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| ARM-LWR-547.docx (rev.06/2020) |
|  | Wisconsin Department of Agriculture, Trade and Consumer ProtectionDivision of Agricultural Resource ManagementPO Box 8911 Madison, WI 53708-8911Phone: (608) 224-4622  |
| 2021 DATCP Producer-Led Watershed Protection Grant Proposal |
| DEADLINE: Monday, September 21, 2020  |  |
|  (The Producer-Led Watershed Protection Grant program is authorized under s.93.59 Wis. Stats.) |  |
| Any personally identifiable information, as defined under s. 19.62(5), Stats., requested on this form may be used for purposes other than that for which it is originally being collected (s. 15.04 (1) (m), Wis. Stats.). Confidentiality of this information will be maintained to the extent authorized by law. |

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| GENERAL PROJECT INFORMATION |
| NAME OF PRODUCER-LED GROUP      |
| LEAD CONTACT NAME      | E-MAIL      | PHONE NUMBER: (   )     -      |
| MAILING ADDRESS STREET OF ENTITY TO BE PAID      | CITY      | STATE   | ZIP      |
| LEAD FARMER NAME      | E-MAIL      | PHONE NUMBER: (   )     -      |

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| FISCAL MANAGER OF GROUP (if different from lead contact above)      | E-MAIL      | PHONE NUMBER: (   )     -      |

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| **GRANT AMOUNT REQUESTED:** $      |
| **GRANT AMOUNT REQUESTED AS UPFRONT PAYMENT** (up to $5,000 or 25% of grant award, whichever is less): $      |

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| PROJECT TITLE (12 words or less):       |
| **WATERSHED NAME and HUC NUMBER** (*ex. Rock River Watershed, 705000706*):      Note: Participants within your group must reside within the same watershed. See the DATCP webpage to determine your group’s watershed. |

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| PROJECT SCOPE |
| **Question 1a:** **Number of eligible agricultural producers currently participating in producer-led group**      For the definition of an eligible farm, please review the RFP. **Number of farmers on governing body (group leaders/board members)**      **Number of total members (farm or non-farm) in group**       |
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| **GRANT IMPACT REPORTING**  |
| **Question 1b: Types of farming operations participating in producer-led group (check all that apply)** | [ ]  Dairy [ ]  Beef [ ]  Swine [ ]  Sheep [ ]  Goat [ ]  Poultry [ ]  Exotics [ ]  Grazing [ ]  Cash-grain/forage [ ]  Vegetable [ ]  Certified organic [ ]  Other       |
| **Question 1c: Nutrient management efforts in producer-led group**Number of farms with a farmer-written 590-compliant nutrient management plans      Number of farms with a qualified planner-written 590-compliant nutrient management plan       Number of farms without a 590-compliant nutrient management plan       |
| **Question 1d: Total acres included on farms within producer-led group**      Cropland       Pasture       Orchard       Vineyard       Managed grassland/CRP       Managed forest       Managed wetlands [ ]  Other        |
| **Question 1e: What are the main resource concerns the group will address? Check top three concerns.**[ ]  Surface water quality [ ]  Surface water quantity [ ]  Groundwater quality [ ]  Groundwater quantity [ ]  Soil erosion [ ]  Nutrient management [ ]  Flooding [ ]  Habitat degradation [ ]  Streambank erosion[ ]  Other        |

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| **GROUP ORGANIZATION & GOALS** |
| **Group’s vision, mission statements and goals as they relate to the resource concerns you intend to address**Vision statement       Mission statement       Goals        |

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| **Organization of governing structure**Governance structure: [ ]  Board of Directors [ ]  Officers [ ] Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_How governance roles are filled: [ ]  Elections [ ]  Appointment [ ] Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

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| Frequency of meetingsNumber of governing structure meetings per year        |
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| **MEMORANDUM OF UNDERSTANDING (MOU) & COLLABORATOR ROLES**Select which entity you are creating a MOU with. You must include a copy of the MOU with your submission. |
| [ ]  COUNTY LCC | [ ]  DNR | [ ]  NON-PROFIT (list):       |
| [ ]  UW EXTENSION | [ ]  DISCOVERY FARMS |
| **Role of collaborating entity in producer-led group** (check all that apply)[ ]  Identification of projects and goals[ ]  Project development and execution[ ]  Financial management and fundraising[ ]  Communications and public relations[ ]  Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Existing groups – Is this the same collaborating entity who signed the MOU as last year?\_\_\_Yes \_\_\_NoIf no, what lead you to switch collaborators? |
| **Existing groups – Have you changed collaborators over time? If so, please list prior collaborators and why you switched collaborators.**[ ]  Yes [ ]  NoIf no, what led you to switch collaborators?        |

