



Wisconsin Department of Agriculture, Trade and Consumer Protection
 Division of Agricultural Resource Management
 PO Box 8911, Madison, WI 53708-8911
 Phone: (608) 224-4622 Fax (608) 224-4615

2017 DATCP Producer-Led Watershed Protection Grant Proposal

DEADLINE: 11:59 P.M. on September 1st 2016

(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

Please use additional pages as necessary.

NAME OF PRODUCER-LED GROUP (if applicable) Producer-led council of the Six-mile Creek Watershed			
PROJECT CONTACT NAME John Doe	E-MAIL John.doe@farms.org	PHONE NUMBER: (608) 555 - 5555	
MAILING ADDRESS STREET (where payment should be mailed to) 3610 Farm Drive	CITY DeForest	STATE WI	ZIP 53592
FISCAL MANAGER OF LEGAL ENTITY (if different from contact above) Ag Bank 1000	E-MAIL agmoneynow@bank.com	PHONE NUMBER: (608) 555-2233	

GRANT AMOUNT REQUESTED: \$20,000

GRANT AMOUNT REQUESTED AS UPFRONT PAYMENT (up to 25% allowed): \$5,000

PROPOSAL - Before filling out the proposal, please carefully review the Request for Proposals (RFP) for this grant.

Section A. PROJECT TITLE AND WATERSHED WHERE YOUR GROUP IS LOCATED (12 words or less) *See the DATCP webpage to determine your group's watershed.

Improving water quality and soil health in the Six-mile Creek Watershed

WATERSHED NAME and HUC NUMBER: Six-mile Creek Watershed, 070900020702

Section B. PROJECT SCOPE	Eligible:	Non-eligible:
Question 1: How many eligible and non-eligible agricultural producers are currently included in your producer led group? <i>You must have at least 5 agricultural producers who operate eligible farms to qualify for this grant. For the definition of an eligible farm, please see the RFP. Note: Participants within your producer-led group must reside within the same watershed.</i>	7	2

Question 2: What collaborating entity have you or will you sign a Memorandum of Understanding (MOU) with?

<input type="checkbox"/> DATCP	<input type="checkbox"/> DNR	<input checked="" type="checkbox"/> COUNTY LCC
<input type="checkbox"/> UW EXTENSION	<input type="checkbox"/> DISCOVERY FARMS	<input type="checkbox"/> NON-PROFIT (list):

Question 3: Broadly describe your producer-led water quality improvement project or program, starting with your intention and goals. Include a description of your watershed's specific resource concern(s) that your project intends to address.

Our intention is to improve soil and water quality within the Six-mile Creek watershed, located in south central Wisconsin. Our watershed has a TMDL for the impaired waterway of Six-mile Creek due to excess phosphorus and sediment loading, put in place in 2011. Also, according to our County's Land and Water Resource Plan, soil erosion and surface water quality are the top resource concerns in our area.

In order to address the resource concerns of our watershed, our producer-led group wants to increase awareness of conservation benefits, increase farm productivity by improving soil structure through the adoption of conservation practices and ultimately reduce phosphorus and other nutrient runoff from farm fields.

Our organizational goals are to establish our group with a mission statement, formal goals and a workplan for our watershed, which will include a water quality monitoring component. Our producer-led group is committed to also developing a strong outreach and education plan to engage additional agricultural producers in our watershed to participate in our efforts. We intend to double participation in our producer group within the first year.

We will work in partnership with our local land conservation department and our UW-Extension office to identify the best practices to use and promote in our watershed, host field days and perform on farm research.

Question 4: *For new groups:* Tell us how you will establish the group's structure, goals, and work planning.

For existing groups: Tell us how your project intentions, goals, or resource concerns have changed or developed since your last application

New groups: We will establish our group's structure by holding six meetings to discuss our formal goals, develop a mission statement and create a workplan. We will create a Board of Directors to govern our group and assign roles and responsibilities of the project. Also, we will further discuss and then outline how we will partner with the county and extension office to accomplish our goals, as well as what the county and extension will be doing to support our project.

Existing groups: Since our last application, we have developed a formal Board of Directors, a mission statement and a workplan to address our watershed's resource concerns of soil erosion and surface water quality. We will be continuing our efforts to reduce phosphorus loading and improve soil structure in our watershed by offering a reduced rate cost-share program to implement grassed waterways, strip tillage and cover crops. In addition to working with the county and extension office, we also are working with an ag industry group to help us produce and cover the costs of mailings and outreach materials to engage more farm participants in our events. We also added three new producers to our formal group.

Question 4b: *For existing groups only:* List your accomplishments using previously awarded funding through this program. Highlight relevant goals and deliverables associated with these accomplishments.

