



Request for Dairy Proposals Topic Specific Teams 2019 Funding Cycle

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Dairy Education: Topic Specific Team Proposals Requested

NYFVI is pleased to share this Request for Proposals (RFP) for Topic Specific Teams. We are seeking proposals that will provide direct education to NY dairy farmers and that will deliver near term economic benefit.

Overview

The Topic Specific Team (TST) program is an outgrowth of the NYFVI Dairy Profit Team program. The model has been piloted over the past few years and this is the first formal RFP for this work.

The Topic Specific Team model requires educators to identify a common need among farmers in their region and develop a deep dive curriculum on the topic. Where appropriate, the educational model should include both peer to peer discussion group learning and individual on farm consultations.

The potential budget is based on the number of farms that are anticipated to successfully complete the program. Five points of engagement are required with each farm, and a mix of engagement tactics may be used. In at least two instances information specific to the participating farm must be reviewed. The use of peer to peer learning and benchmarks have proven effective and are encouraged.

Deadlines

All applications must be submitted online through our database system at db.nyfvi.org. The link can also be found at www.nyfvi.org.

Applications will be accepted from July 12, 2019 through 11:59 pm August 26, 2019.

Applicants must file all internal paperwork, receive any permission, grant office numbers, or other requirements of your employer, prior to submitting an application; failure to do so may make applications ineligible for funding consideration.

If you have not previously used the NYFVI online applications system, you will need to **apply for system credentials. Don't wait until the last minute, staff is available to activate your log in and password only during normal business hours.**

Selection Process

Proposals will be reviewed by NYFVI staff, the NYFVI dairy review panel and the NYFVI board of directors. The evaluation criteria can be found on page 15.

Each member of the review panel and board will read, score and comment on each proposal. The board will meet in mid-October 2019 to prioritize projects for funding. Final decisions will be communicated by the end of the month and work may begin immediately.



Topic Specific Teams: Making a Difference for Dairy

New York's dairy educators are knowledgeable, committed and passionate about what they do. Farm Viability's Topic Specific Team (TST) program was designed to help them work directly with farmers to do a "deep dive" on subjects that are critical for farms in their regions to address. Here's more information about the topics that have been addressed over the last few years.

[Helping Farms Become Active Participants in the F.A.R.M. Program](#)

Management Protocols, Record Keeping, Cow Comfort and Animal Health, NNY Dairy and Field Crops Team, 2 projects. This project enrolled 16 farms to help prepare for active participation in the National F.A.R.M. program. Each farm participated in an on-farm evaluation which included an interview, document review, animal and facility observations. At the conclusion of the last evaluation all data were aggregated to provide regional values as well as individual farm data. Each farm received a report detailing what was observed on their farm and how this compared to regional values. Each farm also received recommendations specific to their farm. Additional direct support was provided to help farms implement recommended changes. The first project completed late in 2018, the second project has enrolled an additional 15 farms. It will complete in 2019.

[Precision Feed Management](#)

Using forage quality to improve the corn silage (CS) hybrid selection process on dairy farms, CCE Dairy and Field Crops Team, This project enrolled 21 farms in three groups to learn how to use the differences in fiber digestibility of CS hybrids grown on their farm to select for higher performing hybrids in the future. Team meetings were held to review the overall results, and Extension specialists met individually with each of the farms to discuss the results of their analysis. Based on the results, educators were able to provide specific management recommendations for each farm. This project completed late in 2018. A second project is working with ten Madison County farmers.

[Helping Farms Improve Lameness](#)

Linking Lying Time and Lameness, CCE Dairy and Field Crops Team, 2 Projects. This project worked with ten farms. Inexpensive activity monitors were purchased for the project leaders to use to assess lying time on each farm. Results were discussed with each farm and suggestions of modest improvements were made. Most participating farms indicated that they became more aware of risk factors for lameness in general, and specific things to watch for on their own dairies. The herd specific data presented offered valuable feedback on ways they can improve their specific situation, rather than just broad industry recommendations. This will make future changes to their operation more successful because the recommendations are tailored to their operation and management. The first project completed late in 2018. An additional 12 farmers have been enrolled to focus on the same topic. It is slated to complete in June 2019.

