

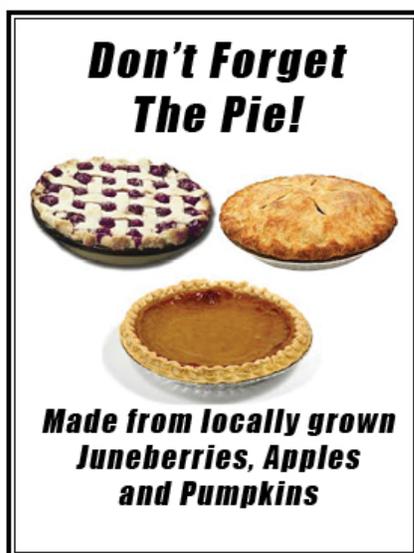
2014 Specialty Crop and Pride of Dakota Hospitality Grant Application Guidelines

The North Dakota Department of Agriculture is offering \$6,000 in grant funds to hospitality businesses that use specialty crops or Pride of Dakota products in their menus, \$3000 for specialty crop promotion and \$3000 for Pride of Dakota product promotion. Individual businesses may qualify for up to \$1,000 to help fund marketing efforts and create promotional materials to raise awareness of specialty crops and/or Pride of Dakota products they use.

The more popular specialty crops include: fruits, berries, tree nuts, vegetables, culinary herbs and spices and cultivated greens. A complete list of specialty crops is available online at www.ams.usda.gov/AMSV1.0/scbgpdefinitions. Pride of Dakota products must be from a member in good standing in order to qualify. Visit www.prideofdakota.com to search for and verify that the Pride of Dakota product(s) you use is from a current member.

Eligibility guidelines:

1. Business must use locally-sourced specialty crops or Pride of Dakota products in one or more of their menu items.
 - a. Promotional and advertising materials must specifically mention which specialty crops or Pride of Dakota products are being used. If a processed product is being promoted, greater 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: Note: Advertisements cannot include other menu items that are not specialty crops or Pride of Dakota products.
 - 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.
 - b. Table tent example: Note Advertisement needs to specifically state which specialty crops/Pride of Dakota products are being used.
 - i. Acceptable



3. Funds are reimbursed after proper reporting is submitted, including all backup documentation, receipts, sample of what was purchased (copy of the ad/radio ad) to the North Dakota Department of Agriculture. Ten percent of the grant award will be held until the final report is received.

Application Information
Due Friday, August 8, 2014 at 5:00 pm CST
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) or Pride of Dakota Product(s) to be used:
8. What is the total projected cost of the project? Explain what marketing and promotional materials will be created.
9. Amount requesting (up to \$1,000):

Submit grants electronically to Jamie Good jgood@nd.gov, Fax 701-328-4567 or postmarked by the due date to:

North Dakota Department of Agriculture
c/o Jamie Good, Hospitality Grants
600 East Boulevard Ave., Dept. 602
Bismarck, ND 58505

*Grants will be awarded in **August** and the final reports will be due **November 1st**. All money awarded needs to be spent by the time the final report is due.*

If you have any questions about the grant, qualifications, or application process please contact:

Jamie Good
701-328-2659 or jgood@nd.gov
Local Foods Marketing Specialist

Or

Kelly Wald
701-328-2307 or kwald@nd.gov
Pride of Dakota Marketing Specialist

