



2022 FVI RFP Informational Webinar

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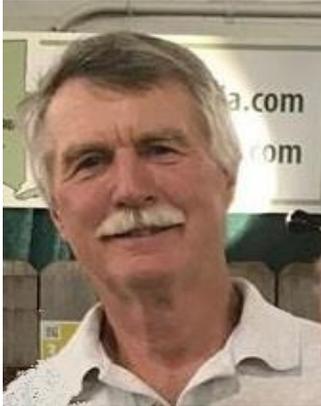
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Today's Agenda

- ▶ Understanding NYFVI
 - ▶ Mission, Priorities
 - ▶ Thinking about Farm level impact
- ▶ Characteristics of a Competitive proposal
- ▶ Paired Proposals Opportunity
- ▶ Understanding the Application Sections

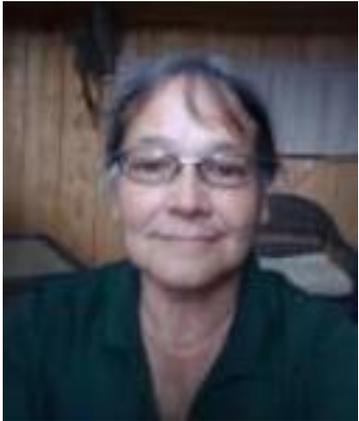


NYFVI Board of Directors

David Ryan, Chair
NYS Nursery and Landscape Assoc.

Tim Dressel, Vice Chair
at-large member, apples

Mary Jeanne Packer, Secretary/Treasurer
Empire State Council of Agricultural Organizations



Pauline Drexler
at-large member,
livestock



Mike Jordan
at-large member, juice
grapes and wine



Jill MacKenzie
NYS Horticulture
Society



Chris Kelder
NY Farm Bureau



Rob Noble
NYFVI Dairy Committee



Brian Reeves
NYS Vegetable
Growers Assoc.

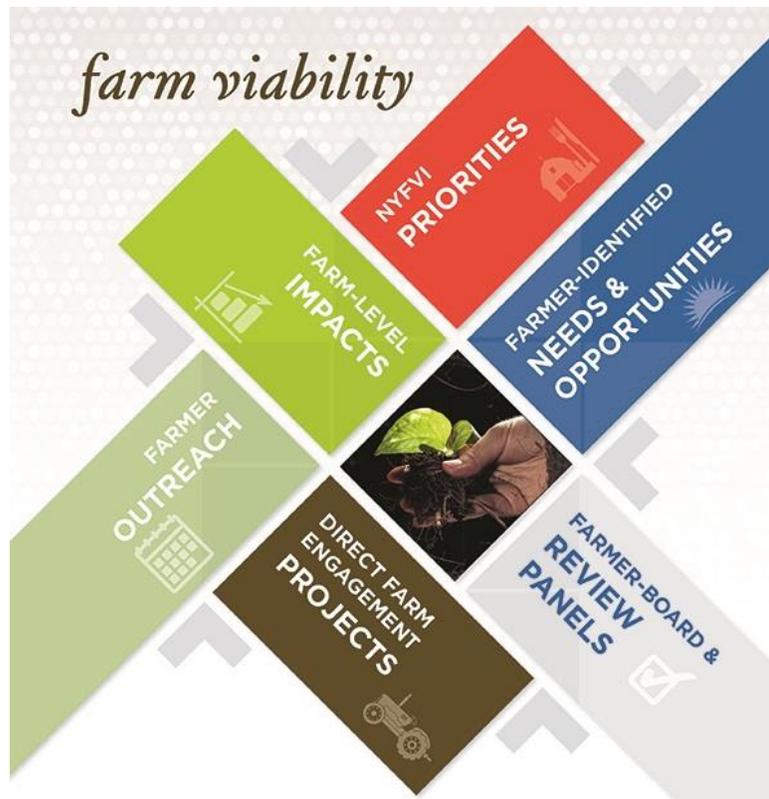


Led by Farmers, Focused on Farm Viability

- ▶ Our mission is to help New York's farmers become more profitable and to improve the long-term economic viability and sustainability of our state's farms, the food system, and the communities which they serve.
- ▶ We strive to achieve our mission through a farmer-driven grant making process connecting farmer-identified needs to practical research and education solutions. We amplify our efforts and the efforts of others through leadership and collaboration. **This creation and sharing of knowledge results in positive farm-level impact.**