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| **MEMBERSHIP & PARTICIPATION** |
| **New members/participants recruited in previous grant cycle (if applying as an existing group)**Number of new members/participants recruited       | **Membership/participation recruitment goal for 2021**Goal for number of new members/participants       |
| **Previous successful membership recruitment activities (if applying as an existing group)**1.       2.       3.        |
| **Planned membership recruitment activities**1.       2.       3.        |
| **Historical producer-led group total membership**2016       total membership [ ]  N/A2017       total membership [ ]  N/A 2018       total membership [ ]  N/A 2019       total membership [ ]  N/A 2020       total membership [ ]  N/A |

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| **CONSERVATION PRACTICE PROGRAM OFFERINGS** Please include all practices that your group plans to offer as part of an incentive/cost-share program in 2021. Fill out the supporting information in light grey if available.*NOTE: Payments cannot be made to the same farm on the same acres if already paid once by this program* |
| **Practice**        Total funding requested for practice $       Incentive payment offered per acre/per unit $        Number of total farms to be funded       Total acres funded        Totals acres covered beyond DATCP funding       Maximum payment per farmer (if applicable) $       |
| **Practice**        Total funding requested for practice $       Incentive payment offered per acre/per unit $        Number of total farms funded       Total acres funded        Totals acres covered beyond DATCP funding       Maximum payment per farmer (if applicable) $       |
| **Practice**        Total funding requested for practice $       Incentive payment offered per acre/per unit $        Number of total farms funded       Total acres funded        Totals acres covered beyond DATCP funding       Maximum payment per farmer (if applicable) $       |
| **Practice**        Total funding requested for practice $       Incentive payment offered per acre/per unit $        Number of total farms funded       Total acres funded        Totals acres covered beyond DATCP funding       Maximum payment per farmer (if applicable) $       |
| **Practice**        Total funding requested for practice $       Incentive payment offered per acre/per unit $        Number of total farms funded       Total acres funded        Totals acres covered beyond DATCP funding       Maximum payment per farmer (if applicable) $       |
| **Practice**        Total funding requested for practice $       Incentive payment offered per acre/per unit $        Number of total farms funded       Total acres funded        Totals acres covered beyond DATCP funding       Maximum payment per farmer (if applicable) $       |
| **Practice**        Total funding requested for practice $       Incentive payment offered per acre/per unit $        Number of total farms funded       Total acres funded        Totals acres covered beyond DATCP funding       Maximum payment per farmer (if applicable) $       |
| **Practice**        Total funding requested for practice $       Incentive payment offered per acre/per unit $        Number of total farms funded       Total acres funded        Totals acres covered beyond DATCP funding       Maximum payment per farmer (if applicable) $       |

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| **DEMONSTRATION/RESEARCH PLOTS**Please include the following information for any on-farm demonstrations, field trials or research plots to be conducted in 2021. |
| Plot/Research Location       Plot/Research size        Practices highlighted/evaluated       Outreach to be conducted on demonstrations       [ ]  Demonstration [ ]  Research |
| Plot/Research Location       Plot/Research size        Practices highlighted/evaluated       Outreach to be conducted on demonstrations       [ ]  Demonstration [ ]  Research |
| Plot/Research Location       Plot/Research size        Practices highlighted/evaluated       Outreach to be conducted on demonstrations       [ ]  Demonstration [ ]  Research |

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| **FIELD DAYS, FARM TOURS & WORKSHOPS**Please include the following information for any field days, farm tours or workshops to be conducted in 2021. |
| Field day/farm tour/workshop title       Topics planned        Speakers planned        |
| Field day/farm tour/workshop title       Topics planned        Speakers planned         |
| Field day/farm tour/workshop title       Topics planned        Speakers planned         |
| Field day/farm tour/workshop title Topics planned        Speakers planned         |
| Field day/farm tour/workshop title Topics planned        Speakers planned         |

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| **COMMUNICATIONS & OUTREACH** |
| List any planned communication and outreach efforts including any newsletters, blogs/vlogs, websites, social media, factsheets, TV/radio/newspapers, videos or similar.        |
| Describe how the group will take an innovative approach to conservation education and implementation in 2021.        |
| Describe how the work of the group will enhance current local and state conservation and agriculture innovation programs and efforts.        |