Increasing dairy farm viability by reducing lameness rates, CCE Oneida County. This project enrolled 5 farms in a program to reduce lameness rates. A combination of group education and on-farm visits has been used. Farms were taught locomotion scoring techniques and provided deep understanding on the factors that can cause lameness. Action plans were developed and the project leader continues to support implementation. The project completed late in 2018.

Supporting Organic Dairies

Dairy Transitions Projects 1 and 2, NOFA-NY The first project worked with 7 dairy farms to help them understand the certification process, plan for the necessary changes to comply and apply for certification. Of the 7 farms supported, 3 made it through the process and began selling organic milk. The farms that did not certify either could not afford the cost of organic grain while in the certification process, and/or could not find a processor for their organic milk. The second project provided one on consultation to 6 farms. 3 farms were successful in completing the certification application with 1 additional farm planning to submit later in 2018. Due to market constraints, no organic processors are currently taking on new farmers. The first project completed in 2017, the second project completed in May 2018.

Organic Dairy Grazing Project, NOFA-NY This project works directly with fifteen farms, to create and/or improve grazing plans. Realistic assessments of cost/benefits of infrastructure improvements such as fencing and field conditions were also discussed and evaluated. Additionally, three regional peer groups were created to allow the farms to build their own advisory networks and continue to receive dairy grazing expertise as a group. Project completed in May 2018.

Organic Dairy Managing for Success, CCE Cortland County This project focused on enrolling organic dairy farms in the Cornell Dairy Farm Business Summary program (DFBS). The DFBS is a valuable business management tool to help farms look at their financial data. While the tool has value on its own, it is even more powerful when benchmarks can be created. The original goal was to enroll enough organic dairies in the DFBS so that organic benchmarks could be created. Although this was not attained, the project did provide direct support to 8 farms and helped them make strategic use of their data. Project completed in June 2018.

Improving Business Management

Business Management Action Teams 1-4, Pro-Dairy, Cornell, 20 farms were enrolled in one of two new BMATs to improve their business analysis and decision-making skills, resulting in improvements in their businesses and long-term viability. Farms were enrolled in the Dairy Profit Monitor program, and provided direct support. They met twice in-person with their farm groups during the first year to review their businesses, set goals for improvement, and reported on progress on those goals. The outcomes were improved business performance and decision-making skills for these dairy managers and owners. For one participant, the analysis and discussions around both the financial performance and management strategies of their operation has given them the tools to begin their long overdue succession planning process. The first project completed late in 2018. A second wave of 24 farms were enrolled to participate in two teams focused on the same topic. It is scheduled to complete in March 2019.

Improving Management of Hispanic Employees on Dairy Farms, WNY Dairy and Field Crops Team This project is working with six dairy farms to improve their Hispanic employee management. The farms are being educated as a group on broad topics, then provided direct support on their top three action items. Typical action items include improving communication, helping employees understand their job descriptions, career paths etc. The project completed in May 2019.





TST Grant Eligibility and Project Requirements

All applications must be submitted online through our database system at db.nyfvi.org. The link can also be found at www.nyfvi.org.

If you have not previously used the NYFVI online applications system, you will need to use the system to apply for system credentials.

FVI Grant Eligibility and Project Requirements

Eligible Applicants

Eligible grant applicants include farmer groups, researchers, educators, organizations, agencies and businesses. Applicants may represent nonprofit or for-profit sectors. NYFVI encourages individuals with ideas to partner with existing organizations to ensure project viability and execution. If you are an individual and need guidance in this regard, please contact NYFVI staff.

Former and current NYFVI TST grantees are eligible for funding. If you have previously offered a TST on the topic you are proposing please discuss it with Aileen Randolph in advance of submission.

