Company assisted several clients with successful applications for the Specialty Crop Block Grant program (SCBG), totaling $1.4 million in awards. The goal of the program is to promote

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Specialty Crop Research Initiative and Specialty Crop Block Grant programs

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and increase opportunities for specialty crop producers, and applicants can apply for projects that support research, marketing, or nutrition projects.

One of our successful SCBG applications benefitted the California Olive Oil Council, a non-profit trade and marketing association. The organization was awarded $386,300 to expand markets for California Extra Virgin Olive Oil through events for key influencers (e.g., media, blogs, chefs), attendance at key trade shows, development of marketing materials for events and trade shows, electronic and print advertising, website upgrades, and social media training for California olive oil producers.

In total, Morrison & Company proposals represented 10 percent of all specialty crop grant funding awarded in the nation through these two programs.

The SCBG program is now open and applications are due December 7. The SCRI grant program has consistently been announced in the fall as well, though funding will be subject to the passage of the Farm Bill. With the application deadlines nearing, please let us know if you are interested in either of these programs or wish to learn more about other grant opportunities. Please contact our office at (530) 893-4764 or email Brent Morrison at bmorrison@morrisonco.net.