

DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION NOTICE OF PROPOSED GUIDANCE DOCUMENTS

Pursuant to section 227.112 of the Wisconsin Statutes, the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) is hereby accepting comments on the proposed guidance document:

Buy Local Buy Wisconsin Grant Program's Producer and Processor Grants Applicant Guide & Request for Proposals

LOCATION OF PROPOSED GUIDANCE

Proposed guidance document may be reviewed by accessing:

https://datcp.wi.gov/Pages/About_Us/GuidanceDocuments.aspx

SUBMITTING PUBLIC COMMENTS

Public comments on proposed or adopted guidance document may be submitted by accessing:

https://datcp.wi.gov/Pages/About_Us/GuidanceDocuments.aspx

DEADLINE FOR SUBMISSION

The comment period will run no fewer than 21 days after the publication of this document in the Administrative Register.

AGENCY PUBLICATION

The attached guidance document contains statements or interpretations of law under the following applicable provisions of federal law or the applicable state statutory or administrative code provisions: Wis. Stat. § 93.48(1) and ATCP 161.42(1).

CERTIFICATION

Pursuant to the authority delegated to me by the Secretary, I have reviewed the attached guidance document or proposed guidance document and I certify that it complies with sections 227.10 and 227.11 of the Wisconsin Statutes. I further certify that the guidance document or proposed guidance document contains no standard, requirement, or threshold that is not explicitly required or explicitly permitted by a statute or a rule that has been lawfully promulgated. I further certify that the guidance document or proposed guidance document contains no standard, requirement, or threshold that is more restrictive than a standard, requirement, or threshold contained in the Wisconsin Statutes.



Krista Knigge

Administrator

Division of Agricultural Development



Wisconsin Department of Agriculture, Trade and Consumer Protection

Division of Agricultural Development

PO Box 8911, Madison, WI 53708-8911

Phone: 608-224-5080

Fax: 608-224-5110

GUIDANCE DOCUMENT

Buy Local Buy Wisconsin Grant Program's Producer and Processor Grants Applicant Guide & Request for Proposals

This guidance document is based on Wis. Stat. ch. Click or tap here to enter text. and chapter(s) ATCP Click or tap here to enter text. Wis. Admin. Code. This document is intended solely as guidance, and does not contain any mandatory requirements except where requirements found in statute or administrative rule are referenced. This guidance does not establish or affect legal rights or obligations, and is not finally determinative of any of the issues addressed.

31 (DAD)

This is a request for proposals for DATCP's Buy Local Buy Wisconsin Grant program. This is an economic development program designed to help the Wisconsin's agricultural and food industries find ways to improve food production, processing, marketing, and distribution with the ultimate goal of expanding Wisconsin's local food system. Grants are awarded annually based on state funding available for private and non-profit businesses, grower associations, Tribal groups, and other industry groups, universities, and government entities.

Krista Knigge - Administrator, Division of Agricultural Development

11/27/19
Click or tap to enter a date.

DATE

Contributors:



Buy Local Buy Wisconsin Grant Program's Producer and Processor Grants

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, and benefit the local food system.

*This grant does not fund feasibility projects or startups. All applicants must show sales figures for the previous 24 months or profit and loss statements for the past 2 years. Refer to pages 3 and 4 for more details.

*Proposals must be focused on a food product or raw agricultural product. See section 10 for details and definitions.

Proposals must be received by Noon (12:00p.m) on Friday, February 28th 2020

For questions contact Juli Speck at: juli.speck@Wisconsin.gov or 608.224.5134

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1. About the Buy Local Grant Program

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. The Buy Local Buy Wisconsin Grant 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. BLBW grant funds are administered by the Division of Agricultural Development at the Department of Agriculture, Trade & Consumer Protection (DATCP). Wis. Admin. ATCP §§ 161.40-161.46.

DATCP may award grants to individuals or organizations to fund projects that are designed to increase the sale Wisconsin agricultural or food products to local purchasers. This includes grants for projects to create, expand, diversify, or promote any of the following:

- Local food marketing systems and market outlets.
- Local food and cultural tourism routes.
- Production, processing, marketing, and distribution of Wisconsin food products primarily for sale to local purchasers.

Wis. Stat. § 93.48(1) and ATCP 161.42(1).

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 May, 2020.

2. Eligibility Requirements

- Requests must be between \$5,000 and \$50,000.
- Budget must show at least a 1-to-1 match. (For every dollar of BLBW funds requested, applicant must spend at least one dollar cash or in-kind funds on the project.)
- Project must be completed within 24 months after contract is signed by DATCP. A no-cost extension of up to one year 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, growers associations, farmer/rancher coops, schools and institutions, food service operations, and non-profit organizations).
- Private farms or agribusinesses 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, or processors must be purchasing, or growing at least 51% of their product (by weight) ingredients locally.
- If you have received funding from the Buy Local, Buy Wisconsin Grant program within the last four years, you are not eligible to apply.
- If you currently have any grant with DATCP's Division of Agricultural Development you are not eligible to apply (this includes Specialty Crop Block Grants and Dairy Processor Grants).
- Dairy processors looking for grant funds should apply to DATCP's Division of Agricultural Development's Dairy Processors Grant.

