



# Buy Local, Buy Wisconsin Grant Applicant Guide & Request for Proposals

## Important Notes:

\*REMEMBER: This is an economic development grant. A proposal's focus must be on increasing WI local food purchases/sales. Applicants will be asked to report back on increased local food sales, created and retained jobs, and new investments.

\*This is a reimbursement grant. Awardees are not given any funds upfront and must prove that they have spent money before being reimbursed.

\*Projects must clearly demonstrate a need, show creativity, have significant support from Wisconsin producers, and benefit the food system.

\*The Buy Local Buy Wisconsin Grants do not fund startups. All applicants must send proof of operating their business or organization for at least two years.

\*Coversheet and budget templates can be found at:  
[datcp.wi.gov/Pages/BuyLocalBuyWisconsinGrants.aspx](http://datcp.wi.gov/Pages/BuyLocalBuyWisconsinGrants.aspx)

For questions contact Kietra Olson at: [Kietra.Olson@Wisconsin.gov](mailto:Kietra.Olson@Wisconsin.gov) or 608.224.5112

## Table of Contents

1. About the Initiative.....	page 3
2. Eligibility Requirements.....	page 3
3. Eligible Applicants.....	page 4
4. Funding Priorities.....	page 4
5. Creating a Strong Proposal: Technical Assistance is Available.....	page 4
6. Required Proposal Components.....	page 4
7. Full Proposal Process.....	page 5
8. Eligible and Ineligible Expenses.....	page 6
9. Submitting a Proposal.....	page 6
10. Review Process and Evaluation Criteria.....	page 6
11. Receiving a Grant: Expectations .....	page 8
12. Definitions and Examples.....	page 10

## 1. About the Buy Local, Buy Wisconsin Grant Program

The *Buy Local, Buy Wisconsin* (BLBW) program is an economic development program designed to help the Wisconsin agricultural and food industry find ways to improve food production, processing, marketing, and distribution with the ultimate goal of expanding Wisconsin's local food system. Wisconsin Producer Grants are available through BLBW grant funds, administered by the Division of Agricultural Development at the Department of Agriculture, Trade & Consumer Protection (DATCP). Wis. Admin. ATP §§ 161.40-161.46.

The Wisconsin legislature states that the *Buy Local, Buy Wisconsin* (BLBW) program seeks “to increase awareness and consumption of locally produced foods and related products and to increase the production and improve the distribution of foods and related products for local consumption.” Wis. Stat. § 93.45.

BLBW funds promote the “development of regional food systems through activities such as creating or expanding facilities for the processing and distribution of food for local consumption; creating or supporting networks of producers; and strengthening connections between producers, retailers, institutions, and consumers and nearby producers.” Wis. Stat. § 93.45.

In keeping with the objectives articulated in Wisconsin law, DATCP invites proposals for projects to increase the demand for and supply of locally produced foods in Wisconsin.

Grants are awarded following a competitive review process. Please closely refer to the evaluation criteria when preparing your proposals. The target date for grant award notification is early December 2018

## 2. Eligibility Requirements

- Requests must be between \$5,000 and \$50,000.
- Requests **over** \$20,000 will be analyzed for demonstration of broad supply chain or industry impacts. See scoring criteria for further detail.
- Requests **under** \$20,000 will be analyzed for innovation. Only processors and producers are eligible to apply for this category. See scoring criteria for further detail.
- Budget must show at least a 1-to-1 match. (For every dollar of BLBW funds requested, applicant must show at least one dollar of matching funds.)
- Project must be completed within 24 months after contract is signed by DATCP. A no-cost one year extension is available upon request and is granted at the discretion of program manager.
- Primary beneficiaries are Wisconsin agriculture products based businesses (including farms, value-added food businesses, processors, distributors, and non-profit organizations).
- Private businesses applying for funds must be selling at least 51% of their agricultural products locally (see definition of local at end of guide). Value-added food businesses must be purchasing at least 51% of their product ingredients locally.
- Grants funds are not able to fund capital expenses, build outs, consultation for building improvements or equipment over \$4,999.00.
- If you currently have any grant with DATCP's Division of Agricultural Development you are not eligible to apply.
- Dairy processors looking for grant funds should apply to DATCP's Division of Agricultural Development's 30x20 Dairy Processors Grant.

