

MARKETING AND UTILIZATION GRANT

N.D.C.C. chapter 4-14.1 sets forth authority for the North Dakota Agricultural Products Utilization Commission. N.D.C.C. chapter 4-14.10-01 sets forth the purpose of the Commission:

4.14.1-01. It is hereby declared to be the public policy of the state of North Dakota to protect and foster the prosperity and general welfare of its people by improving the agricultural economy of the state. In furtherance of this policy, it is the purpose of this chapter to provide necessary assistance to the research and marketing needs of the state by developing new uses for agricultural products, byproducts, and by seeking more efficient systems for processing and marketing agricultural products and by-products, and to promote efforts to increase productivity and provide added value to agricultural products and stimulate and foster agricultural diversification and encourage processing innovations.

The North Dakota Agricultural Products Utilization Commission is pleased to issue an invitation to apply for marketing and utilization, or a cooperative marketing grant. A marketing grant is to be used for the development or implementation of a sound marketing plan for North Dakota agricultural products and byproducts. Monies from this grant may be used for the purpose of marketing a product or to formulate or implement marketing plan by individuals, a group of individuals or an individual on behalf of a group to organize a cooperative. If a cooperative, the principals in the organization should be individuals rather than a previously existing corporation and those individuals must have some type of cooperative agreement between themselves, which will ensure proper accountability for the proposed plan. This may be a formal or informal agreement, but proof of an agreement must exist. Individuals and cooperatives are encouraged to seek marketing partners within the state of North Dakota.

Applicants for the grant are encouraged to use the funds to seek new markets and new marketing ideas to promote their products. Generally grant funds are limited to North Dakota companies or cooperatives. The products should be new to the particular area targeted for the marketing promotion or should be an expansion of a use or uses of existing products.

The Commission prefers proposals that will encourage the creation of jobs and industry within the agricultural economy of North Dakota, or provide an outlet for products that normally have not been marketed through an existing marketing business. Applicants are encouraged to research the potential market for their products, estimate the financial possibilities of these markets and present a plan of action in their grant application. A realistic time-line for success must be considered. *Generally grants should be for a 1-year time frame, projects that have advanced can reapply for a 2nd grant.* The proposal should exhibit the expansion of jobs in the agricultural economy where the project will take place and the economic impact on the area.

Each grant application will be considered on an individual basis and on its own merits.

The Commission reserves the right to reject any grant application.

APUC Commissioners will consider the first 15 applications received by the deadline, 1st time applicants will be given preference.

Applications will be considered on a quarterly basis with deadlines for applications falling on:
January 1, April 1, July 1, and October 1.

Agricultural Products Utilization Commission Application Form

The mission of the Agricultural Products Utilization Commission is:
To create new wealth and jobs through the development of new and expanded
Uses of North Dakota agricultural products

By accepting a grant from APUC, you are agreeing to serve as a contact for individuals interested in pursuing a similar project.

A. APPLICANT INFORMATION

Applicant

Name _____
Address _____
City _____
State, Zip _____
Phone _____
E-mail _____

Applicant Advisor

Name _____
Address _____
City _____
State, Zip _____
Phone _____
E-mail _____

Fiscal Agent (required)

Name _____
Address _____
City _____
State, Zip _____
Phone _____
E-mail _____

Fiscal Agent may charge up to 5%, not to exceed \$1,000, for their services paid for by APUC.

(Please mark the type of grant you are applying for)

- MARKETING AND UTILIZATION GRANT** **COOPERATIVE MARKETING GRANT**
 International Marketing (\$5,000 for individual - \$25,000 for collective of 5 or companies)

B. GENERAL DESCRIPTION OF THE PROJECT

- 1) Grant Application Amount: \$ _____
- 2) Estimated Total Cost of Project: \$ _____
- 3) Estimated Time of Completion of this Project _____
Date of Final Report _____

(Generally grants are for a 1 year period, if you need a longer period of time please specify)

4) Brief description of your project and how will grant funds be used:

5) Where is/will the business be located? _____
City State

C. Financial Information:

1. Applicants' match (personal/company's dollar investment): _____

2. Other matching funds

<u>Person/Business</u>	<u>Amount</u>
_____	\$ _____
_____	\$ _____
_____	\$ _____

3) Total amount of matching funds \$ _____

(Applicants' match and other matching funds should equal total amount of matching funds)

a. Have all your matching funds been secured?

Yes No

If no, when will funds be available? _____

b. Has this project received any public/private funding previous to this proposal?

Yes No If yes, list the source and amount:

<u>Source</u>	<u>Amount</u>
_____	\$ _____
_____	\$ _____
_____	\$ _____

c. Have you received previous funding from APUC?

