

**New York State**  
**Department of Agriculture and Markets**  
**RFA#0197 - Request for Applications**  
for the  
**New York State Grown & Certified Marketing Program**  
**for Retail Participants**

The New York State Department of Agriculture and Markets (the Department) invites applications for financial assistance to support agricultural food and beverage retailers and promotion efforts that build consumer awareness and exposure to the New York State Grown & Certified Program products.

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 or until funds are exhausted**. 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 Retail Participants.”**

**The signed (original signature) application 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](mailto: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](http://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 retail sales of NYSGC product by building consumer demand for New York agricultural products. The program will provide funding to retailers to increase marketing and promotional activities that build lasting consumer awareness, understanding, and exposure to eligible NYSGC products. The program is open to any retailer in New York State who participates in the NYSGC program by signing a licensing agreement.

Each project will utilize the marketing resources of the NYSGC program, a voluntary program for New York State retailers to ensure they are conserving natural resources and using farm-safe food handling practices. Available resources include the NYSGC logo, lock-up, retail signage, and videos. Awardees may use the program's pre-designed signage or create their own. Applicants are highly encouraged to include materials with a description of the program in their marketing plan. Mock-ups of all materials created must be sent to NYSGC for approval before going to print.

Information about the NYSGC program is available [here](#). Resources are available for download [here](#).

### **1.2 Funding Available**

A total of \$225,000.00 in funding will be distributed to support marketing and promotional projects that highlight NYSGC products. A maximum of \$20,000.00 is available per retailer. Projects must focus on promoting at least one of the following categories: **1.** Specialty crops which include produce, fruit, maple, wine/hard cider, nursery, Christmas trees and greenhouse crops; and/or **2.** Dairy, livestock, or shellfish products.

Funding per category will not exceed \$10,000.00, and applicants may apply for up to two categories. Funds are available **until January 31, 2019**, on a first come, first served basis until funds for this purpose are exhausted.

**Maximum Allowable Funding: Each applicant may receive a maximum of \$20,000.00. Funding per project category above may not exceed \$10,000.00. Retailers may apply for funding of up to two categories per application.**

### **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](mailto:Jessica.brooks@agriculture.ny.gov)

## **2. REQUIREMENTS AND ELIGIBILITY**

### **2.1 Program Requirements**

The NYSGC marketing program will provide funding to eligible agricultural food and beverage retailers to create a lasting consumer marketing campaign that promotes NYSGC products in their store(s).

Recipients will be required to:

- Provide a baseline value of NYSGC purchasing data for 2017;
- Report quantifiable data on the success of the program in terms of value and volume of NYSGC product purchased, number and name of NYSGC vendors, and percentage of increased sales;
- Increase purchasing from NYSGC vendors. Corporate/chain applicants (more than ten stores) must purchase from a minimum of ten NYSGC vendors by the end of the grant term; independent operators must purchase from a minimum of five NYSGC farms. Awardees already meeting this requirement must show how they have increased number of vendors, products, or amounts purchased.
- **All usage and style guidelines must be adhered to when using the NYSGC logo. \*\***
- **Mock-ups bearing the seal must be submitted to the Department for approval prior to going to print. \*\***

## **2.2 Reporting Requirements**

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

## **2.3. Applicant Eligibility**

Applicants must be participants in NYSGC and have signed a licensing agreement. 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.
- Packaging materials.
- Items that display the NYSGC logo included in packaging.

### **Point of Purchase signage and marketing:**

- Items that display the NYSGC logo.
- Point of purchase and promotional items ex. in-store signage, shelf slides, cooler clings.

**\*\*All usage and style guidelines must be adhered to when using the NYGC 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 grant.
- Indirect and Overhead Expenses.

## **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/goportals.aspx](https://grantsgateway.ny.gov/IntelliGrants_NYSGG/module/nysgg/goportals.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 date of receipt of point of purchase and promotional items.
- The following documentation must accompany the claim form:
  - A copy of the paid invoice.
  - Sample or mock-up 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 for each project category 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 New York State 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 proposals 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.**
- 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 Departments reserves the right to:

1. Reject any or all proposals received with respect to this program.
2. Waive or modify irregularities in proposals received after prior notification and concurrence of the applicant.
3. Request from an applicant additional information as deemed necessary to more fully evaluate its proposal.
4. Amend the program's specifications after their release, with appropriate written notice.
5. Select only certain portions of the proposal 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 proposals 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

### Retail Participant Application

Applicant Information			
Name:			
Business Name:			
Street Address:			
City:	State:	Zip:	
County:	Email:		
Phone:	Website:		
Participant in the New York State Grown & Certified Program?			
<input type="checkbox"/> Yes (a signed licensing agreement is necessary to participate in the program) <input type="checkbox"/> No – Please send me information to participate in the New York State Grown & Certified Program. (Proceed with your application, it will be held until your licensing agreement 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.			
Category: <input type="checkbox"/> Specialty Crops (produce, wine, hard cider, maple, Christmas trees, nursery/greenhouse)			
<input type="checkbox"/> Dairy, livestock, shellfish			
Activity	Timeframe	Distribution	Cost
<i>E.g. Dairy case clings</i>	<i>June 2018</i>	<i>200 clings distributed to 35 stores</i>	<i>\$500.00</i>
<b>Total Project Cost:</b>			<b>\$</b>
<b>Amount of Funding Requested (cannot exceed \$10,000 per category).</b>			

(over)

**Baseline metrics**

<b>New York State Grown &amp; Certified</b>	<b>2017</b>	<b>Proposed 2018</b>
Value of product purchases	\$	\$
Volume of products (units) attach list		
Number of products (PLUs)		
Number of vendors		

**List of New York State Vendors 2017 (or attach list):**

<b>Business Name</b>	<b>Contact Name</b>	<b>Contact phone/email</b>	<b>NYS Grown &amp; Certified</b>
			YES NO
			YES NO
			YES NO
			YES NO
			YES NO
			YES NO
			YES NO
			YES NO
			YES NO
			YES NO
			YES NO
			YES NO
			YES NO
			YES NO
			YES NO

**Print Name:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Submit this application to:

Jessica Brooks  
 NYS Department of Agriculture & Markets  
 10B Airline Dr.  
 Albany, NY 12235  
 Or by email: [Jessica.brooks@agriculture.ny.gov](mailto:Jessica.brooks@agriculture.ny.gov)  
 518-402-7398