

**VALUE ADDED/REGIONAL FOOD SYSTEMS GRANT  
APPLICATION PROPOSAL (FY 13)**

Requested funding: \$

To: Michigan Department of Agriculture and Rural Development  
Attn: Nancy Nyquist, Office of Agriculture Development  
525 West Allegan Street  
Constitution Hall  
P.O. Box 30017  
Lansing, Michigan 48909  
Mda-grants@michigan.gov

From: Organization Name (here)  
Project Manager  
Address  
Phone Number  
Fax Number  
Employer Identification Number (EIN)  
E-mail address

**Cover Page:** (does not count toward 12 page limit) Include your employer identification number. If you are not already registered with the State of Michigan as a vendor, please go to this website for directions on how to register for a Vendor Identification Number. [http://www.michigan.gov/budget/0,1607,7-157-13404\\_37161-179392--,00.html](http://www.michigan.gov/budget/0,1607,7-157-13404_37161-179392--,00.html). Cover page must also 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.

**Project Title:** Must capture the primary focus of the project, and match the title provided on Form A (budget form).

**Requested Value Added/Regional Food Systems Grant Program Funding and Matching Funds:** Indicate the dollar amount (use whole dollar amounts only, do not use cents) requested from MDARD.

**Executive Summary:** Should not 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 of the proposed project 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. Correlate the background and purpose of the activity to support your particular project issue. Please include why this project/proposal important to the agriculture industry and those entities that are in support of this project.

**Workplan :** 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.

**Expected Outcomes and Project Evaluation:** Describe what is to be accomplished (goal), the expected results, and how success will be measured at the completion of the project. Providing background information will be considered important background information.

**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, describe 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. In the budget narrative:
  - A. Indicate the duties of each individual and correlate those duties to the purpose/goals of the project.
  - B. For contractors, indicate if the expense represents a flat fee for services or an hourly rate. Provide justification for how and why the contractor was selected vs. the organization's own staff/personnel. List the general categories of services the contract covers (e.g., professional services, travel, lodging, administrative expenses, etc.).
  - C. Proof must be provided of the customary charges for such services rendered, based on the individual's qualifications.
  - D. Travel: Itemize the details and purpose of each trip and the anticipated travel expenses. List each expense separately including: (1) the name of each person traveling, (2) purpose and date(s), (3) number and duration of trips, (4) destination(s), (6) number of miles, and (7) 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.
  - E. 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/goals of the project to justify your need for the equipment to be purchased.

F. Supplies: Provide an estimate of projected supply expenditures. Applicants must list each item separately, its cost and use. 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.

G. 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.