



**AMERICAN LAMB BOARD**

**2009**

**Supplier Cooperative Funding Program**

Incomplete applications are not eligible for funding

## About the American Lamb Board

The American Lamb Board (ALB) is a national promotion, research and information organization, which was created under the Commodity Promotion, Research, and Information Act of 1996 (Act), whose purpose is to strengthen the position of lamb and lamb products in domestic and foreign markets. The ALB engages in activities, which serve to strengthen or expand markets for lamb and lamb products. By law, ALB is prohibited from using funds collected under this program to influence governmental policy or action, including lobbying. Consequently, any Checkoff funds received from ALB under the Cooperative Funding Program cannot be used in anyway to influence government policy or action, including lobbying. Moreover, all checkoff funds received under the Grant Program activities must comply with the Act and the Lamb Promotion, Research, and Information Order. The 13 member board which includes producer, feeder, seedstock, and packer representatives is appointed by the Secretary of Agriculture and is responsible for the administration of the program. The work of ALB is overseen by the U.S. Department of Agriculture's (USDA) Agricultural Marketing Service. All applications approved by ALB are subject to USDA's review and approval. No project may begin until ALB has received USDA approval.

The ALB Vision: *Profitability* A unified, thriving American Lamb Industry that concentrates its resources around a prioritized and measurable plan that fosters the opportunity for profitability for all contributors.

The ALB Mission: *Value* To increase the value of American lamb for all segments contributing to the American Lamb Checkoff Program.

The Strategic Plan Objectives: (ALB Strategic Plan is available at: [www.americanlamb.com](http://www.americanlamb.com)).

- Increase American Lamb Demand 10% by 2010
- Protect & enhance the business climate for American Lamb
- Leverage the ALB budget
- Expand markets and market share for American Lamb
- Establish open and interactive communication with all segments of the industry
- Gather research data and evaluate programs

## About the Program

The Supplier Matching Funds program was designed to fund projects and activities that promote American Lamb and further the goals and objectives of the American Lamb Board's Strategic Plan. The American Lamb Board has developed the new program to encourage American Lamb suppliers to promote American Lamb products in the retail and/or foodservice sectors. The funds are intended for suppliers who are prepared to share the cost of marketing American Lamb through retail or foodservice promotions. The promotions should incorporate an innovative use of marketing techniques to provide incentives for restaurants and/or retailers to promote and support American Lamb. Programs could include advertising, in store sampling, point of sale materials, distributor incentives programs, training sessions, new product promotion, etc.

Priority will be given to programs that are focused on high consumption markets. The cooperative funds will require a dollar for dollar match. The supplier must supply one dollar for every dollar supplied by the American Lamb Board. In-kind contributions do not qualify as matching funds.

The funds can only be used to promote American Lamb. Funds cannot be used to promote a specific state or region, a specific breed, or imported lamb. All promotional materials will be required to include an American Lamb reference – not just the supplier's brand.

## Who is Eligible to Apply?

Primary applicant: any American Lamb supplier may apply.

## Program Process Outline

Total Program funding	\$30,000
Application Available	October 15, 2009
Deadline for receiving grant applications	November 30, 2009
Anticipated Award Date	December 15, 2009
For more information contact	Megan Wortman, 303/759-3001
Submission of final report	30 days after completion date

## What we will pay for

Contracted /agency services, printing and supplies, sponsorships, demonstrations, incentive programs, promotional materials, non - capital expenditures.

## What we won't pay for

- 1.) Activities related to lobbying or influencing government policy or action.
- 2.) Capital assets
- 3.) Salaries

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- 4.) Slotting Fees
- 5.) Retail Ads/Circulars
- 6.) Product discounts

## **Payment Distribution**

If your application is approved, you will receive payment upon receipt of the final report including an invoice with supporting documentation of the actual costs and proof of performance where appropriate.