### 3. Eligible Applicants

Proposals will be accepted from individuals, groups, businesses and organizations involved in Wisconsin agriculture production, establishments, or Wisconsin agricultural tourism. Proposals may involve collaborations or partnerships between producers, food businesses, industry, academia or organizations. Applicants may cooperate with any public or private organization. Applicants MUST supply proof of operating a business for at least 2 years.

Each applicant must designate an individual who has authority to sign a contract with DATCP on its behalf. Each applicant must also indicate an individual who will be the lead person responsible for implementing the project. Each applicant, including co-applicants, must demonstrate a proven ability to carry out all elements of the proposed project. Preference will be given to projects whose lead person or entity has a proven track record of grant management and/or a long-standing track record of strong fiscal experience and capability. Employees of DATCP and family members (i.e., mother, father, brother, sister, spouse, and children) are not eligible to receive a grant or participate as a project collaborator.

Awarded grantees will be required to present on their projects in person at the WI DATCP offices at or near the end of their projects. The presentation should cover the original goal of the project, successes and challenges, advice on how the project can be duplicated across the state, and any other relevant findings. The date for the presentation is TBD.

### 4. Funding Priorities

Proposals that highlight involvement in funding priorities will receive higher priority for scoring. This year's priorities are:

1. Small animal processing
2. Organic Processing
3. Produce Seconds Markets
4. Supply Chain Development

### 5. Creating a Strong Proposal: Technical Assistance Is Available

As you develop your grant application and work to create the strongest application possible, consider the following tips and suggestions:

- Have a UW Agricultural Extension Agent, educator, industry expert or producer read your application and provide feedback.
- Use an outline to help you organize your application.
- Use the scoring criteria as a guide.
- Focus on project tasks and results, not on philosophy and/or personal opinion. Remember, the goal for all projects proposed should include increasing local food sales in Wisconsin.
- Keep your responses brief and focused on the purpose and impact of the project.

### 6. Required Proposal Components

#### **Pre-Proposal Process:**

Please refer to the evaluation criteria found in this guide when preparing your pre-proposal. Supporting documents are not required for pre-proposals. Each pre-proposal must be limited to one project and applicants may submit separate pre-proposals for different projects. However, DATCP may not make more than one grant award to the same organization in the same state fiscal biennium.

#### **Pre-Proposal Required Elements:**

- Pre-proposals must include all of the required elements listed below.
- Pre-proposals narrative may not exceed 3 pages in length excluding the cover page and budget templates.
- Pre-proposals will be accepted in .doc or .pdf format.

### **Pre-Proposal Required Elements Checklist:**

- Cover Page – use template provided
- Budget – use template provided
- Narrative – may not exceed 3 pages
  - Project Goals and Objectives/Work Plan
    - List the project goal(s).
    - List the specific objectives necessary to meet these goals.
    - Provide a brief outline of the work plan.
  - Anticipated Project Results
    - Funded projects will be asked to report on economic development activity including: increased local food sales, new and/or retained jobs, and new investment generated. List and describe your economic development results and how you plan to measure them.
  - Financial Capability/Sustained Business Growth
    - For growers, include the past two years' Schedule F. For non-profits and other businesses include the past two years' Profit and Loss Statements
    - Include award of other state or federal grants for this project.
    - Explain how this project or outcomes from this project will continue when grant funds are expired.
    - Explain the financial feasibility of project.
  - Support/Commitment
    - This section should illustrate how the proposed project is either driven by or supported by local food producers and buyers.
      - What makes you the right organization/project team to carry out this project?
      - Describe the level of private sector commitment.
      - Do you have buyers/markets committed to purchasing food products as a part of this proposed project?
      - Do you have producers/suppliers committed to selling food products as a part of this proposed project?

