Producer-Led Watershed Protection Grant Program

APPLICATION GUIDE



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GENERAL PROJECT INFORMATION

The Project Title can indicate what your group will focus efforts on through this grant project.

NAME OF PRODUCER-LED GROUP Farmers of the Big Blue River			
LEAD CONTACT NAME	E-MAIL	PHONE NUMBER:	
Ulysses Everett McGill	whereartthou@gmail.com	(222) 322 - 8888	
MAILING ADDRESS STREET OF ENTITY TO BE PAID	CITY	STATE	ZIP
123 Dirt Rd.	Farmtown	WI	522
LEAD FARMER NAME	E-MAIL	PHONE NUMBER:	920-
Delmar O'Donnell	uwasatoad@hotmail.com	(888) 111 - 4444	
FISCAL MANAGER OF GROUP (if different from lead contact above)	E-MAIL	PHONE NUMBER: (999) 333 - 3333	
Pete Hogwallop	yourstruly@aol.com		
GRANT AMOUNT REQUESTED: \$ 40,000			
PROJECT TITLE (12 words or less): Promoting soil health	n, water quality improvement and farm	n profitability in the Big Blue F	River watersh
WATERSHED NAME and HUC NUMBER (ex. Rock Rive	er Watershed, 705000706): 0000000	000000	
Note: Participants within your group must reside within the group's watershed.	e same watershed project area. See	the DATCP webpare to deter	mine your

The Lead Contact can also be your lead farmer, or it can be your collaborator. We will use this person as the main point of contact for the grant.

The Fiscal Manager is the person who manages the grant funds. If your producer-led groups is a 501c3, then this might be the treasurer of your group. If your funds are being held on the group's behalf by another entity such as the county land conservation department, for example, the person with that organization that you work with would be listed here.

List all HUCs that you will be working in, and double check the numbers, as DATCP uses these to create the watershed group maps.

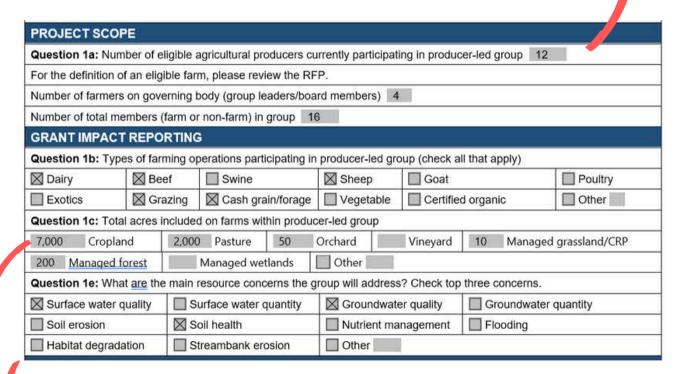
Any outreach events, incentive programs, and other project costs covered by the grant must occur within your approved watershed project area.

PROJECT SCOPE + REPORTING METRICS

It is up to the group to define what constitutes a participating member. Examples groups have used in the past include:

- Someone who attends at least 2 board meetings per year
- Someone who regularly attends group events (field days, workshops, etc.) and provides input on group activities
- Someone who has paid a group membership fee
- Someone who has participated in a conservation incentive program

Generally, a member should be someone more involved than having attended one past event, and/or simply belonging to an email list.



Do your best to include acres of all farmers you've counted as members in question 1a. This helps track both your group's and program growth.

DEVELOPING YOUR WORK PLAN

A vision directs you to your organization's goals. It helps paint a picture of the organization and focuses on the "why" and the meaning behind your organization's actions. It can help describe what you are building towards in the future.

The mission describes the "what" and "how" of your group. It can outline what you are doing now to reach your goals.

WORK PLAN

Please list the group's vision and mission statements. Outline the goals and objectives for this year's work plan. Include details on how your work plan addresses water quality, soil health and other resource concerns you intend to address.

Vision statement To catalyze the adoption of diverse soil health systems management on farms across the Big Blue Watershed, leading to water quality improvement and increased farm financial stability.

Mission statement Create opportunities for farmers in the Big Blue Watershed to learn about and ease the transition into soil health management systems through education, outreach, and conservation incentives.

Your workplan sets the stage for who you are as a group and helps organize the group's annual activities.