Note: Applicants are allowed to submit more than one proposal on the same topic if the geography for the work will vary. Additionally applicants are allowed to submit multiple proposals on different topics for the same area. You are encouraged to reach out to other educators and work collaboratively to determine how best to meet the needs of NY dairy farmers. If you are working on the same topic, it is permissible to share and use the same content tailored to multiple regions.

Topic Selection

Choosing the right topic is critical to the success of your project. Based on past projects and some new research there are two topics NYFVI believes may be of particular value to NY dairy farmers. More information about each of these topics, along with contact information for experts on the subject are available here.

- Helping NY dairy farmers adopt selective dry cow therapy.
- Helping NY dairy farmers be prepared for F.A.R.M 4.0

We also welcome your ideas on the topic that is best for your farmers as well. Please reach out to farmers in your area and ensure that they would be interested and participate in any topics, including the suggestions above, that you are considering.

Note: If you are proposing work on a topic that has been funded by NYFVI previously, it is not permissible to work with the same farmers on that topic.

TST Grant Requirements

Dollar value: Proposals between \$15,000 and \$45,000 will be accepted. NYFVI may reimburse up to \$3,000 per farm that is enrolled and completes the program.

Participating Farms: A minimum of 5 farms, and a maximum of 15 farms per proposal. It is expected that the same individual or individuals from each farm will participate throughout the program, and no farm may "count" as more than one participant. Farms must be actively milking cows to be eligible to participate.

5 points of engagement: The goal of this program is to provide direct education to a specific group of farmers identified at the outset of the project. Engagement is

defined as a two way form of communication. If technology is used, it must allow for two-way interaction.

Time frame: Projects should last at least six months and no more than 18 months. It is anticipated that selected projects may be contracted to start as early as November 1, 2019. All projects must be completed by June 30, 2021.

Location: Projects must work with New York State dairy farmers and outcomes must benefit agriculture in New York State.

Payment schedule: All funds are paid on a reimbursement basis each quarter. Payments are made only after a quarterly report and reimbursement claim are submitted and approved. Payment may take 90 days from when all materials are approved.

Impact Measurement: All projects must measure and report on the farm level outcomes of their work.

Reporting Requirements: The NYFVI online database is used to manage the initial application as well as all reporting and expenditures. Project leaders are required to submit quarterly progress reports that must be approved before reimbursements are made. A final report is due within 60 days of project completion. The lesser of 10% of the total project budget or the entire final reimbursement request, will be held until the final report is completed and approved.

Key Dates

- Tuesday July 23rd, Overview Webinar
- Thursday July 25th, Selective Dry Cow Therapy Webinar with Dr. Nydam.
- August 26th
Proposals due by 11:59 pm
- Second half of October
Funded projects notified

TST WEBINARS & TOPIC RESOURCES

NYFVI holds grant writing workshops during each RFP cycle. Attendance is optional, but encouraged. These workshops will give you the opportunity to work with NYFVI staff, and subject matter experts to develop your proposal.

Overview Webinar

90 minute overview webinars:
Tuesday July 23rd at 9:00 am

Selective Dry Cow Therapy Webinar

Thursday July 25, 2019 from 2:30 pm —5:00 pm
Email arandolph@nyfvi.org to register.

Dr. Daryl Nydam will lead a webinar for those interested in learning more about how they might help farmers implement the SDCT practice using best management practices as well as a predictive model that can work in conjunction with Dairy Comp 305. More background information on the topic is available on the NYFVI website.

F.A.R.M RESOURCE

Lindsay Ferlito, with CCE has led a TST focused on helping farms actively engage with the National F.A.R.M. program. She has deep expertise with the program and is willing to discuss her work with TST applicants. She can be reached on her cell during working hours at 607-592-0290 or via email at lc636@cornell.edu.

For more information about these workshops and how to sign up, visit www.NYFVI.org

NYFVI staff is happy to work with you to ensure your proposal meets our requirements. Please call 315-453-3823, or email arandolph@nyfvi.org



IMPORTANT TECHNICAL TIP!

