



Steven W. Troxler
Commissioner

North Carolina Department of Agriculture
and Consumer Services
Division of Marketing

Joe Sanderson
Director

The North Carolina Tobacco Trust Fund Commission has awarded a \$100,000 grant to the N.C. Department of Agriculture and Consumer Services for our “**NC Commodity Co-Operative Marketing Project.**” The program will fund **new marketing efforts that will produce tangible short- and long-term product sales results.** Funds will be allocated to qualifying state commodity associations, and to eligible farms and ranches.

The grant has four objectives:

1. Increase sales of **produce and meats** from farms selling directly to restaurants, grocery and retail stores, and/or consumers by supporting new efforts to reach those markets. Specific strategies are determined by the commodity association or farm/ranch that best meet their needs and grant objectives.
2. Increase new members to the Got To Be NC marketing program, improving farmers’ marketing reach and ass to future sales and marketing opportunities. Membership in the program is free and strongly encouraged, if not already enrolled.
3. Improve sustainability of farms and ranches by broadening markets for their products and increasing revenues while maintaining or developing the local economy and tax base.
4. Impact agribusinesses and test a new marketing cost-share program with priority to current/former tobacco farms and/or counties with a strong tobacco history. Our objective is to provide cost-share funds for farmers and commodity associations to implement innovative marketing projects.

Applications for funds will be considered in a series of awards to allow projects to begin as quickly as possible. Applications for funds should be received at least two days before the following award dates:

January 17, 2017

March 27, 2017

June 15, 2017

February 28, 2017

May 2, 2017

Applicants must complete the attached proposal form and agree to submit quarterly status reports. In addition, a final report is due **February 28, 2018.**

Cost-share funds are available only on a reimbursement basis for awarded projects started AFTER receiving approval, and paid upon presentation of invoices and other documentation. Tax ID, Iran Divestment Certification and other documentation will be required to process payment.

**Direct questions about the application and grant process to:
Jack Nales, 919-707-3106, jack.nales@ncagr.gov**

Application for Funds to Individual Farm

1.

Name of Farm:	
Applicant Name:	
Title or Position:	
Phone:	Email:
Address:	
County:	Tax ID:
Acres in Production:	Got To Be NC Member: Y / N
Currently Growing Tobacco: Y / N	Former Tobacco Grower: Y / N
Number of FT employees	Number of PT employees
List any grants you have received or applied for in 2016/2017 and their status.	

2. I agree to complete **Quarterly Reports** from NCDA&CS to report results. I will provide photographs of completed projects. I understand that if I do not reply to the reporting requests, this will disqualify my farm from reimbursement and future funding opportunities. I also understand that funded projects must recognize the Got To Be NC program and the N.C. Tobacco Trust Fund Commission for their support, and that funds will not be reimbursed if recognition is not provided. Free physical signage and electronic images are available upon request. _____ **initial**

3. I understand that I must submit **Quarterly Reports** no later than the first of April, July, and September of 2017, or until the marketing project is completed. Quarterly reports will consist of updating Section 1 of the application; new sales for the quarter; and any photographs or comments about the progress and impacts of the project. A final report will be due no later than February 28, 2018. _____ **initial**

4. **Budget:** Provide a comprehensive list of all items and costs for which you are requesting cost-share funds. Allow time to obtain and assess estimates from several vendors and resources for your project. It is best practice to get at least three estimates. Provide the best estimate you can at this time; it is understood that an estimate may change. Include total project cost, amount and source of any other funding, and amount requested. List all vendors from which you will receive items and their costs.

Sample Budget

Item	Farm Funds (required)	Other Funds	NCDA&CS/ NCTTFC Funds Requested	Total
Signage		\$300*	\$300	\$600
Display materials	\$200			\$200
Facility rental	\$400		\$600	\$1,000
Advertising	\$100		\$400	\$500
Total	\$700	\$300	\$1,300	\$2,300
* \$300 Other Funds from County Economic Development Fund				

Grant funds of \$500 to \$10,000 are available based on funding provided by farm, expected outcomes, and other factors. Funds will be paid upon final completion of project and reports submitted.

5. **Description of Project** (one page or less): Include how the N.C. Tobacco Trust Fund Commission and Got To Be NC program will be recognized for their support. Free physical signage and electronic images are available upon request.

Project Examples

Projects for individual farmers should be primarily focused on measurably increasing sales of product. A broad range of projects could be considered: building a business website; advertising online; creating an online store; billboard(s) near a farm store; a promotion with a restaurant or grocery store(s); improved packaging or signage, etc.

6. **Impacts of Project** (one page or less): Include anticipated short- and long-term sales of project and other anticipated impacts.

Signature _____ Date _____

Printed name _____

Send completed applications to Jack Nales at jack.nales@ncagr.gov or mail to:

NCDA&CS
 Marketing Dept Attention: Jack Nales
 1020 Mail Service Center
 Raleigh, NC 27699-1020