## **7. Full Proposal Process**

Full proposals will be accepted only from the applicants who are invited to submit from review of pre-proposals. Full proposals must adhere to the requirements and objectives in the template to be provided to selected applicants. Please refer to the evaluation criteria found in this manual when preparing your full proposal. Full proposal applicants will be asked to submit a copy of organization/business two-year budget for 2019-2020, in addition to the grant project budget. Full proposal applicants will also be asked to include financial feasibility plans, business plans, or pro-forma financial statements for the project as appropriate.

## 8. Eligible and Ineligible Expenses

Eligible Expenses Including but are not limited to:	Ineligible Expenses Including but are not limited to:
Operating expenses, including expenses for salaries and wages, contract and consulting services, travel,* supplies and public information	Real estate purchases
Real estate and equipment rental or leasing	Capital expenses such as build outs or expansions
Business, marketing, branding consultants	Expenses incurred prior to grant approval and signed contract date
The purchase of equipment whose full value is ordinarily depreciable within one year (\$4,999.00 or less)	Consultant fees for construction (e.g., plumbing, woodwork, electrical work, etc.)
Reasonable depreciation expense incurred for capital equipment during the grant contract term	Equipment purchases, except for certain equipment purchases and depreciation expenses specifically authorized in the above eligible expenses (under \$4,999.99 for each piece of equipment)
Public information such as banners, yard signs, or brochures.	Repayment of loans or mortgages
Supplies and materials	Rent or contract payments for time periods extending beyond the term of the grant contract
	Administrative or overhead costs that are not direct costs of the grant project

\* Travel expenses must follow state travel guidelines.

## 9. Submitting Your Pre-proposal

Pre-proposals must be submitted to Kietra Olson at [Kietra.Olson@Wisconsin.gov](mailto:Kietra.Olson@Wisconsin.gov). .doc or .pdf versions are the only format accepted. Proposals must be received by **Noon (12:00p.m) on September 14<sup>th</sup> 2018.**

## 10. Review Process and Evaluation Criteria

Each proposal must include sufficient information to allow the reviewers to evaluate the proposal. The proposal must merit financial support and demonstrate that the proposed project has clearly stated objectives, a sound work plan, and necessary expertise to successfully complete the project.

