



2009 Grant Application

About the American Lamb Board

Incomplete applications are not eligible for funding

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 Grant 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 grants 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).

- 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 Grant Program

The Industry Matching Grant 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 funds can only be used to promote American Lamb. Funds cannot be used to promote a specific state or region or a specific breed. All promotional materials will be required to include an American Lamb reference.

The American Lamb Board strongly encourages that all projects and activities are a collaborative partnership between the lamb checkoff, the non-profit industry organization or association, and other industry partners such as suppliers, first handlers,

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retailers, promotions and festivals, research and education entities, foodservice operators, etc.

Please note that grants require a 1 to 1 cash match from the grant recipient.

Who is Eligible to Apply?

Primary applicant: only non-profit industry organizations or associations that are engaged in promoting American lamb or American lamb products may apply.

Non-profit industry organizations or association applicants are encouraged to submit collaborative proposals. Examples of strong industry partners include:

- Suppliers, first handlers and processors of American Lamb
- Retailers
- Research & Education Extension Entities
- Festivals & Promotions
- Complimentary products (i.e. wineries, spice companies)
- Restaurant / Food service companies

Grant Process Outline

Total Program funding	\$20,000
Grant Application Available	October 15, 2009
Deadline for receiving grant applications	November 30, 2009
Anticipated Award Date	December 15, 2009
For more information contact	Rae Maestas 866-327-5262
Submission of final report	30 days after completion date

Application 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.

There are four main components to your application:

A) Project Proposal

Please use the application form provided.

- Proposals are limited to 5 typed pages, single-sided, excluding the financials. Page (blank page) is for overflow of first 4 pages. Proposals exceeding page limits will not be reviewed.
- Project Proposal must be signed

B) Financials

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Please submit a complete budget for your project proposal, including both cash and in-kind contributions. You will also be required to submit a letter of verification that matching funds are secured. Examples of eligible documentation include: bank statement, notarized letter from bank, etc. The budget and the financial statements must be signed. Please follow the budget chart below.

<u>Itemized Expenses</u>	<u>Total Cost</u>	<u>ALB Requested Funds</u>	<u>Cash Contributions</u>	<u>In-kind Contributions</u>

<u>Funding Source</u>	<u>Cash Contributions</u>	<u>In-kind Contributions</u>

What we will pay for

Contracted services, supplies, materials, sponsorships, 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

Payment Distribution

If your grant application is approved you will be allowed to receive 50% of the requested ALB funds up front with the remaining 50% payable upon completion and approval of final report.

C) Timeline

Applicants must submit a project timeline including:

- Start date
- Event date(s) & location
- Anticipated completion date

D) Reference Letter

Applicants must submit a letter or letters (at least one & no more than two) of reference from end users or other state, regional or community contacts indicating the appropriateness of your project and any other information, which would support the application. This letter should indicate the address and phone number of the reference. Such references might come from an Extension agent, retailer, foodservice operator or state organization.

Procedure

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ALB must receive an original and four copies at their office by November 30, 2009. We cannot make allowances for time delays of your mail carrier service. Faxed or emailed applications will not be reviewed. Send applications to the following address: 6300 E. Hampden Ave. Suite 2106 Denver, CO 80222

Application Evaluation Process

All applications are reviewed by the ALB's Industry Communications committee (made up of four board members). 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
- ❑ Best use of existing knowledge on the identified opportunity
- ❑ Economic or marketing impacts of the project for example: increased sales in a specific target market, increased awareness of lamb consumers.
- ❑ Appropriateness of the budget
- ❑ Collaboration with other organizations
- ❑ 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

Characteristics of Successful Applications

- Successful applications will clearly define a lamb marketing or promotion opportunity that can be addressed and evaluated within the boundaries of the projects
- Successful applications will include cooperators
- Successful applications include an outreach component such as a demonstration, workshop, video, publication, or news releases.
- Successful applications will address ALB's strategic initiatives (see attached)
- Successful applications will comply with the Act & Order of the Lamb checkoff (see attached)

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What to Expect

If your grant is approved you agree to the following:

- 1.) Return signed contract (provided by ALB),with invoice for 50% of requested ALB funds
- 2.) Your contract must be reviewed approved by USDA.
- 3.) During the project, expect an on-site visit by an ALB Board member or an ALB representative
- 4.) You are required to use the ALB logo for accreditation in all printed materials including signage, websites, programs.
- 5.) You are required to submit all printed promotional materials to ALB staff for USDA review and approval.
- 6.) At the end of the project, the grant recipient must submit a final report summarizing the project, which includes:
 - a.) Narrative summary
 - b.) A record showing financial accountability for both the grant and the matching cash contribution
 - c.) Photos or video, when possible, of project activities or events and samples of all printed/promotional materials
 - d.) Documentation of actual expenses incurred (receipts)
 - e.) Documentation that the project provided ALB acknowledgement and complies with the ALB strategic plan and Act & Order of the Lamb checkoff.
- 7.) Return unspent funds to the ALB office
- 8.) Final payment will be disbursed once final report is approved.
- 9.) Retain records for 3 years and the records are subject to audit by ALB or USDA.

Final Application Checklist

- Signed Proposal
- Signed Budget
- Signed Financial Statement or Notarized bank letter
- Timeline
- Letter of Reference

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Objectives

- 1) What are the measurable objectives of this project(s)? What do you hope to accomplish?

- 2) How do your programs objectives further the objectives of the ALB Strategic Plan?

Evaluation

- 1) How do you propose to evaluate this project?

Budget

Please provide detailed budget including breakout costs:

Partner Portion	ALB Portion	Total
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Timeline

Anticipated start date	
Key activity date(s) & location	
Anticipated completion date	

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

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Use this page, if necessary for additional space in answering questions 1-7.