

**UNITED STATES DEPARTMENT OF AGRICULTURE
RISK MANAGEMENT AGENCY**

OMB Approved 0563-0067
Expires 01/31/2009

RISK MANAGEMENT EDUCATION (RME) PROGRAM NARRATIVE

Part I:

Short Project Title (maximum 15 words): Risk Management Education for Horseradish Growers

RME Program Name Commodity Partnerships Funding Requested \$75,500

Administrative Contact John Smith Organization Southeast Horseradish Growers Assoc.

Title Administrative Assistant Phone Number 800-999-9999 EMail SHGA@email.com

Address 101 Main Street, Anytown, Your State 99999

Project Director Jane Doe Organization Southeast Horseradish Growers Assoc.

Title Education Director Phone Number 800-999-9999 EMail SHGA@email.com

Address 101 Main Street, Anytown, Your State 99999

Project Summary (maximum 250 words):

The Southeast Horseradish Growers Association (SHGA) has been actively seeking proactive means to enrich the opportunities for their growers to weather the storm and take advantage of every educational opportunity provided them. This partnership seeks to initiate risk management education efforts and provide information in the areas of production management, marketing, and financial risk. SHGA will conduct 2 workshops for agribusiness professionals. SHGA will conduct 12 workshops for horseradish producers in the Southeast. This proposal strives to extend the efforts for both insurance and lending via the development and implementation of hands-on seminars to be delivered in two growing regions in the Southeast. In addition, SHGA will develop information for water conservation, soil conservation, nutrients, cover crops, human resources and business plans. For the business template, the Association will host a day-long introductory seminar and keynote presentation at the annual Southeast Horseradish Growers Association Convention, and follow-up with all-day, hands-on business planning seminars for producers in two growing regions in the Southeast.

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 0563-0067. The time required to complete this information collection is estimated to average 10 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed and, and completing and reviewing the collection of information.

Part II (Attachment of no more than 10 single-sided pages):

For each of the evaluation criteria listed in the Request for Applications (RFA), provide a written narrative describing the project in detail. The narrative should provide reviewers with sufficient information to effectively evaluate the merits of the application according to each evaluation criterion. Applicants should carefully review and understand the specific features and authorities governing the specific program for which funds are being requested, as described in the RFA.

Part III (Attach Budget Narrative):

Applicants should provide a budget narrative that describes how the categorical costs listed on SF-424A are derived. Only the direct costs requested in this application need to be justified. Do not include any items that are treated by applicant organizations as indirect costs according to a Federal rate negotiation agreement except for those indirect costs included in consortium/contractual costs.

Part IV (Statement of Non-financial Benefits, if required):

If applying under the Commodity Partnership program, applicants should attach a brief Statement of Non-financial Benefits. Applicants must be able to demonstrate that they will receive a non-financial benefit as a result of a partnership agreement. Non-financial benefits must accrue to the applicant and must include more than the ability to provide employment income to the applicant or for the applicant's employees or the community. The applicant must demonstrate that performance under the partnership agreement will further the specific mission of the applicant (such as providing research or activities necessary for graduate or other students to complete their educational programs).

Supplemental Guidance – Form RME-1 March 2006

General

This supplemental guidance does not address all relevant requirements of the RFA. Complete requirements can be found only in the RFA.

This document provides you with supplemental guidance for the preparation of Form RME-1, entitled “Risk Management Education (RME) Program Narrative.” You are required to use Form RME-1 if you are applying for either of three agreement programs operated by the USDA Risk Management Agency dealing with risk management education. The three programs, with their respective Catalogue of Federal Domestic Assistance (CFDA) numbers, are:

- Commodity Partnerships for Risk Management Education (Commodity Partnerships), CFDA No. 10.457,
- Crop Insurance Education in Targeted States (Targeted States), CFDA No. 10.458, and
- Commodity Partnerships for Small Agricultural Risk Management Education Sessions (Commodity Partnerships Small Sessions), CFDA No. 10.459.

The Requests for Applications (RFA) for these three programs were published in the Federal Register on March XX, 2006; the announcement for the Commodity Partnership Program begins on page XXXXX, the announcement for the Commodity Partnerships Small Sessions Program begins on page XXXXX, and the announcement for the Targeted States Program begins on page XXXXX.