Evaluation Criteria
<p style="text-align: center;"><u>Need (Not included in Pre-Proposal)</u></p> <ul style="list-style-type: none"> <li>• Preliminary work justifies the proposed project.</li> <li>• Project demonstrates filling a business need or opportunity.</li> <li>• Fills or creates a clearly defined new market opportunity for selling Wisconsin produced foods to Wisconsin buyers.</li> </ul>
<p style="text-align: center;"><u>Funding Priorities</u></p> <ul style="list-style-type: none"> <li>• Does project address any funding priorities?</li> </ul>
<p style="text-align: center;"><u>Goals/Objectives/Work Plan</u></p> <ul style="list-style-type: none"> <li>• Proposed work plan is reasonable in relation to timeline and project team.</li> <li>• Work plan clearly linked to project goals and desired outcomes.</li> <li>• Demonstrates innovation in project management and approach.</li> </ul>
<p style="text-align: center;"><u>Anticipated Results</u></p> <ul style="list-style-type: none"> <li>• <b>Project demonstrates that it will increase the purchase of WI food products for sale to local purchasers, and includes a way to measure the increase that is directly related to project work.</b></li> <li>• Project demonstrates economic development in the form of new/retained jobs, new investment, increased sales, etc.</li> <li>• Project directly impacts community development – Expanded community leadership, increased social capital, more effective non-profit and/or community based organizations, and/or improved quality of life.</li> <li>• Project benefits clearly demonstrate return on project investment.</li> <li>• Project illustrates a direct benefit to local food producers and local markets.</li> <li>• Will build supply chain infrastructure for building Wisconsin's local food system.</li> <li>• Builds a competitive advantage for Wisconsin agriculture.</li> </ul> <p><b>For grant proposals requesting \$20,000 or more:</b></p> <ul style="list-style-type: none"> <li>• Does the proposal demonstrate broad (benefiting 10 growers, distributors, markets, or more) supply chain or industry impact?</li> </ul> <p><b>For grant proposals requesting \$20,000 or less:</b></p> <ul style="list-style-type: none"> <li>• Does the proposal demonstrate innovation by proposing a unique, previously unknown or underexposed product or idea?</li> <li>• Is the applicant a processor or producer?</li> <li>•</li> </ul>
<p style="text-align: center;"><u>Project's approach to measuring and tracking project results.</u></p> <ul style="list-style-type: none"> <li>• Project clearly defines expected results.</li> <li>• Project incorporates a viable method for tracking and measuring project results.</li> <li>• Project goals clearly translate into anticipated results</li> <li>• Budget allocation for tracking and measurement is reasonable.</li> </ul>
<p style="text-align: center;"><u>Financial Feasibility/Sustained Business Growth</u></p> <ul style="list-style-type: none"> <li>• Viability of business and market outcomes.</li> <li>• Fiscal strength of applicant</li> <li>• Project will result in sustained economic impact or business growth.</li> <li>• Proposal clearly identifies how the project will continue/be sustained beyond the life of the grant.</li> </ul>

<u>Budget</u>
<ul style="list-style-type: none"> <li>• Budget items are clear, efficient and reasonable. Justification exists for each budget item.</li> <li>• Budget items and work plan tasks are clearly linked.</li> <li>• Your budget must include any expenses you anticipate for the grant.</li> <li>• 50% of total project costs match is identified.</li> </ul>
<u>Support/Commitment</u>
<ul style="list-style-type: none"> <li>• Strong project support by participants, partners, industry and other relevant individuals or organizations.</li> <li>• Project leadership and commitment, detail the experience of the project leader to carry out the project.</li> <li>• Capabilities of project team match needs of project.</li> </ul>
<u>Communications/Project Replication (Not included in Pre-Proposal)</u>
<ul style="list-style-type: none"> <li>• Clearly defines how project information will be shared with the local food community.</li> <li>• Project clearly defines expected results.</li> <li>• Efforts could be replicated in other areas of the state.</li> </ul>

**11. Receiving a Grant: Expectations**

**CONTRACTS**

A contract will be developed by DATCP for each funded project. Upon agreement to the contract terms by the applicant, the DATCP Secretary will consider the contract for final approval. No funding commitment is final until the contract is signed and executed. Project work may not begin until DATCP signs and returns the contract.

BLBW program staff will monitor and evaluate each funded project. DATCP reserves the right to audit the applicant’s books and records relating to the performance of the project during and up to three years after completion of the project.

**PAYMENTS**

Requests for reimbursements will be accepted on a semi-annual to quarterly basis. There must be at least two requests for reimbursement throughout the year. One large reimbursement at the end of your project will not be allowed. To receive reimbursement, grantees must provide assurance that the work has been completed (i.e., include receipts and invoices) and must clearly outline expenditures. Twenty-five (25) percent of the total grant funds will be retained until receipt of the completed final report, presentation of project and receipts for all expenditures.

**LIABILITY**

DATCP will not be held liable for any costs incurred by any firm for work performed in the preparation of and production of an application or for any work performed prior to the formal execution of a contract.

**OPEN RECORDS**

Applications submitted for funding and all related contracts and reports shall be subject to disclosure under the Public Records law. If the grant applicant or recipient requests any information be deemed a trade secret, the document should be labeled using “trade secret” and the requested status should be noted to DATCP when the document is submitted. The department shall notify the grant recipient if a public records request is made for the information claimed to be trade secret by the grant recipient. Such information may be kept confidential by the department only as authorized by law (see s. 19.36(5), Wis. Stats.).

