

**SOUTHEAST HORSERADISH GROWERS ASSOCIATION  
STATEMENT OF WORK**

**Task #1 – Develop and Conduct a Promotional Program**

Sub-task	Responsible Entity (If other than applicant)	Completion Date (Number of days after project start date)	RMA Role	Deliverable
<b>Sub-task 1.1:</b> Publicize workshops and program in newsletters of all partners.	Program workgroup.	In the November, December, January, February and March newsletters.	Review newsletter in advance. RMA logo will be prominently displayed in materials.	Producers are aware of educational activities.
<b>Sub-task 1.2:</b> Conduct outreach for program. Publicize with press releases and announcements to local and regional papers, including traditional agricultural media.	Program workgroup.	Within 60 days.	Review press release in advance. RMA logo will be prominently displayed in materials.	Workshops are publicized in 3 newspapers, 3 agricultural media spots and 1 radio interview.
<b>Sub-task 1.3:</b> Direct mail workshop brochures to producers using partners' mailing lists.	Program workgroup.	2 mailings in November and January.	Review brochure in advance. RMA logo will be prominently displayed in materials.	Producers receive workshops brochures.
<b>Sub-task 1.4:</b> Publicize crop insurance sales closing dates before deadlines.	Program workgroup.	On-going. Prior to deadlines.	Review press release in advance. RMA logo will be prominently displayed in materials.	Producers are aware of crop insurance sales closing dates before deadlines.

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0563-0067. The time required to complete this information collection is estimated to average 10 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed and, and completing and reviewing the collection of information.

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Task #2 – Deliver Training and Information to Agricultural Producers and Agribusiness Professionals				
Sub-task	Responsible Entity (If other than applicant)	Completion Date (Number of days after project start date)	RMA Role	Deliverable
<b>Sub-task 2.1:</b> Hold initial planning meeting with project partners.	Project Director, working with partners	Within 30 days, continue as needed throughout project period	RMA will approve selected sub-contractors in advance.	Project partners are aware of responsibilities in the project.
<b>Sub-task 2.2:</b> Plan specific workshops; work with partners to develop program and agenda.	Project Director, working with partners	Within 30 days	Work with Project Director to plan workshops.	Workshops are planned.
<b>Sub-task 2.3:</b> Work with partners on program content and confirm speakers.	Project Director, working with partners	Within 60 days	Review and approve in advance all producer' training plans.	Speakers are confirmed.
<b>Sub-task 2.4:</b> Prepare notebooks, handouts, and training materials for workshop sessions.	Program workgroup	Within 90 days	Review and approve notebooks, handouts and training materials.	Workshop notebooks, handouts and training materials are prepared.
<b>Sub-task 2.5:</b> Conduct risk management education workshop at annual convention.	Program workgroup.	February 15, 2007		Risk management education workshop is conducted at annual convention.
<b>Sub-task 2.6:</b> Conduct 2 risk management education workshops for agribusiness professionals.	Program workgroup.	January 15, 2007 February 1, 2007	Collaborate on the organization and delivery of training to agribusiness leaders and producers.	Two risk management education workshops for agribusiness professionals are conducted.

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<b>Sub-task 2.7:</b> Conduct 12 risk management education workshops for producers.	Program workgroup.	3 by December 31, 2006 6 by January 31, 2007 9 by February 28, 2007 12 by March 31, 2007	Collaborate on the delivery of risk management education to producers by advising on technical issues relating to risk management education and assisting in informing crop insurance professionals about producer training activities and crop insurance sales closing dates.	Twelve risk management education workshops for producers are conducted.
<b>Sub-task 2.8:</b> Post workshop materials on website.	Program workgroup.	Within 180 days.	Concur in advance on materials to be posted.	Workshop materials are posted on website.

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**Task #3 – Document All Educational Activities Under This Program**

Sub-task	Responsible Entity (If other than applicant)	Completion Date (Number of days after project start date)	RMA Role	Deliverable
<b>Sub-task 3.1:</b> Develop an evaluation plan and documentation system for project.	Program workgroup.	On-going		Project evaluation plan and documentation system is developed.
<b>Sub-task 3.2:</b> Prepare progress reports documenting project activities <ul style="list-style-type: none"> <li>• What has been accomplished that quarter</li> <li>• Key insights</li> <li>• Potential barriers or problems</li> <li>• Reconfirm future plans</li> </ul>	Program workgroup	<u>Quarterly:</u> January 31, 2007 April 30, 2007 July 31, 2007 October 31, 2007	Read and respond to report as needed.	Quarterly progress reports are submitted.
<b>Sub-task 3.3:</b> Maintain an activity log (RME 3 form) with the number of individuals attending each workshop	Program workgroup	<u>Quarterly:</u> January 31, 2007 April 30, 2007 July 31, 2007 October 31, 2007	Read and respond to activity log as needed.	Quarterly activity logs (RME 3 form) are submitted.

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<p><b>Sub-task 3.4:</b> Prepare a Financial Status Report, (SF-269) documenting the financial status of the project.</p>	<p>Program workgroup</p>	<p><u>Quarterly:</u> January 31, 2007 April 30, 2007 July 31, 2007 October 31, 2007</p>	<p>Read and respond to report as needed.</p>	<p>Quarterly Financial Status Reports (SF-269) are submitted.</p>
<p><b>Sub-task 3.5:</b> Prepare a “Request for Advance or Reimbursement,” (SF-270) accompanied by documentation. All funds must be expended prior to the project end date outlined in the Agreement.</p>	<p>Program workgroup</p>	<p><u>Quarterly:</u> January 31, 2007 April 30, 2007 July 31, 2007 October 31, 2007</p>	<p>Review request and supporting documents, approve for payment, forward to RMA Finance Office for processing.</p>	<p>Quarterly “Request for Advance or Reimbursement,” (SF-270) accompanied by documentation is submitted.</p>
<p><b>Sub-task 3.6:</b> Prepare final written report which will include:</p> <ul style="list-style-type: none"> <li>• An executive summary</li> <li>• A listing of dates, places, instructors, number of participants and instructional topics for all educational activities conducted.</li> <li>• An evaluation of the overall project (promotional program, instructional materials, training delivery, success stories, and any recommendations from project partners that might contribute to improved educational programs in the future).</li> </ul>	<p>Project Director, working with partners.</p>	<p>Earlier of 90 days after completion of the project or December 30, 2007</p>	<p>Review report and issue project closeout letter to project leader.</p>	<p>Final written report including an executive summary, a listing of dates, places, instructors, number of participants and instructional topics for all educational activities conducted under the agreement and an evaluation of the overall project is submitted to RMA.</p>

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