



**Agriculture
and Markets**

RICHARD A. BALL
Commissioner

**Required format for requests for generic milk and dairy promotion
funding from the NYS Dairy Promotion Order**

DUE Date: September 7, 2020

Proposals should be sent to:

NYS Department of Agriculture and Markets
Attn: Louis Canter
10B Airline Drive
Albany NY 12235
Louis.Canter@Agriculture.NY.Gov

Emailed proposals formatted as a PDF are encouraged. Funding decisions are expected to be made during the next subsequent Dairy Promotion Order (DPO) Advisory Board meeting.

Organizations that submit proposals are welcomed to also make an in-person presentation to the DPO Advisory Board during a public meeting. If you wish to make an in-person presentation, **please check here** _____, and state how long you anticipate you will need for your presentation _____ (Time Requested). The meeting duration is limited, so organizations may not be allotted the entire amount of time requested.

If your proposal includes multiple projects, you are encouraged to list each project separately.

1. Name of Project: _____

2. This Project addresses the following overall research priority of the DPO Advisory Board:

____ Increase the consumption of New York milk and dairy products by youth (lunches, breakfasts, and other offerings)

____ Promote uniqueness of, and Increase sales of, New York milk, dairy products and / or ingredients throughout the entire food supply chain through various distribution channels including but not limited to, e-commerce, curbside sales, etc.

____ Improve the image of dairy products and / or dairy producers among consumers, thus improving the acceptance and consumption of New York milk and dairy products.

____ Improve communication to dairy producers to inform them how they can assist in improving the consumption of New York milk and dairy products by highlighting the sustainability story.

____ Increase the sales and consumption of milk and dairy products produced in the US and exported to other countries.

____ Participate in national programs influencing increased consumption of milk and dairy products.

This is not an exclusive list. If you have an idea for a promotion project that is not included in the description above, but has the potential to benefit New York State Dairy producers or the NYS dairy industry, you are invited to submit a proposal.

3. Description of the project:

4. Specific Goal of the Project:

5. How will this specific goal be measured to determine accomplishment? Please list the “key performance indicators” that will be used to measure the success of the project.

6. How will this project benefit NYS Dairy Producers or the NYS Dairy Industry?

7. Proposed cost of this project, including Overhead / Administration costs. Please list the costs, by category. For Example:

Salaries	_____
Benefits	_____
Supplies	_____
Other (Please specify)	_____
Total Proposed Costs:	_____

8. List of Key personnel & brief description of their qualifications.

9. Signature of authorized representative & date.

Additional Information:

Eligible applicants include private businesses that are not affiliated with the DPO Advisory Board, non-profit entities and research institutions. Project proposals may not promote a specific brand or trade name. Only reasonable and actual costs directly associated with the implementation of approved projects that are incurred during the contract period up to the amount awarded will be reimbursed. Payments can be made on an advance basis for not-for-profit organizations, once reconciled with allowable costs.

While the NYS DPO Advisory Board will consider multi-year proposals, funding awards will only be made for one year at a time since the Board's source of funds varies. This also allows the NYS DPO Advisory Board to consider the effectiveness of the project.

The NYS DPO Advisory Board will expect that organizations who are successful in receiving NYS DPO funding for their work will acknowledge the NYS DPO support in any publication reporting results of the sponsored project. In addition, NYS DPO requires electronic copies of final reports, which NYS DPO may use in describing the project and its results in any publication or on the web.