The project you describe in Form RME-1 must be designed to accomplish the purposes of the Commodity Partnerships Program, the Targeted States Program or the Commodity Partnerships Small Sessions Program. Although the three programs have a number of similarities, there are also some important differences. The Commodity Partnership Program, for instance, allows education regarding financial management, crop insurance marketing contracts, and other existing and emerging risk management tools. But it requires an emphasis on the training of producers of “Priority Commodities,” which are defined in the RFA. The Commodity Partnerships Small Sessions Program is similar yet seeks to reach smaller groups of producers. The project criteria is different in the Commodity Partnerships Small Sessions Program than the other two programs, therefore, scoring will be different. The Targeted States program, on the other hand, seeks to reach producers of all commodities in fifteen Targeted States, which are listed in the RFA, but restricts the training and informational activities to crop insurance. You should read the RFA carefully to understand the particular features of the program for which you wish to apply for funding and ensure that your completed Form RME-1 and the other parts of your application reflects these features.

Part I, Title Page

After completing the basic project and contact information called for in Part I, you should complete a project summary statement of not more than 250 words. The statement should specify the geographical scope of your project and the features of the producers within that area you will target with education. It should summarize the key features of the project that address the evaluation criteria of the RFA: Project Benefits, Statement of Work, Partnering, and Project Management. The following is a sample of a summary statement of a hypothetical project, entitled “*Risk Management Education for Southeast Horseradish Growers*,” from a hypothetical grower group, “*The Southeast Horseradish Growers Association (SHGA)*.” **SHGA is applying under the Commodity Partnership program (CFDA 10.457)**. It is provided simply to show how a summary statement might be constructed. Rather than duplicating the features of this sample, you should tailor your summary statement to the strengths of your proposed project.

“This project will focus on providing risk management education and information to horseradish producers in four southeastern states. As a result of this project, participating producers will be able to better employ crop insurance and marketing contracts as risk management tools. In addition, producers will learn techniques for water conservation, soil conservation, nutrients management, cover crops, human resources, and business plans. SHGA will provide these educational opportunities through two workshops directed to agribusiness professionals; 12 hands-on workshops directed to horseradish producers; an introductory seminar and workshops at the annual SHGA convention; and an extensive promotional effort of mailings, newsletter features, and news articles. SHGA will partner with local extension agents in 12 southeastern counties and two agricultural lenders to assist with the program. SHGA has the experience, resources, energy, and commitment to the economic stability of southeastern horseradish growers to lead the project and ensure its success.”

Part II, Written Narrative

(No more than 10 single-sided pages for the Commodity Partnerships Program and the Targeted States Program; No more than 2 single-sided pages for the Commodity Partnerships Small Sessions Program)

With respect to Part II, Written Narrative, the RFA instructs you to complete:

“A written narrative of no more than 10 single sided pages which will provide reviewers with sufficient information to effectively evaluate the merits of the application according to the evaluation criteria listed in this notice. Although a Statement of Work, which is the second evaluation criterion, is to be completed in detail in Form RME-2, applicants may wish to highlight certain unique features of the Statement of Work in Part II for the benefit of the evaluation panel.”

This written narrative provides you with an opportunity to describe your project in detail to the review panel. In the narrative, you will describe the benefits to producers from your project, your plan to reach farmers and ranchers in a specific geographical area, the groups you will partner with to reach those producers, and your capacity to conduct the project. A well-crafted narrative is important because:

- It will assist you in planning an effective project,
- It will assist the review panel in understanding the merits of your project, and
- It will help the partners with whom you will be working to understand the project and the specific roles of partners.

We have instructed the panel members to examine each application with an eye on the results that will likely be achieved if the project is funded, according to the evaluation criteria that are established in the *Federal Register* notice. To that end, we have asked the panel to disregard information in the narratives that does not directly contribute to an assessment of the application against the evaluation criteria. Therefore, your application’s chance will not improve by providing extraneous commentary.

The narrative is limited to 10 single-sided pages for the Commodity Partnerships Program and the Targeted States Program and no more than 2 single-sided pages for the Commodity Partnerships Small Sessions Program. We ask that you number each page of the narrative and, because the proposal will need to be copied, that you avoid binding, stapling, printing with small font, printing on both sides of pages, and taking other steps that will detract from preparing your proposal for careful review by the panel.

