



Agriculture Value Added/Regional Food Systems Grant Program

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Program Overview



- The Michigan Department of Agriculture and Rural Development (MDARD) is offering a grant opportunity that will promote and enhance Michigan's \$91.4 billion agriculture industry.
- Proposals for the competitive grant program, will be accepted through July 31, 2012.



- Applicants must provide a minimum of 10% in cash matching funds
- In-kind contributions will not be counted as part of the required match
- Regional collaboration is encouraged
- This is a cost reimbursement grant program



MDARD will convene an evaluation committee comprised of individuals with an interest in and knowledge about Michigan agriculture, food systems and value added agriculture. The committee will score proposals and recommendations will be made to the MDARD Director who will make the final determination on awards.



- Grants will be awarded at a minimum of \$20,000 and a maximum of \$200,000
- Only one proposal per applicant will be considered
- Successful proposals will be funded only on the amount requested. MDARD will not adjust budgets or only partially fund proposals

Eligible Entities



- **Agricultural Cooperative**
- **Producer Network**
- **Producer Associations**
- **Local Government**
- **Nonprofit Corporations**



- **Business Entities**
- **Economic Development Organizations**
- **Regional Farmers Market Authority**

Activities



Technical Assistance

- Increasing farmer revenue, production and efficiency, or reducing expenses
- Providing transportation and delivery systems for agricultural products
- Implementing approved food safety and handling techniques



Marketing

- Enhancing product value and sales
- Increasing direct marketing for agricultural commodities
- Identifying and implementing vendors and or direct markets to provide citizens access to Michigan agricultural products



Equipment and Innovation

- Identifying and responding to consumer trends and/or changing ethnic demographics, and their relationship to customer purchasing patterns
- Improving infrastructure of an existing facility
- The improvement of electronic systems, value-added processing and packaging, and refrigerator and freezer capacity



- Assisting in the implementation of facility planning and/or design (i.e. new technology, new equipment)
- Implementing green/renewable technology
- Implementing and developing waste management/recycling systems as it relates to agriculture or agricultural products



Training and Outreach

- Providing consumer education that addresses new food and agricultural products, and product applications with an emphasis on the assessment, evaluation, and impact of such education on consumer patronage at eligible markets/entities
- Training, technical assistance, educational (including distance learning), business marketing



- Recruitment programs for new, existing and transitioning farmers including minority, women, immigrant, and transitioning farmers
- Establishment of healthy, direct-market, food outlets
- Enhance the utilization of locally grown products by potential institutional purchasers



- Value Added/Regional Food System funds **cannot** be used to pay for the acquisition of land or the purchase, construction, or structural repair of a building or facility.
- MDARD reserves the right, at its sole discretion, to reject an application if it:
 - ✓ Does not meet the mandates including scope, eligibility, and allowable grant fund use
 - ✓ Is received after the deadline
 - ✓ Is incomplete or missing any of the required forms, narrative and supplemental budget
 - ✓ Does not follow the outlined application requirements

Application Format

The logo for the Michigan Department of Agriculture & Rural Development is located in the top right corner. It features a stylized blue and green map of Michigan to the left of the text. The word "Michigan" is written in a blue script font, "Department of" is in a smaller blue sans-serif font, "AGRICULTURE" is in large, bold, green block letters, and "& Rural Development" is in blue block letters below it.

COVER PAGE

-Cover page must include the Primary Project manager contact information including a phone number and email address. This person is responsible for signing the grant agreement and will serve as the main point of contact for all project inquiries.

-Does NOT count toward 12- page limit

-Follow example on line (format)

-Must have EIN number and be registered as a vendor with the state of Michigan



Executive Summary

Not to exceed 200 words and must include the following: a project description, goals to be accomplished, stages of work and resources required, expected timeframe for completing all tasks and results. This summary must also be suitable for dissemination to the public.



BACKGROUND STATEMENT

Provide a brief history of the entity. Describe past, current, and/or future events, conditions, or actions taken that justify the need for the project. Please include why this project/proposal important to the agriculture industry and those entities that are in support of this project.



