

**NEW YORK STATE
DEPARTMENT OF AGRICULTURE AND MARKETS**

REQUEST FOR PROPOSALS (RFP)

2010 REGIONAL “BUY LOCAL” CAMPAIGN DEVELOPMENT

The Department is seeking proposals for projects that will develop or enhance regional “buy local” food/agricultural campaigns throughout the State.

Proposals ***MUST BE RECEIVED*** by the Department’s Division of Fiscal Management by 4:30 p.m. EDT on **June 3, 2010.**

Note: Applicants are urged to check the Department’s website frequently for notices of any changes, additions or deletions to this RFP (See www.agmkt.state.ny.us).

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TIMELINE

Release Request for Proposals	April 8
Deadline for questions	May 20
Final questions & answers posted	May 27
Deadline for proposals	June 3
Announce and award grants	Summer 2010

PROPOSAL SUBMISSION REQUIREMENTS

Proposals should conform to the format and content specified in section 4 of this RFP. Applicants should submit an original and three (3) copies of each proposal plus a completed and signed Checklist for Proposal Eligibility and Completeness. Envelopes should be clearly marked: **“RFP – 2010 Regional “Buy Local” Campaign Development.**

Proposals must be submitted to:

Lucy Roberson, Director
Division of Fiscal Management
NYS Department of Agriculture and Markets
10B Airline Drive
Albany, New York 12235

Applicants, not delivery services or other intermediaries are responsible for the timely submission of proposals. Faxed and e-mailed proposals will not be accepted. Proposals delivered after the scheduled date and time will be returned to applicants and not considered for funding.

Proposals *MUST BE RECEIVED* by the Department’s Division of Fiscal Management by 4:30 p.m. EDT on June 3, 2010.

QUESTIONS CONCERNING THE RFP

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

Tim Pezzolesi
NYS Department of Agriculture and Markets
10B Airline Drive
Albany, NY 12235
Fax: (518) 457- 2716
E-mail: nyspecialtycrops@agmkt.state.ny.us

All questions must be submitted to Tim Pezzolesi by May 20, 2010. Applicants should note that all clarifications are to be resolved prior to the submission of a proposal. A list of questions about the program which are received from potential applicants, and answers to those questions, as well as any changes, additions or deletions to the RFP, will be posted in the “Funding Opportunities” section of the Department’s website, www.agmkt.state.ny.us, along with the electronic version of this RFP. Questions and responses may be posted as questions are received with the final list posted by May 27, 2010. Applicants are urged to check the Department’s website frequently for notices of any changes, additions or deletions to the RFP. If you are unable to access the website, please contact Tim Pezzolesi to arrange for alternate delivery. All questions and answers shall become a formal addendum to the RFP.

1. GENERAL PROGRAM INFORMATION

1.1 Background

In recent years, consumer awareness of -- and interest in -- food and agricultural products that are locally grown has sharply increased. This increased demand provides a tremendous marketing opportunity for many farmers, processors, wholesalers, retailers, restaurants and other businesses throughout the State's farm to table network.

The Pride of New York -- the statewide umbrella promotion program for New York State food and agricultural products -- offers New York producers and processors a variety of tools and resources to help them market and promote their products -- while also helping consumers identify New York products.

As consumers have become more educated and interested in the various benefits of buying local, many are seeking products that are produced as nearby as possible. As a result, regional "buy local" campaigns have been created throughout the State in the last several years. These campaigns are raising the profile of local products within their respective regions and the State. They offer an additional platform to expand the "buy local" movement by providing a range of services and/or activities to help local producers market their products and to assist consumers in identifying local products.