If you plan on creating your proposal in a word processing program like MS Word, prior to copying and pasting into our online application, you must first copy and paste into a plain text editor, such as Notepad. This will eliminate a great deal of hidden coding that is pasted in from Word. This code may make your text harder to edit, harder to read when it is printed out and will add to your character count in each section.

The Online Application: Know What Goes Where.

Frequently NYFVI reviewers express frustration over the repetitive nature of some applications. Please read the following information closely to ensure that you are developing a competitive, not repetitive, application.

TITLE, DURATION

Title: Create a title for the project. Keep in mind the title of the project will appear in NYFVI publications. Generally, a title that is brief but descriptive of the project and its goals, works best.

Duration: Indicate the start and end date for your project. Funded projects will begin between November 1, 2019 and January 1, 2020. Funded projects must last at least two quarters (six months) and may last no more than six quarters (18 months). All projects must be fully completed by June 30, 2021.

AGRICULTURAL PRODUCTION SECTOR

Please select the dairy box.

EMPHASIS/PORTFOLIO PRIORITIES

Please read the following descriptions closely and choose the NYFVI priority that most closely aligns with the intent of your project. It is likely that these projects will focus on improving operational practices, or fostering industry-wide innovation.

Improve Operational Practices. This work will result in direct on-farm changes during the life of the grant, and is often incremental in nature. This could include outreach efforts to share information about best practices, or applied research that demonstrates the effectiveness of a practice to encourage its adoption.

Foster Industry-wide innovation. This type of work typically could result in large-scale changes in an industry. This usually takes the form of applied research with a somewhat longer timeline to on-farm implementation.

Incubate new ideas and methods. This type of work helps to develop a new idea with potential to transform an industry. While direct farm impact may be far off, a successful project in this category will demonstrate that significant impact is possible.

Improve Route to Market and Market Practices. This work will improve a **farm's marketing practices, help them find new markets, and develop new business** models for getting to market.

Develop Human Capital. This type of work will develop the capacity of individuals in agriculture to effectively manage farms and implement new strategies. This may take the form of improvement of farm business acumen or the support of a skilled agricultural workforce, among others.

ANTICIPATED RESULTS

Please select the outcome(s) you believe your project will deliver. *Note: your project should be able to provide impact data or deliverables for your selections.*

CONTACTS

NYFVI collects names and contact information from all individuals associated with a project. Please read the descriptions below to ensure you are categorizing the participants correctly.

Note: The producer section and other collaborators section both include a check box where an applicant certifies that all individuals listed have discussed and agreed to participate in the project. Applicants should not include the names of any individuals that have not clearly agreed to participate. All names that are provided may be contacted about the proposal at any point.

Contractor: Provide the name and contact information of the person responsible for grant contracts within your organization. In most cases this is not the same person as the project leader. This is the person who will sign the contract.

Administrative Point of Contact: Provide the name and contact information for the person who will handle invoicing, record keeping, and related aspects of the project. This should be someone familiar with the project leader and the proposal who can be consulted when the project leader is unavailable. Applicants are highly encouraged to include this contact person.

Producers: Enter the names and contact information of farmers--and only farmers--who are actively involved in the proposed project. If a farmer is participating on a team, please check implementation. If they are providing other support, please check the appropriate box.

Grant applicants are not required to identify the farms who will be participating in the project during the application phase of the project. However, competitive proposals will demonstrate farm-level support for their efforts, including farmer participation in the project planning process. If a farm is indicated as participating in **“project implementation”**, it is expected that data will be collected and reported to demonstrate the project’s impact on that farm.

Do not include in the producer section the names of project participants who are not farmers. Do not include more than one name entry per farm.

Note: Any producer identified as having the role of “project implementation” will automatically appear in the quarterly report as a collaborator who will be implementing practices on their farm.

Other Participants & Collaborators: Provide the name and contact information for all other individuals that will be supporting the project in this section. These may include extension educators, consultants and other agribusiness professionals.

Check the appropriate box or boxes to indicate how the individual is participating. Choices include co-leader, project staff, proposal development, project advisory committee, project implementation, outreach and/or evaluation.