We recommend that you refer often to the evaluation criteria in the *Federal Register* notice so that you have the criteria in mind as you construct your narrative. You should address each of the respective evaluation criteria directly. Therefore, in addition to any introductory information, your narrative should contain sections corresponding to each of the evaluation criterion: Priority (Commodity Partnerships Program and the Commodity Partnerships Small Sessions Program), Project Benefits, Statement of Work, Partnering (Commodity Partnerships Program and the Targeted States Program), Project

Management, Past Performance, and Budget Appropriateness and Efficiency. The following suggestions for each of these sections may assist you further:

- **Priority.** The criterion of Priority is weighted 10 points and is described in the RFA as follows:

“The applicant can submit projects that are not related to Priority Commodities. However, priority is given to projects relating to Priority Commodities and the degree in which such projects relate to the Priority Commodities. Projects that relate solely to Priority Commodities will be eligible for the most points”.

In this section, you should describe how your project relates to the Priority Commodities and to the degree in which it relates. Reviewers will be looking for you to describe the relationship to Priority Commodities and how this relationship meets the needs of local farmers and ranchers.

- **Project Benefits.** The criterion of Project Benefits is weighted heavily (35 points) and, as set forth in the RFA, is as follows:

“The applicant must demonstrate that the project benefits to farmers and ranchers warrant the funding requested. Applicants will be scored according to the extent they can: (a) reasonably estimate the number of producers reached through the various educational activities described in the Statement of Work; (b) justify such estimates with clear specifics; (c) identify the actions producers will likely be able to take as a result of the activities described in the Statement of Work; and (d) identify the specific measures for evaluating results that will be employed in the project. Reviewers’ scoring will be based on the scope and reasonableness of the applicant’s estimates of producers reached through the project, clear descriptions of specific expected project benefits, and well-designed methods for measuring the project’s results and effectiveness.”

In this section, you should estimate and explain the likely benefits to farmers and ranchers from the project. Reviewers will be looking for information that will help them link the benefits received by farmers reached through the project with the Statement of Work that you complete in Form RME-2. Most importantly, reviewers will want information to help them evaluate the quality of the educational experiences in the project—that is, the likelihood that participating farmers will be better risk managers because of the project. Finally, reviewers will be looking for specific measurements you propose for determining the results of the project. Some of the items you will likely want to include:

- Define the geographical scope of your project and the characteristics of the farmers and ranchers you will serve.

- Of these, estimate the number of farmers and ranchers you anticipate reaching through the various educational and informational methods employed in your project. Include the methodology for arriving at the estimate.
 - Describe the actions that farmers and ranchers will likely take as a direct result of your project.
 - Describe how you will verify the numbers of farmers and ranchers you reach through the project and how you will verify the impact your project will have on those farmers.
- **Statement of Work.** The criterion of Statement of Work is weighted 15 points. The RFA statement on the Statement of Work criterion is described as follows:

“The applicant must produce a clear and specific Statement of Work for the project. For each of the tasks contained in the Description of Agreement Award (refer to Section II Award Information), the applicant must identify and describe specific subtasks, responsible entities, expected completion dates, RMA roles, and deliverables that will further the purpose of this program. Applicants will obtain a higher score to the extent that the Statement of Work is specific, measurable, reasonable, has specific deadlines for the completion of subtasks, relates directly to the required activities and the program purpose described in this announcement, and is sensitive to the needs of producers that are small, have limited resources, are minorities, or are beginning in a farming or ranching business. Applicants are required to submit this Statement of Work on Form RME-2.”

You will be providing a detailed Statement of Work when you complete Form RME-2, Statement of Work. The discussion in the narrative should not simply repeat the information in Form RME-2. It should, rather, highlight and explain the Statement of Work and the reasons why the project has been planned the way it has. Some of the items you will likely want to include are:

- Describe the key promotional methods you will use to attract producers to the educational activities of the project. Explain why those methods would be the most effective methods for reaching the targeted audience.
- Describe the key educational opportunities you will offer to the targeted producers in the project. Explain why those activities would be the most effective ones for delivering education and information to the targeted audience.