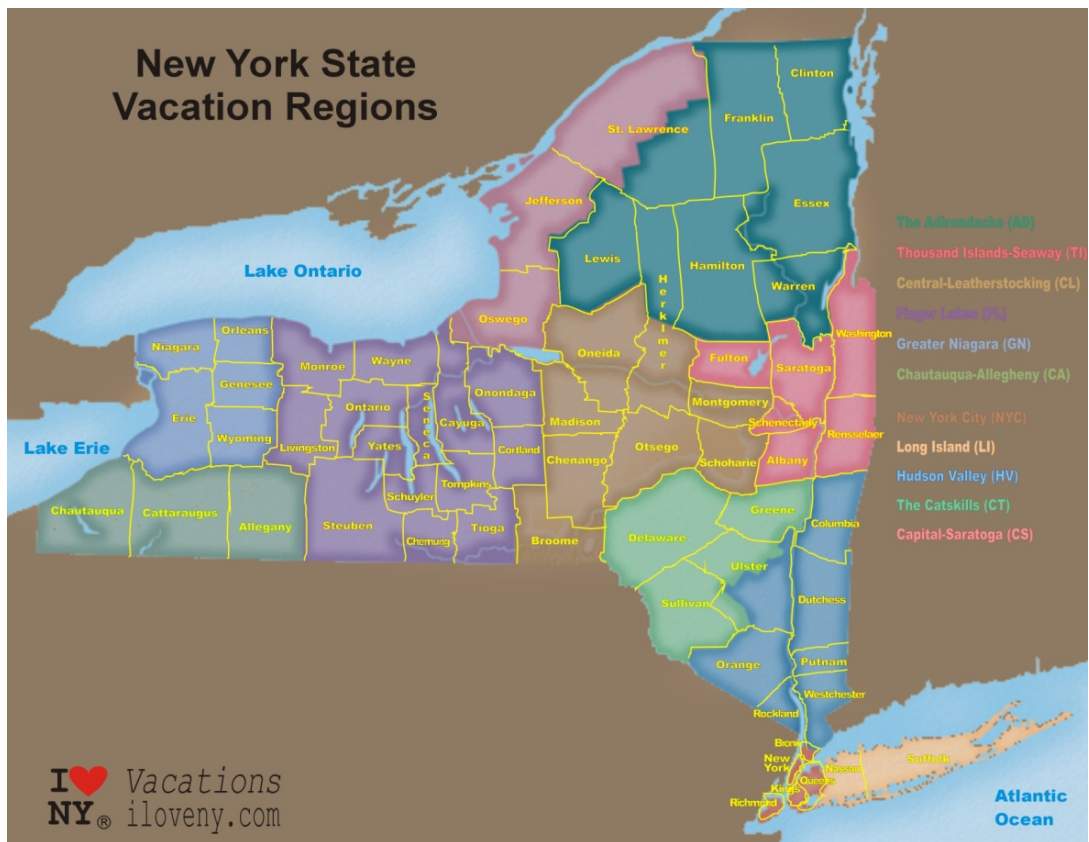
However, in order to ensure the collective effectiveness of regional "buy local" campaigns and to minimize potential consumer confusion, the Department believes that the State's regional campaigns should have clearly defined boundaries and work synergistically with each other and the Pride of New York.

The Department also believes that providing critical resources to regional "buy local" organizations is a very effective and efficient way to build capacity for increased sales throughout the State and to meet the demands of consumers who are becoming increasingly more savvy regarding local food and agricultural sources.

Using federal Specialty Crop Block Grant funds, the Department, as a result of this RFP, will provide financial support to start new or support existing regional "buy local" campaigns in each of the State's eleven vacation regions (see map on next page).

The Department will also provide marketing assistance, as needed, to aid in the development of regional campaigns. A list of general Department marketing related resources, that would be available to all awarded projects, is provided in Appendix E (page 17).

1.2 Map of New York's Vacation Regions



New York State's eleven vacation regions include the Greater Niagara (GN) and Chautauqua-Allegheny (CA) regions, which are located in the western area of the state. The Finger Lakes (FL) and Central-Leatherstocking (CL) regions are found in the central area. The northern area of the state includes the Thousand Islands-Seaway region (TI) and the Adirondacks region (AD). To the south is the Capital-Saratoga region (CS). The Catskills (CT) and Hudson Valley (HV) regions lie north of New York City (NYC). To the southeast, is Long Island (LI).*

A listing of counties within each region is included in Appendix B (page 13).

1.3 Program Purpose

The purpose of this program is to provide each of the eleven vacation regions within the State an opportunity to develop, market and promote “buy local” campaigns/brands that reflect each region’s geography, agricultural production, local cultural identity and other unique attributes or specialties (e.g. grape products of the Greater Niagara Region, maple products of the Adirondack Region, etc.). The overall objectives are to foster increased consumer awareness and recognition of locally produced foods and agricultural products leading to increased sales and economic development within each region.