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| **FOR EXISTING GROUPS ONLY** |
| Provide a success story describing a significant goal achieved or program delivered in a previous grant cycle.       |
| Describe two administrative or organizational changes the group will make in 2021 to improve the function and/or increase the impact of the group.1.
2.
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| **TRACKING PROJECT**  |
| Funded groups must track their conservation activity in their projects so that DATCP can evaluate the conservation and water quality impacts generated by each group.  If funded, check the box to certify your group will provide the necessary information to DATCP as summarized further in the RFP on page 8 under “Conservation Tracking Project Requirements”. [ ]  Our group certifies that we will provide the minimum information of practices installed including total acres planted/units installed, general rotation and nutrient application information using the spreadsheet provided by DATCP on an annual basis. |
| **TRACKING PROGRESS**Select which of the following goals and metrics your group will use to measure progress and for reporting success in addition to the tracking project. Existing groups should emphasize results-based metrics than effort-based metrics. |
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| [ ]  | Number of hours spent on planning activities | [ ]  | Number of acres of conservation practices installed |
| [ ]  | Completed work plan with goals and mission statement | [ ]  | Number of farmers who have continued using a practice after accepting cost-share through your group |
| [ ]  | Plan created to distribute conservation incentives | [ ]  | Results of testing innovative practices or techniques |
| [ ]  | Number of outreach materials created  | [ ]  | Number of soil samples taken and acres covered |
| [ ]  | Data collection and analysis plan | [ ]  | Attendance and outcomes at outreach events |
| [ ]  | Number of group meetings and list of accomplishments  | [ ]  | Increase in number of group participants and partnerships |
| [ ]  | Number of new farms involved in the group | [ ]  | Number of farm assessments |
| [ ]  | Number of new partnerships formed | [ ]  | Coordinator position: hours spent |
| [ ]  | Number of new sponsorships received  | [ ]  | Number of nutrient management plans developed or updated using SnapPlus |
| [ ]  | Total dollars raised beyond DATCP grant | [ ]  | Soil test P reductions |
| [ ]  | Number of speaking engagements | [ ]  | Phosphorus Index value reductions |
| [ ]  | Number of mailings | [ ]  | On-farm research results |
| [ ]  | Number of newspaper articles mentioned in | [ ]  | Long-term sustainability plans |
| [ ]  | Farmer survey results | [ ]  | Water quality monitoring completed |
| [ ]  | Water quality monitoring plan | [ ]  | Other:       |
| [ ]  | Other:       | [ ]  | Other:       |
| [ ]  | Other:       | [ ]  | Other:       |
| [ ]  | Other:       | [ ]  | Other:       |

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| QUALIFICATIONS: Provide the following information for at least 5 eligible farmers and at least 1 collaborator. Farm leaders and group members are required to follow all local, state and federal rules, laws and regulations. |
| Eligible Farmer Name: |       |
| Overview of farm operation (can include acreage, livestock, production and conservation practices):       |
| What do you hope to learn by participating in this producer-led group?       |
| If you are part of an existing group, how has your management changed since participating in this project?       |
| Eligible Farmer Name: |  |
| Overview of farm operation (can include acreage, livestock, production and conservation practices):       |
| What do you hope to learn by participating in this producer-led group?      If you are part of an existing group, how has your management changed since participating in this project?       |
| Eligible Farmer Name: |  |
| Overview of farm operation (can include acreage, livestock, production and conservation practices):       |
| What do you hope to learn by participating in this producer-led group?      If you are part of an existing group, how has your management changed since participating in this project?       |
| Eligible Farmer Name: |  |
| Overview of farm operation (can include acreage, livestock, production and conservation practices):       |
| What do you hope to learn by participating in this producer-led group?      If you are part of an existing group, how has your management changed since participating in this project?       |
| Eligible Farmer Name: |  |
| Overview of farm operation (can include acreage, livestock, production and conservation practices):       |
| What do you hope to learn by participating in this producer-led group?      If you are part of an existing group, how has your management changed since participating in this project?       |

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| Eligible Farmer Name: |  |
| Overview of farm operation (can include acreage, livestock, production practices):       |
| What do you hope to learn by participating in this producer-led group?      If you are part of an existing group, how has your management changed since participating in this project?       |
| Eligible Farmer Name: |  |
| Overview of farm operation (can include acreage, livestock, production practices):       |
| What do you hope to learn by participating in this producer-led group?      If you are part of an existing group, how has your management changed since participating in this project?       |

