



Fishery Industrial
Technology Center



Alaska Regional Salmon Marketing Mini-Grant Application

Final applications must be postmarked by December 1, 2004.

Introduction:

In partnership with the Alaska Department of Commerce, Community & Economic Development, the University of Alaska-Fairbanks, Kodiak Fishery Industrial Technology Center is making competitive regional salmon marketing mini-grants available to regional marketing programs in Alaska. Approximately \$400,000 is available for the program, with a maximum individual award of \$150,000. The purpose of the grant program is to provide a marketing boost for associations of fishermen, processors, and / or communities to implement a cohesive marketing strategy for a particular region's salmon.

Funding for this grant program is through the USDA's Cooperative State Research Extension and Education Services, at the direction of a Congressional appropriation through Senator Ted Stevens. Economic development research is an important facet of this program. The program will address a number of important economic development research subjects, including the determination:

1. If regional marketing may have the same impact on other regions that it has on Copper River.
2. What organizational structure is appropriate to spur sophisticated, effective regional marketing efforts.
3. What might be the appropriate role of the State in regional marketing.

Successful applicants under this program will assist in providing research and information to support the research efforts.

An Alaska regional salmon marketing program is one that emphasizes the unique nature of the area where the fish are harvested. Programs might build brand recognition around a variety of regional strengths including pristine marine fishing grounds, fresh water rearing systems, high oil content of local salmon, quality handling, and the cultural heritage of the harvesters. For more information, visit the Department's regional marketing web page at: <http://www.dced.state.ak.us/oed/seafood/seafoodmarketing/regionalmarketing.htm#efforts>.

Applicants will be responsible for defining the nature and boundaries of the region. Definition of a region may include regional management areas, particular locations within a larger region, a single river system, or other parameters. Applicants will be expected to coordinate with all participants operating in that region to assure non-competing applications.

Grant funds may be used for advertising, test product giveaways, marketing manager travel, design work, and all tasks related to product marketing. Administrative services/indirect costs are not eligible. Grant projects must be completed by September 1, 2005. Please refer to the following pages for information on how to develop an application.

Application Content:

Applications must address the following topics:

- 1) A thorough description of the geography and industry of the applicant's region.
- 2) A marketing plan detailing:
 - a) a systematic plan that outlines key steps required to have a successful regional marketing program for activities under this grant and beyond;
 - b) how the unique attributes of the region's salmon will be promoted so that consumer confusion is avoided and Alaska Seafood Marketing Institute's (ASMI) generic marketing of Alaska salmon is complimented;
 - c) targeted market research to justify initial market entry, if appropriate;
 - d) use of labels, brochures, regional images, branding etc.;
 - e) role of fishermen, processors and community in conveying the story/romance behind the particular salmon;
 - f) budget including contributing funds and services; and
 - g) use of media and types of promotions.
- 3) Demonstrated commitment by all parties (fishermen, tender operators and processors) to specified set of handling procedures to ensure Premium or Grade A salmon according to ASMI's standards.
- 4) Demonstrated partnerships among fishermen, processors and/or hatchery operators.
- 5) A timetable including milestones tagged to expenditures.
- 6) Proof of the applicant's financial commitment to the project including:
 - a) All public funding received to date versus amount of private contributions.

Evaluation Process:

Applications will be evaluated competitively based on:

- The level of cooperation among regional participants.
- Plans to define the regional identity for the salmon.
- Overall quality, creativity and effectiveness of the marketing plan.
- Demonstration of potential for market acceptance of regional identity.
- Demonstration of ability to deliver top quality salmon into the targeted market at minimum under ASMI handling standards for premium or grade A product. (see specifications at <http://www.AlaskaSeafood.org/fishingprocessing/sgrades.htm>)
- How the end product will utilize regional branding to increase market recognition.
- Applicant(s) commitment of time, money and personnel to the marketing of the product.. Applications that demonstrate a cash match will receive a higher rating.
- Extent to which the targeted market may appreciate the attributes and taste of wild salmon and hence yield higher prices.
- Extent to which the targeted market helps diversify existing markets for Alaska salmon.
- Extent to which the product is processed in region.
- Extent to which the applicant implements marketing promotions that do not denigrate other Alaska salmon products.
- Time and effort placed on marketing research.
- Effectiveness of current regional marketing activities and explanation of how the grant will help sustain efforts.
- Demonstration of commitment by all involved parties to follow through with marketing plan beyond the grant program. This will include the development of a structured marketing plan with timelines, budget requirements, and expected goals.

