

**New York State
Department of Agriculture and Markets
RFA#0196 - Request for Applications
for the
New York State Grown & Certified Marketing Program
for Agricultural Producers**

The New York State Department of Agriculture and Markets (the Department) invites applications for financial assistance to support agricultural food and beverage producers' marketing and promotion efforts that utilize the resources of the New York State Grown & Certified Program.

Applications must conform to the format and content specified in this Request for Applications (RFA). Applications will be accepted until 4:30PM on January 31, 2019 Applications delivered after the scheduled date and time will be returned to applicants and not considered for funding. Applicants, not delivery services or other intermediaries, are responsible for the timely submission of applications. Faxed and e-mailed applications will not be accepted.

Submit two (2) copies of the application. One copy must be the original signature. Facsimile and e-mailed proposals will not be accepted. Envelopes should be clearly marked: **"The New York State Grown & Certified Marketing Program for Agricultural Producers."**

The signed (original signature) application AND submission documents must be delivered to:

Jessica Brooks
NYS Department of Agriculture and Markets
10B Airline Drive
Albany, New York 12235

Applications may be hand-delivered to the receptionist at the Department's offices at 10B Airline Drive, Albany, New York.

Questions Concerning the RFA

Questions about requirements contained in this RFA must be **submitted in writing** (facsimile or e-mail will be accepted) to:

Jessica Brooks
NYS Department of Agriculture and Markets
10B Airline Drive
Albany, New York 12235
Fax: (518) 457-3087
E-mail: Jessica.brooks@agriculture.ny.gov

All questions must be submitted to Ms. Jessica Brooks by **January 15, 2019**. Applicants should note that all clarifications are to be resolved prior to the submission of an application. A list of questions about the program that are received from potential applicants, and answers to those questions, as well as any changes, additions or deletions to the RFA, will be posted, along with the electronic version of this RFA, in the "Funding Opportunities" section of the Department's website, www.agriculture.ny.gov. **Applicants are urged to check the Department's website frequently for notices of any changes, additions, deletions to the RFA and/or continued availability of funding.** If you are unable to access the website, please contact Ms. Jessica Brooks to arrange for alternate delivery. All questions and answers shall become a formal addendum to the RFA.

1. GENERAL PROGRAM INFORMATION

1.1 Program Description

The New York State Grown & Certified (NYSGC) Marketing Program will increase producer sales by driving customer demand for NYSGC products. The program will provide funds to support producers' marketing and promotion efforts that utilize the resources of the NYSGC program. Funds will be used to create packaging and point-of-sale materials that expose consumers to the NYSGC brand, and create meaningful, long-lasting brand recognition.

NYSGC is a voluntary program for New York State producers that certifies farming practices are used that conserve natural resource, and farm-safe food handling practices are implemented. Funds are available to any producer in New York State participating in the NYSGC program.

Information to enroll in the NYSGC program is available at certified.ny.gov.

1.2 Funding Available

A total of \$250,000.00 in funding will be distributed to fund marketing and promotional projects that create lasting and meaningful exposure of NYSGC product to consumers. Expenses not to exceed \$5,000.00 will be made available to each eligible applicant. Funding will be allocated on a first come, first served basis until funds for this purpose are exhausted. Applicants may only be awarded funding once per funding round. Awardees of previous rounds of funding may apply for and receive funding for new and distinct projects. Funds are distributed on a reimbursement basis.

Funds are available **until January 31, 2019** on a first come, first served basis until funds for this purpose are exhausted.

1.3 Match Funding Requirement

No matching funds required.

1.4 Questions and Answers

Questions and application submissions:

Jessica Brooks

NYS Department of Agriculture & Markets

10B Airline Dr.