3. Eligible Applicants

Individual independent producers selling locally, individual independent processors using WI ingredients (that make up 51% of their product by weight, it must be demonstrated in the grant that they are purchasing WI product by listing their suppliers and their product used), groups of independent producers (e.g. 4 farms working together), and Farmer/Rancher Cooperatives, Grower Associations, schools and institutions, food service operations, and non-profits. Producers and processors will receive extra consideration.

Proposals may involve collaborations or partnerships between producers, food businesses, industry, academia or organizations and schools and institutions, food service operations. Applicants may cooperate with any public or private organization. Applicants **MUST** supply proof of operation for at least 2 years (e.g. 24 months of sales figures).

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.

4. 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.

5. Required Proposal Components

Proposal Required Elements:

- Proposals must include all of the required elements listed below.
- Proposal's narrative may not exceed 4 pages in length excluding the cover page, sales figures & budget templates.
- Proposals must be in 12pt, Times New Roman font and single spaced.
- Proposals will be accepted in .doc or .pdf format only.

Proposal Required Elements Checklist:

- Cover Page – use template provided
- Budget/budget narrative – use template provided
- Narrative – may not exceed 4 pages (reviewers are only required to read 4 pages of narrative)
 - Project Goals and Objectives/Work Plan
 - List the project goal(s).
 - List the specific objectives necessary to meet goal(s).
 - Provide a brief outline of the work plan. (Assume projects will start in June 2020).
 - 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 expected results and **how you plan to measure them.**
 - Financial Capability/Sustained Business Growth

- Include the past two years' sales figures or a P&L statement (doesn't count toward the narrative).
 - 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.
 - Submit a copy of organization/business two-year budget for 2020-2021, in addition to the grant project budget.
- Support/Commitment
This section should illustrate how the proposed project is either driven by or supported by local food producers and buyers.
- 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?
 - Include two letters of commitment. Letters of commitment may be written by buyers for the product (CSA members, market customers, wholesale buyers, restaurant, school or institutional buyers) or producers you will purchase raw product from. Letters of support (as opposed to letters of commitment) will not be reviewed.

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.

6. Eligible and Ineligible Expenses

Eligible Expenses Including but are not limited to:	Ineligible Expenses Including but are not limited to:
Salaries/wages and fringe benefits	Administrative or overhead costs that are not direct costs of the grant project
Real estate and equipment rental or leasing	Capital expenses such as build outs or expansions, or real estate
Consulting for whole farm planning, accounting, business planning, marketing, food safety, branding and web development	Consultant fees for construction (e.g., plumbing, woodwork, electrical work, etc.)
The purchase of equipment whose full value is \$4,999.00 or less per item	Equipment valued at \$5,000.00 or more per item with a depreciation of more than one year
Travel* via automobile (vehicle rental/mileage reimbursement)	Plane travel, hotel stays, per diem
Public information such as banners, yard signs, or brochures.	Promotional items such as t-shirts, pens, mugs, etc. to be used as give-aways, for staff attire, or for sale
Supplies (e.g coolers, totes, labels, printers, computers, software)	Repayment of loans or mortgages
	Rent or contract payments for time periods extending beyond the term of the grant contract
	Raw agricultural product to be used in value-added food product or sold
	Application/registration fees for licenses, tradeshow, or events

* Travel expenses must follow state travel guidelines.

7. Submitting Your Proposal

Proposals must be submitted to Juli Speck at juli.speck@wisconsin.gov. doc or .pdf versions are the only format accepted. All documents must be included in one file, (e.g a single pdf or doc).

Proposals must be received by **Noon (12:00p.m) on Friday, February 28th 2020.**

8. 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</u></p> <ul style="list-style-type: none"> • Preliminary work justifies the proposed project. • Project demonstrates filling a business need or opportunity. • Fills or creates a clearly defined new market opportunity for selling Wisconsin produced foods to Wisconsin buyers.
<p style="text-align: center;"><u>Goals/Objectives/Work Plan</u></p> <ul style="list-style-type: none"> • Proposed work plan is reasonable in relation to timeline and project team. • Work plan clearly linked to project goals and desired outcomes. • Demonstrates innovation in project management and approach.
<p style="text-align: center;"><u>Anticipated Results</u></p> <ul style="list-style-type: none"> • 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. • Project demonstrates economic development in the form of new/retained jobs, new investment, increased sales, etc. • Project benefits clearly demonstrate return on project investment. • Project illustrates a direct benefit to local food producers and local markets. • Will build supply chain infrastructure for building Wisconsin's local food system. • Builds a competitive advantage for Wisconsin agriculture. • Is the applicant a processor or producer?
<p style="text-align: center;"><u>Project's approach to measuring and tracking project results.</u></p> <ul style="list-style-type: none"> • Project clearly defines expected results. • Project incorporates a viable method for tracking and measuring project results. • Project goals clearly translate into anticipated results • Budget allocation for tracking and measurement is reasonable.
<p style="text-align: center;"><u>Financial Feasibility/Sustained Business Growth</u></p> <ul style="list-style-type: none"> • Viability of business and market outcomes. • Fiscal strength of applicant • Project will result in sustained economic impact or business growth. • Proposal clearly identifies how the project will continue/be sustained beyond the life of the grant.