Application Process:

The Applicant must submit seven complete copies of the application to the address below:

Debbie McBride
Alaska Dept. of Commerce, Community & Economic Development
Office of Economic Development
P.O. Box 110809
Juneau, AK 99811-0809

Delivery-service (FedEx, UPS) application packages should be addressed to:

Debbie McBride
Alaska Dept. of Commerce, Community and Economic Development
Office of Economic Development
333 Willoughby Avenue, 9th Floor
Juneau, AK 99811

The application is to consist of no more than ten (10) pages, not including the Table of Contents, cover page, and attachments. Font size shall be no smaller than size 12, unless handwritten. Margins must be at minimum 1 inch from each side of the paper. Attachments to the body, such as resumes, resolutions, letters of support, etc. are in addition to the ten-page limit and are to be clearly identified as attachments and listed in the Table of Contents.

Please follow the text and budget format outlined in the attached application guide. **The application must be postmarked no later than December 1, 2004.**

Review and Award:

Review of the applications will be set for completion by the middle of December, with award announcements following final approval by USDA. USDA will be reviewing each successful application.

Grant Timeline:

Funds awarded under this grant program will be available through September 2005, with the possibility of an extension through September 2006.

Questions:

If you have questions about the application, please contact Debbie McBride at the Department of Commerce, Community & Economic Development in Juneau, (907) 465-2023 or debbie_mcbride@commerce.state.ak.us.

USDA/DCED/UA Regional Salmon Marketing Program
Regional Salmon Marketing Mini-Grant Application Guide

Applicant (Organization): _____
Project Title: _____
Project Director: _____
Mailing Address: _____
Phone: _____ Fax: _____ E-mail (required): _____
Amount Requested: _____

1. **Region:** Please thoroughly describe the applicable region for this grant. Included in the description should be the geography of the region (including boundaries), the number of permit holders and gear types, the number and nature of salmon processors in the region, and other industry related attributes such as available infrastructure. Please provide a map as Attachment 1 with a visual demonstration of the region.
2. **Marketing Plan/Scope of work:** Please describe the marketing plan to be undertaken with mini-grant funds. The marketing plan must include a description of: a.) a systematic plan that outlines key steps required to have a successful regional marketing program for activities under this grant and beyond, b.) how the unique attributes of the region's salmon will be promoted so that consumer confusion is avoided and Alaska Seafood Marketing Institute's (ASMI) generic marketing of Alaska salmon is complimented, c.) targeted market research to justify initial market entry, d.) use of labels, brochures, regional images, branding etc., e.) role of fishermen, processors and community in conveying the story/romance behind the particular salmon, f.) budget including contributing funds and services (see Budget form), g.) use of media and types of promotions.
3. **Quality:** Demonstrated commitment by all parties (fishermen, tender operators and plant workers) to specified set of handling procedures to ensure Premium or Grade A salmon according to ASMI's standards.
4. **Industry Partnerships:** Demonstrated partnership arrangements among fishermen, processors and/or hatchery operators.
5. **Timetable:** A timetable for the marketing project that includes measurable milestones. Identify expenditures of grant funds tied to project milestones.
6. **Financial Commitment:** Proof of the applicants' financial commitment to the project including amount of private contribution for marketing program.
7. **Consultants:** Detailed list of consultants including resume and contract for work described.