Albany, NY 12235

or to: Jessica.brooks@agriculture.ny.gov

2. REQUIREMENTS AND ELIGIBILITY

2.1 Program Requirements

The NYSGC Cooperative Marketing Program will provide funding to eligible agricultural food and beverage producers who are currently enrolled in the NYSGC program as well as to new enrollees into the program. Funds should be used to facilitate the long-term use of the NYSGC seal or logo on product packaging and/or at point-of-sale location. Additional requirements include:

- Materials produced will use the NYSGC logo.
- Projects should lead to long-term exposure of the NYSGC brand to the consumer.
- **All usage and style guidelines must be adhered to when using the NYSGC logo.**
- **All materials bearing the seal must be submitted to the New York State Department of Agriculture and Markets for approval prior to being produced.**

2.2 Reporting Requirements

Applicants will provide quantitative measures of the effectiveness of their marketing and promotional projects. Awardees must submit a final report.

2.3. Applicant Eligibility

Applicants must be participating members of NYSGC and have signed a licensing agreement. Applicants may only be awarded funding once per funding round. Awardees of previous rounds of funding may apply and receive funding for new and distinct projects.

2.4. Eligible Costs

Grant funds may be used for any of the following purposes directly related to the completion of an eligible project. Eligible costs include but are not limited to:

Product packaging:

- Design and/or design changes to packaging materials.
- Equipment to facilitate adding the NYSGC logo to packaging.
- Consumer facing packaging materials.
- Items that display the NYSGC logo included in packaging.

Point of Purchase and Promotional Items:

- Items that display the NYSGC logo.
- Point of purchase and marketing items; e.g. in-store signage, shelf slides, cooler clings.

****All usage and style guidelines must be adhered to when using the NYSGC logo.**

****Mock-ups bearing the seal must be submitted to the New York State Department of Agriculture and Markets for approval prior to production.**

2.5 Non-Eligible Costs:

- Costs not directly associated with the project.
- Costs incurred prior to award of the grant.
- Indirect and Overhead Expenses.
- Clothing

2.6 Project Duration

Awardees will have one (1) year from the date of the execution of the Letter of Agreement to spend the project funds.

3. DOCUMENTS AND ADMINISTRATIVE REQUIREMENTS

3.1 Registration in the Grants Gateway

New York State vendors must register in the Grants Gateway and establish users in the system. To start this process, from the Grant Opportunity Portal

(https://grantsgateway.ny.gov/IntelliGrants_NYSGG/module/nysgg/goportal.aspx), under Registration, click “Request Access Now!” to view your options.

For existing NYS vendors, there is only one step. You must submit a Registration Form for Administrators identifying a Delegated Administrator responsible for managing your organization’s profile and users.

To find out if your organization has already registered, enter its SFS Vendor ID number and search. If your organization is registered, the search result will include contact information for its delegated administrator, and you can contact this individual to request access to the system. If your organization is not registered, the search result will provide a link to the Request Form for Administrator, which you will need to complete and submit pursuant to the instructions provided.

If your organization is not currently doing business with NYS, you will need to submit a Substitute W-9 Form to obtain a NYS SFS Vendor ID, in addition to the Registration Form for Administrators, in order to register.

If you have not yet registered, please do so immediately.

3.2 Reimbursement for Expenses

- Each funded applicant will be invoiced directly from the vendor and will be responsible for total payment.
- Submit a Claim for Payment directly to the New York State Department of Agriculture and Markets for reimbursement.
- Claim for Payment must be submitted within 90 days from receipt of point of purchase and promotional items.
- The following documentation must accompany the claim form:
 - A copy of the paid invoice.
 - Sample or picture of point-of-sale and promotional item(s) created.
 - Description of the distribution (number produced, geographic distribution, final sales destination) of the marketing materials.

3.3 Successful Applicant Requirements

1. Awardees will be required to execute a Letter of Agreement with the New York State Department of Agriculture and Markets.
2. Awardees will be required to comply with the New York State Workers’ Compensation Law, Sections 57 and 220, that require that the Department of Agriculture and Markets not enter into a contract unless proof of Workers’ Compensation and Disability Insurance is provided in a form satisfactory to the New York State Workers’ Compensation Board.
3. [Appendix A](#) will be a part of any project funded. It contains standard clauses that are required in all State Contracts. Successful applicants will be responsible for complying with the terms and conditions contained therein.