Project Leaders and Co-Leaders

The online application assumes the person issued credentials is the project leader. The project leader is the person with central administrative and managerial responsibility for the project.

The project leader is ultimately responsible for the project’s work. For NYFVI’s purposes, there may be only one project leader.

A project may have multiple co-leaders. These individuals may receive duplicates of all correspondence originating from the database to the project leaders, such as quarterly report reminders.

Co-leaders can access the proposal and the reporting system using their own credentials.

Technical Tip

For your convenience in adding new participants you will be asked to first enter an individual’s last name. A list of entries from the database with that last name will be returned. If the individual you intend is in the list click on “Add” and proceed.

If the individual you refer to is not in the list you will then have the opportunity to add them.

Producer Involvement: Character count for all five tab sections is limited to 1,500 characters total, including punctuation and spaces.

PRODUCER INVOLVEMENT

The purpose of this section is to demonstrate that farmers are, or will be, actively involved in each aspect of the project. It is NOT necessary to provide your full implementation and outreach plans here, just provide detail about how farmers will be participating.

Proposal Development: Describe specifically if, how, when, and where farmers, including the number of farmers, were involved in developing the proposal.

Project Advisory Committee: Some project leaders use Advisory Committees in their project. These committees may be informal or formal and may be an existing group or sub-group, or a group gathered for the purpose of the project. These committees may be wholly comprised of farmers or a mix that includes non-farmers. If a **Project Advisory Committee is used, describe the committee's makeup, number of participating farmers, purpose, meeting schedule and the role it will have in the project.**

Project Implementation: This should be limited to farmers that will participate in the TST. It is okay if you do not have your full list assembled at this point.

Project Outreach: Provide a brief description of how farmers will be part of the plan to share information.

Project Evaluation: How will farmers participate in project evaluation? Opportunities include providing farm financial data; feedback through testimonials or surveys; assessment of materials developed through the project, such as fact sheets, how-to guides, etc.; assessment of research data or project results; review by project advisory committee; review by local board of directors; and more.

The Target Beneficiaries text box is limited to 1,500 characters, including punctuation and spaces.

TARGET BENEFICIARIES

Use specifics to describe the target audience for this project. Specifics help build the case for the value of the work proposed and demonstrate a thorough understanding of the audience. Be sure to include geographical region and reach, farm size, and types of production systems.

The Identification of Barriers text box is limited to 1,500 characters, including punctuation and spaces.

IDENTIFICATION OF BARRIERS

This section should focus on building an understanding of the specifics and scale of the problem your work will solve, or the economic opportunity your work will help create. Be sure to include specifics on how you know this problem is important to farmers. Do not discuss the solution to the problem in this section.

Grant applicants may cite barriers and opportunities identified by NYFVI through its efforts. Applicants may also cite other sources.

Other methods of identifying needs and opportunities for your project include, producer groups assembled specifically to develop this project, an agricultural organization's **strategic planning or needs assessment document, program councils, producer program committees, focus groups, and program advisory committees.**

PROJECT JUSTIFICATION

Describe the overarching, long-range goals or outcomes of this project and the potential im-

pact on New York agriculture, connect it to the problem or opportunity described in the previous section.

Include a synopsis of previous research and outreach efforts at the local, state, national or international level. The synopsis should focus on the level of applicability, awareness or comprehension of earlier work within New York State or its regions. Detail how your proposed project builds on existing knowledge or previous efforts. Reviewers **frequently comment “everyone already knows this” or “there is nothing new here”**. This is your opportunity to address those concerns.

THE WORKPLAN: PERFORMANCE TARGETS, MILESTONES AND ACTIVITIES

This section should provide a detailed work plan for your project, and include specific detail about materials and methods to allow your research design to be fairly evaluated. Typically, projects will have numerous measurable milestones and activities all to achieve a relatively small number of performance targets.