- Explain the relationship between the promotional methods and the educational activities planned for the project.
 - Describe the key deliverables that you are committed to achieving in the Statement of Work. Explain how achieving these deliverables relate to benefits for the targeted audience and the purpose of the program for which you are applying.
- **Partnering.** The criterion of Partnering is weighted 15 points and is described in the RFA as follows:

“The applicant must demonstrate experience and capacity to partner with and gain the support of grower organizations, agribusiness professionals, and agricultural leaders to carry out a local program of education and information in a designated RMA Region. Applicants will receive higher scores to the extent that they can document and demonstrate: (a) that partnership commitments are in place for the express purpose of delivering the program in this announcement; (b) that a broad group of farmers and ranchers will be reached within the RMA Region; and (c) that a substantial effort has been made to partner with organizations that can meet the needs of producers that are small, have limited resources, are minorities, or are beginning farmers and ranchers.”

In this section you can describe your efforts in mobilizing partners across the geographical area and the roles you expect these partners to play. You may document any commitments you have received from project partners by attaching copies of commitment letters as part of the appendix. Reviewers will be looking for you to describe the roles these partners will play in reaching and influencing local farmers and ranchers. Some of the items you will likely want to include:

- Identify those organizations and individuals you will be partnering with in the project.
 - Explain the roles these partners will play in the project.
 - Explain the strengths these organizations bring to the project.
 - Explain how the combination of partners brings together the right strengths for effectively reaching the targeted audience.
- **Project Management.** The criterion of Project Management is weighted 15 points and is described in the RFA as follows:

“The applicant must demonstrate an ability to implement sound and effective project management practices. Higher scores will be awarded to applicants that can demonstrate organizational skills, leadership, and experience in delivering services or programs that assist agricultural producers in the respective RMA Region. If the applicant has been a recipient of other Federal or other government grants, cooperative agreements, or contracts, the applicant must also detail that they have consistently complied with financial and program reporting and auditing requirements. Applicants that will employ, or have access to, personnel who have experience in directing local educational programs that benefit agricultural producers will receive higher rankings.”

In this section you can introduce yourself to the review panel as the project leader along with the organization you represent and the geographical area for which you are seeking funding. If you have already assembled a project team that would manage the project if it receives funding, you might introduce the team members and briefly describe their experience. You may include a short resume from key project leaders in the appendix. Some of the items you will also likely want to include:

- Profile those individuals who will have the most responsibility for shaping the project, connecting with producers, and producing results. Focus on energy, capacity, and commitment.
 - Describe the relationship the lead organization and its partners have with the target audience of the project.
 - Identify the specific resources that the lead organization will contribute to the project that is critical for the project’s success.
 - Describe the priority this project has for the lead organization.
- **Past Performance.** The criterion of Past Performance is weighted 10 points and is described in the RFA as follows:

“If the applicant has been a recipient of other Federal or other government grants, cooperative agreements, or contracts, the applicant must provide information relating to their past performance in reporting on outputs and outcomes under past or current federal assistance agreements. The applicant must also detail that they have consistently complied with financial and program reporting and auditing requirements. RMA reserves the right to add up to 10 points or subtract 5 points to applications due to past performance. Applicants with very good past performance will receive a score from 6-10 points. Applicants with acceptable past performance will receive a score from 1-5 points. Applicants with unacceptable past performance will receive a score of

minus 5 points for this evaluation factor. Applicants without relevant past performance information will receive a neutral score of the mean number of points of all applicants with past performance. Under this cooperative partnership agreement, RMA will subjectively rate the recipient on project performance as indicated in Section II, G.”

In this section you can describe other Federal or other government grants, cooperative agreements, or contracts that you have received. You must provide information relating to your past performance in reporting on outputs and outcomes under past or current federal assistance agreements. You must also detail that you have consistently complied with financial and program reporting and auditing requirements of these Federal projects.

You must list all current public or private support to which personnel identified in the application have committed portions of their time, whether or not salary support for persons involved is included in the budget. An application that duplicates or overlaps substantially with an application already reviewed and funded (or to be funded) by another organization or agency will not be funded under this program. The projects proposed for funding should be included in the pending section.

