Memorandum

MIAMI-DADE COUNTY

Date: October 19, 2010

To: Honorable Chairman Dennis C. Moss
and Members, Board of County Commissioners

Agenda Item No. 3(R)(1)(A)

From: George M. Burgess
County Manager

Subject: Agricultural Manager's Florida Department of Agriculture and Consumer Services USDA Specialty Crop Block Grant Program Application

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Recommendation

It is recommended that the Board of County Commissioners (Board) ratify the Mayor or Mayor's designee's action in applying for United States Department of Agriculture (USDA) FY 2010 Specialty Crop Block Grant Program funds from the Florida Department of Agriculture and Consumer Services (FDACS) in the amount of $142,557. It is further recommended that the Board authorize the Mayor or the Mayor's designee to receive and expend grant funds, and to execute such contracts, agreements, Memoranda of Understanding (MOU), and amendments, after approval by the County Attorney, as required by program guidelines. It is also recommended that the Board authorize the Mayor or the Mayor's designee to apply for, receive, and expend additional funds that may become available during the term of the grant; to file and execute any amendments to the application for and on behalf of the County; and to exercise amendments, modifications, renewal, cancellation, and termination clauses of any contracts and agreements, subject to the approval of the County Attorney's Office.

Scope

The Office of the Agriculture Manager will implement a countywide project to benefit local specialty crop growers by enhancing their products' market competitiveness. Project objectives include: 1) Establish a sustainable buy-local program by marketing and promoting the local "Redland Raised: Fresh from Florida" brand to farmers, vendors and consumers; 2) Raise local public awareness regarding the multiple benefits of buying specialty grown crops from our local farmers/vendors by through the implement of a multilingual, countywide direct advertising campaign; and 3) Publish an official Redland Raised "Specialty Crop" cookbook.

Fiscal Impact/Funding Source

This grant will provide a two-year grant award in the amount of $142,557, to implement a countywide marketing and promotional "buy local" program. Match funds are not required for this project; however, existing staff resources (Agricultural Manager and Assistant) will be utilized to implement the program.

Track Record/Monitor

The Office of the Agriculture Manager will implement and manage project activities funded through a grant agreement. The Office will handle the disbursement and expenditure of grant funds, and manage programmatic and fiscal reporting in accordance with project reporting and auditing procedures stipulated by the FDACS.

Background

The top crop items produced in Miami-Dade in 2007 were all specialty crops: beans/snap, nursery stock, avocados, sweet corn, yellow squash, and zucchini. As a leading and diverse industry, agriculture in Miami-Dade County is in need of financial support to raise the profile of the industry to a competitive and sustainable level. Grant funds will address several components intended to enhance the competitiveness of the specialty crops grown in Miami-Dade County, and address the needs for: 1) establishing a buy local program by commencing marketing and promotional activities for the "Redland Raised: Fresh From Florida" brand; and 2) raising public awareness and consumption of the local brand by the county's 2.4 million residents and vast food service businesses.

A buy local program in Miami-Dade County is needed to remedy agricultural losses attributed to significant and sustained competition from foreign produce. The project is especially important and timely considering the devastating agricultural crop losses, valued at just over $280 million, recently endured by Miami-Dade County farmers this past winter as a result of unusual and persistent freezing cold temperatures. The freeze had a particularly devastating effect on the vegetable industry. Florida growers are the largest U.S. supplier of vegetables during the winter months.

The County's local agricultural product brand "Redland Raised: Fresh from Florida" was developed in 2008 by more than thirty farmers and distributors with the guidance of the County's Agricultural Manager and support from the State as well as locally-based member organizations, such as: the Dade County Farm Bureau, Dade County AGRI Council, Tropical Fruit Growers of South Florida, Inc., and the Florida Nursery, Growers and Landscape Association. The "Redland Raised" brand was officially kicked off and showcased in more than 1,000 Publix Supermarkets in November 2009 with great acceptance but minimal funding. The promotion was temporarily cut short due to the devastating freeze that severely impacted all Florida Farmers in January 2010 and resumed April 1, 2010.