***Note:** The Central-Leatherstocking Region was recently renamed to Central New York. A revised map was not available at the time of this RFP being released.

1.4 Available Funding

There is a total of \$13,400 available per region.

1.5 Minimum Deliverables

As a result of this grant, each participating region will, at a minimum, develop a campaign name, logo and at least one printed marketing material. Each region receiving grant funds will also be required to report on the number of specialty crop businesses that participate in their campaign as well as percentage increase of their annual specialty crop sales.

2. ELIGIBILITY

2.1 Applicant Eligibility

Eligible applicants include:

- Local, State or Indian tribal government entities
- Not-for-profit organizations
- Local/county/regional tourism boards or agencies
- Industrial Development Authorities

2.2 Project Eligibility

Grant funds may be used to benefit eligible specialty crops ONLY. In the event that a project also benefits other non-specialty crops that are produced in the region, the applicant must describe how they will ensure that grant funding is being used to enhance the specialty crop portion of the project and how non-grant funds will cover the non-specialty crop portion. A definition of eligible specialty crops is provided in section 2.3 of this RFP (page 8).

The project's Budget Information must specify the amount or estimated percentage of the budget that specifically benefits specialty crops and non-specialty crops. Applicants will be required to maintain adequate documentation to support the requirement that grant funds are used to benefit specialty crops only.

Projects that are eligible for this RFP generally include those that will increase a region's ability to market and promote sales of specialty crops produced within their region. At a minimum, each project must already have or as a result of this grant develop a regional campaign name, logo and at least one item of printed marketing material.

Examples of project activities include but are not limited to:

A. Education and Outreach

- increasing consumer awareness of the availability of fresh, frozen and/or otherwise processed New York State specialty crops
- recruiting members and/or volunteers

B. Marketing and Promotion

- creative development and/or production of marketing and promotional items such as point of sale signage, print materials, banners, producer photographs, etc.
- print, radio, television, outdoor or web-based advertising
- development of new or improvement of existing website
- social marketing (text messaging campaigns, on-line/interactive, etc.)
- helping consumers identify and promoting preference for regional specialty crop products in retail stores, restaurants, institutions and other sales outlets
- product demonstrations, cross-promotions, tours and other visitor interpretive activities that promote sales of specialty crops
- development of strategic business, marketing, public relations plans and/or materials
- increasing customers and sales of regional agricultural products at Farmers' Markets, Community Supported Agriculture (CSA) operations, produce auctions, roadside stands and other community and direct marketing outlets
- motivating consumers about the economic, recreational, aesthetic, and environmental contributions that local agriculture makes to their communities
- promoting and/or demonstrating the health benefits of the region's specialty crops
- increasing consumption of specialty crops among targeted ethnic populations

C. Buy Local Packaging/Labeling

- design and development of clever and distinct packaging and/or labeling to appeal to buy local interests
- design and production of boxes, cartons, labels and other packaging that assists wholesalers, distributors, retailers and other partners throughout the distribution chain identify regional products
- implementation of bar-codes/UPC scanning technology

- establishing marketing clubs or other farmer-to-farmer cooperative arrangements that address packaging and labeling opportunities

D. Distribution

- Developing innovative public/private partnerships between producers, processors and intermediaries throughout the distribution chain (brokers, agents, distributors, wholesalers, retailers)
- assisting producers or producer groups in identifying traditional or more entrepreneurial methods to transport, process, aggregate, store, distribute and place their products or services

2.3 Definition of Specialty Crops

For the purposes of this RFP, “specialty crops” means fruits and vegetables, tree nuts, dried fruits, and nursery crops (including floriculture). A detailed list of commonly recognized specialty crops is provided in Appendix C. Applicants should visit www.ams.usda.gov/scbqp for a list of specialty crops that is updated regularly.

2.4 Project Duration

The Department expects to announce awards in summer 2010. Projects must be completed by July 30, 2012.