Applications must be postmarked by December 1, 2004

UNITED STATES DEPARTMENT OF AGRICULTURE
COOPERATIVE STATE RESEARCH, EDUCATION, AND EXTENSION SERVICE

OMB Approved 0524-0039
Expires 03/31/2004

BUDGET

ORGANIZATION AND ADDRESS				USDA AWARD NO.			
PROJECT DIRECTOR(S)				DURATION PROPOSED MONTHS: _____	DURATION PROPOSED MONTHS: _____	Non-Federal Proposed Cost-Sharing/ Matching Funds (If required)	Non-federal Cost-Sharing/Matching Funds Approved by CSREES (If Different)
				Funds Requested by Proposer	Funds Approved by CSREES (If different)		
A. Salaries and Wages		CSREES-FUNDED WORK MONTHS					
1. No. Of Senior Personnel		Calendar	Academic	Summer			
a. ____ (Co)-PD(s).....							
b. ____ Senior Associates.....							
2. No. of Other Personnel (Non-Faculty)							
a. ____ Research Associates/Postdoctorates.....							
b. ____ Other Professionals.....							
c. ____ Paraprofessionals.....							
d. ____ Graduate Students.....							
e. ____ Prebaccalaureate Students.....							
f. ____ Secretarial-Clerical.....							
g. ____ Technical, Shop and Other.....							
Total Salaries and Wagesγ							
B. Fringe Benefits (If charged as Direct Costs)							
C. Total Salaries, Wages, and Fringe Benefits (A plus B) γ							
D. Nonexpendable Equipment (Attach supporting data. List items and dollar amounts for each item.)							
E. Materials and Supplies							
F. Travel							
G. Publication Costs/Page Charges							
H. Computer (ADPE) Costs							
I. Student Assistance/Support (Scholarships/fellowships, stipends/tuition, cost of education, etc. Attach list of items and dollar amounts for each item.)							
J. All Other Direct Costs (In budget narrative, list items and dollar amounts, and provide supporting data for each item.)							
K. Total Direct Costs (C through J) γ							
L. F&A/Indirect Costs (If applicable, specify rate(s) and base(s) for on/off campus activity. Where both are involved, identify itemized costs included in on/off campus bases.)							
M. Total Direct and F&A/Indirect Costs (K plus L) γ							
N. Other γ							
O. Total Amount of This Request γ							
P. Carryover -- (If Applicable)Federal Funds: \$		Non-Federal funds: \$		Total \$			
Q. Cost-Sharing/Matching (Breakdown of total amounts shown on line O)							
Cash (both Applicant and Third Party) γ							
- Non Cash Contributions (both Applicant and Third Party)							
AME AND TITLE (Type or print)				SIGNATURE (required for revised budget only)		DATE	
Project Director							
Authorized Organizational Representative							
Signature (for optional use)							

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0524-0039. The time required to complete this information collection is estimated to average 1.00 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

INSTRUCTIONS FOR COMPLETING FORM CSREES-2004, BUDGET

NOTE: Unless a particular program announcement provides otherwise, each application must contain a budget for each year of funds requested and a cumulative budget for the full term of requested CSREES support.

BUDGET NARRATIVE: A narrative for each line item explaining both Federal and any required cost-sharing/matching funds along with any remarks and budget justifications must be submitted on separate pages following the budget form.

A. Salaries and Wages -- Salaries of the project director(s) and other personnel associated directly with the project should constitute direct costs in proportion to their effort devoted to the project. Charges by academic institutions for work performed by faculty members during the summer months or other periods outside the base salary period are to be at a monthly rate not in excess of that which would be applicable under the base salary and other provisions of the applicable cost principles. All salaries requested must be consistent with the regular practices of the institution.

Award funds may not be used to augment the total salary or rate of salary of project personnel or to reimburse them for consulting or other time in addition to a regular full-time salary covering the same general period of employment.

The submitting organization may request that senior personnel salary data not be released to persons outside the Government. In this case, the item for senior personnel salaries in the formal proposal may be expressed as a single figure and the work-months represented by that amount omitted. If this option is exercised, however, senior personnel salaries and work-months must be itemized in a separate statement, two copies of which should accompany the proposal. This statement must include all of the information requested on the CSREES-2004 for each person involved. The detailed information will not be forwarded to reviewers and will be held privileged to the extent permitted by law.

