SELECTION CRITERIA

Proposals meeting the basic eligibility requirements of the New Mexico Agricultural Development and Promotion Funds Program (ADPFP) 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 September 5, 2018.

If you have a project you believe qualifies for funding, please contact the Marketing and Development Division at (575) 646-4929 or specialtycrops@nmda.nmsu.edu to arrange a meeting to discuss your project concept.

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 or before May 31, 2019.
The ADPFP 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 on-farm demonstration projects) to determine the production potential of a particular specialty crop or variety, an array of feasibility and marketing studies, and promotional campaigns. Generally, grant amounts range from $500 to $10,000 for individual applicants and up to $20,000 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 paid receipts. Grant funds cannot be used to purchase land, buildings, or equipment or for any type of capital improvements. The intention of these funds is not for start-up costs or for funding other common costs of doing business.

The ADPFP is not limited to specialty crops (fruits and vegetables, tree nuts, dried fruits, horticulture, and nursery crops [including floriculture]). Funds may also be applied toward projects that support the marketing efforts of the livestock industry including beef, sheep and wool, poultry, and other livestock.

**Approximately $40,000 available**

**HOW TO APPLY:** Applicants should submit a written proposal and all applicable letters to NMDA on or before August 15, 2018, following the guidelines described below.

*A template is available at www.nmda.nmsu.edu*

**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.**