1. **Executive Summary:**

Include a summary of 250 words or less, suitable for dissemination to the public. This summary should include a concise outline of the project outcome(s) and a description of the general tasks to be completed during the project period to fulfill this goal.

**2. Alignment and Intent:**

 a. Describe the specific issue, problem, or need that the project will address.

 Include data and/or estimates that describe the extent of the issue, problem, or

 need.

1. Discuss your project type: food safety, plant pests and disease, research, crop-specific projects addressing common issues, and marketing and promotion.
2. List the objectives of the project and their relation to the issues, problems, or needs.
3. Provide a description of the benefits you intend to achieve as a result of the project, including the number of affected producers or processors.

**3. Technical Merit:**

1. Work plan: for each objective of the project, listed in section 2. “Alignment and Intent”, provide a timeline using the table below.

|  |  |
| --- | --- |
| **Project Objective 1:** | Enter Objective identified in section 2 |
| Timeline: | Enter the overall timeline associated with Objective 1. |
| How and where activities will take place: |  |
| Required Resources: |  |
| Milestone(s) for assessing progress and success: |  |
| How will participants be recruited and how will the project guide program development and delivery ***(training and technical assistance only)****:* |  |
| **Activity 1:** | Describe each activity that will support Objective 1. | Person(s) responsible (including collaborators and contractors) | Enter the timeline for each activity [Month/Year – Month/Year] |
| **Activity 2:** |  |  |  |
| **Activity 3:** |  |  |  |

|  |  |
| --- | --- |
| **Project Objective 2:** | Enter Objective identified in section 2 |
| Timeline: | Enter the overall timeline associated with Objective 2. |
| How and where activities will take place: |  |
| Required Resources: |  |
| Milestone(s) for assessing progress and success: |  |
| How will participants be recruited and how will the project guide program development and delivery ***(training and technical assistance only)****:* |  |
| **Activity 1:** | Describe each activity that will support Objective 2. | Person(s) responsible (including collaborators and contractors) | Enter the timeline for each activity [Month/Year – Month/Year] |
| **Activity 2:** |  |  |  |
| **Activity 3:** |  |  |  |

Insert rows if needed for additional activities.

Copy tables as needed for each project objective.

1. If the proposed project has been or will be submitted to another federal program for funding, provide the grant program name. If not, please state “This project has not and will not be submitted to another federal program for funding”.
2. If the proposed project builds on work previously funded by a federal program, including AMS grant programs, provide the year and grant program name and describe how the proposed project, if funded, would not duplicate work previously funded by the federal government. If not, please state “This project does not build upon a project previously funded by a federal program”.

**4. Achievability:**

Provide at least one distinct, quantifiable, measurable project outcome and associated indicator (see Outcome Measures Template).

1. For each completed outcome indicator, describe how you derived the numbers, how you intend to measure and achieve each relevant outcome and indicator, and any potential challenges to achieving the estimated targets and action steps for addressing them.
2. Describe how you will disseminate the project results (positive and negative) to similar organizations, stakeholders, and others that may be interested in the project results or implementing a similar project.

**5. Expertise and Partners**

a. List key staff, including personnel and external project partners and collaborators that comprise the Project Team, their roles, and their relevant experience and past successes in developing and operating projects similar to this project.

b. Describe your management plan for coordinating, communicating, and sharing data and reports among members of the Project Team and stakeholder groups, both internally to personnel and externally to partners and collaborators.

c. Describe how the project, and its partnerships and collaborations, will be sustained beyond the project’s period of performance (without grant funds)