Reviewers compare the content and activities included throughout your grant with the original work plan to identify how proposed activities relate to your vision, mission, goals & objectives.

This section is very important and is referenced frequently during review of the application

GOALS + OBJECTIVES

nealui management systems unough education, odneach, and conservation incentives.

Goals & Objectives Goal 1: Deliver four educational events for farmers of varying levels of soil health adoption.

Objective 1.1: Organize and host one field day on a member farm highlighting tips on how to plant and manage rye in a dairy vs. cash grain operation (beginning soil health farmer audience).

Objective 1.2: Host a shop talk featuring two soil health experts to talk about how soil health changes in the first five years after implementing soil health practices (intermediate soil health farmer audience).

Objective 1.3: Host a field day on a member farm on how to get started with grazing cover crops (intermediate-advanced soil health farmer audience).

Objective 1.4: Organize a farm tour on a member farm showcasing a farm under continuous living cover managing a permanent pasture rotational grazing system as well as a no-till diverse cash grain system with cover crops.

Goal 2: Increase conservation practice acres implemented by member farms by 10% by 2025.

Objective 2.1: Continue to provide financial assistance to farmers in our watershed through our conservation incentive program offerings; refine program offerings annually to best serve needs of farmers in our community.

Objective 2.2: Conduct at least two conservation practice demonstrations annually to provide educational opportunities for area farmers on how to integrate soil health and conservation into their farm management.

Goal 3: Engage 2-5 farms annually representing different operation and management types in our group's mission and activities.

Objective 3.1: Develop an outreach committee of three farmers and a conservation partner to guide our annual communications and outreach plan. At least one farm must represent a rotational grazing farm and another must represent an alternative crops farm (vegetable, fruit, cranberries, food-grade grains, etc.).

Objective 3.2: Expand our conservation incentive program offerings to include grazing practices and other rotational practices. Goal 4: Increase partnerships (financial and other areas of support) with 1-2 organizations annually.

Objective 4.1: Hire a marketing company to assist us with developing of marketing materials and a marketing campaign to solicit more interest from local and other businesses to partner with our cause.

Objective 4.2: Modify our outreach coordinator's workplan to include development and financial partnership scoping as 25% of the position's workload.

Goals identify a desired outcome;

Objectives

identify the specific actions that will lead to the outcome

Goals are broader in concept, while objectives are more specific and tangible.

It can be helpful to number your goals and the objectives underneath each to organize your workplan.

COLLABORATORATION + PARTICIPATION

Identifying the role(s) of your collaborator helps reviewers understand the viability of the work plan and if you have sufficient support to carry out your work.

-10					
MEMORANDUM OF	UN ERSTANDING (MOU) & COLLAB	ORATOR ROLES		
Select which entity you	ı a ∍ creating a MOU with	. You must include	a copy of the MOU v	with your submission.	
County LCC	DNR UW Ext	ension D	iscovery Farms		
Non-Profit Conserv	at on Organization (list):				
Role of collaborating	entity in producer-led g	roup (check all tha	t apply)		
Identification of proj	ects and goals		tions and public rela	ations	
Project developmen	nt and execution	Other Orga	☑ Other Organizing conservation incentive programs		
	ent and fundraising	Other Ass	istance with executi	ng outreach events	
Existing groups – Ha	ve you changed collabora	ators over time?	☐ Yes 🖾 No		
If yes, what led you to	o switch collaborators?				
MEMBERSHIP & PA	ARTICIPATION				
New members/partici	pants recruited in previ	ous grant cycle (if	applying as an exist	ting group)	
Number of new member	ers/participants recruited	4			
Membership/participa	ation recruitment goal fo	or this year			
Goal for number of nev	w members/participants	2			
Previous successful groups)	membership recruitmen	it activities (existin	g groups) or any i	nitial work planning meetings (new	
 Annual winter 				c-off the group activities for the year	
				s and how to get involved. Ir field events and makes personal	
invitations to u	pcoming meetings or eve	nts when appropriat	e.		
	e Southeast Regional Tea list that they curate.	m and have been s	haring our events th	rough the Regional Team Coordinator	
	recruitment activities				
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	artner with Down to the Rinancial and overall suppo		\$2500CEEEEEEEE	eting campaign to area businesses to	
We are worki	ng with a non-member fa	rmer right now to de	velop a small-scale	field demonstration on their farm.	
	fering grazing and pasture pader types of farms.	e-related conservation	on incentives to atte	mpt to increase the relevance of our	
Historical producer-le	ed group total members	hip	973		
1st YEAR Funded	5 Total membersh	nip 5th	YEAR Funded	Total membership	
2nd YEAR Funded	12 Total members	ship 6th	YEAR Funded	Total membership	
3rd YEAR Funded	16 Total membersh	nip 7th	YEAR Funded	Total membership	
4th YEAR Funded:	Total membershi	p 8th	YEAR Funded	Total membership	

