



Utah's Own Acreage Enhancement Pilot Grant Program

Purpose:

To provide additional nutrition and choice to Utah consumers through increased production of high value vegetables and tree fruit. To provide production and marketing opportunities to individuals who may then be encouraged to chose farming as a life occupation or avocation, and to encourage and provide opportunities to Utah restaurants, caterers, and others to purchase and market locally produced products as part of the Utah's Own program.

Expected outcome:

Vegetables will be grown on ground not currently being farmed for vegetables and marketed to Utah's Own consumers through members of the Utah's Own program. Tree fruit will be grown and harvested from trees dedicated to project. Grant recipients will gain knowledge that helps them to choose agriculture production for their careers.

Eligible Applicants

Eligible applicants are Utah residents who can demonstrate the ability to raise crops due to their own experience or through the assistance of others who have successfully raised produce and/or tree fruit.

Utah Land

Projects will be limited to land or orchards within the boundaries of the State of Utah.

Matching Funds

Matching funds are not required but will be used in the selection process to evaluate grant submissions.

Payment of funds:

Fifty percent of winning grants will be awarded at the time of the award with the remaining award to be made upon completion of project and receipt and approval of final report from grantee to UDAF.

Deadline for Submitting Proposals

Proposals shall be received by the Marketing and Development Division of UDAF by March 31, 2007 to be considered. Proposals can be forwarded electronically to: rsparks@utah.gov or mailed to Attn: R Sparks, UDAF, PO Box 146500, Salt Lake City, UT 84114-6500. Personal delivery may be made to 350 N. Redwood Road, SLC, UT 84114 (proposals may not be mailed to street address).

Funding

Cash from Utah's Own program, farm ground and water provided by land owner, and potentially some cash from marketing outlets.

Awarding of Grants

Funding will be awarded on a competitive basis. Maximum award will be \$2,000.



Utah's Own Acreage Enhancement Pilot Grant Program Required Format

Title--concisely express the essence of the proposal.

Cover page and Abstract--include the names, titles, and roles of the principal participants, along with a one page summary.

- **Goal(s) and Objectives**--describe the overall production and marketing goal(s) in one or two sentences. List and describe the essential objectives of the project.
- **Work Plan**--explain briefly how each objective will be accomplished. Be clear about who will do the work. Include appropriate time lines.
 - Identify and specify the role and responsibilities of each party that will be involved in production.
 - Identify and specify the role and responsibilities of each party that will be involved in product marketing if different than production individual.
- **Expected Outcome and Project Evaluation**--describe cropping plan and how the plan will be evaluated upon conclusion. Describe the marketing plan and how the plan will be evaluated upon conclusion. To the extent possible express the expected outcome(s) in terms of results, not simply activities completed.
- **Supplemental Budget Summary**—submit and demonstrate a budget that is reasonable and adequate. Clearly delineate who will contribute what to the project in terms of any matching funds and clearly identify the use of grant monies.

Supporting Documents

- Letters and/or other evidence of commitment by participants, i.e. land owner(s), marketing outlets if agreement exist, and any project sponsors included in budget
- Letters from stakeholders or others who support the project but are not providing matching resources are optional.
- Brief summaries of experience or qualifications of grant participants.
- Unsigned letters will not be accepted



Utah's Own Grant Application Evaluation Criteria

The following criteria will be used to numerically evaluate projects on the basis of 1 (lowest score) to 20 (highest score) points for each criteria. A total of 100 points is possible.

- 1. Land and water source**
 - 1** No clear agreement on land or water source for project **15** Clear agreement on use of land or water source for project, high knowledge of agriculture production risks by land owner, owner acts as a consultant to project

- 2. Continuing benefit**
 - 1** Activity is geared to last for only the length of the grant (one season) **20** Activity demonstrates the ability and desire to be continued in future years, grantee demonstrates desire to continue in agricultural career

- 3. Plan of operation**
 - 1** Unclear objectives, no measurable results, little likelihood of success, no demonstrated effective production and marketing planning **20** Well defined plan with clear measurable results that demonstrate effective production and marketing planning with a high likelihood of success

- 4. Enhances vegetable production**
 - 1** Plan fails to demonstrate increase in production **15** Demonstrates a measurable increase in production

- 5. Follows guidelines for grant application and purpose of grant while enhancing Utah's Own mission**
 - 1** Fails to meet guidelines, fails to reflect grant purposes, fails to demonstrate knowledge of Utah's Own program in regard to grant purposes **15** Meets application guidelines, purpose of grant and enhances mission of Utah's Own program, demonstrates a thorough knowledge of Utah's Own program in regard to grant purposes

- 6. Qualifications of applicant in ability and resources**
 - 1** Applicant not qualified and fails to demonstrate adequate resources to accomplish submitted plan, no enterprise budget **15** Applicant strongly qualified with adequate resources to accomplish plan objectives, clearly defined enterprise budget