3. PROJECT COSTS

3.1 Eligible Costs

- Personnel
- Fringe benefits
- Travel
- Special purpose equipment
- Supplies
- Contractual
- Other (see below)
- All costs must be directly associated with project activities that solely enhance the competitiveness of specialty crops. The use of grant funds awarded pursuant to this RFP is subject to the Federal Cost Principles applicable to the particular organization/entity that is receiving the funds. Applicants should refer to the applicable Cost Principles when developing their project activities and budget. To locate the principles applied in establishing the allowability or unallowability of specific items of cost, refer to the List of Selected Items of Cost Contained in OMB Cost Principles Regulations at <http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5080687>.

- Funds should be used to support only those farms and food businesses located within the identified I Love NY region.
- Grant funds are expected to support multi-county, region-wide “buy local” campaigns, not those that represent a single county or municipality.

3.2 Ineligible Costs

Grant funds may NOT be used for the following:

- Activities that support non-specialty crops. A list of ineligible commodities (non-specialty crops) is provided in Appendix D. Applicants should visit www.ams.usda.gov/AMSV1.0/scbgrp for a list of ineligible commodities that is regularly updated.
- Indirect costs
- Political activities
- Lobbying activities
- Capital expenditures for *general purpose* equipment, buildings and land
General purpose equipment means equipment that is not limited to research, scientific or other technical activities. Examples include office equipment and furnishings, motor vehicles, etc.

4. PROPOSAL FORMAT

4.1 General Application Instructions

Submit proposals using the 2010 *Regional “Buy Local” Campaign Development Application Template* (attached). Instructions for completing the *Application Template* are attached to the template.

The Department 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.

4.2 Checklist for Proposal Eligibility and Completeness (See Application Template)

Complete and sign the checklist and submit it with your application to ensure that your proposal is eligible to be considered for funding.

5. FUNDING CRITERIA

The Department’s intent is to fund projects that produce the highest degree of public benefit and measurable outcomes to New York specialty crop producers in relation to each dollar spent. Proposals will be evaluated based on the criteria set forth in attached Rating Sheet (see Attachment 1).

6. AWARD PROCESS

The Department will first screen applications to ensure that they meet the eligibility requirements. All proposals deemed eligible by the Department will then be separated by region. Proposals will then be evaluated by a Department panel according to the criteria stated in the attached Rating Sheet. Evaluators' scores will be averaged and ranked in order from highest to lowest within each region. Those proposals receiving the highest numerical score above the threshold score within each region will be awarded. Any funds remaining as a result of either the highest scoring proposal in a region not requesting the entire \$13,400 available for that region or of no proposals scoring above the threshold for a particular region will not be awarded.

The Department will send written notice to each applicant of its funding decisions. A contract defining all terms and conditions and responsibilities of the successful applicant shall be developed by the Department subsequent to the awarding of funds. The contract will incorporate the project description, plan of work form, and a budget approved by the Department, among its provisions. The contract will also include the general terms and conditions required in all contracts awarded by the Department.

Upon agreement by the contractor and the Department to the provisions of the contract, it will be submitted for approval to the Attorney General of the State of New York and the Comptroller of the State of New York. Grant funds will be disbursed on a reimbursement basis only after the contract is fully executed, *i.e.*, has been signed by all involved parties and approved by the Attorney General and Comptroller.

7. DEBRIEFING

An unsuccessful bidder has the right to a debriefing regarding the reasons its application was not selected for award. Upon request, the Department will provide a debriefing to any unsuccessful applicant as to the reasons that the proposal submitted was not selected for an award. To request a review of an unsuccessful application contact Ms. Emma Graham, Division of Fiscal Management, by phone at: (518) 457-0864 or via e-mail at emma.graham@agmkt.state.ny.us. A review should be requested by an unsuccessful applicant within thirty (30) days of the date of the notice that its proposal was not selected for an award.

8. REPORTING REQUIREMENTS

The Department of Agriculture and Markets will monitor contract performance. Quarterly progress reports that summarize the work completed on the project must be submitted within 30 days of the end of each quarter. All reports must conform to the Annual Performance Report Requirements set forth in Attachment 2. The Department reserves the right to modify reporting requirements during the course of the project. A final report will be required within forty-five (45) days following completion of the project. The final report must conform to the Final Performance Report Requirements set forth in Attachment 3. The final report will be included in the Department's final report that is submitted to USDA, which will be posted on USDA's website. The Department reserves

the right to conduct a follow-up survey of funded projects in order to determine long-term impacts.

