



## Virginia Cattle Industry Board Grant Funding

Notice of Availability

**--- 9<sup>th</sup> Round of Funding ---**

Application Due Date:

**Tuesday, July 2, 2024 - 5:00 PM Eastern**

(Applications must be emailed in one PDF to Matthew.Sponaugle@vdacs.virginia.gov)

### BACKGROUND

The Virginia Cattle Industry Board is responsible for the promotion and economic development of the Virginia cattle industry and of beef products, including the improvement of the commercial value of cattle for Virginia producers. The Board is authorized to expend collected funds to provide for programs to serve the Virginia cattle industry for market development, education, publicity, research, and the promotion of the sale and use of cattle and beef products; and to contract for market development, publicity, research, advertising, and other promotional services. The Board has developed this grant program to serve Virginia's cattle industry.

#### **Project Types:**

Proposals must fall into one of the following categories:

**Education:** Funded proposals will focus on cattle industry related education of producers, consumers, influencers, and/or youth

**Market Development:** Funded proposals will address potential new and expanded market opportunities.

**Promotion:** Funded proposals will promote Virginia cattle and beef.

**Research:** Applied research proposals will address enhanced practices for net profitability.

**Youth Development:** Funded proposals will be regional or statewide in scope and have a strong educational component.

#### **Duration:**

VCIB will award funds for a grant period of up to one year in length. The grant is September 1, 2024 to August 31, 2025.

#### **Eligible Applicants:**

VCIB is seeking proposals from localities, universities, researchers, organizations (associations, non-profits, and producer groups), and institutions planning major projects that will benefit specific parts of the industry or the industry as a whole. While individual producers are not eligible applicants, they are encouraged to work with the eligible applicants listed above to ensure that the project benefits more than one individual or operation.

#### **Evaluation Criteria:**

Proposals will be evaluated by the following criteria: Project Purpose, Measurable Outcomes, Project Plan, Budget, External Support

Entities interested in submitting an application must provide the following:

- A. Cover Page (Templet found on VCIB website)
  - a. Project Title:
  - b. Project Lead: (Organization, Name, Contact Information, etc)
  - c. Type of Project
  - d. Executive Summary
  - e. Total Amount Requested
- B. Narrative
  - a. Project Purpose / Narrative
  - b. Expected Measurable Outcomes
  - c. Project Plan
  - d. External Support
- C. Budget (broken into Personnel, Benefits, Travel, Supplies, Contractual, and Other)

Grant guidelines can be found on the VCIB website at [www.cattleindustryva.com](http://www.cattleindustryva.com). For further details and additional questions, please contact Matthew Sponaule at [matthew.sponaule@vdacs.virginia.gov](mailto:matthew.sponaule@vdacs.virginia.gov), or your VCIB District Representative:

District I	<b>Matthew C. Hill</b>
District II	<b>Nick McNeil</b>
District III	<b>Bill Tucker</b>
District IV	<b>Bob Threewitts</b>
District V	<b>H. Richard Lloyd</b>
District VI	<b>W.H. "Buddy" Shelton</b>
At Large I	<b>Andy Smith</b>
At Large II	<b>Julia Jones</b>
Dairy	<b>Cecilia Moyer</b>
Handler I	<b>W. David Coleman</b>
Handler II	<b>Perry J. Huffman</b>