- ***Budget Appropriateness and Efficiency.*** The criterion of Budget Appropriateness and Efficiency is weighted 15 points and is described in the RFA as follows:

“Applicants must provide a detailed budget summary that clearly explains and justifies costs associated with the project. Applicants will receive higher scores to the extent that they can demonstrate a fair and reasonable use of funds appropriate for the project and a budget that contains the estimated cost of reaching each individual producer. The applicant must provide information factors such as:

- *The allowability and necessity for individual cost categories;*
- *The reasonableness of amounts estimated for necessary costs;*
- *The basis used for allocating indirect or overhead costs; and*
- *The appropriateness of allocating particular overhead costs to the proposed project as direct costs.”*

In this section you must provide a detailed budget summary that clearly explains and justifies costs associated with the project. You must provide information that demonstrates a fair and reasonable use of funds appropriate for the project and a budget that contains the estimated cost of reaching each individual producer that attends the training.

Part III, Budget Narrative

Note: USDA regulations limit indirect costs for this program to 10 percent of direct costs. Only items or services that are necessary for the successful completion of the project will be funded, as permitted under the Federal Crop Insurance Act, the applicable Federal cost principles, and are not prohibited under any other Federal statute.

You must provide a budget narrative that relates to the information you provide on SF-424A, "Budget Information, Non-Construction Programs". This information will be used by the panel to compare the likely benefits of the project to its costs. It will also be used by agreement monitors to determine whether the funding requested by you is reasonable for the effectiveness of the project and allowable under Federal regulations.

For each budget category on SF-424A, provide a detailed breakdown of all costs. Include explanations of any cost that may appear to be excessive. Salaries of project personnel should be requested in proportion to the effort that these personnel devote to the project. The following is a listing of the budget categories from SF-424A:

- Direct Charges
 - Personnel
 - Fringe Benefits
 - Travel
 - Equipment
 - Supplies
 - Contractual
 - Other
- Indirect Charges

The RFA lists some of the restrictions on funding for these programs:

"Funding Restrictions: Partnership/cooperative agreement funds may not be used to:

- a. Plan, repair, rehabilitate, acquire, or construct a building or facility including a processing facility;*
- b. Purchase, rent, or install fixed equipment;*
- c. Repair or maintain privately owned vehicles;*
- d. Pay for the preparation of the cooperative partnership agreement application;*
- e. Fund political activities;*
- f. Fund alcohol, food, beverage or entertainment;*
- g. Pay costs incurred prior to receiving a partnership or cooperative agreement;*
- h. Fund any activities prohibited in 7 CFR Parts 3015 and 3019, as applicable."*

For instance, a Budget Narrative for the hypothetical organization “*The Southeast Horseradish Growers Association (SHGA)*” might be:

“*Risk Management Education for Southeast Horseradish Growers*”

BUDGET NARRATIVE

The total budget for this project is \$103,327.00, including \$8,532.00 for indirect charges.

PERSONNEL

Total Personnel budget for SHGA is \$25,000.00. Rates were based on established and documented salaries for the staff listed. See below for breakdown:

1. Development of educational materials: \$12,500.00
2. Conduct Training Sessions: \$12,500.00
3. Project Management & Oversight: \$2,000.00

SHGA project staff consists of (1) John Radish, Director of Education & Training, (2) Stephen Turnip, Executive Vice President, and (3) William Mustard, Training & Development Specialist. The three will perform the following duties:

- Overall Project Management and Oversight;
- Develop educational materials;
- Review of educational materials;
- Conduct training sessions;
- Conduct project evaluations;
- Write and review project reports.

FRINGE BENEFITS

Fringe benefits are included in the direct personnel rates.

TRAVEL COSTS

The total travel cost for twelve 2-day training sessions in four states is \$8,795.00. The breakdown for each state is listed below. The costs are calculated using the 2006 Government Service Agency (GSA) travel rates per location.

