Utilizing Grants to Achieve Your Farm Objectives

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Why seek grants for your business?

- Research
- Expansion
- Start new enterprise
- Marketing
- Education or community improvement

Where do you start with grants?

- Identify your goals and objectives
- Identify potential collaborators

What are objectives?

- Un-timed, general statements
- Indicate where you want to be in the future
- Should be used to direct resources, time, and all activities

Sample objectives:

- Increase net worth
- Develop a business which can be passed on to the next generation
- Increase farm profit
- Decrease debt
- Retire early
- Allow more time off for family activities

What are goals?

- S.M.A.R.T. statements of what is to be done enroute to an objective:
  - -Specific
  - -Measureable
  - -Attainable
  - -Rewarding
  - -Timed



Why goals?

- Goals are used to provide benchmarks for measuring success toward an objective

Objectives and goals:

- Objectives

  -Increase net worth

  -Increase farm profit

- Goals

  -Reduce debt to asset ratio by 5% by Dec 1

  -Reduce purchased feed costs in 2010 by implementing a managed grazing plan

Objectives and goals:

- Objective:
  -Retire early
- Goal:
  -???

Objectives & goals are powerful determinants of success

- 1953: 3% of Yale University graduating class had written goals

- 1973: Which group had higher net worth, the 3% with written goals, or the other 97%?



Objectives & goals are powerful determinants of success

- Net worth of 3% was greater than the entire net worth of the 97%



What types of grants are available?

- Sustainable Agriculture Research & Education (SARE):
  - -Farmer and Rancher Grant
  - -Research & Education Grant



What types of grants are available?

- US Department of Agriculture Grants:
  - -Value Added Agricultural Product Development Grant
  - -Other USDA grant programs

What types of grants are available?

- Departments of Agriculture
- State or local commodity groups
- Local or statewide issue grants
- Foundations
- Universities/Colleges

Sources of assistance with grant development

- Small Business Development Center
- College or University business devt. ctr.
- Commodity groups/trade associations
- Chambers of commerce
- OSU Extension
- Local Economic Development Professional
- Your brother-in-law

USDA SARE Farmer and Rancher Grants

- What will they fund?
- Timeline for calls for proposals
- How to apply
- Sources of assistance

North Central Region SARE

USDA SARE Farmer and Rancher Grants

- What is USDA SARE?
- What is Sustainable Agriculture:
  - -economically viable
  - -environmentally friendly
  - -socially acceptable



USDA SARE Farmer and Rancher Grants

- Western Region: Alaska, American Samoa, California, Colorado, Guam, Hawaii, Idaho, Micronesia, Montana, Nevada, New Mexico, N. Mariana Islands, Oregon, Utah, Washington, Wyoming
- Southern Region: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, Puerto Rico, US Virgin Islands
- North Central Region: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin
- Northeastern Region: Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, West Virginia

USDA SARE Farmer and Rancher Grants

- Provides funds to farmers and groups of farmers to improve sustainability of their operations
- For sustainable agriculture research and education, not everyday farming expenses

USDA SARE Farmer and Rancher Grants

- Funding available:
  - -$6,000 for one farmer
  - -$18,000 for three or groups of three or more different farmers
  - -Up to 24 month project

USDA SARE Farmer and Rancher Grants

- Who is eligible to apply?

  -Farmers

  -Groups of farmers

  -Youth

USDA SARE Farmer and Rancher Grants

- What types of activities are eligible for funding?

  Research & demonstration

  Education

USDA SARE Farmer and Rancher Grants

- Application deadlines:

  Call for proposals issued in August

  Deadline is typically December 1

USDA SARE Farmer and Rancher Grants

- Will fund:
  - -market surveys
  - -services
  - -materials and supplies
  - -outreach expenses
  - -travel
  - -labor
  - -equipment – 50%
  - -permanent fence – 50%
  - -perennial plants – 50%

- Will not fund:
  - -real estate purchase
  - -start-up or expansion
  - -construction or remodeling of buildings
  - -testing of commercial products
  - -livestock purchases
  - -motorized vehicles
  - -meals

USDA SARE Farmer and Rancher Grants

- How do I apply?
  - -Project proposal – five pages
  - -Budget with explanation
  - -One or two letters of reference

USDA SARE Farmer and Rancher Grants

- If I am successful, how do I receive the funds?
  - -50% at project start-up
  - -35% after 1st year & submission of progress report
  - -15% after completion of project and submission of final report

USDA SARE Farmer and Rancher Grants

- Ways to win points:
  - -Clear objectives
  - -Strong outreach component
  - -Marketing
  - -Follow proposal requirements
  - -Review funded projects
  - -Involve cooperators
  - -Leverage other funds

USDA SARE Farmer and Rancher Grants

- Sources of assistance:
  - -Local OSU Extension Educator
  - -Local economic development professional
  - -Regional SARE offices
  - -State SARE Coordinators:
    - -Alan Sundermeier – Wood County
    - -Mike Hogan – Carroll County