Under the CSREES-Funded Work Months on Form CSREES-2004, show the number of months that will be charged to the project for which salary is paid by USDA to individuals listed in Items A.1.a. & b. and A.2.a., b. & c. (e.g., 2 PDs listed in A.1.a. on a 12-month project. One will spend 100% of time (12 months) and one will spend 50% of time (6 months). Total work months for A.1.a. would be 18)).

Note: A paraprofessional is an individual who through formal education, work experience and/or training has the knowledge and expertise to assist a professional person.

For other personnel (graduate students, technical, clerical, etc.), only the total number of persons and total amount of salaries per year in each category are required.

For institutions of higher education, requests for salaries of administrative and clerical staff as direct costs must be justified in the budget narrative in accordance with OMB Circular A-21, Cost Principles for Educational Institutions.

B. Fringe Benefits -- If the usual accounting practices of the performing organization provide that the organizational contributions to employee benefits (social

security, FERS, retirement, etc.) be treated as direct costs, award funds may be requested to defray such expenses as a direct cost.

C. Total, Salaries and Benefits -- Self-explanatory.

D. Nonexpendable Equipment Nonexpendable equipment is defined as tangible property, including exempt property, charged directly to the award having a useful life of more than one year and an acquisition cost of \$5,000 or more. However, consistent with recipient policy, lower limits may be established. Organizations performing work with the support of a CSREES award are expected to have appropriate facilities, suitably furnished and equipped. General purpose equipment (equipment whose use is not limited only to research, medical, scientific, educational, or other technical activities; i.e., office equipment and furnishings, air conditioning equipment, reproduction and printing equipment, motor vehicles, and automatic data processing equipment) requires special justification and prior approval from the Office of Extramural Programs (OEP), CSREES.

In the budget narrative, list each item of equipment with cost and justify why it is needed for the project. If appropriate, provide a lease versus purchase cost analysis (e.g., motor vehicle).

E. Materials and Supplies -- The types of expendable materials and supplies required should be indicated in general terms with estimated costs.

F. Travel -- The type and extent of travel and its relationship to the project should be specified. Funds may be requested for field work or for travel to professional meetings. In the budget narrative, for both domestic and foreign travel, provide the purpose, the destination, method of travel, number of persons traveling, number of days, and estimated cost for each trip. If details of each trip are not known at the time of proposal submission, provide the basis for determining the amount requested. For example, conduct 100 producer interviews in two States: 10 people, 4 days each, traveling by car = \$5,200.

Travel and subsistence should be in accordance with organizational policy. Irrespective of the organizational policy, allowances for airfare will not normally exceed round trip jet economy air accommodations. Please note that 7 CFR Part 3015.205 is applicable to air travel.

G. Publication Costs/Page Charges -- Costs of preparing and publishing the results of a project conducted under the award, including costs of reports, reprints, page charges or other journal costs, and necessary illustrations, may be included. Photocopying should be included under Item I. All Other Direct Costs.

H. Computer (ADPE) Costs -- The cost of computer services, including computer-based retrieval of scientific and technical information, may be requested. A justification based on the established computer service rates at the proposing organization should be provided. Reasonable costs of leasing automatic data processing equipment may be requested, if justified. Note that items of automatic data processing equipment should be included in D. Nonexpendable Equipment or E. Materials and Supplies, as appropriate.

Internet connection costs may be requested, as appropriate, in this category.

I. Student Assistance/Support -- Scholarships, stipends, tuition, etc. should be itemized with a dollar amount provided for each item. In addition, the number of students to be supported should be indicated for each item.

J. All Other Direct Costs -- Other anticipated direct costs not included above should be included in this category and itemized in the budget narrative. Examples are subcontracts, space rental at establishments away from the performing organization, service charges for use of equipment and user fees for procedures or processes charged to the grantee, lease of equipment, equipment maintenance, photocopying, and analyses. Reference books and periodicals may be charged to the award only if they are related specifically to the project.