4. The New York State Department of Agriculture and Markets and State Comptroller's Office reserve the right to audit the Applicant's books and records relating to the performance of the project during and up to six years after the completion of the project.
5. Successful applicants will be required to submit a [Contractor Information Checklist form](#).
6. All applications submitted, and all related contracts and reports may be subject to disclosure under the Freedom of Information Law.
7. Successful applicants will be required to comply with all applicable State and federal statutes regulations and policy requirements.

3.4 Application Format

Applicants must use the attached Application Form to provide the information requested about the project. All questions must be answered.

General Instructions for Completing the Application Form

- Provide all information requested in the application form. Type or print legibly.
- Submit two (2) copies of the application. One copy must be the original signature.
- Staple each copy of the application in the upper left-hand corner of the application. Identify all pages in numerical order.
- Attach any supporting material at the end of the application
- **DO NOT USE REPORT COVERS, BINDERS, or FOLDERS etc.**

All applicants must also submit:

- Vendor Assurance of No Conflict of Interest
- Executive Order 177
- Vendor Integrity Questionnaire
- Proof of Workers Compensation and Disability Insurance (see Explanation of Workers Comp requirements)
- Substitute W-9
- Contractor Information Checklist
- Grants Gateway Registration Form. Mail this form directly to:
NYS Grants Reform, 99 Washington Avenue, Suite 1500, Albany, NY 12210-2814

4. Other Considerations

The New York State Department of Agriculture and Markets reserves the right to:

1. Reject any or all applications received with respect to this program.
2. Waive or modify irregularities in applications received after prior notification and concurrence of the applicant.

3. Request from an applicant additional information as deemed necessary to more fully evaluate its application.
4. Amend the program's specifications after their release, with appropriate written notice.
5. Select only certain portions of the application for funding.
6. Negotiate the terms of any agreement proposed by the applicant.
7. Make all final decisions with respect to the amount of funding and the timing of payments to be provided to the applicant.
8. All eligible applications submitted in response to this solicitation will become the property of the New York State Department of Agriculture and Markets.

5. Funding Priority

Priority for funding will be determined by the date an application is determined eligible and complete. If available funding for projects is exhausted in the current fiscal year, complete applications will be held in order of receipt by the Department for award in the next fiscal year, subject to the availability of funding.

6. Awards

All applications will be reviewed for eligibility and completeness. All eligible applicants shall receive funding for approved project costs until all funds designated for this purpose are exhausted.

NYS Grown & Certified Cooperative Marketing Program

Producer Application

Applicant Information			
Name:			
Business Name:			
Street Address:			
City:		State:	Zip:
County:		Email:	
Phone:		Website:	
Enrolled in the New York State Grown & Certified Program? <input type="checkbox"/> Yes <input type="checkbox"/> No – Please send me information to enroll in the New York State Grown & Certified Program. (Proceed to STEP 2, your application will be held until your application is received.)			

Proposed Workplan & Budget			
Provide a detailed description of the marketing and promotional activities you are proposing, the timeframe in which it will occur, and projected budget. Attach additional sheets if necessary.			
Activity	Timeframe	Distribution	Cost
<i>E.g. Plate change and printing of 200,000 labels</i>	<i>June 2018</i>	<i>150,000 boxes w/label to 2 distributors serving NYC market. 50,000 boxes w/label to retail markets in Western NY.</i>	<i>\$4,000</i>
Total Project Cost:			\$

(over)

Baseline Metrics 2017

Grown & Certified crops/products	Amount sold in 2017 (units)

Markets	Number	Company name(s)	Companies trying to get into
Wholesale			
Farmer’s market			
Farm stand			
Restaurants			
Other			

Print Name: _____

Signature: _____

Date: _____

Submit this application to:

Jessica Brooks
 Department of Agriculture and Markets
 10B Airline Drive
 Albany, NY 12235
 or by email: Jessica.brooks@agriculture.ny.gov

518-402-7398