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Farmer Involvement is Key to Our Approach



NYFVI Priorities

- ▶ Improving Operational Practices
- ▶ Fostering Industry-Wide Innovation
- ▶ Incubating New Ideas
- ▶ Increasing Routes to Market and Improving Marketing Practices
- ▶ Developing Human Capital



Measurable Outcomes

- ▶ Increased Revenue
- ▶ Reduced Input Costs
- ▶ Capital Investments
- ▶ Jobs



Priority	Time to economic impact	Type of Impact	What can be measured?
Improving Operations	Life of grant	Dollars	Actual results from group of participants
Fostering Industry Wide innovation	2-5 years from demonstrated success.	Knowledge gained	Cost of implementation. Potential gains.
Incubating New Ideas	Unknown	Knowledge gained	Effort/costs associated with idea
Building Routes to Market	Life of grant	Dollars	Actual results from group of participants
Human Capital	Life of grant	Proxy for Dollars	Retention rates, improved outcomes



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Tell a Story

Your Idea

Not, what you will do, but the value of the knowledge created.
(But not too grandiose)

Are you removing a pain point? Or building an opportunity?

Farmers

**NYFVI's
Mission**

How are you helping the us meet our goals?





Characteristics of a Competitive Proposal

- ▶ **A Good Idea**
 - ▶ Demonstrated Relevance to Farmers
- ▶ **Effective Project Design**
 - ▶ Clear Performance Targets, Milestones & Activities
- ▶ **Defined Outcomes, with clear measurement**
 - ▶ So what?
- ▶ **Producer Involvement**
 - ▶ Tell us who will be involved and how
- ▶ **Strong Outreach Plan**
- ▶ **Value, Cost-Effectiveness**



This Year's RFP:

Insider's Guide

- ▶ Picking the right problem or opportunity is the key to success.
- ▶ Page 7 of the RFP
- ▶ Call staff!
- ▶ Use the NYFVI website and other resources to identify producer needs.



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NYFVI Grant Program “FVI”

- ▶ Applications submitted by 11:59 pm, September 25, 2022
- ▶ Staff review and feedback by October 10, 2022 with resubmissions due by October 24, 2022
- ▶ Farmer review panels followed by board review and decision
- ▶ Projects notified in January 2023
- ▶ \$125,000 maximum, \$15,000 minimum
- ▶ Work must be completed within 8 quarters of starting.



This Year's RFP:

Paired Proposals

- ▶ **One problem/opportunity. Two proposals.**
 - ▶ Unique scopes of work, clear accountability
 - ▶ Interdependency
- ▶ **Pairing may be multi-organization, must be multi-discipline as defined in the work plan.**
- ▶ **Access to 2x the money—but be careful! The problem needs to warrant the investment and must be well justified.**
- ▶ **Instructions**
 - ▶ Titles should reflect the pairing
 - ▶ Abstract should include if proposal can be executed only if both are funded, or as a stand-alone project. (See RFP, abstract instructions)



NYFVI Grant Application: Understanding Each Section

- ▶ Title/Duration
- ▶ Ag Production Sector
- ▶ Emphasis/Portfolio Priority
- ▶ Anticipated Results
- ▶ Contacts
 - Contractor, Administrative Point of Contact
 - Producers
 - Other Participants & Collaborators
- ▶ Producer Involvement
- ▶ Target Beneficiaries
- ▶ Identification of Barriers
- ▶ Project Justification
- ▶ Work Plan: Performance Targets, Milestones and Activities
- ▶ Outreach Plan
- ▶ Evaluation Plan
- ▶ Project Team
- ▶ Budget, In-Kind Contributions, Justification, Leveraged Funding
- ▶ Abstract



Understanding Each Section:

