



2019 SCBGP State Coordinators Conference

SESSION DESCRIPTIONS

Using Social Media for Promotion and Training

Social media has revolutionized the relationship between producers and consumers. In this session, we will discuss how staff have used different social media platforms to promote the SCBGP and train applicants. We will also discuss how sub-awardees have creatively used social media for promotion and training in their projects. This session will offer panel discussions led by state department of agriculture and NASDA Foundation staff on the use of Twitter, Instagram, Facebook and LinkedIn.

The Importance of Food Safety and the SCBGP

The Food Safety Modernization Act has required many specialty crop producers to upgrade food safety practices on their farming operation. State department of agriculture staff will discuss how they use SCBGP funding to help producers enhance their food safety practices.

Open Competitive Process: Applicant Training Tools

Managing an open competitive process can be overwhelming. In this session, we will explore the differences between the concept and full proposal phases, developing successful outcome measures, and managing a State Plan application.

Working with Sub-Awardees

It can be difficult managing SCBGP sub-awardees. This session will focus on how to work with sub-awardees to help them successfully complete their projects. A SCBGP coordinator and sub-awardee will discuss strategies to successfully manage sub-awards.

Outcomes from SCBGP Evaluation

The Specialty Crop Block Grant Program has positively impacted specialty crop industries across the nation. Wilella Burgess, director of Purdue University's Evaluation and Learning Research Center, conducted a national evaluation of the SCBGP program. Ms. Burgess will share the outcomes of the evaluation and discuss how you can use the information to improve your SCBGP.



Coffee with a Coordinator: Networking and Product Exchange

During this session, you will have an opportunity to meet your peers from across the country. Coordinators will bring one sample of a product featuring specialty crop from their state to the session. Coordinators will pair up with a peer from another state and learn about each other and exchange products. We have a large group of new SCBGP coordinators joining us this year. This session will provide an opportunity for new coordinators to meet with more seasoned peers from other states.

Grant Monitoring and Evaluation

State departments of agriculture have found creative ways to manage and monitor their grant processes. During this session, we will learn from state department staff how they manage state grant procedures efficiently and accurately to track and capture project outcomes.

Assessing and Reflecting

You have learned a plethora of information about current trends in the SCBGP over the past two days. In this session, you will have the opportunity to reflect on what you have learned, interesting people you've met, and what you still want to learn.