9. LIABILITY

The Department shall not be held liable for any costs incurred by any party for work performed in the preparation of and production of a proposal or for any work performed prior to the formal execution of a contract.

10. WORKERS' COMPENSATION AND DISABILITY INSURANCE REQUIREMENTS

New York State Workers' Compensation Law sections 57 and 220 require that the Department not enter into a contract unless proof of Workers' Compensation and Disability Insurance in a form satisfactory to the New York State Workers' Compensation Board has been secured.

Recipients of grants under this RFP will be required to produce proof of Workers' Compensation and Disability Insurance in a form satisfactory to the New York State Workers' Compensation Board prior to the execution of the contract.

Please refer to the Workers' Compensation and Disability Insurance Requirements posted on the Department's website, www.agmkt.state.ny.us under the heading of this RFP or visit the New York State Workers' Compensation Board website, www.wcb.state.nys.us for more information. You may contact the Board's Bureau of Compliance with any questions related to workers' compensation or disability insurance at (866) 298-7830.

11. OTHER CONSIDERATIONS

The Department reserves the right to:

- reject any or all proposals received with respect to this RFP;
- waive or modify minor irregularities in proposals received after prior notification and concurrence of the applicant;
- utilize any or all ideas submitted in the proposals received unless those ideas are covered by legal patent or proprietary rights;
- request from an applicant additional information as deemed necessary to more fully evaluate its proposal;
- amend the program's specifications after their release, with appropriate written notice posted on the Department's website;
- select only certain portions of proposals for funding;
- make all final decisions with respect to the amount of funding and the timing of payments to be provided to an applicant; and
- negotiate the terms of the budget.

All proposals submitted in response to this RFP will become the property of the New York State Department of Agriculture and Markets.

12. FREEDOM OF INFORMATION

All proposals submitted and all related contracts and reports may be subject to disclosure under the Freedom of Information Law.

13. APPENDIX A (*Standard Clauses for All State Contracts*)

Appendix A, which is posted on the Department's website at www.agmkt.state.ny.us contains standard clauses which are required in all State contracts. Appendix A will be a part of any contract awarded under the Regional "Buy Local" Campaign Development RFP, and successful applicants will be responsible for complying with the terms and conditions contained therein.

14. FEDERAL CONDITIONS

Funds for this program will be provided to the Department pursuant to an agreement with the United States Department of Agriculture, Agricultural Marketing Service. Successful applicants will be required to comply with all applicable Federal statutes, regulations and policy requirements. A list of applicable statutes, regulations and policy requirements as well as a summary of the potential impact of certain National Policy Requirements on certain grants can be found at <http://www.ams.usda.gov/AMSV1.0/getfile?dDocName=STELPRDC5080691>.

APPENDIX B

LIST OF COUNTIES WITHIN NEW YORK'S VACATION REGIONS

Adirondacks (AD) – Clinton, Essex, Franklin, Hamilton, Herkimer (part), Lewis, St. Lawrence (part), Warren

Capital-Saratoga (CS)– Albany, Fulton, Rennselaer, Saratoga, Schenectady, Washington

Catskills (CT) – Delaware, Greene, Sullivan, Ulster (part)

Central (formerly known as Central-Leatherstocking, CL) – Broome, Chenango, Herkimer (part), Madison, Montgomery, Oneida, Otsego, Schoharie

Chautauqua-Allegheny (CA) – Allegany, Cattaraugus, Chautauqua

Finger Lakes (FL) – Cayuga, Chemung, Cortland, Livingston, Monroe, Onondaga, Ontario, Schuyler, Seneca, Steuben, Tioga, Tompkins, Yates, Wayne

Greater Niagara (GN) – Genesee, Erie, Niagara, Orleans, Wyoming

Hudson Valley (HV) – Columbia, Dutchess, Orange, Putnam, Rockland, Westchester, Ulster (part)

Long Island (LI) – Nassau, Suffolk

New York City (NYC) – Bronx, Kings, New York, Richmond, Queens

Thousand Islands-Seaway (TI) – Jefferson, Oswego, St. Lawrence (part)