Membership recruitment efforts and historical membership numbers helps us look at how existing groups are progressing. Membership is not the only metric DATCP uses to evaluate growth.

CONSERVATION INCENTIVES

Please include all practices that your group plan supporting information in light grey if available. NOTE : Payments cannot be made through this					
Practice Single-species cover crops		Total funding requested for pr	Total funding requested for practice \$6,000		
Incentive payment offered per acre/per unit \$30/acre	Numbe more	r of total farms to be funded 4 or	Total acres funded 200		
Totals acres covered beyond DATCP 400 or r	more	Maximum payment per farmer (if applicable) \$1,500		
Practice Multi-species cover crops after sm grains	nall	Total funding requested for pr	ractice \$6,750		
· · · · · · · · · · · · · · · · · · ·		r of total farms to be funded 3 or	Total acres funded 150		
Totals acres covered beyond DATCP 150 or r	more	Maximum payment per farmer (Maximum payment per farmer (if applicable) \$2,250		
Practice Pasture renovation/new pasture establishment	1	Total funding requested for pr	ractice \$9,000		
Incentive payment offered per acre/per unit \$60/acre	Numbe more	r of total farms to be funded 3 or	Total acres funded 150		
Totals acres covered beyond DATCP 150 or r	more	Maximum payment per farmer (if applicable) \$3,000		
Practice Interseeding pastures		Total funding requested for pr	ractice \$5,000		
Incentive payment offered per acre/per unit \$50/acre Number of more mo		er of total farms to be funded 4	Total acres funded 100		
Totals acres covered beyond DATCP 100 more more		Maximum payment per farmer (if applicable) \$1,250			
Practice Grazing cover crops		Total funding requested for pr	ractice \$5,000		
Incentive payment offered per acre/per unit \$50/acre	Numbe more	r of total farms to be funded 2 or	Total acres funded 100 acre		
Totals acres covered beyond DATCP 100 or more		Maximum payment per farmer (if applicable) \$2,500			

Projects that promote continuous living cover

practices are listed as a priority in the PLWPG Request for Proposals.

The group proposes the incentive payment rate for each practice they will offer. Think about balancing a realistic cost-share rate with project impact (how many acres you will reach). DATCP may notify successful applicants if what is proposed as a payment rate must be modified during contract development.

Ensure that the practices you will incentivize align with your work plan.

DEMONSTRATION + RESEARCH

DEMONSTRATION/RESEARCH PLOTS		
Please include the following information for any on-farm demonyear.	nstrations, field trials or research plots to be conducted this	
Plot/Research Location Hogwallop Acres		
Plot/Research size 40 acres	Practices highlighted/evaluated Continue to monitor and evaluate this long-term comparison site of a conventional corn-soybean rotation alongside a corn-soybean-small-grain rotation managed using soil health principles.	
Outreach to be conducted on this project Data collection and a	analysis, annual research report, pop-up field day	
Demonstration Long-Term Soil Health Management in a Grain System.	Research	
Plot/Research Location Greenest Pastures LLC	via to the second of the secon	
Plot/Research size 30 acres	Practices highlighted/evaluated This field was incorporated into the Greenest Pasture farm's rotationally grazing system, being converted from row crop to perennia pasture last year. We will host multiple site visits for farmers to see how the pasture progresses in its first year through grazing management and demonstrations for fence installation and waterline installation will occur as well.	
Outreach to be conducted on this project Multiple pop-up field progress story to be included on our webpage.	days (From Row-Crop to Pasture Field Day Series); a photo	
□ Demonstration Converting Row Crop to Pasture	Research	
Plot/Research Location Multiple farms throughout Big Blue Ri	ver Watershed	
Plot/Research size TBD	Practices highlighted/evaluated Multiple farms in our group have agreed to participate in this research project about cover crop practices in Wisconsin.	
Outreach to be conducted on this project Invite researchers to	a board meeting to present results	
☐ Demonstration	Research UW Citizen Science Cover Crop Survey Project	

Provide as much detail about proposed demonstration and research plots as you can.