Since our last application, we have held six board meetings to develop the group's structure and have assigned roles and responsibilities to each member. Our President is working directly with our collaborator on coordinating board meetings and moving our research project forward. Our Vice President is working on increasing farmer participation through mailings and the incentive program. Another board member is working with local ag dealers to coordinate our field day. We have sent out two mailings to promote the benefits of conservation practices. We also held an educational field day on strip tillage and cover crops with over 100 attendees. We have begun developing a cost-share program offering grassed waterways, strip tillage and cover crops covering over 5,000 acres. Additionally, we are finalizing our research project goals and timeline with our ag extension agent, which will begin in early May. The project will be measuring the erosion reduction provided by three different cover crop varieties.

Question 5: Explain how you intend to spend this funding. What current or planned conservation activities will you perform to improve water quality and/or address your watershed's specific resource concerns?

For existing groups: Also, tell us how this funding will compliment and expand upon existing group efforts.

New groups: Our group will create an incentive payment plan for conservation practices to help offset the costs of trying grassed waterways, strip tillage and cover crops, host two educational field days per year and distribute informational materials on conservation benefits through our mailing list of 50 producers. We will use these funds to provide payments to farmers and for material, printing and staff costs of putting on the field day, detailed in our attached budget.

Existing groups: This funding will compliment additional funding we have secured from ag industry partners and grantors, and will allow us to expand on our incentive payment plan and host an additional field day this year. Our field day had a great turn out last year and we would like to be able to offer it on another day and also showcase different conservation practices on a different farm field. We also want to use this funding to offer no-till as a practice in our incentive program along with the others we are currently offering.

Question 6: *For new groups:* How will you work with the collaborating entity you are choosing to form a MOU with to accomplish the goals of your group?

For existing groups: Will you continue the same partnership and MOU as your previous application? If so, how will you continue the partnership with your collaborator to accomplish your goals? If not, how will you work with your new collaborator to accomplish your goals?

Additional information regarding efforts with other partners should be included in Section D.

A copy of the MOU must be submitted along with your grant application.

New groups: We will collaborate with our local land conservation department to offer technical assistance to farmers that participate in our incentive program. Our county conservationist will also help with evaluating the phosphorus reductions associated with the installed practices. Details of our partnership are outlined in the attached MOU.

Existing groups 1: We will continue the same partnership as our previous application however, we will now be exchanging funds between our group and our collaborator so we have included an updated MOU to reflect that change. Additionally, technical support for design and planning of waterways will be provided for free from our county partner.

Existing groups 2: This year, we will now be collaborating with UW-Extension as we believe they will be able to provide us with more one-on-one assistance in evaluating phosphorus reductions from installed practices. We also will work with Extension to have educational presentations at our events.

Question 7: Tell us what actions you will conduct to increase participation/membership in your producer-led group

To increase participation and membership in our group, we will send out a mailing to all ag and non-ag landowners that tells them about our project and project goals. We will also host two field days and invite all of the landowners in our watershed to attend. We believe we will gain more members by offering a diverse incentive program to test conservation practices and by providing a platform for farmers to discuss resource concerns and solutions in our watershed.

Question 8: How will your group measure progress and evaluate success? What metrics do you plan to use? What deliverables do you expect to include in your annual report? See Chart 1 in the RFP for examples.

We will measure progress by tracking the number of new acres covered in a nutrient management plan (NMP), acres covered in no-till, grassed waterways, cover crops and buffer strips installed as well as the number of new farmer participants in our group. We will also track the number of attendees at our field days and provide a summary of information learned. We plan to include the following deliverables in our final report: Number of new or updated nutrient management plans, number of new acres of conservation practices and modeled soil erosion and P reductions from practices using SnapPlus, increase in number of participants and partnerships, number of funding sources secured, attendance and success at outreach events and number of outreach materials created and distributed.

Section C. QUALIFICATIONS: Provide the following information for at least **5 eligible farmers and at least 1 collaborator.**

For each farmer, include: brief overview of farm operation, why each farmer is committed to this project (this could include conservation background, other leadership roles, etc.), and his/her role in the project.

Eligible Farmer Name: JOHN DOE

Farmer information:

We have a 600 cow dairy, farm 200 acres of land and incorporate several conservation practices into our operation including cover crops, no-till and a low disturbance manure injection system. We have been very involved at our town board meetings and want to help make more changes on the land in our watershed to improve water quality. I intend to be the lead on the project and will work to encourage our neighbors and other farmers in the watershed to join our efforts. I will also be the main contact with our collaborator and DATCP.

