

Watershed Agricultural Council

Agriculture ♦ Forestry ♦ Conservation Easements ♦ Economic Initiatives

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Sustainable Agriculture Development Grant Program

Questions and Answers from applicants

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- 1. I would like to apply for funding in two categories. May I submit one proposal that includes both projects?**

No, separate proposals must be submitted for each individual project proposed by each business member or event organizer.

- 2. I am applying for category three, Outreach and Education. Is a match required?**

Yes, a minimum 25% match is required in all funding categories. Matching funding may be provided through cash or in-kind contributions.

- 3. Am I a Pure Catskills member?**

Pure Catskills membership is eligible to farm and food-based business located in Delaware, Greene, Otsego, Schoharie, Sullivan and Ulster Counties. Enrollment for the 2010 Pure Catskills guide is currently open. The annual membership fee is \$35. Checks should be made out to the Watershed Agricultural Council and mailed to: Pure Catskills, 44 West Street, Walton, NY 13856. More membership information is available online at www.purecatskills.com under the "Get in the Guide" link.

- 4. Will my application for improvements to my barn qualify for the product development funding?**

Projects that will enhance or lead to the development of new, finished farm and food products will be the most competitive in the product development category. Infrastructure based projects are eligible but will only be competitive if they are directly connected to the marketing of a finished farm product.

5. Is my arts event eligible for funding? We will be promoting regional agriculture at the event.

Yes, arts events have received funding through this program in the past. The most competitive arts related proposals will be focused on supporting the economic viability of the farm and food businesses involved in the event.

6. I plan to submit a proposal for my farm's webpage. Will I qualify if I already have a webpage?

Yes, activities to improve marketing materials quality. The most competitive marketing proposals will be for new marketing efforts or new elements of existing elements. Improvements to existing marketing materials, such as repairs to a webpage, qualify.

7. How many proposals are typically submitted for this funding opportunity? Will my proposal be competitive?

In 2009, 44 proposals were accepted for review through this funding opportunity. The total number of awards was 25. The maximum award limit in 2009 was \$3,000. In 2010, the maximum award limit is \$5,000. A similar quantity of proposals will be submitted this year. The anticipated quantity of awards will be between 12 and 15. Due to the large quantity of proposals, the most competitive applicants provide concise and measureable information related to their project. It is important to address how the funding provided will enhance the economic viability of the business involved with the project.

8. Who reviews the proposals?

Proposals are reviewed by a committee of farmers, funders and staff members of the Watershed Agricultural Council. The evaluation criteria listed in the summary document posted on the "Scholarships and Grants" section of www.purecatskills.com are used as a guideline in review of the proposals.