The short turnaround time imposed by the application deadline did not allow sufficient time for the processing of the resolution, and its submission to the Board prior to submission of the application.

Alex Muñoz, Assistant County Manager

MEMORANDUM

(Revised)

TO: Honorable Chairman Dennis C. Moss and Members, Board of County Commissioners

DATE: October 19, 2010

FROM: R. A. Cuevas, Jr. County Attorney

SUBJECT: Agenda Item No. 3(R)(1)(A)

Please note any items checked.

_____ "3-Day Rule" for committees applicable if raised

_____ 6 weeks required between first reading and public hearing

_____ 4 weeks notification to municipal officials required prior to public hearing

_____ Decreases revenues or increases expenditures without balancing budget

_____ Budget required

_____ Statement of fiscal impact required

_____ Ordinance creating a new board requires detailed County Manager's report for public hearing

✓ No committee review

_____ Applicable legislation requires more than a majority vote (i.e., 2/3's ____, 3/5's ____, unanimous _____) to approve

_____ Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required

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Approved _____ Mayor
Veto _____
Override _____

Agenda Item No. 3(R)(1)(A)
10-19-10

RESOLUTION NO. _____

RESOLUTION RATIFYING THE MAYOR OR MAYOR'S DESIGNEE'S ACTION IN APPLYING FOR UNITED STATES DEPARTMENT OF AGRICULTURE FY 2010 SPECIALTY CROP BLOCK GRANT PROGRAM FUNDS IN THE AMOUNT OF $142,557; AUTHORIZING THE MAYOR OR MAYOR'S DESIGNEE TO RECEIVE, EXPEND, AND EXECUTE SUCH CONTRACTS, AGREEMENTS, MEMORANDA OF UNDERSTANDING, AND AMENDMENTS AFTER APPROVAL BY THE COUNTY ATTORNEY; AUTHORIZING THE MAYOR OR THE MAYOR'S DESIGNEE TO APPLY FOR, RECEIVE, AND EXPEND ADDITIONAL FUNDS THAT MAY BECOME AVAILABLE

WHEREAS, this Board desires to accomplish the purposes outlined in the accompanying memorandum, a copy of which is incorporated herein by reference,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that this Board ratify the Mayor or Mayor's designee's action in applying for United States Department of Agriculture FY 2010 Specialty Crop Block Grant Program funds in the amount of $142,557. It is further recommended that the Board authorize the Mayor or the Mayor's designee to receive and expend grant funds, and to execute such contracts, agreements, Memoranda of Understanding (MOU), and amendments, after approval by the County Attorney, as required by program guidelines. It is also recommended that the Board authorize the Mayor or the Mayor's designee to apply for, receive, and expend additional funds that may become available

during the term of the grant; to file and execute any amendments to the application for and on behalf of the County; and to exercise amendments, modifications, renewal, cancellation, and termination clauses of any contracts and agreements, subject to the approval of the County Attorney's Office.

The foregoing resolution was offered by Commissioner , who moved its adoption. The motion was seconded by Commissioner and upon being put to a vote, the vote was as follows:

Dennis C. Moss, Chairman
Jose "Pepe" Diaz, Vice-Chairman

Bruno A. Barreiro	Audrey M. Edmonson
Carlos A. Gimenez	Sally A. Heyman
Barbara J. Jordan	Joe A. Martinez
Dorrin D. Rolle	Natacha Seijas
Katy Sorenson	Rebeca Sosa
Sen. Javier D. Souto	

The Chairperson thereupon declared the resolution duly passed and adopted this 19th day of October, 2010. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA
BY ITS BOARD OF
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By:_____
Deputy Clerk

Approved by County Attorney as
to form and legal sufficiency.

Jorge Martinez-Esteve