Don't skip over the outreach portion of this section.

You may refer to which goal & objectives the plots address in the 'practices evaluated' section.

You may include projects that your group is participating in as part of a larger-scale effort here.

OUTREACH ACTIVITIES

Having a comprehensive strategy with a few different approaches to outreach and communication strengthens an application.

eakers planned a Cover Crop (eakers planned	Walter Ohio, farmer & Sharon ension professional Farmer Greener, Greenest Pastures (Obj 1.1) Gary Soybean
s a Cover Crop (eakers planned	(Obj 1.1)
s a Cover Crop (eakers planned	(Obj 1.1)
eakers planned	75 - 35 - 11
22 2	Gary Soybean
eakers planned	
eakers planned	
natode	Dr. Ruth Rhizobia, Dr. Nelson
eakers planned	Farmer Grazier
eakers planned	Paul Producer
on happenings ries of social me atershed, educa Social media wi ervation partners ment (see about t to local media.	across the Big Blue River Watershed and a efforts promoting the Big Blue River ation on the farming and conservation ill be utilized leading up to an evening a to come together for a program on the ve).
	eakers planned newsletters, blog on happenings ries of social me atershed, educa Social media w ervation partners

Groups that put some effort into mentoring and learning from other groups and farmers get ranked higher. This has proven to be a metric for success. Note that mentorship is an allowable cost to pay for with PLWPG funds.

EXISTING GROUPS-SUCCESSES + IMPROVEMENTS



Use this space to document your success stories! This information is considered when looking at the progress of a group.

FOR EXISTING GROUPS ONLY

Describe at least one significant success of your group related to a goal achieved, a program delivered, farmer attitudes changed, or other change in the community as a result of your work in the previous grant cycle. Last year we hit our goal of a 10% increase in cover crop adoption in the watershed, demonstrating our efforts are having an impact on the living cover in the watershed.

Describe administrative or organizational changes the group will make this year to improve the function and/or increase the impact of the group.

- We will be forming an outreach committee of three farmers with at least one grazier, one alternative crops farmer on the committee to direct the planning of future outreach and education events to try to bring more farmers representing different types of enterprises and thus, opportunities for soil health management methods into our group.
- We will be including partnership development into the role of our group coordinator to assist us with seeking out new opportunities for financial partnerships to help increase our financial sustainability as a group.

DATCP scores existing groups (groups that are at least 2 years old) using different ranking criteria from new groups, with more emphasis placed on

continuous improvement and progress.

Making changes to be more efficient or impactful is a positive.

Things to list here can include: changes in organizational structure, membership, partnership changes, re-iterating new efforts detailed in other parts of the application, and more.

GRANT TRACKING

TRACKING PROJECT	
Select which of the following goals and metrics your group wil to the tracking project. Existing groups should emphasize rest	I use to measure progress and for reporting success in addition ults-based metrics than effort-based metrics.
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
Plan created to distribute conservation incentives	after accepting cost-share through your group
Number of outreach materials created	Results of testing innovative practices or techniques
Data collection and analysis plan	Number of soil samples taken and acres covered
Number of group meetings and list of accomplishments	Attendance and outcomes at outreach events
Number of new farms involved in the group	Increase in number of group participants and partnerships
Number of new partnerships formed	Number of farm assessments
Number of new sponsorships received	Coordinator position: hours spent
☑ Total dollars raised beyond DATCP grant	Number of nutrient management plans developed or
Number of speaking engagements	updated using <u>SnapPlus</u>
Number of mailings	Soil test P reductions
Number of newspaper articles mentioned in	Phosphorus Index value reductions
Farmer survey results	On-farm research results
Water quality monitoring plan	Long-term sustainability plans
Other: Results from our marketing campaign (social media engagement numbers, # of new partnerships developed from that, new farmer members, & the materials developed to be used in the future)	Water quality monitoring completed
Other:	Other:
Other:	Other:
Other:	Other:

Select metrics that make sense related to measuring progress towards your identified goals and objectives. Write in any that are not included on the list provide din the application.

