

STATE OF ALASKA

DEPARTMENT OF NATURAL RESOURCES

DIVISION OF AGRICULTURE

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December 29, 2009

2009 Alaska Grown Cooperative Marketing Program Request for Proposals ~ Application Deadline February 27, 2009

To: Interested Alaska Grown Producers, Marketers and Supporters

The Division of Agriculture is soliciting proposals for Cooperative Marketing Program (CMP) projects promoting Alaska Grown products in 2009. In order to participate you must be an authorized participant in the Division of Agriculture Alaska Grown program, or have written permission from the Director. Maximum state funds to be allocated per project are \$3000.

The purpose of the CMP is to increase the demand for Alaska Grown products through industry-driven promotional projects. Requirements of the contracts will include:

- Promotion of an Alaska Grown product or activity, not an individual business;
- Dollar-for-dollar match of every State dollar expended (in-kind match funds acceptable); and
- A final report on the project, including required documentation and receipts.

Applicants should submit proposals using the proposal requirements supplied. Please review the application information carefully, **as it has been revised**. The application, evaluation methods, sample proposal and budget sheet can be found online at <http://dnr.alaska.gov/ag/index.htm>.

Proposals will be evaluated based on the relative need for the proposed activity, the importance of the problem to be addressed, benefits likely to be derived from the project in relation to the funds requested, the contribution of the contractor, how the Alaska Grown theme will be incorporated and if applicable, performance on previous grant contracts. Please see the criteria and points associated with each evaluation method. The Division of Agriculture intends to award multiple contracts from this solicitation.

Proposals must be received at either the Central or Northern Region Division of Agriculture (Division) offices (see above addresses) by 5:00 pm on Friday, February 27, 2009.

Selected proposals will be announced by March 13, 2009. Projects and reports must be complete and submitted to the Central office of the Division by 5:00 pm on November 13, 2009. Projects received after that time and date will be considered late and influence evaluation points given on future proposals. If you have any questions, please contact Patricia O'Neil at Patricia.ONeil@alaska.gov or at (907) 761-3858.

Sincerely,

Douglas Warner
Marketing & Inspection Administrator

"Develop, Conserve, and Enhance Natural Resources for Present and Future Alaskans."

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Monday, December 29, 2009

2009 Alaska GROWN Cooperative Marketing Program Application

Applications must be received by close of business (5:00 pm) February 27, 2009. Submit by fax, mail or in person to the Alaska Division of Agriculture, Central or Northern Region Office (see above).

Make sure to provide the name, address, email address and telephone number for the primary applicant.

Proposal Due Date: February 27, 2009

Applicants Notified by: March 13, 2009

Proposal Requirements:

In order to address the increasingly competitive grant program, we must enforce the following requirements.

1. You cannot reapply for the same grant more than three years in a row, and each year there must be new/ altered objectives, which demonstrates new development within the project.
2. Funds cannot be spent prior to award notification, receipts must be dated post-award.
3. Please use 12-point font. Application *must* be typed.
4. Each project must have a title page that includes the project title and your contact information.
5. Begin the proposal with a ½ page abstract, and then address each question outlined under "proposal content." A successful project will provide clear goals and objectives, and clearly state how it will benefit the industry, and why there is a need for the project proposed. The goals and objectives need to be specific, well-structured and brief. Present measurable outcomes, and what you hope to accomplish.
6. Please make sure the proposal is no more than 4 pages, including the budget.
7. The CMP grant will not provide funding for individual salaries. If events are hosted, where labor is an essential part of the promotion of Alaska Grown products, we will consider how much of the labor we will cover. However, we will not specifically sponsor an individual's salary. Matching funds can be met using labor/time. Please be specific in your explanation of matching funds, if matching with labor, how the cost is calculated, including hours and wage.

