



GUIDELINES & CRITERIA

All proposals will be scored as noted and shall include the following:

1. COVER PAGE: Must include title of project, name, address, and telephone.
2. BACKGROUND AND JUSTIFICATION: Identify the issue or problem to be addressed and explain why the project is important and timely. Include data that demonstrates the extent of the problem, number of people or operations affected, and/or economic impact. (20 pts.)
3. GOAL(S) AND OBJECTIVES: Describe the overall goal(s) in one or two statements. List and describe the essential objectives of the project. (15 pts.)
4. SCOPE OF WORK: Explain briefly how each objective will be accomplished. Include appropriate time lines. Be clear on who will do the work. Consideration will be given to proposals which clearly and precisely address these requirements. (20 pts.)
5. SUPPORT FOR THE PROJECT: Include matching funds, letters of support, and other commitments to the proposal. (20 pts.)
6. COMPETENCY AND EXPERTISE: Describe the qualifications of the individual(s) and organization/company doing the work. (10 pts.)
7. EXPECTED OUTCOMES: What will be accomplished and how success will be measured upon conclusion of the project. (5 pts.)
8. BUDGET: Must clearly and consistently list activities which address the scope of work, dollar amount requested from NMDA for each activity, and company match. Company match

can include in-kind contributions, salaries, equipment, facilities, and cash. (See sample budget format.) (10 pts.)

9. VENDOR FORM: If funding is granted, and your company isn't on the NMSU Banner System, call (575) 646-4929 and an NMSU Vendor ID Form will be sent to you.

SAMPLE BUDGET

Activity	Amount Requested from NMDA	Company Match	Total
Contractual	\$3,000	\$3,000	\$6,000
Rental	\$1,000		\$1,000
Advertising	\$4,000		\$4,000
Printing	\$2,000		\$2,000
Labor		\$4,000	\$4,000
Equipment		\$3,000	\$3,000
Totals	\$10,000	\$10,000	\$20,000



The New Mexico

Specialty Crops Program

Funds for Agricultural Development and Promotion

New Mexico Department of Agriculture
 Marketing & Development Division
 MSC 5600, P.O. Box 30005
 Las Cruces, NM 88003-8005
 (575) 646-4929
 Fax: (575) 646-3303

ELIGIBILITY

The New Mexico Department of Agriculture (NMDA) seeks New Mexico companies, individuals, agricultural organizations, commodity groups, and nonprofits which have a long-term commitment to improving the economic viability of New Mexico's rural economy or have projects with a significant value-added and marketing potential for high-value specialty crops.



REQUEST FOR PROPOSALS

Requests for funding are due May 15 each year. Proposals received after May 15 are only eligible for consideration if funds are still available. Applicants must address each of the criteria briefly but completely. Each proposal should not exceed five pages. All projects approved, must be completed within the fiscal year (July-June). Projects may not be approved for more than one year. NMDA's Marketing and Development Division will review all proposals. Awards will be announced on or before

August 1. NMDA's objectives are agricultural growth, rural stability, maintaining market share, market development, value-added, and product development. The New Mexico Specialty Crops Act of 1983 provides limited funding for marketing projects, promotional activities, market potential surveys, and specialty crop demonstration projects. High value specialty crops include New Mexico produce, fruits, nuts, and hay; agricultural products with a value-added component; unique and alternative crops; and organic products. The maximum amount which will be awarded to individuals is \$5,000-\$10,000 and the maximum amount which will be awarded to companies and organizations is \$25,000-\$30,000.

Please submit proposals to:
Edward M. Avalos, Division Director
New Mexico Department of Agriculture
MSC 5600, P.O. Box 30005
Las Cruces, NM 88003-8005

SELECTION CRITERIA

Proposals meeting the basic eligibility requirements under the New Mexico Specialty Crops Program will be reviewed and evaluated by the NMDA Marketing and Development Division. Letters announcing awards or rejection will be mailed on or before August 1. Successful applicants will be required to fill out an NMSU Vendor ID Form which

requires a Social Security number and/or Federal ID number/New Mexico Tax ID number.



REPORTS

All proposals funded will require a final report on the activity/project to be issued to NMDA prior to receiving full payment. Some proposals, depending on the scope of work, will require specific progress reports.