**REPORTING REQUIREMENTS**

DATCP reserves the right to modify reporting requirements during the course of the project. Each approved grant recipient must submit semi-annual performance reports and one final performance report.



The semi-annual performance report template will be provided and shall include the following:

1. Briefly summarize activities performed, targets, and/or performance goals achieved during the reporting period for each project.
2. Note unexpected delays or impediments as well as favorable or unusual developments for each project.
3. A quantitative summary illustrating the increase in sales of locally grown or produced Wisconsin food products, new and/or retained jobs, and new investment during the reporting period due to project work.
4. Other quantitative measures including number of producers and Wisconsin buyers affected by work, infrastructural improvements to local food industry, and media/communication work performed.
5. Outline work to be performed during the next reporting period for each project.
6. Comment on the level of grant funds expended to date for each project.

The final performance report template will be provided and shall include the following:

1. A brief description of original intent of the project and perceived benefit of the project. How the issue or problem was approached via the project.
2. How the goals of the project were achieved.
3. A quantitative summary illustrating the increase in sales of locally grown or produced Wisconsin food products, new and/or retained jobs, and new investment during the reporting period due to project work.
4. Results, conclusions, and lessons learned for each project.
5. How progress has been made to achieve long term outcome measures for each project.
6. Additional information available (e.g., publications, web sites).
7. A plan to disseminate the project results to the industry.
8. Contact person for each project with telephone number and email address.

In addition to the final project report, DATCP reserves the right to conduct a follow-up survey of funded projects in order to determine long-term impacts of the project.

#### OTHER CONSIDERATIONS

All applications submitted in response to this RFP become the property of DATCP. The agency reserves a royalty-free, nonexclusive and irrevocable license to reproduce, publish, otherwise use, and to authorize others to use materials produced under this grant agreement.

DATCP also reserves the right to:

- Post funded applications to the DATCP website.
- Reject any or all applications received.
- Waive or modify minor irregularities in applications received, after prior notification and agreement of applicant.
- Use any or all ideas submitted unless those ideas are covered by legal patent or proprietary rights.
- Clarify the scope of this program, within the RFP requirement and with appropriate notice to all applicants, to best serve the interests of the State of Wisconsin.
- Amend program specifications after their release, with appropriate written notice to potential applicants.
- Require a good faith effort on the part of the project sponsor to work with DATCP subsequent to project completion to develop or implement project results in Wisconsin.
- Withhold any payments when contract conditions are not met.

## 12. Definitions & Examples

### Definitions

1. Wisconsin food products: "Food product" means an unprocessed commodity or processed product that is used for food or drink by humans. "Food product" includes a food product ingredient. "Wisconsin food product" means a food product that is one of the following: grown in this state; produced from animals kept in this state; or primarily derived from food products that are grown in this state or produced from animals kept in this state.
2. Local purchaser: "Local purchaser" means a consumer who buys a Wisconsin food product at a location near the place where the food product is produced, or a person who buys a Wisconsin food product for resale at a location near the place where the food product is produced.
3. Local/Locally: "Locally"/"Local" means within the borders of the state of Wisconsin and/or a 100 mile radius of the location of the farm or business.

### Grant Examples

#### Innovation Examples:

1. Wisconsin whey and Wisconsin tart cherry juice combined to create a new product for the market, a muscle recovery drink.
2. Wisconsin farm has developed a new way of processing oat for their Wisconsin Granola Bars.
3. A private business will be purchasing end of season maple syrup from four different sugar bushes to create "Wisconsin's Maple Vinegar".

#### Broad Impact Examples:

1. A group of 11 meat producers want to join together to create a meat CSA association to market their products locally.
2. An organization has decided to purchase seconds from 21 farms in the Central Sands region and process them and has developed a purchasing contract template to be shared.