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| Collaborator Name: |       |
| Relevant work experience, conservation background, previous leadership roles, and commitment to this project: |
|       |
| Collaborator project responsibilities: |
|       |
| Collaborator Name: |       |
| Relevant work experience, conservation background, previous leadership roles, and commitment to this project: |
|       |
| Collaborator project responsibilities: |
|       |

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| ADDITIONAL INFORMATIONPlease provide any additional details about your project that will help reviewers assess your project need and merit. This could include, but is not limited to:* Timeline of activities proposed
* Partnerships with other agencies, agricultural groups or agricultural professionals to strengthen and leverage your efforts (ex. Implement dealers, crop consultants, UW-Extension agents, etc.) Letters of support are welcomed.
* Incorporation of nutrient management and DATCP Nutrient Management Farmer Education grants
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| INSTRUCTIONS FOR COMPLETING SECTION E, BUDGET REQUEST |
| 1. Under the Eligible Expense section, in the Budget Category column, enter one of these four options:
* Conservation Practices
* Conservation Demonstrations and Education
* Promotional Activities
* Administrative
1. Under the Eligible Expense section, in the Budget SubCategory column, please enter the best choice from the list below for each budget line:
* Conservation Practices
	+ Incentives\_Cover Crop
	+ Incentives\_Grassed Waterways
	+ Incentives\_No-till
	+ Incentives\_Other (please describe briefly)
* Conservation Demonstration and Education
	+ Demonstration / Research Plots
	+ Educational Workshops
	+ Farm Tours
	+ Field Days / Tech Days
	+ Supported Member Education
* Promotional Activities
	+ Apparel
	+ General Materials and Supplies
	+ Printing
	+ Signage
	+ Web Hosting
* Administrative
	+ Administrative Fees
	+ Board meetings
	+ General Materials and Supplies
	+ Staffing
	+ Travel
1. Follow directions on table for the Matching Funds, Source of Matching Funds and Grant Request sections.

ExampleIf your budget item is cover crops then your Budget Category would be Conservation Practices and the Budget SubCategory would be Conservation Practices, Incentives\_Cover Crops. |

 |
|  | **Section E. BUDGET REQUEST** |
|  | ***Please add rows as necessary. Staff time must be separated out within eligible expenses.***  |
| **Budget Category** | **Eligible Expense** | **Matching Funds** | **Source of Matching Funds** | **Grant Request** |
| **DATCP USE ONLY** | **Budget Category**Choose one:* Conservation Practices
* Conservation Demonstrations and Education
* Promotional Activities
* Administrative
 | **Sub-budget Category** | Must contribute 1:1 matching funds. For example, if you are requesting $20,000, you must provide a match of at least $20,000. Match does not need to be line item by line item. | Please indicate the source of matching funds. | Please indicate the total amount of grant funds requested for each line item. |
| **1** |       |       |       |       |       |
| **2** |       |       |       |       |       |
| **3** |       |       |       |       |       |
| **4** |       |       |       |       |       |
| **5** |       |       |       |       |       |
| **6** |       |       |       |       |       |
| **7** |       |       |       |       |       |
| **8** |       |       |       |       |       |
| **9** |       |       |       |       |       |
| **10** |       |       |       |       |       |
| **11** |       |       |       |       |       |
| **12** |       |       |       |       |       |
| **13** |       |       |       |       |       |
| **14** |       |       |       |       |       |
| **15** |       |       |       |       |       |
| **16** |       |       |       |       |       |
| **17** |       |       |       |       |       |
| **18** |       |       |       |       |       |
| **19** |       |       |       |       |       |
| **20** |       |       |       |       |       |
| **TOTALS** |       |  |       |

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| Electronic signature(s) of project lead and/or fiscal manager. By signing this application, I certify (1) to the qualification of each farmer identified in Section C and their commitment to meeting all federal, state, or local laws, ordinances, regulations and conservation compliance; and, (2) that the statements herein are true, complete and accurate to the best of my knowledge. I also provide the required assurances and agree to comply with any resulting terms if I accept an award. I am aware that false statements or misrepresentations may subject me to legal action by DATCP.  |
|        |       |       |
| Lead Contact | Signature (type) | Date |
|        |       |       |
| Fiscal Manager | Signature (type) | Date |
|        |       |       |
| Lead Farmer, if Lead Contact is not a farmer | Signature (type) | Date |

Thank you for your interest in the producer-led grant program!

Email completed proposals (in Word format) to: Rachel.Rushmann@wi.gov.