## **Procedure**

1. Prepare a marketing proposal (form is attached)
2. Send your proposal via fax, e-mail or mail to the ALB office by the application deadline.
3. Proposals will be reviewed by a team made up of American Lamb Board Members and staff.
4. Proposal will be evaluated according to the potential return to the industry for dollars invested, the relevance of the project to the American Lamb Board's strategic plan, and if the project meets the criteria for funding.
5. All applicants will be notified if their proposal was approved within 15 days of the application deadline.
6. Following the completion of the project, submit a final report including an invoice and program results.

## **Application Evaluation Process**

All applications are reviewed by a team made up of American Lamb Board Members and staff. Ranking and funding recommendations are based on the following criteria:

- Well-identified lamb marketing or promotion opportunity and a specific plan to test or address that opportunity based on the ALB strategic plan
- Economic or marketing impacts of the project, for example: increased sales in a specific target market, increased awareness of lamb by consumers.
- Appropriateness of the budget
- Contribution to sustained growth of lamb market
- Complete application including all required information and documentation
- Project must address ALB's strategic initiatives
- Project must comply with the Act & Order of the Lamb Checkoff  
[http://www.access.gpo.gov/nara/cfr/waisidx\\_03/7cfr1280\\_03.html](http://www.access.gpo.gov/nara/cfr/waisidx_03/7cfr1280_03.html)

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## Program Requirements

- Participants must include some method for evaluating the success of the project such as audits, sales data, surveys etc.
- All promotional materials are required to reference American Lamb.
- Participants are required to use the ALB logo and the phrase “**paid for in part by the American Lamb Board**” for accreditation in all promotional materials including signage, POS, websites etc.
- Participants are required to provide documentation of actual expenses and evidence that funds were only spent to promote American Lamb.

## What to Expect

If your project is approved you agree to the following:

- 1.) Return signed contract (provided by ALB)
- 2.) Your contract must be reviewed and approved by USDA.
- 3.) During the project, potential on-site visit by an ALB Board member or an ALB representative
- 4.) You are required to submit all printed promotional materials to ALB staff for USDA review and approval.
- 5.) At the end of the project, the grant recipient must submit a final report summarizing the project, which includes:
  - a.) Narrative summary
  - b.) Photos or video, when possible, of project activities or events and samples of all printed/promotional materials
  - c.) Documentation of actual expenses incurred – financial records documenting the project expenditures
  - d.) Documentation that project funds only went to promote American Lamb and not imported lamb.
  - f.) Evidence that the project included ALB acknowledgement and complies with the ALB strategic plan and Act & Order of the Lamb checkoff.
- 6.) Payment will be disbursed once final report is approved.
- 7.) Retain records for 3 years and the records are subject to audit by ALB or USDA.

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# 2009 ALB Supplier Cooperative Funding Application

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**Project Title:**

**Project Leader:**

**Organization:**

**Address:**

**Phone:**

**Fax:**

**E-Mail:**

## Background and Program Details

- 1) What is the American Lamb marketing or promotion opportunity that this project addresses?
  
  
  
  
  
  
  
  
  
  
- 2) Describe in detail how you would use the coop money to address this opportunity to promote American Lamb?
  
  
  
  
  
  
  
  
  
  
- 3) Describe how you will incorporate the ALB logo with this project. Provide specific examples.
  
  
  
  
  
  
  
  
  
  
- 4) Describe your organization's past experience with similar projects or initiatives.

## Objectives

- 1) What are the measurable objectives of this project? What do you hope to accomplish?
- 2) How do your program objectives further the objectives of the ALB Strategic Plan?

## Evaluation

- 1) How do you propose to evaluate the effectiveness of the program?

## Budget

Please provide detailed budget including the breakout of costs:

<b>Supplier Portion</b>	<b>ALB Portion</b>	<b>Total</b>
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## Timing of Promotional Efforts

<b>Anticipated start date</b>	
<b>Key activity date(s) &amp; location</b>	
<b>Anticipated completion date</b>	

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**Signature of Authorized Representative Applicant**  
**(Signature must be the chief of staff or chief elected officer)**

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