Performance Targets: The performance target is the primary goal/s of the project. **How will the farm ‘perform’ differently as a result of the project? What will the project achieve, as measured on participating farms?**

Milestones: For the TST proposal, each of the 5 points of engagement with the participating farms should be clearly identified in a milestone. Other milestones are appropriate and permissible as well. For each performance target, list the milestones that you will track, measure and report on during the course of the project. Each milestone will be listed in the quarterly report and you will report each quarter on your efforts to achieve the milestone. Please be specific.

Activities: For each milestone, list the activities you will engage in that will help to achieve the milestone.

OUTREACH PLAN

Describe how the information generated or knowledge gained through this project will be accessible to, and actionable for, the broader agricultural producer and educator audience across New York State.

EVALUATION PLAN

Applicant must develop an evaluation plan based on impacts at the farm level, relative to project performance targets.

Describe what defines project success, the information you will collect, how you will collect it, and the proposed analysis of the information. Describe how the collected **information measures the project’s success. Evaluation may include how and why a project, or aspect of the project, worked or failed to work.** Think of the evaluation process as an opportunity to provide learning tools to others embarking on their own efforts. Funded project leaders will provide an extensive evaluation as part of the Final Report.

The Project Justification text box is limited to 3,200 characters, including punctuation and spaces.

TIP: If funded, the workplan will be the foundation of your quarterly report., so please plan carefully!

There is no limit to the number of characters in the Performance Targets, Milestones and Activities section. Specifics are welcome. Be sure to include enough detail so that reviewers clearly understand what you are proposing to do.

After adding each new Performance Target, Milestone, or Activity (and date), you must click the “Add” button just to the left of the statement. Failure to click “Add” will result in lost data.

The Outreach Plan text box is limited to 1,500 characters, including punctuation and spaces.

The Evaluation Plan text box is limited to 1,500 characters, including punctuation and spaces

PRODUCER IN KIND CONTRIBUTIONS

Itemize the specific contributions farmers will make to this project and estimate a reasonable dollar value for each. To help with data standardization please use \$50 per hour as a value for producer time contributed to a project. Contributed items may include, but are not limited to:

- **Time committed to various aspects of the project;** development, implementation, outreach, evaluation
- **Donated supplies, e.g. seed, fertilizer, chemicals, feed, fuel**
- Use of facilities or equipment
- Use of farmland for research plots or trials
- Sacrifice or donation of crops or material.
- Applicants are not required to include Producer In-Kind Contributions. However, reviewers look for it and contributions may be considered as an indication of farmer support for the project.

PROJECT TEAM

Reviewers frequently look in the proposal for indications that the project leader, co-leaders, or staff have the collective capacity to successfully implement all the various **aspects of a project**. All individuals entered in the either of the “Contacts” sections and indicated as co-leaders or project staff will automatically appear in the Project Team section of the application.

For each individual, describe in 750 characters or less (including spaces and punctuation) the role or function they will play in the project. Then, again in 750 characters or less, describe their qualifications to perform their specific role or function. We are not seeking information about academic credentials, simply an understanding of an **individual’s experience, and expertise that would make them the right person to implement the proposed work**.

BUDGET

Grant applicants will create a budget for each quarter of the grant-funded project. Quarters are established as 3 month periods beginning on the start date of the project. The total project budget may not exceed \$3,000 per farm anticipated to complete the program. Expenditure reimbursements will be made only up to \$3,000 per farm completing the program or the total project budget amount whichever is less.

Plan carefully within each budget category. Without exceeding the total grant amount project leaders may only overspend a budget line by 15% or \$1,000, whichever is greater. Expenditures beyond these limits will require formal budget amendments. A well-organized budget can build confidence in your overall proposal.

Salaries and Wages: NYFVI may reimburse expenses for salary, wages and fringe benefits for new or currently employed staff for the portion of staff time devoted to NYFVI-funded project, **up to 100% of the employee’s time**. **Employees may not seek reimbursement for the percentage of their time spent working on other projects or paid through other sources.**

List the employee or employee’s title/job description, and the percentage of each employee’s time devoted to the proposed project in the Budget Justification section

TIP:

If funded, all reimbursement requests require itemized documentation of expenditures, often known as “back-up”. Please plan your budget to be able to provide this documentation on a quarterly basis.

of the application. Any required stipends or tuition reimbursements should be included in the “other” category.