A Good Title, Checking the Right Boxes

▶ Title/Duration

- Concise, accurate, catchy
- No more than 24 months, accurate start dates

▶ Ag Production Sector

- This selection will determine the review panel for your proposal

▶ Emphasis/Portfolio Priority

▶ Anticipated Results

- These are outcomes and should be reflected in your Evaluation Plan
- NYFVI funded projects should produce measurable farm level impacts resulting in: Increase in revenue, reduction in input costs, capital investment, or jobs



Understanding Each Section:

Contact Names and Roles

▶ Contacts

- **Contractor** – this person who signs the contract, usually not the project leader
- **Administrative Point of Contact** – usually the person who manages the invoicing process
- **Producers** – these are the farmers who have agreed to be involved in the project.
- **Project Staff or Co-leader**
- **Other Participants & Collaborators** – others involved in the project that are not the farmers.

Make sure everyone has agreed to participate!



Understanding Each Section:

Involvement and Beneficiaries

- ▶ **Producer Involvement**
- ▶ **Target Beneficiaries**
 - Specifics are important.
 - Region?
 - Number?
 - Stage of farming?
 - Types of production system?
 - Farm size?

Build your credibility by doing these sections well. Concise and specific.



Understanding Each Section:

Barriers and Justifications

► Identification of Barriers

- Specifics and scale of the problem
- Provide specific examples of where producers have indicated this is a barrier or opportunity they think is important.

► Project Justification

- Potential! What will this project achieve for NY agriculture. What impact will it have?
- What research does this proposal build upon?
- Why is this work the right approach to removing the barriers or developing the opportunity?

***These sections should tell a story about why the work is important.
Context to the larger world is usually helpful.***



Understanding Each Section:

The Work Plan: Targets, Milestones and Activities

- ▶ No limit to the length of this section
- ▶ Be realistic, make sure your activities match your budget
- ▶ Make sure your activities and milestones will achieve your performance targets.
- ▶ Make sure that you are specific and provide time frames for achievement.

This is where technical information belongs. Do not justify what you are doing in here, simply include it. Dry, fact-based info with timeframes.



Definitions:

Performance Targets

- ▶ Specific accomplishments that define program success
- ▶ What will change as a result of the project?
 - ▶ Think back to the NYFVI priorities
 - ▶ What change will be visible in the farm's operation?
 - ▶ What specific knowledge will be gained?
- ▶ How will a farm “Perform” differently?
- ▶ Specificity and clarity are key.





Example:

Performance Targets

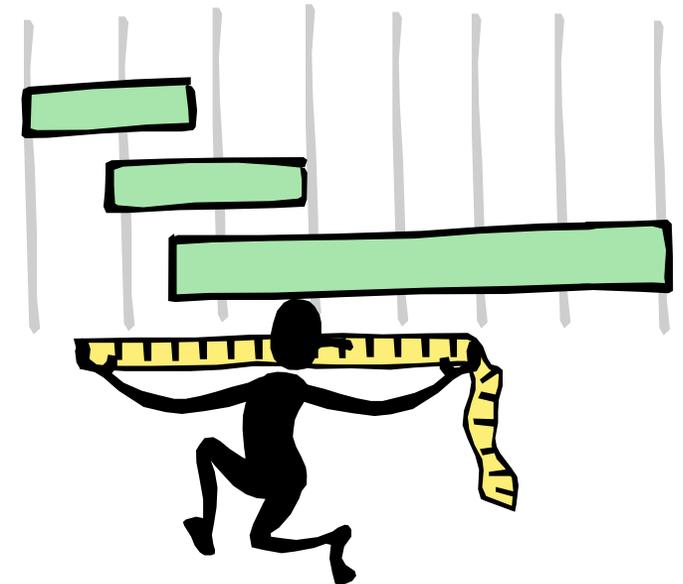
- ▶ Using a 1,200 cow design, test the accuracy of a fresh cow health monitoring program with an AHM system against human monitoring skills.
- ▶ Determine the economic value of using AHM systems as the main strategy to identify cows with health disorders and replace human labor.
- ▶ Disseminate the information generated to dairy producers and the dairy industry of New York State.