In addition to tracking the metrics identified in your application, each successful applicant must fill out a Conservation Tracking

Form as part of their final grant report.

FARMER + COLLABORATOR STATEMENTS

This can be what you want to learn specifically on one of your fields, on your farm, or big picture lessons as well.

QUALIF CATIONS:

rovide 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, <u>state</u> and federal rules, laws and regulations.

Eligible Farmer Name: Pete Hogwallop, Hogwallop Acres

Overview of farm operation (can include acreage, livestock, production and conservation practices): 350 acres of corn, soybeans and small grains managed with cover crops, no-till, and emerging into grazing a small beef herd on cover crops.

What do you hope to learn by participating in this producer-led group? I want to learn how to refine my cover crop grazing system. I've recently acquired a small beef herd and I'd like to take advantage of spreading manure on my cover crop ground in the fall with temporary grazing and am interested in figuring out the most efficient way to do this. I also want to continue to learn how to get through to other farmers in our watershed in encouraging them towards soil health management.

If you are part of an existing group, how has your management changed since participating in this project? I've branched out considerably with cover crops and have started growing more acres of small grains each year. I've also decided to add animals back into my operation for the fertility and soil health benefits of some grazing.

The farmer and collaborator statements are important because the help the review committee in evaluating

farmer commitment

towards the group and the project.

In addition to talking about farm management changes, you can also talk about broader social changes you might have noticed in your comunity since the producer-led watershed group has been active.

Including details on collaborator and partner responsibilities

in this section helps showcase project viability in addition to farmer commitment.

ADDING ADDITIONAL INFORMATION

ADDITIONAL INFORMATION

Please 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 producer-led watershed 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

2024 Annual Timeline of Work

January:

- Finalize data summary of conservation practice survey
- Annual winter workshop
- Board meeting

February:

- Complete 2023 Progress Report: share out to membership, local media, and partners
- Attend DATCP Producer-Led Annual Grants Workshop

March: Board meeting April: Soil Health Shop Talk

May: Board meeting

First pasture walk in pasture walk series

Including a timeline can help show the review committee that the group has thought through how they will execute their work plan.

Sharing information about partnerships key to accomplishing your project can be helpful. This section can
strengthen your
application and provides
an opportunity to share
additional information
about your proposed
project.

BUDGET SECTION

Please a	dd rows as necessary. Staff ti	me must be separated out wi	thin eligible expenses.	Dozna do de la companya de la compan	го.
	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.	Conservation Practices	Incentives_Cover Crops	\$ 12,750	Producer Match	\$ 12,750
2.	Conservation Practices	Incentives_Other (Pasture Ren.)	\$ 9,000	Producer Match	\$ 9,000
3.	Conservation Practices	Incentives_Other (Interseed Pastures)	\$ 5,000	Producer Match	\$ 5,000
4.	Conservation Practices	Incentives_Other (Graze Cover Crops)	\$ 5,000	Producer Match	\$ 5,000
5.	Administrative	Staffing	\$ 5,000	Expand Your Soil Horizons	\$ 2,000
6.	Conservation Demonstration & Education	Demonstration/Research Plots	\$ 12,000	SARE Farmer Research & Education Grant	\$ 2,000
7.	Conservation Demonstration & Education	Field Days/ Tech Days	\$		\$ 1,000
8.	Conservation Demonstration & Education	Educational Workshops	\$		\$ 2,000
9.			\$		\$
10.			\$		\$
		Total Match Amount:	\$ 48,750	Total Request:	\$ 38,750

Double-check that your match amounts are correct and that you've met the required 1:1 match and at least 50% cash match requirement.



Match does not have to be recorded line item for line item.

Make sure your budget requests match the activities you've outlined in your grant proposal. Refer to the RFP for

a list of eligible vs. ineligible costs and guidance on match.

OTHER RESOURCES

- <u>Application Form and Request for Proposals</u>
- <u>Producer-Led Watershed Protection Grant Program Frequently</u>
 Asked Questions Guide
- Managing Your Producer-Led Grant Webinar
- <u>Producer-Led Group Roadmap: Finding Success in Farmer-Led</u>
 <u>Watershed Organizations</u>
- Guide to Partnerships for Producer-Led Watershed Groups
- <u>Grant Reporting Forms</u>

Don't hesitate to reach out with questions about your application!



Contact

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(608) 640-7270