WORK PLAN

Provide a timeline and a planned scope of work, including anticipated stages (benchmarks) and the resources required to complete each activity. Identify who will do the work, whether collaborative arrangements or subcontractors will be used, the resource commitments of the collaborators, and the role(s) and responsibilities of each collaborator or project partner. Indicate in-kind and volunteer work, and whether matching or other funding is being provided. Include appropriate timelines for the project and expected date of completion. All projects **must** be completed by January 31, 2014.



MEASURABLE OUTCOMES

Describe what is to be accomplished (goal), the expected results, and how success will be measured at the completion of the project.

This information will be very helpful in completing reporting requirements.

Goal: The objective you are seeking (realistic results that you hope to achieve during the project process).

Target: The specific number, percentage, dollar amount, etc. that you are hoping to achieve. (Examples: 10% increase in sales within one year; 250 growers participating by the projects end).



Benchmark: The baseline number, dollar amount, etc. that you are measuring from (if known). (Examples: 2010 sales in this market were \$1.5 million).

Performance Measure: How you will measure whether the goals and target are achieved. If using a survey or a questionnaire to measure performance, provide information about the nature of the questions and the population to be surveyed. If a draft is available, include a copy. (Examples: sales figures will be collected from retailers; follow up surveys will be sent to participating growers to measure certifications achieved)



Monitoring

Include how performance toward meeting the outcomes will be monitored. If expected measurable outcomes will be monitored after the grant period ends, how monitoring will continue once the grant funding has been exhausted?



Beneficiaries

Identify the geographic area, agricultural products, individuals, organizations, and/or entities that will benefit from this project. Indicate how they will benefit. Why is this project important to them?



Budget Narrative

Provide justification for your budget proposal that is outlined in Form A. Please include sources and amounts of match dollars and any in-kind funding.

The budget narrative must include the following categories (if applicable to project) and a budget narrative that provides justification for such budget categories and items:



Personnel/Contractual

List the individual and/or contractor's name and title and the general categories of services the person/contractor cost will cover (e.g., project manager). Show annual/hourly rates and estimated number of hours to be spent on the project by each project participant.



TRAVEL

Itemize the details and purpose of each trip and the anticipated travel expenses. List each expense separately including:

- the name of each person traveling,
 - number and duration of trips, destination(s), number of miles, and lodging and meals (as applicable).
- Mileage rates include gas costs and therefore MDARD will not recognize additional gas expenses as allowable. Include specific details about the travel expenses in the budget narrative.



Equipment

Indicate anticipated purchases of equipment. List separately each item of equipment, its cost and use.

Equipment means any tangible, nonexpendable, personal property, including exempt property charged directly to the grant. In the budget narrative, provide the basis of the cost estimate (e.g. price analyses, vendor quotes) for each piece of equipment and its correlation to the purpose and goals of the project to justify your need for the equipment to be purchased.



Supplies

Provide an estimate of projected supply expenditures. Supplies means any tangible, personal property other than equipment (as defined above), excluding debt instruments and inventions. In the budget narrative, provide the basis of the cost estimate (e.g. price analyses, vendor quotes) for each supply item being requested and its correlation to the purpose/goals of the project to justify your need for the supplies to be purchased.



Other

Provide in sufficient detail an itemized list of projected expenditures, their cost and use. Other items mean any item not fitting into the personnel, contractual, equipment, travel, and supplies categories explained above (e.g., rentals). In the budget narrative, provide the basis of the cost estimate (e.g. price analysis, vendor quotes) for each item being requested and its correlation to the purpose/goals of the project to justify your need.



Indirect Costs

Are **not** allowable under this grant program. Indirect costs are defined as the expenses of doing business that are not readily identified within the project, but are necessary for the general operation of the organization and the implementation proposal related activities. These costs benefit more than one cost objective and cannot be readily identified with a particular final cost objective without effort disproportionate to the results achieved.



It is expected that all grantees will comply with reporting requirements outlined in the grant agreement. Failure to comply with those requirements may cause forfeiture of any or all grant monies.



Reporting Deadlines

November 1, 2012 Projects begin with signed grant agreement

February 1, 2013 Progress report (with invoices) due to MDARD

May 1, 2013 Progress report (with invoices) due to MDARD

September 1, 2013 Progress report (with invoices) due to MDARD

January 31, 2014 Projects completed

March 1, 2014 Projects Final Report and final invoice due to MDARD



DEADLINE FOR APPLICATIONS:
JULY 31, 2012 @ 3pm

Thank you!