Definitions:

Milestones

- ▶ Projected numbers that will measure project progress.
What has happened as a result of your project's activity?
- ▶ Clearly defined, with dates and numbers
- ▶ Steps along the way to Performance Targets
- ▶ Producer Involvement is key!





Example:

Milestones

- ▶ Performance Target: Using a 1,200 cow design, test the accuracy of a fresh cow health monitoring program with an AHM system against human monitoring skills.
- ▶ **Milestone 1:** Participating herd enrolled; AHM system tested. Procedures to identify cows (n = 1,200) to include in the research trial established. 6/1/19
- ▶ **Milestone 2:** Experimental trial completed, data collected. 6/1/20
- ▶ **Milestone 3:** Data analyzed to determine the performance (accuracy) of the AHM system versus the traditional health monitoring program. 12/1/20



Definitions:

Activities

- ▶ Actions taken to help achieve individual milestones.
What you DO.
- ▶ Project funds in action
 - ▶ Recruit farmers
 - ▶ Plant field trials
 - ▶ Collect data
 - ▶ Analyze results
 - ▶ Develop materials
 - ▶ Conduct workshops
- ▶ Verbs, specifics, dates



Example:

Activities

- ▶ *Milestone: Data analyzed to determine the performance (accuracy) of the AHM system versus the traditional health monitoring program*
- ▶ **Activity:** Upload all research data from on-farm software and the AHM system software collected during fresh cow examinations in a central database for analysis.
- ▶ **Activity:** Conduct laboratory assays for metabolites and hormones.
- ▶ **Activity:** Evaluate the accuracy (sensitivity, specificity, positive predictive value, and negative predictive value) of the AHM system.



Understanding Each Section:

Outreach Plan

- ▶ Essential requirement of NYFVI-funded projects
- ▶ Be specific about methods- workshops, webinars, articles, field days.
- ▶ Are there existing networks that can be tapped to reach producers?
- ▶ How you will measure the effectiveness of your outreach. Will it create on-farm change? How will you know?
- ▶ Consider including outreach as part of your work plan—for educational projects it makes sense. If that’s your approach, just summarize your efforts in this section.

This section and the evaluation plan are important to NYFVI. “Cookie cutter” is a frequent comment from reviewers. How can you do better?



Understanding Each Section:

Evaluation Plan

- ▶ How will you evaluate overall project success?
- ▶ How will farm-level results be tracked and measured?
- ▶ Which project impact data will be recorded, and how?
- ▶ What can be measured to demonstrate progress toward long term impacts?
- ▶ How will you know that your outreach efforts created change?
- ▶ Think about including evaluation milestones in your work plan.



Understanding Each Section:

Project Team

- ▶ **Contacts designated as Project Leader, Co-leader and Project Staff will show up on project team.**
- ▶ **Why are they the right person for the project?**
- ▶ **What will they be doing?**



Understanding Each Section:

Budget, Budget Justification

- ▶ Read directions carefully - proposals that request funds that are clearly indicated as inappropriate will be graded harshly
 - This includes overall budget request as well as categories
- ▶ Projects that are efficient and direct more funds toward activities (rather than salaries) are generally better received by reviewers
- ▶ Be specific, quantify requests (200 pamphlets X \$1.25 per pamphlet=\$250)



Abstract

- ▶ 1,500 characters or less (~200-225 words)
- ▶ Understandable to someone unfamiliar with your work. Avoid jargon and overly-technical language
- ▶ Focus on the bigger picture of what your project will do, avoid grand statements and digressions
- ▶ Attention grabbing
- ▶ Read, edit, read, edit, repeat

Read the project narratives on the website for ideas.



Remember

- ▶ Read all directions carefully.
- ▶ Keep your audience in mind
- ▶ Be specific
- ▶ Be concise
- ▶ Define measurable targets and milestones
- ▶ Avoid grandiose statements and digressions
- ▶ Ask yourself “What will happen as a result of this work?”



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Thank You!

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