

Strategies For a Successful Proposal



Hillsborough Co. Extension Service

Value Added Goals

- Generate new products
- Create alternative uses for products
- Creating expanded marketing opportunities
- Increasing producer income
- Increase the economic sustainability of rural producers

Value Added Producer Grant

To help rural producers develop business plans and marketing strategies for ag commodities

- Working capital or planning grant
- Small , medium family farms are given priority
- Highlight innovative uses of ag commodities
- Merging technology in creative ways

Point Criteria for Planning Grant

- Nature of the proposed venture (0-8 points)
- Qualifications of those doing the work (0-8 points)
- Commitments and support (0-5 points)
- Project Leadership (0-8 points)
- Work plan/Budget (0-8 points)
- Amount requested (0-2 points)

Point Criteria for Planning Grant

- Project cost per owner-producer (0-3 points)
- Business management Capabilities (0-10 points)
 - 2 points per: financial management system, procurement, personnel policies, property management systems, and travel procedures
- Sustainability and Economic Impact (0-15 points)
- Innovation (0-10 points)
- Type of applicant (0-8 points)
- Administrator points (0-5 points)

Point Criteria for Working Capital Grants

- Business viability (0-8 points)
- Customer base/increased returns (0-8 points)
- Commitments and support (0-5 points)
- Management team/work force (0-8 points)
- Work plan/budget (0-8 points)
- Amount requested (0-2 points)
- Project cost per owner (0-3 points)
- Business management capabilities (0-10 points)

Point Criteria for Working Capital Grants

- Sustainability and economic impact (0-15 points)
- Innovation (0-10 points)
- Type of applicant (0-8)
- Administrator points (0-5 points)

Selection Process

- Three independent reviewers and award points/
then average for the score
- The state office will review and award score
- These two process scores will be added together
- Then the Administrator of USDA RDB will add
administrator points to score
- Scores will then be ranked and awarded funded

Examples and Ideas Planning Grant

- “conduct a marketing and feasibility analysis”
- “finance various marketing strategies to promote these new products.”
- “To assess the feasibility of marketing peaches packaged in heat-formed clamshell packages.”
- “The Alliance will use grant funds to investigate the feasibility of establishing a fresh masa tortilla manufacturing business in Chicago.”

Examples and Ideas Planning Grant

- “To establish a viable value-added marketing opportunity for on-farm composted vegetables and cardboard through development of compost teas, extracts and vermicompost, and customer base expansion”
- “This application is for a planning grant to investigate the potential opportunity of the cruise line passenger market for diverse agricultural products in Hawaii and to conduct a feasibility study for the value added arrangement of one-stop servicing.”

Examples and Ideas W.C. Grant

- “grant funds to install their accounting, information technology, and marketing support systems. Grant funds will also be used to develop labels for fresh and further processed products.”
- “to purchase a quality management information system, finance inventory, hire a sales manager, and develop a promotional program.”
- “To pay for working capital expenses associated with marketing processed pork and turkey as well as processed fruit and vegetables through a family-owned restaurant.”

Examples and Ideas W.C. Grant

- “To pay for working capital expenses associated with marketing branded nursery stock.”
- “Funds will be used to purchase the middleware software component necessary to complete the implementation of radio frequency identification into its raisin processing operations.”
- “Grant funds will be used to use the internet to market wines.”

Examples and Ideas

- “For working capital to pay salaries, utilities and marketing costs in order to enter into the wholesale nursery business.”
- “funds will be used to pay some of the operating cost associated with the launch of these new products.”
- “Dipped Beeswax Candle Production Using Stainless Steel Melting Tank \$1,250 Grants funds will be used to help Mr. Ryan, a beekeeper, begin a candle producing operation using the beeswax from his commercial beekeeping operation.”

Funding Chances

- Approximately 80 grants will be awarded
- Average grant is \$140,000
- In FY08 31% of grants were <\$50,000.

- Florida has had 13 recipients in 7 years.
- Nationwide 1 in 3 chance FY01-06.



Go Gators!

Value Added Examples



Go Value Added Gators!



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