

Agricultural Farmland Protection Board Initiatives Program 2009 Guidelines

Innovations Category: Maximum award of \$15,000

Certification Programs: Maximum award of \$5,000

Individual Category: Maximum award of \$1,000

Potentially two rounds of funding. Applications due the first business day of the month for July and October

Program Purpose: To expand and adapt agricultural businesses to meet current challenges and opportunities which will increase profitability and sustainability.

The AFPB Initiatives Program funds applications that expand local agricultural production to meet needs in growing, marketing or distributing agricultural products. Applications will be considered under the following categories:

1. Innovations in Small Commercial Agriculture

Funds of up to \$15,000 are available for innovations in Orange County agricultural efforts that lead to expanded production, greater profits/economic benefit and/or an increase in market share.

Eligible Applicants: Individuals, non-profit organizations and small businesses (less than 20 full-time employees) located in Orange County.

2. Upgrading to meet Certification Programs

Funds of up to \$7,000 are available for farmers to pursue certifications such as organic certification, third party food safety or other qualifications which increases farm marketing options.

Eligible Applicants: Individuals or farm businesses located in Orange County with at least five years agricultural experience. One application per individual or farm will be considered.

3. Individual Professional Development for Farmers

Funds of up to \$1,000 are available for farmers to pursue professional development, including but not limited to credit based education, accreditation, tours and conferences. Proposal must clearly demonstrate how the request will benefit the professional development of the applicant and lead to an increased competency in his/her agricultural area.

Eligible Applicants: Individuals living in Orange County with at least five years agricultural experience. One application per individual will be considered.

The AFPB Initiatives Program provides seed money for innovative ideas to support the agriculture industry. The program funds projects that have a good chance of success and will provide excellent return on investment. In future years, the AFPB hopes the program will grow in its ability to help other applicants. For these reasons, applications that demonstrate benefits for more than one farm will be looked upon favorably and given bonus points. All funding is at the discretion of the AFPB and subject to change.

Matching Funds: A minimum of 20% Cash or In-Kind Match is REQUIRED and must be committed at the time of application. Documentation must be provided with the application demonstrating how the match will be met. Match may include other grants, loans or cash.

Application Process

1. **Deadline:** Applications must be clearly marked and **received** at the Orange County AFPB c/o Orange County Department of Planning, 124 Main Street, Goshen, NY 10924 by 4:30 PM of the first business day of the month in which the applicant expects to be reviewed. You must submit **an original application and five copies.**

2. **Content and Evaluation Criteria:** All applications must include the following and will be scored according to the quality of your response:

- | | | |
|-------------------|---|---|
| Cover sheet | - | to meet eligibility requirements |
| Project narrative | - | 55 points |
| Timeline/workplan | - | 20 points (project readiness, completeness) |
| Project budget | - | 25 points (realistic, completeness) |
| 20% match letter | - | to meet eligibility requirements |
- Letter(s) of collaboration or support, if appropriate, will strengthen your application.
 - A maximum of 25 bonus points will be awarded to applications that leverage additional funding and/or involve more than one farm.

3. **1st Review:** Applications will be reviewed for completeness and eligibility within the month of submission. Applicants with missing information will be contacted and asked to correct any deficiencies.

4. **2nd Review:** Applications that pass the first review will be scored by the AFPB according to the criteria specified in these guidelines. Applicants selected as a finalist in the Innovation Category (based on highest scores) will have the opportunity to make a presentation to the AFPB to discuss their project in further detail. Funds in the individual category will be awarded to the highest scoring proposals.

5. **Timeline:** Awards are expected to be announced within three months of application submission. Activities described in the application must be conducted and completed during the proposed term.
6. **Contact:** Maire Ullrich, Cornell Cooperative Extension at 845-344-1234 if you have questions about this funding program.

Non-Authorized Program Expenditures

1. Food or beverages.
2. Application preparation.
3. Administrative Overhead.
4. State bonding.
5. Permit Fees.

**AFPB Initiatives Program Application
COVER SHEET**

Category (check one):

- Innovations**
If selected as an Innovations finalist, do you want the opportunity to make a presentation to the AFPB? Yes ___ No__
- Certifications**
- Individual Professional Development**

Name of Project: _____

Contact Name: _____ Title: _____

Telephone Number: _____ Fax: _____

Address: _____

Email: _____

Area of Agricultural Experience: _____ Number of Years: _____

Date of Project Start: _____ Date of Project Completion: _____

Amount of Grant Request: _____ Total Project Cost: _____

Amount of Matching Funds: _____ Source of Match: _____

Please use following check list to be sure all application materials are included:

- Cover Sheet
- Project Narrative
- Timeline/Workplan
- Project Budget, page 4
- Letter documenting 20% Match
- Letters of Support and Additional Documentation (as needed)
- Six complete copies (one original & five identical copies)

I certify that I am authorized to submit this application for the 2009 AFPB Initiatives Program.

Name, Title Date

**Project Narrative
(for Innovations Category)
(Maximum 3 pages)**

1. Describe your project. (10 points)
2. Explain how your project meets the AFPB Program Purpose. (5 points)
3. What individuals or groups will be involved in this project, and what experience do they have with this kind of project: (10 points)
4. Why is the project needed? What is the benefit to you and to the community? How is it unique or innovative? What problem does the project address? (10 points)
5. What is the likelihood of success for your project? Why is your project a good investment? (10 points)
6. What are the goals and objectives of the project? How will results be measured? What is the desired end result that will tell us the project has been successful? (10 points)

**Project Narrative
(for Individual Professional Development Category)
(Maximum 2 pages)**

1. Describe the professional development opportunity. (10 points)
2. Explain how the opportunity meets the AFPB Program Purpose. (10 points)
4. Tell us why the opportunity is needed, and what is the benefit to you and (if applicable) to your community? (15 points)
5. Why is this opportunity a good investment? (10 points)
6. What are the goals of the opportunity? What is the end result that will tell us the project has been successfully completed? (10 points)

2009 AFPB Initiatives Program - Project Budget

Name of Project: _____

INCOME	\$ AMOUNT	SOURCE
Grants	_____	_____
Loans	_____	_____
Other	_____	_____
In-Kind Match	_____	_____
AFPB Request	_____	_____
	TOTAL INCOME	_____

EXPENSES	\$ AMOUNT	EXPLAIN
Staff Time	_____	_____
Building	_____	_____
Travel	_____	_____
Equipment	_____	_____
Supplies	_____	_____
Consultants	_____	_____
Marketing/Promotion	_____	_____
Registration/permitting Fees	_____	_____
Licenses/Certifications	_____	_____
Other	_____	_____
	TOTAL EXPENSES	_____

Attach a spreadsheet/bills/estimate from contractor or professional, etc

Less Match & Income: _____

AFPB REQUEST: _____