Proposed subcontracts should be disclosed in the proposal, including a statement of the work to be performed, so that the award instrument may contain prior CSREES authorization, if appropriate. **For each subcontract, a separate CSREES-2004, "Budget," must be included to show the breakdown of costs, along with a budget narrative.**

Consultant services should be included in this section. Applicants normally are expected to utilize the services of their own staff to the maximum extent possible in managing and performing the activities supported by awards. If the need for consultant services is anticipated, the proposal narrative should provide a justification for the use of such services, a statement of work to be performed, and a resume or curriculum vita for each consultant. The proposal budget should indicate the amount of funds required for this purpose. The budget narrative should list the name(s) of the consultant(s), the name(s) of their organization(s), and a breakdown of the amount being charged to the award (e.g., number of days of service, rate of pay, travel, per diem, etc.). If this information is not available at the time of award, funds for this purpose will be withheld until the information is provided to and approved by CSREES.

If participant support costs at conferences/meetings are requested, indicate purpose, dates, and place of conference/meeting; number of participants; cost for each; speaker fees (include number of persons, number of days, and cost per person); cost of facilities rental, and other related expenses.

K. Total Direct Costs -- Self-explanatory.

L. F&A/Indirect Costs (if allowable) -- The F&A/indirect cost rate(s) established by the cognizant Federal negotiating agency cannot be exceeded in computing

F&A/indirect costs for a proposal. Determination of the appropriate F&A/indirect cost rate(s) is dependent upon a combination of factors including, but not limited to, the

physical location of the work and any statutory limit. The proposal official responsible for Federal business relations should review this part of the proposal to see that it properly describes any particular factors which may have a bearing upon the F&A/indirect cost rate(s) applicable to the project. Normally, the rate in effect on the date the proposal is recommended for award by the cognizant CSREES program manager will be used.

If an organization elects to charge a lesser amount or rate for F&A/indirect costs, the budget should be so noted (e.g., if an applicant's rate is 50% of Modified Total Direct Costs and the Modified Total Direct Costs amount is \$20,000, then the applicant is entitled to \$10,000 for F&A/indirect costs, but it elects to charge only \$8,000 to the award. Line K. of the CSREES-2004 would appear as follows: 50% of MTDC = \$10,000; Amount Requested = \$8,000). The organization may also elect to charge no F&A/indirect costs and utilize all award funds for direct costs. This option should also be indicated on Line K. of the CSREES-2004 with the statement, "None requested."

If an organization has not established an F&A/indirect cost rate and wishes to charge F&A/indirect costs, it should consult OEP/CSREES, which will establish liaison with the cognizant Federal negotiating agency to develop an acceptable F&A/indirect cost rate for the awardee.

Many CSREES programs have statutory limits on the amount of F&A/indirect cost recovery. This limitation flows down to subcontracts. Check the program announcement for the limitations, if any, on F&A/indirect costs.

M. Total Direct and F&A/Indirect Costs (K plus L) -- Self-explanatory.

N. Other -- Check specific program announcement for use of this line item.

O. Total Amount of this Request -- Self-explanatory.

P. Carryover (if applicable -- check the specific program announcement for use of this line item) -- Report estimated balance at the end of the prior project period. Carryover funds must be reported and justified in the budget narrative. Carryover funds must be expended first before drawing down approved Federal funds for each line item on the budget.

Q. Total Cost-Sharing/Matching (if required) -- On the budget form, indicate the total amount (both cash and non-cash) of non-Federal cost-sharing or matching support that will be available to the proposed project. In the budget narrative, identify the source, the amount, and the nature (cash or third-party in-kind contribution) of the cost-sharing or matching funds. To be used as matching support, a cost must be allowable under the authorizing legislation, the applicable Federal cost principles, and the program guidelines.

Check the program announcement for the requirement of cost-sharing/matching funds; only required cost-sharing/matching should be included on the budget form. Additional contributions may be addressed in the proposal. Definitions of cash and non-cash contributions can be found at section 2. of 7 CFR Part 3019.2.