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Proposal Content Requirements:

Project abstract: Provide a ½ page summary of the project and its objectives and then address the questions below:

1. What are the specific goals and objectives of this project?
2. How will accomplishments be evaluated and measured? Please be very specific, and be sure to include how you will execute these evaluations.
3. How will the funds be utilized, *including* the matching funds? Please also site the source of matching funds. For example, if \$3000 is awarded, \$3000 in matching funds needs to be expended. We will need receipts for all funds expended, including matching funds. In this example, we would need receipts showing \$6000 of expended funds.
4. How will you work cooperatively to market Alaska Grown products? Use this response to explain how the industry will benefit from you receiving this grant versus your personal gain.
5. How do you plan to use the Alaska Grown logo? Please be specific on what print items/ advertisements you intend the logo to appear on/in i.e. radio ads referencing Alaska Grown.
6. How will your project impact buyers, sellers and the agriculture industry?
7. What evidence did you see in the industry that indicated there was a significant need for the project proposed?

Submission Requirements:

Make sure to provide the name, address, email address and telephone number for the primary applicant.

1. Submit a completed proposal by fax, mail or in person to the Alaska Division of Agriculture, Central or Northern Region Office (see above).
2. Proposal *must* be received by end of business (5:00 pm) in the Division of Agriculture offices on February 27, 2009. Proposals received after the deadline will not be considered for funding.
3. 12-point font must be used for all text in the proposal.
4. Each project must have a title page including the title and your contact information.
5. Limit your proposal to **4 pages, including the budget. The title page does not count!**
6. Proposals that do not address valid industry needs and do not work cooperatively with the industry will not be considered for funding.

The Division of Agriculture has written a sample proposal. You have permission to follow the format displayed on the sample proposal. The Division has also provided a sample budget outline to follow. Use this when presenting your budget information. This budget outline is in Microsoft Excel. You can download it off of our website and save it to your computer, to use. It will automatically total the numbers you enter. Please go to: <http://dnr.alaska.gov/ag/index.htm> to access these documents.

If you have any questions when working on this proposal please contact Patricia O'Neil at Patricia.O'Neil@alaska.gov or at (907) 761-3858. She will be available to answer any questions you may have.

The following criteria will be used to evaluate the Cooperative Marketing Program grant proposals:

1. Application: Please refer to the sample application provided on our website at: <http://dnr.alaska.gov/ag/index.htm>. Proposal is well-written and clear; please clearly outline your goals and objectives, and clearly demonstrate how you will meet each goal and objective. The application will be evaluated on how comprehensive it is and follows the directions provided in the request for proposals. (10 points)
2. Budget: Please use the budget worksheet provided by the Division or follow the example provided closely. The budget will be evaluated on how clearly it defines how the funds will be used, where the matching funds will come from, and the use of the funds. (15 points)
3. Cooperative Marketing: The basis of this grant is to offer an opportunity for producers and those involved in the agricultural industry to work together cooperatively to market agricultural products and promote Alaska Grown. Your proposal will be evaluated to see how you will be utilizing the Alaska Grown logo & if you are working cooperatively to market Alaska Grown agricultural products. This grant is not intended solely for private business gain. (20 points)
4. Buyers, Sellers & the Agricultural Industry: How will your project impact the agricultural industry? We will evaluate the overall impact your project will have on the industry. (20 points)
5. Evaluation Methods: How will the goals and objectives of the proposal be evaluated, i.e. surveys, customer counts, increased business? Solid evaluation methods are necessary, with a clear plan on how to *execute* these evaluation methods. If you were previously awarded a grant, we will review to see if evaluation methods were followed through, and if they were successful. If they were *not* successful, are new evaluation methods being utilized? This is an integral part of the application and project. (20 points)
6. Previous Projects: The proposal will be evaluated by previous projects completed by the applicant/business applying. If projects were late, incomplete, or did not meet the objectives set forth in the project, this will effect the evaluation of the current proposal. If you have not been previously awarded a grant with the Division of Agriculture, you will not be penalized and will be granted 15 points automatically. If you previously had an incomplete project, a 0 will be granted. (15 points)

Total Points Possible = 100