All persons seeking reimbursement for salary, wage or fringe benefit expenses must maintain records and may be required to present documentation of the amount of the employee’s time devoted to various efforts and funding sources.

Fringe Benefits: NYFVI may pay fringe benefits at a rate consistent with the applicant’s place of employment for the class of employee being paid through the project. Contact NYFVI staff for more information.

Consulting: NYFVI may reimburse consultant fees. Project leaders will document daily or hourly rates. Describe specific roles and expected deliverables or outcomes for each consultant in the Budget Justification section of the application. A commitment letter from the consultant outlining their specific role in the project must be filed with NYFVI if the proposal is selected for funding.

Subcontracts: NYFVI may reimburse for subcontracted portions of the project completed by persons and organizations other than the contracted organization. Describe specific roles and expected deliverables or outcomes for each subcontractor in the Budget Justification section of the application; itemize the total cost of each subcontract. Submission of subcontracts will be required if the project is approved. Indirect, overhead, or F&A charges cannot be levied twice, i.e. if indirect cost are charged in the subcontract they cannot be charged for the overall project and vice versa.

Travel: NYFVI may provide reimbursement for expenses for travel directly related to the project. Reimbursement will be for expenses that are not excessive and similar to “government rates.” Out-of-state travel is prohibited.

Fees: If a farmer is being reimbursed for any direct costs incurred through implementation of the project, please include it here and provide an explanation in the budget justification section.

Conferences & Seminars: NYFVI may reimburse expenses associated with conducting a conference, workshop or seminar that benefits farmers directly and relates to the project. Costs may include speaker travel, honoraria, meals, site rental, etc. NYFVI may also provide reimbursement for expenses for conference registration fees for individuals involved in the project to attend and present at a conference in New York State and related to the project. If reimbursement is for attendance, provide a detailed explanation of the conference and its importance to the project within the Budget Justification section.

Advertising & Promotions: NYFVI may reimburse expenses to produce and distribute brochures, flyers, displays or other items to promote project activities or outcomes; paid advertisements; etc.

Services and Lab Analysis: NYFVI may provide reimbursement of expenses for services and laboratory fees essential to conducting the project. Reimbursement will be for the percentage of the fees used for purposes of the funded project.

Materials & Supplies: NYFVI may reimburse expenses for materials and supplies that directly relate to the project. Rates of expenses should not be excessive. Generally, materials and supplies are items whose per unit purchase price is less than \$1,000. Often these items have a useful life of one year or less.

Rentals: NYFVI may provide reimbursement of expenses for rented equipment that is essential to conducting the project. Reimbursement will be for the percentage of the rental cost of the item used for purposes of the funded project.

Equipment: NYFVI generally does *not* reimburse equipment expenses. Equipment refers to items, including machines, tools, electronics, structures and other items with a per unit purchase price of \$1,000 or more and whose useful life is more than one year. Project leaders requesting equipment reimbursement must provide a detailed explanation of why the item is essential to the project, cannot be obtained at lesser cost through rental, lease, borrowing, etc., who will use the item, what percent of the item will be used in service of this project and what percent of the item will be used in service of other projects, how the item will be disposed of or used after the grant project ends.

Other: **If you have costs that don't fit elsewhere, please include them here, with an explanation.**

Indirect Costs: NYFVI may reimburse expenses for indirect or overhead at a rate negotiated between the applicant institution and NYFVI. Contact NYFVI before submitting the grant application. Indirect, overhead, or F&A charges cannot be levied twice, i.e. if indirect cost are charged on the project direct cost total then they cannot be charged on subcontracts or consulting agreements and vice versa.