Alabama

The total travel cost for 3 Trainers at three 2-day training sessions for 6 nights is \$1,990.00. The travel budget for 3 Trainers includes:

Lodging: \$1,200.00 (6 nights * 3 Trainers @ per diem \$59.00 * 11% estimated tax)
Mileage: \$90.00 (250 miles @ .36) 3 Trainers travel to and from training sessions
Meals & I.E.: \$700.00 (\$31 per diem * 2.5 days * 3 Trainers)

Georgia

The total travel cost for 3 Trainers at three 2-day training sessions for 6 nights is \$1,990.00. The travel budget for 3 Trainers includes:

Lodging: \$1,200.00 (6 nights * 3 Trainers @per diem \$55.00 * 11% estimated tax)
Mileage: \$90.00 (250 miles @ .36) 3 Trainers travel to and from training sessions
Meals & I.E.: \$700.00 (\$31 per diem * 7.5 days * 3 Trainers)

Florida

The total travel cost for 3 Trainers at three 2-day training sessions for 6 nights is \$2,825.00. The travel budget for 3 Trainers includes:

Airfare: \$525.00 (\$175.00 * 3 Trainers)
Lodging: \$1,200.00 (6 nights * 3 Trainers @per diem \$60.00 * 11% estimated tax)
Car Rental: \$400.00 (in-state travel, 6 days @ \$60.00 per day * 10% estimated tax for 1 car)
Meals & I.E.: \$700.00 (\$31 per diem * 7.5 days * 3 Trainers)

South Carolina

The total travel cost for 3 Trainers at three 2-day training sessions for 6 nights is \$1,990.00. The travel budget for 3 Trainers includes:

Lodging: \$1,200.00 (6 nights * 3 Trainers @per diem \$60.00 * 11% estimated tax)
Mileage: \$90.00 (250 miles @ .36) 3 Trainers travel to and from training sessions
Meals & I.E.: \$700.00 (\$31 per diem * 7.5 days * 3 Trainers)

EQUIPMENT

The total equipment rental cost is \$12,000.00.

Rental of computer studio for training session, full day, with tables, seating, projection screen, digital projector, instructor and student computer stations (20) with internet connections @ \$500 per day for 12 2-day training sessions. (12 sessions).

SUPPLIES

The total cost of supplies is \$12,000.00

Copied educational training materials: 50 pages, 150 copies each session @ \$0.10 per page.

Miscellaneous supplies are estimated at \$1,000.00

CONTRACTUAL

The total contractual cost is \$37,000.00. See below for breakdown cost for twelve 2-day sessions:

1. Development of educational materials: \$25,000.00
2. State Coordinators = \$12,000.00 (4 persons @ flat fee of \$3,000.00 each.)

Subcontractors/Trainers

The project Sub-Contractors/Trainers are Dr. John Doe and Dr. James Smith, both from the University of Florida. The two Sub-Contractors/Trainers will perform the following duties:

- Develop educational materials;
- Review of educational materials;
- Conduct training sessions;
- Conduct project evaluations;
- Write and review project reports.

State Horseradish Growers Coordinator

Professional fee for local arrangements, advertising and solicitation of participants, input into material development and training input, and follow-up contact.

OTHER

Not applicable.

INDIRECT CHARGES

The total indirect charges are \$8,532.00

The total indirect charges were calculated at the predetermined rate of 9% of direct charges which was obtained from the SHGA's federal cognizant agency.

**Part IV, Statement of Non-financial Benefits
(Required for Commodity Partnerships and Commodity Partnerships Small Sessions programs only)**

You must complete Part IV if you are applying under the Commodity Partnership program or under the Commodity Partnerships Small Sessions program. If you are applying under the Targeted States program, this section does not apply. The RFA states the following:

“To be eligible, applicants must also be able to demonstrate that they will receive a non-financial benefit as a result of a partnership agreement. Non-financial benefits must accrue to the applicant and must include more than the ability to provide employment income to the applicant or for the applicant’s employees or the community. The applicant must demonstrate that performance under the partnership agreement will further the specific mission of the applicant (such as providing research or activities necessary for graduate or other students to complete their educational program).”

For instance, a Statement of Non-financial Benefits for the hypothetical organization “The Southeast Horseradish Growers Association (SHGA)” might be:

The Southeast Horseradish Growers Association (SHGA) will receive non-financial benefits as a result of this partnership agreement. By participating in this agreement, SHGA will have increased opportunities to communicate and interact with its own membership, with other agricultural producers, and with agribusiness professionals. These opportunities will assist SHGA in better assessing the needs of its members and improving its products and services. The educational elements of this partnership agreement will also increase the risk management knowledge base of participating producers and agribusiness professionals, including those customers served by SHGA. A better-informed membership will aid SHGA in achieving its mission, which is to “Foster the economic viability of horseradish production in the southeast U.S.”