APPENDIX C
LIST OF ELIGIBLE SPECIALTY CROPS

Fruits and Tree Nuts

Almond	Cranberry	Passion fruit
Apple	Currant	Peach
Apricot	Date	Pear
Avocado	Feijou	Pecan
Banana	Fig	Persimmon
Blackberry	Filbert (hazelnut)	Pineapple
Blueberry	Gooseberry	Pistachio
Breadfruit	Grape (including raisin)	Plum (including prune)
Cacao	Guava	Pomegranate
Cashew	Kiwi	Quince
Citrus	Litchi	Raspberry
Cherimoya	Macadamia	Strawberry
Cherry	Mango	Suriname cherry
Chestnut (for nuts)	Nectarine	Walnut
Coconut	Olive	
Coffee	Papaya	

Vegetables

Artichoke	Mustard and other greens
Asparagus	Okra
Bean	Pea
Snap or green	Garden, English or edible pod
Lima	
Dry, edible	
Beet, table	Onion
Broccoli (including broccoli raab)	Opuntia
Brussels sprouts	Parsley
Cabbage (including Chinese)	Parsnip
Carrot	Pepper
Cauliflower	Potato
Celeriac	Pumpkin
Celery	Radish (all types)
Chive	Rhubarb
Collards (including kale)	Rutabaga
Cucumber	Salsify
Edamame	Spinach
Eggplant	Squash (summer and winter)
Endive	Sweet corn
Garlic	Sweet potato
Horseradish	Swiss chard
Kohlrabi	Taro
Leek	Tomato (including tomatillo)
Lettuce	Turnip
Melon (all types)	Watermelon
Mushroom (cultivated)	

Culinary Herbs and Spices

Ajwain	Clary	Malabathrum
Allspice	Cloves	Marjoram
Angelica	Comfrey	Mint (all types)
Anise	Common rue	Nutmeg
Annatto	Coriander	Oregano
Artemisia (all types)	Cress	Orris root
Asafetida	Cumin	Paprika
Basil (all types)	Curry	Parsley
Bay (cultivated)	Dill	Pepper
Bladder wrack	Fennel	Rocket (arugula)
Bolivian coriander	Fenugreek	Rosemary
Borage	Filé (gumbo, cultivated)	Rue
Calendula	Fingerroot	Saffron
Chamomile	French sorrel	Sage (all types)
Candle nut	Galangal	Savory (all types)
Caper	Ginger	Tarragon
Caraway	Hops	Thyme
Cardamom	Horehound	Turmeric
Cassia	Hyssop	Vanilla
Catnip	Lavender	Wasabi
Chervil	Lemon balm	Water cress
Chicory	Lemon thyme	
Cicely	Lovage	
Cilantro	Mace	
Cinnamon	Mahlab	

Medicinal Herbs

Artemissia	Goat's rue	Pokeweed
Arum	Goldenseal	St. John's wort
Astragalus	Gypsywort	Senna
Boldo	Horehound	Skullcap
Cananga	Horsetail	Sonchus
Comfrey	Lavender	Sorrel
Coneflower	Yerba buena	Stevia
Ephedra	Liquorice	Tansy
Fenugreek	Marshmallow	Urtica
Feverfew	Mullein	Witch hazel
Foxglove	Passion flower	Wood betony
Ginko biloba	Patchouli	Wormwood
Ginseng	Pennyroyal	Yarrow

Nursery, Floriculture, and Horticulture Crops

Christmas Trees	Maple Syrup
Cut Flowers	Tea Leaves
Honey	Turfgrass (sod and seed)
Hops	

APPENDIX D

LIST OF INELIGIBLE COMMODITIES (NON-SPECIALTY CROPS)

Alfalfa	Peanuts
Barley	Primrose
Borage	Quinoa
Buckwheat	Rapeseed oil
Canola	Range grasses
Canola Oil	Rice
Clover	Rye
Cotton	Safflower meal
Cottonseed oil	Safflower oil
Dairy products	Shellfish (marine or freshwater)
Eggs	Sorghum
Field corn	Soybean oil
Fish (marine or freshwater)	Soybeans
Flax	Sugar beets
Flaxseed	Sugarcane
Hay	Sunflower oil
Livestock products	Tobacco
Millet	Tofu
Mustard seed oil	Triticale
Oats	Wheat
Peanut oil	Wild Rice

