SELECTION CRITERIA

Proposals meeting the basic eligibility requirements of the New Mexico Agricultural Development and Promotional Funds Program will be reviewed and evaluated by the NMDA Marketing and Development Division and an outside review panel. Letters announcing funding decisions will be mailed on or before July 1, 2013.

If you have a project you believe qualifies for funding, please contact Craig Mapel of the Marketing and Development Division at (505) 852-3088 or cmapel@windstream.net to discuss your project or to arrange a meeting.

REPORTING REQUIREMENTS

Grantees will be paid on a reimbursement basis only. Any request for reimbursement on allowable expenses must be accompanied by a progress report and proof of expenses incurred (rather than expenses due). At the completion of the project, each grantee will be required to submit a final report to NMDA. Final reports are due on May 31, 2014.

New Mexico Department of Agriculture Marketing and Development Division

For more information contact
NMDA Marketing Specialist
CRAIG MAPEL
MSC 5600, P.O. Box 30005
Las Cruces, NM 88003-8005
Direct: (505) 852-3088
Office: (575) 646-4929
Fax: (575) 646-3303

AGRICULTURAL Development
and Promotion Funds Program
formerly known as the
New Mexico Specialty Crops Grant Program

A program of New Mexico Department of Agriculture
The Agricultural Development and Promotion Funds Program was designed to promote agricultural growth and rural stability, maintain or increase market share for products already on the market, develop markets for new products, and develop value-added products. In the past, funding has gone to numerous groups and individuals for a wide variety of projects and programs, including the New Mexico Farmers’ Marketing Association’s survey work to determine the need for the permanent market site for the Santa Fe Farmers’ Market, on-farm demonstration projects to determine the production potential of a variety of specialty crops, and an array of feasibility and marketing studies. Generally, grant amounts range from $500 to $10,000 for individual applicants and up to $30,000 for groups working on a joint initiative.

Grantees are paid on a reimbursement basis only. Funds are released only after a grantee has submitted an invoice and corresponding receipts. Grant funds cannot be used to purchase land, buildings, equipment, or for any type of capital improvements.

Chapter 230, an Act passed in 1983 by the New Mexico Legislature, provides funding for marketing projects, demonstration and promotional activities, market potential surveys, facilitation of the development of marketing facilities, and specialty crop demonstration projects.

HOW TO APPLY
Applicants should submit a written proposal to NMDA on or before May 1, 2013, following the guidelines described below. It should be no longer than five pages using a 12-point font. In the proposal applicants must address the topics below in the order in which they appear.

**COVER PAGE**
Include title of project, applicant name, address (mailing and physical), and telephone number of the project coordinator.

**BACKGROUND AND JUSTIFICATION**
Identify the issue or problem to be addressed and explain why the project is important and timely. Include data that demonstrate the extent of the problem, number of people or operations affected, and economic impact. (5 points)

**GOALS AND OBJECTIVES**
Describe the overall goal(s) in one or two statements. List and describe the essential objectives required to achieve each goal. (10 points)

**SCOPE OF WORK**
Explain briefly how each objective will be accomplished. Include a timeline listing which person/agency will perform each task. A bullet or table format is preferred. (15 points)

**SUPPORT FOR THE PROJECT**
Include matching funds (cash or in-kind) and other commitments to the proposal. (10 points)

**COMPETENCY AND EXPERTISE**
Describe the qualifications of the individual(s) and organization(s) performing the work. (15 points)

**EXPECTED MEASURABLE OUTCOMES**
Describe what will be accomplished as a direct result of the project and how each outcome will be measured. Provide a benchmark or a timeline for each expected outcome. (15 points)

**LONG-TERM PROSPECTS**
Address this question: Can the project be sustained after grant funds are exhausted? Briefly describe the anticipated state of the project in five years. (15 Points)

**BUDGET**
List clearly each activity in the scope of work, the dollar amount requested for each activity, and the matching or in-kind contribution for each activity. A bullet or table format is preferred. (15 points)

**OTHER KEY INFORMATION**
All projects approved must be completed within the fiscal year (July-June). Multi-year projects will not be considered, although applicants may apply each year.