BUDGET JUSTIFICATION

Project leaders must provide a detailed description for each requested budget category, including all major expenses. Provide detail of how the components of each budget line were calculated. Provide explanations of how the items will advance the proposed project.

LEVERAGED FUNDING

Describe all sources of current and/or potential funding for this project proposal. Indicate which sources are current, and which are potential. Note the funding source (ex. USDA SARE, etc.) and the total grant amount. Describe how additional funds from NYFVI will expand the scope and/or impact of this project. Leveraging NYFVI funds to obtain other non-NYS funds is strongly encouraged and project leaders will be asked to report those funds and funding sources in their final report.

The Abstract text box is limited to 1,500 characters, including punctuation and spaces.

ABSTRACT

Although this is the last component of the application as entered online, it is the first section that reviewers see. Be sure to keep it concise and clear. Write for the layman- avoid jargon. Edit and edit again, every word is important. Provide a brief and comprehensive synopsis of the proposed project, including a description of the need for the work, farmer participation, expected outcomes, impacts and goals, as well as how the project will progress or met goals. Major project partners and outreach work may also be part of the abstract. Uses for the abstract include describing the project in NYFVI print and online publications. Write an abstract that generates enough excitement and interest in readers that they will want to learn more about the project.

Proposal Evaluation Criteria

Reviewers will use the following guidance to score each proposal.

Producer Involvement

- Is there confirmation that the barriers this project addresses were identified by farmers as high priority?
- Is there evidence that sufficient numbers of farmers are involved in at least some of the following activities: proposal development, project advisory committee, project implementation, outreach and information dissemination, and project evaluation?
- Proposal sections where producer involvement information may be found include: Producer Contacts, Producer Involvement, Identification of Barriers

Relevance to NY Agriculture

- Will the project, as presented, effectively address the identified barrier in a significant way for the betterment of NY agriculture?
- Is the project likely to have a significant farm level impact in the agricultural sector concerned?
- Does the project, as described, have a high probability of success?
- Is the target audience for the project first and foremost farmers? Is the target audience appropriately specific (not trying to address too big an audience) and at the same time broad enough from a production sector or geographic perspective to warrant investing in the project?

Work Plan (Performance Targets, Milestones, and Activities)

- Are the performance targets (outcomes, farm level impacts) specific, clearly stated, and measurable at the farm or enterprise level?
- Are the milestones measurable and when they are achieved will they move participating farm businesses

toward the stated performance targets?

- Are the activities to be undertaken appropriate for reaching the milestones and achieving the performance targets?
- Is there a clear and effective plan describing how the individual farm or enterprise level impacts will be measured and verified, as well as how the overall success of the project will be evaluated?

Outreach Plan

- Is there a specific, practical and well laid out plan for how the information gained from, or materials developed for, this project will be disseminated to the broader agricultural industry?
- Are the activities in the outreach plan likely to be effective in creating change in the agricultural sector across New York?
- Is there an opportunity or a plan to disseminate information from this project to other production sectors or geographic regions if it is appropriate to do so?
- Is the outreach plan innovative and creative?

Evaluation Plan

- Is there a clear and effective plan describing how individual farm or enterprise level impacts will be measured, collected, and verified?
- Is there a plan to track or estimate changes in the broader agricultural industry that resulted from the **project's outreach efforts?**
- How much confidence do you have that the proposed evaluation plan can be successfully executed and will result in useful information?

Project Team

- **Are the descriptions of individual's roles sufficient to understand what each will be doing in the project?**
- Is it clear that the qualifications described for each individual relate to and match their role in the project?
- Are you confident that the combined knowledge, skills and abilities of the team are adequate to successfully complete the project?
- Do you believe the size and diversity of the project team is appropriate to the size and scope of the project?

Budget

- Is the total budget appropriate to the size and scope of the project?
- Are the individual budget line amounts reasonable and realistic?
- Are the justifications for each budget line clearly stated, adequate, and acceptable?
- If there are labor charges, do the tasks outlined justify the labor budget?
- Is the budget reasonable and appropriate for the importance and value of this project to the crop it addresses?



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