APPENDIX E

DEPARTMENT OF AGRICULTURE & MARKETS' MARKETING RESOURCES

Staff Resources

Tim Pezzolesi, Marketing & Promotion Unit Manager

(518) 457-8883; tim.pezzolesi@agmkt.state.ny.us

Program areas: All marketing programs, Specialty Crop Block Grant Program (see www.agmkt.state.ny.us/AP/slide/SpecialtyCrop.html)

Sue Santamarina, Pride of New York Manager

(518) 457-7229; sue.santamarina@agmkt.state.ny.us

Program areas: Pride of New York, Harvest Fest, restaurant promotion, cooperative advertising (see www.prideofny.com)

Phil Bibbo,

(518) 457-6773; phil.bibbo@agmkt.state.ny.us

Program areas: Regional "buy local" coordination, retail promotion, State Fair (see www.nysfair.org)

Kathryn Bamberger, Marketing and International Trade Specialist

(518) 457-4383; kathryn.bamberger@agmkt.sate.ny.us

Program areas: Domestic and international trade shows, New York Farm & Food On-line Directory, international marketing. See www.foodexportusa.org.

Christina Grace, Urban Food Systems Manager

(718) 722-2834; christina.grace@agmkt.state.ny.us

Program areas: Community Gardens, farm-to-school (downstate), Garden to Café farm to factory and other NYC initiatives. See www.agmkt.state.ny.us/CG/cqhome.html.

Gary Domalewicz,

(518) 457-1977; gary.domalewicz@agmkt.state.ny.us

Program areas: Distribution, wholesale, food service, institutional

Ann McMahon, Council on Food Policy Coordinator

(518) 485-7728, ann.mcmahon@agmkt.state.ny.us

Program areas: Council on Food Policy, farm-to school (upstate). See www.agmkt.state.ny.us/f2s/index.html.

Consumer Events

- **Pride of New York Harvest Fest** – Two day event each fall that provides consumers with the opportunity to visit with and sample a wide range of regional foods and wines produced in New York ...the largest such event in the State. For the first time Harvest Fest will be held in two locations this year (November 6-7 in Syracuse; and November 13-14 in Albany). See www.prideofnyharvestfest.com.

- **New York State Fair** – With approximately 1 million attendees each year, the New York State Fair is the State’s premier entertainment and educational showcase for New York food and agriculture. The Department offers a variety of promotion opportunities and outlets for both fresh and processed regional food and beverage items, including:
 - Pride of New York Showcase – immense exhibit of local New York State products (located in Horticulture Building).
 - Sampling – Each day during the Fair
 - Pride of New York Marketplace – retail store located near entrance that features hundreds of regional food products
 - New York Café/New York Grill – restaurants that serve nothing but dishes prepared with New York ingredients
 - Farmers Market – fully functioning market located near main gate

2009 Regional "Buy Local" Campaign Development Rating Sheet

	Max. Points	Score
1. Applicant Expertise	10	
How many organizational members and/or volunteers does the applicant represent? (5 points) Does the applicant have demonstrated experience in the proposed project activities? (5 points)		
2. Potential Impact	10	
How many consumers and farming operations will be affected? (5 points) How effective will the project be at enhancing the competitiveness of the region's specialty crop industry? (5 points)		
3. Measurable Outcomes	10	
Does the project have at least one distinct, quantifiable and measurable outcome that directly supports the project's purpose? (5 points) How well will the proposed project allow the applicant to quantify and document the project's benefits and outcomes? (5 points)		
4. Work Plan	35	
Does the work plan clearly identify necessary activities, including those related to performance monitoring, to successfully implement the project? (10 points) Is the project feasible? (5 points) Is the timeline appropriate and reasonable? (5 points) Are the individuals who will be implementing and overseeing work plan activities well-qualified? (5 points) Does the project include collaboration with the Pride of New York? (10 points)		
5. Budget	20	
How reasonable and appropriate is the amount requested and budgeted for the project? (15 points) Does the budget accurately note the estimated percentage of the project that specifically benefits specialty crops and non-specialty crops, if any? (5 points)		
6. Project Commitment and Industry Support	15	
Are there grant partners? If so, are they committed to work toward the goals and measurable outcomes of the proposed project? (10 points) Are letters of support from industry organizations or leaders included? (5 points)		
TOTAL	100	