Yes No If yes list the project and amount:

<u>Project</u>	<u>Amount</u>
_____	\$ _____
_____	\$ _____
_____	\$ _____

D. Business Information:

1) Date of business formation _____

a. Type of business structure and date formed:

- 1. Sole Proprietorship _____
- 2. Corporation _____
- 3. Partnership _____ (list name & address of partners)
- 4. Cooperative _____
 - a. Has a cooperative been formed Yes No
(number of people in cooperative _____)
- 5. Do you have a Federal Tax ID number Yes No # _____
- 6. If not formed, anticipated business structure and date: _____

b. Primary Financial Institute _____

c. Gross sales last financial year? _____

d. Anticipated benefit of business _____

Estimated gross sales:	Estimated Capital Expenses:	Estimated number of jobs created:
Year 1 \$ _____	Year 1 \$ _____	Year 1 _____
Year 2 \$ _____	Year 2 \$ _____	Year 2 _____
Year 3 \$ _____	Year 3 \$ _____	Year 3 _____

E. Grant Information:

1) If grant funds are being used for the following please, state name of professional services used

- a. Who is doing the Business Plan? _____
- b. Who is doing the Feasibility Study? _____
- c. Who is doing the Accounting? _____
- d. Who is doing the Legal work? _____

2) Describe the product to be marketed.

3) Do you have a marketing plan ___ yes ___ no, if yes describe the marketing plan.

- a. Who will be doing the market plan?
- b. Describe market research *that's been* done to date to

- 4) Describe intended market and potential customers.

- 5) Who will be doing your marketing and do they have market management experience and expertise?

- 6) What are the critical risks or concerns that must be addressed in order to make this project a success?
 - a. Who are your competitors?

- 7) How large a marketing area is anticipated?
 - a. In state?
 - b. Out of state?

- 8) Include a resume, no longer than one page, for the principal applicant and *key* participants emphasizing job history pertaining to marketing efforts.

- 9) Please list the name and phone numbers of two references who are familiar with the applicant's work relevant to this application. The Commission will contact these references.

Name _____

Address _____

Phone _____

Name _____

Address _____

Phone _____

F. INSTRUCTIONS

- 1) Applications, including all supplements, should be limited to 12 pages. Promotional materials or unrelated materials will be discarded. The supplements to be completed by the applicant are attached as follows:
 - a) Supplement A - Project Budget
 - b) Supplement B - Press Release Information Sheet
- 2) Twelve (12) copies of the proposal must be delivered or mailed to the Commission at:

North Dakota Agricultural Products Utilization Commission
PO Box 2057
Bismarck, ND 58502-2057

G. CONCLUSION

By affixing your signature(s) to this application, the applicant(s) certify to have read and understood the Guidelines governing award of these grants and agrees to all conditions set forth therein and that all information contained in this application package is true to the best of the applicant’s knowledge, information and belief.

The North Dakota Agricultural Products Utilization Commission reserves the right to modify or terminate any subsequent agreements with applicant if, at a future date, the Agricultural Products Utilization Commission becomes aware of material misrepresentation(s) contained in this application.

Name (type or print): _____ **Applicant**

Signature: _____

Title: _____

Date: _____

Name (type or print): _____ **Advisor**

Signature: _____

Title: _____

Date: _____

Name (type or print): _____ **Fiscal Agent**

Signature: _____

Title: _____

Date: _____

SUPPLEMENT A
Project Budget

Expenditure	APUC Request	Internal (Applicant Money) ***	State Fund ***	Federal Funds ***	Other Matching Funds ***	Total
*Salaries/Fringe Benefits (Name Recipients & anticipated amount for each)						
*Equipment (Specify)						
Supplies (Specify)						
Travel (Specify)						
Marketing Costs (Specify)						

****Advertising Costs (Specify)						
Computer Lease or Rental Costs						
Consultant Fees <i>Attach copy of RFP's Business Plan</i> Feasibility Study Accountant Legal Business Manager						
5% Administrative Fee ** Other Direct Costs (Specify)						
TOTAL						

- * The Commission does not typically fund equipment or salaries
- ** Application Advisor/ Fiscal Agent - up to 5%
- *** List matching costs that are directly related to this phase of the project
- ****. Advertising costs are TV, Radio, Newspaper and Magazine Ads

Shaded areas are not generally funded by APUC

SUPPLEMENT B
Press Release Information Sheet

The information on this sheet may be used for public releases in announcements, press releases and other public information.

Applicant: _____

Contact Person: _____

Address: _____

Telephone: _____

Project Co-Sponsor(s): _____

Title of Project: _____

Project Start-Up Date: _____

Project Completion Date: _____

Brief summary of the project, product or process and proposed commercialization efforts:

Total funds requested from APUC: _____

Total project budget: _____

What will the grant funds be used? _____

Name and Title (type or print): _____

Signature: _____

Date: _____

INFORMATION FOR GOVERNMENT MONITORING PURPOSES

<p><i>The following information is requested by the Federal Government in order to monitor compliance with applicable Federal Civil Rights laws. You are not required to furnish this information, but are encouraged to do so. The law states that a provider of services may neither discriminate on the basis of this information, nor on whether you choose to furnish it. However, if you choose not to furnish it, under Federal regulations the provider of services is required to note race, ethnicity, and sex on the basis of visual observation or surname.</i></p>	
Ethnicity (mark one)	Race (mark one or more)
<input type="checkbox"/> Not Hispanic or Latino <input type="checkbox"/> Hispanic or Latino	<input type="checkbox"/> White <input type="checkbox"/> Black or African American <input type="checkbox"/> American Indian/Alaskan Native <input type="checkbox"/> Asian <input type="checkbox"/> Native Hawaiian or Other Pacific Islander
Sex: <input type="checkbox"/> Female <input type="checkbox"/> Male	

Do not count this page as one of the 10 application page, but it must be filled out.