Eligible Farmer Name:

Farmer information:

Collaborator Name: Jane Doe

Relevant work experience, conservation background, previous leadership roles, and commitment to this project:

I work as the county conservationist for Ag County and have encouraged conservation efforts throughout my 20 year career. I have led on-farm research projects such as evaluating economics of incorporating cover crops into various crop rotations. I am very committed to the success of this group and helping to evaluate the phosphorus reductions associated with the practices implemented in this project.

Project responsibilities:

I will help organize the group and provide oversight and direction on moving the project forward based on the goals of the farmers within the group. I will also provide additional resources from the county including handouts and presentations at field days, and technical support for practice design and installation.

Collaborator Name:

Relevant work experience, conservation background, previous leadership roles, and commitment to this project:

Project responsibilities:

Section D. ADDITIONAL INFORMATION - Please provide any additional details about your project that will help the reviewers assess your project need and merit. This could include, but is not limited to:

- Timeline of activities proposed
- Additional strategies for increasing farmer participation
- Partnerships with other agencies, agricultural groups or agricultural professionals to strengthen and leverage your efforts
- Incorporation of nutrient management and DATCP Nutrient Management Farmer Education grants.

Timeline of activities proposed:

January 2017: Form group's structure, develop mission statement, goals, workplan

February 2017: Plan research project with Extension

March 2017: Develop incentive plan

April 2017: Send out mailing to advertise incentive plan

May 2017: Begin research project with Extension, start incentive program signups

June 2017: Continue research project, work on getting more sponsors

July 2017: Send out mailing to advertise for field days

August 2017: Process payments and send out to participating farmers

August – October 2017: Plan field day

November 2017: Host field days

December 2017: Work with County to model phosphorus reductions from installed practices

Partnerships/additional strategies for increasing farmer participation

Other partnerships we have established include: Wisconsin Farm Bureau, Wisconsin Pork Producers Association, WI DNR and several local agribusinesses that provide services in our watershed. All of these groups are dedicated to helping our group increase farmer participation through their partnerships and will provide in-kind staff time to our group. Additionally, our partnership with a local ag dealer will contribute in-kind staff support, supply and mailing costs to create and send out outreach materials to hopefully increase the number of farmer participants in our efforts. Letters of support from some of these partners are attached.

We also have two CSA farmers, who do not meet the definition of eligible farmers through this grant, that will help provide outreach on the group's efforts to their customer base.

Incorporation of nutrient management

We also will be incorporating nutrient management education at our field days with the help of UW Extension agricultural agents. Additionally, we will provide a nutrient management workshop in partnership with our County Land Conservation Department for farmers in our watershed to provide education about and discuss the value of nutrient management planning and soil testing. We intend to apply for the DATCP Nutrient Management Farmer Education grants in partnership with our County to help accomplish this.

Producer Led Watershed Protection Grant Program Budget Request

APPLICANT NAME Producer led council of the Six-mile Creek Watershed	PHONE NUMBER: (608) 555- 5555
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Section E. BUDGET REQUEST			
<i>Please add rows as necessary. Staff time must be separated out in project deliverables.</i>			
Project Deliverable <i>Please find eligible project costs in the Request for Proposals or Budget Instructions. Staff time requests must be separate line items.</i>	Matching Funds <i>Must be a 1:1 match. For example, if you are requesting \$20,000, you must provide a match of at least \$20,000.</i>	Source of Matching Funds <i>Please indicate the source of matching funds. Ex. DATCP, private grant fund, ag group, state agency, etc.</i>	Grant Request <i>Please indicate the total amount of grant funds requested for each line item.</i>
Provide incentive payments of \$15/acre for 600 acres of cover crops	Farmer cost-share at \$20 per acre: \$9,000	Participating farmers	\$15,000
Provide incentive payments of \$10/acre for 200 acres of grassed waterways	Farmer cost-share at \$40 per acre: \$8,000	Participating farmers	\$2,000
Provide incentive payments of \$10/acre for 200 acres of strip tillage	Farmer cost-share at \$20 per acre: \$4,000	Participating farmers	\$2,000
Cover Crop Research Plot: \$50/acre for 40 acres	\$2,000	UW Extension	
Field day materials: signage, educational materials, audio/visual equipment	Collaborator time at \$25/hour for 20 hours: \$500	County staff	
Lunch at field day for approximately 100 people (\$10/person)			\$1,000
Coordinator to organize field day (40 hours at \$25/hour)	In-kind sponsor time: \$1,000	Sponsor Name	
TOTALS	MATCH \$24,500		GRANT REQ. \$ 20,000

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

Applications must be received electronically no later than 11:59 pm September 1st, 2016.

Email completed proposals to: Rachel Rushmann at rachel.rushmann@wi.gov.