**NEW YORK STATE
DEPARTMENT OF AGRICULTURE AND MARKETS
REGIONAL “BUY LOCAL” CAMPAIGN DEVELOPMENT
ANNUAL PERFORMANCE REPORT REQUIREMENTS**

Instructions: *An annual performance report must be received by the Department within 45 days of the end of each year of the grant award agreement. The annual performance report must conform to the following outline.*

1. Cover Page

- Name of Contractor
- Contract Number
- Title of Project
- Name and Contact Information of Person Submitting Report

2. Activities Performed

- Briefly summarize activities performed, targets, and/or performance goals achieved during the reporting period. Whenever possible, describe the work accomplished in both quantitative and qualitative terms. Include the significant results, accomplishments, conclusions and recommendations. Include favorable or unusual developments.
- Provide a comparison of actual accomplishments with the goals established for the reporting period.
- Present the significant contributions and role of project partners in the project.
- Clearly convey progress toward achieving outcomes by illustrating baseline data that has been gathered to date and showing the progress toward achieving set targets.
- If a target of a project has already been achieved, it is encouraged to amend the outcome measure. This permits the project staff to “stretch” the goals in order to go beyond what they are already doing.

3. Problems and Delays

- Note unexpected delays, impediments, and challenges that have been confronted in order to complete the goals for each project. Explain why these changes took place.
- Mention the actions that were taken in order to address these delays, impediments, and challenges.
- Review measurable outcomes to determine if targets are realistic and attainable. An objective that is too stringent should be scaled back and identified in the performance report. Keep in mind that targets may slip due to all kinds of factors, such as employee turn-over and bad weather.
- In the event that the work plan timeline, expected measurable outcomes, budget, and/or methodology needs to be adjusted, provide an outline of those changes.

4. Future Project Plans

- Briefly summarize activities performed, targets, and/or performance goals to be achieved during the next reporting period for each project. Whenever possible, describe the work accomplished in both quantitative and qualitative terms.
- Describe any changes that are anticipated in the project.

5. Funding Expended To Date

- Provide information regarding the level of grant funds expended to date.
- In the event that a project gained income as a result of planned activities, provide the amount of this supplemental funding and how it will be reinvested into the project.

**NEW YORK STATE
DEPARTMENT OF AGRICULTURE AND MARKETS
REGIONAL “BUY LOCAL” CAMPAIGN DEVELOPMENT
FINAL PERFORMANCE REPORT REQUIREMENTS**

Instructions: A final performance report must be received by the Department within 45 days of the end of the grant award agreement. The final performance report must conform to the following outline.

1. Cover Page

- Name of Contractor
- Contract Number
- Title of Project
- Name and Contact Information of Person Submitting Report

2. Project Summary

- Provide a background for the initial purpose of the project, which includes the specific issue, problem, or need that was addressed by this project.
- Establish the motivation for this project by presenting the importance and timeliness of the project.

3. Project Approach

- Briefly summarize activities performed and tasks performed during the grant period. Whenever possible, describe the work accomplished in both quantitative and qualitative terms. Include the significant results, accomplishments, conclusions and recommendations. Include favorable or unusual developments.
- Present the significant contributions and role of project partners in the project.

4. Goals and Outcomes Achieved

- Supply the activities that were completed in order to achieve the performance goals and measurable outcomes for the project.
- If outcome measures were long term, summarize the progress that has been made towards achievement.
- Provide a comparison of actual accomplishments with the goals established for the reporting period.
- Clearly convey completion of achieving outcomes by illustrating baseline data that has been gathered to date and showing the progress toward achieving set targets, including number of businesses that participate in the campaign and percentage of sales increase.

5. Beneficiaries

- Provide a description of the groups and other operations that benefited from the completion of this project's accomplishments.
- Clearly state the quantitative data that concerns the beneficiaries affected by the project's accomplishments and/or the potential economic impact of the project.

6. Lessons Learned

- Offer insights into the lessons learned by the project staff as a result of completing this project. This section is meant to illustrate the positive and negative results and conclusions for the project.
- Provide unexpected outcomes or results that were an effect of implementing this project.
- If goals or outcome measures were not achieved, identify and share the lessons learned to help others expedite problem-solving.

7. Additional Information

- Provide additional information available (i.e. publications, websites, photographs) that is not applicable to any of the prior sections.