Budget

- Budget items are clear, efficient and reasonable. Justification exists for each budget item.
- Budget items and work plan tasks are clearly linked.
- Consultants are identified when proposal is sent to DATCP
- Your budget must include any expenses you anticipate for the grant.
- 1:1 match is identified.

Support/Commitment

- Strong project support by participants, partners, industry and other relevant individuals or organizations.
- Project leadership and commitment, detail the experience of the project leader to carry out the project.
- Capabilities of project team match needs of project.

Communications/Project Replication

- Clearly defines how project information will be shared with the local food community.
- How similar efforts could be replicated in other areas of the state.

9. 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 four 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.

10. 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

- A honey producer wants to partner with a neighboring farm growing herbs and chili peppers to create spicy and herbal-infused honey. He applies to the BLBW grant to fund his time, his employee's time, a few supplies, and label development.
- A vended meal company that prepares and delivers vended/catered meals to early care centers, schools, and elder care feeding sites wants to meet the market demand to use more Wisconsin-grown foods in their vended meals. They hire a consultant to develop new menus and recipes that meet their customer needs, purchase small equipment to increase their use of local whole, fresh product, and hire a graphic designer to create new marketing and educational materials to be provided with their new/improved meals.
- Phyllis is farming on 4 acres in Northwest Wisconsin. She has a CSA and is selling to several restaurants in her area. She wants to hire a consultant to create a better business plan that includes a 10-year strategy so she will be able to sell to more local wholesale accounts, and to purchase a cooler for \$4,000.
- A hospital/school has a successful practice purchasing produce from a local farm or farmer-owned cooperative, and they want to increase the amount of local foods they purchase and use in their food service operation. Their plan is to purchase a large volume of produce in August and September, and process it into ratatouille, and freeze it for use throughout the winter. They will use the grant funds to hire a food service consultant to analyze their processing and food safety practices, purchase reusable storage supplies, and hire an evaluator to report on the process, create a case study, and share their lessons learned with other hospitals/schools.
- Elin wants to hire an on-farm food consultant to help streamline her post-harvest operations and work with her employees on training about food safety practices.
- A Wisconsin grower and packer of dry beans and legumes predominantly sells their product for export. They want to create a supply chain for their dry beans in the state of Wisconsin, including packaging, distribution, and marketing - with an emphasis on the institutional markets. They will use the grant funds to develop institutional-scale packaging and labeling, hire a salesperson to create/manage relationships with distributors and vendors that service Wisconsin, and create recipes and educational services to help institutions learn to use dry beans and incorporate them into menu items.

Budget Example

- Match must be at least 1:1 for every dollar requested for reimbursement.
- Budget narrative must be included to more fully describe project expenses.
- Items not included in the budget will not be allowed for match or grant requests
- Matching funds must also be eligible project expenses.
- Expenses listed must directly result in anticipated measurable outcomes.
- For salary and subcontractor/consultant categories, applicants must identify who and what work is to be done and use an hourly rate.
- Refer to the grant manual to see eligible and ineligible expenses.

Budget Summary Table

<u>Category</u>	<u>Description</u>	<u>Grant Request</u>	<u>Matching Contributions</u>
Salaries, Wages, & Fringe Benefits	Salary for employee #1 @ \$20/hour for 400 hours Salary for employee #2 @ \$18/hour for 350 hours	\$8,002	\$8,002
Contract & Consulting Services	Brand and web design with Sumac Design	\$3,000	\$1,000
Supplies & Materials	Bags-350 count 35#, field totes,	\$498	
Travel \$0.51 per mile	146.55 miles of travel for 4 site visits		\$75.74
Public Information (Mailings, business cards, sell sheets, brochures, etc.)	Sell sheets, brochures	\$1,000	\$1,000
Real estate/Equipment rental	N/A		
Equipment**	Vacuum Sealer, Speed Rack		\$2,500
Other/Misc. (Describe)			
<u>TOTAL</u>		\$12,500	\$12,577.74

Results Examples

Result 1: Increased local food sales of WI produced applesauce*

Measurement method: Sum of applesauce sales from apples collected through the project, from invoice records

Result 2: Three new jobs created, one part time job created

Measurement method: Number of individuals hired with direct support from project funding

Result 3: Number of farms with a new source of income

Measurement method: Count of farms from which *Paul's Applesauce Co.* purchases apples during the project

*Required for all proposals