



## 2014-15 Specialty Crop Hospitality Grant Application Guidelines

The North Dakota Department of Agriculture (NDDA) is offering \$10,000 in grant funds to hospitality businesses that use specialty crops in their menus. Individual businesses may qualify for a maximum of \$1,000 to help fund marketing efforts and create promotional materials to raise awareness of specialty crops they use.

The more popular specialty crops include: fruits, berries, tree nuts, vegetables, culinary herbs and spices and cultivated greens. A list of common specialty crops is available online at [www.ams.usda.gov/AMSV1.0/scbgrpdefinitions](http://www.ams.usda.gov/AMSV1.0/scbgrpdefinitions). These lists have also been enclosed in your packet for your convenience.

### **Eligibility Guidelines:**

1. Business must use locally-sourced specialty crops in one or more of their menu items.
  - a. Promotional and advertising materials must specifically mention which specialty crops are being used. If a processed product is being promoted, more than 50% by weight has to be specialty crops.
2. Example projects include, but are not limited to: printed or digital signage and advertising costs.
  - a. Radio ad examples\*:
    - i. Acceptable: Stop by the Main Street Diner for a slice of homemade pumpkin pie made from locally grown pumpkins. On special all this month.
    - ii. Not Acceptable: Stop by the Main Street Diner for our famous meat loaf sandwich. Don't forget to add a slice of homemade pumpkin pie made from locally grown pumpkins. On special all this month.
3. *The project needs to be complete by the time the final report is due.*

### **Funding Guidelines:**

1. Funds will be awarded on a first come first serve basis through December 2015. Program can be postponed at any time if funds are depleted.
2. Funds will be reimbursed after proper reporting is submitted to the North Dakota Department of Agriculture
  - a. Proper documentation may include receipts, sample of what was purchased (copy of the ad/radio ad).
  - b. Ten percent of the grant award will be held until the final report is received.
3. These funds are made available through a USDA specialty crop block grant.

\*Note: Advertisements cannot include other menu items that are not specialty crops. Also advertisement needs to specifically state which specialty crops are being used.



Submit grant application electronically to Jamie Good [jgood@nd.gov](mailto:jgood@nd.gov), Fax 701-328-4567 or to:

North Dakota Department of Agriculture  
c/o Jamie Good, Marketing Division  
600 East Boulevard Ave., Dept. 602  
Bismarck, ND 58505-0020

### **Application Information**

Please answer all the questions below.

1. Contact Person:
2. Business Name:
3. Address:
4. Phone Number:
5. Email Address:
6. Project description, how are you going to measure the success of the project:
  
7. Specific Specialty Crop(s) to be used/promoted:
8. What is the total projected cost of the project? Explain what marketing and promotional materials will be created.
  
4. Budget with estimated cost of project. (up to \$1,000):

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*The project needs to be complete by the time the final report is due.*

If you have any questions about the grant, qualifications, or application process please contact Jamie Good.