



Virginia Cattle Industry Board Grant Funding

Notice of Availability

Fiscal Year 2025-2026
Eleventh Round
Guidelines and Instructions

Application Due Date:
Tuesday, July 8, 2025 - 5:00 PM Eastern

FUNDING OPPORTUNITY DESCRIPTION

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.

AWARD INFORMATION

GRANT PERIOD DURATION

VCIB will award funds for a grant period of up to one year in length. The grant period must begin no later than September 1, 2025 and end no later than August 31, 2026 - one year from the start date.

ELIGIBILITY INFORMATION

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.

COST - SHARING AND MATCHING

Cost-sharing or matching refers to the portion of project costs not paid by Board funds that are claimed to meet a cost-sharing or matching requirement. Matching funds are not a required part of this grant opportunity, but they are encouraged. The recipient of Board funds must keep adequate records to identify and document the specific costs or contributions proposed to meet the match or cost-share, the source of funding or contributions, and document how the valuation was determined.

COMPETITIVE GRANT APPLICATION REVIEW PROCESS

VCIB will use a competitive review process to ensure maximum input and benefit. The review panel may also provide a recommended award amount for project proposals. Review panel members must be free from conflicts of interest and conduct fair and impartial reviews. VCIB will notify successful and unsuccessful grant applicants about the outcome of the competitive process as it relates to the applicant's proposal.

Proposals will be evaluated by the following criteria:

Project Purpose (20 points)

- The extent to which the applicant defines the specific and existing issue, problem, or need the project will address;
- The extent to which the applicant addresses the timeliness and relevance to the Virginia's cattle industry; and
- The extent to which the project will provide a direct benefit to Virginia's cattle industry.

Measurable Outcomes (20 points)

- The objectives are precise, attainable, and meet the purpose of the grant program.

Project Plan (30 points)

- The extent to which the application presents a clear, well-conceived, and suitable overall methodology for fulfilling the goals and objectives of the proposed project.
- There is an articulated timeline for project delivery and execution.
- Project evaluation and assessment plan is articulated.

Budget (15 points)

- The extent to which the application budget provides a sufficient description for each category and that the budget is consistent with the size and scope of the project and that the budget relates logically to the project plan and objectives describing the project.

External Support (15 points)

- The extent to which the project is supported by external stakeholders.
- Consideration will be given to verification such as letters of support, commitment of matching funds, etc.

4.0 APPLICATION AND SUBMISSION INFORMATION

CONTENT AND FORM

Entities interested in submitting an application to the VCIB must submit the following components:

- A. Official Cover Page (<https://www.cattleindustryva.com/grant-funding>)
- B. Narrative
- C. Budget

**** Please Note: The Official Cover Page templet found on the VCIB website is required to accompany each grant application. Also provided on the website is a fillable pdf grant application form that entities are encouraged to use but not required.**

A. COVER PAGE - USE TEMPLAT FOUND ON WEBSITE

Cover Page Must Include:

- I. Project Title (15 words or less):
- II. Project Lead (Primary Point of Contact):
 - Name & Title:
 - Email:
 - Mailing Address:
 - Telephone:
 - Organization:
- III. Type of Project (Select one):
 - ☐ Education
 - ☐ Market Development
 - ☐ Promotion
 - ☐ Research
 - ☐ Youth Development
- IV. Executive Summary (no more than one paragraph)
- V. Total Amount Requested

B. NARRATIVE

Page size for the narrative must be 8.5 inches (21.59 cm) by 11 inches (27.94 cm). The acceptable font size is 11 or 12 pitch with all margins at 1 inch (2.5 cm). Narratives should be no more than 10 pages, including the budget.

- I. Project Purpose / Narrative
 - Define the existing issue, problem or need the the project will address, including the timeliness and relevance to Virginia's Cattle Industry in clear, concise language.

Describe the extent to which the project will provide a direct benefit to Virginia's cattle industry, specifically which sector of the industry (detail your target audience and intended beneficiaries of this project, including quantities; i.e. 450 Angus producers).

If relevant, describe any previous work that has been done and the importance of the proposal. Include a brief explanation of the economic impact this project will have.

II. Expected Measurable Outcomes

Describe the expected measurable outcomes of the project. Be sure they are precise, attainable, and meet the purpose of the grant program. Include how outcomes will be measured.

III. Project Plan

Discuss your methodology for fulfilling goals and objectives of the project. Provide a clear timeline for project execution and delivery. Make sure you include your performance monitoring/data collection activities.

IV. External Support

Demonstrate the extent to which the project is supported by external stakeholders.

C. BUDGET

Budget Summary	
Expense Category	Requested
Personnel	
Benefits	
Travel	
Supplies	
Contractual	
Other	
Total	

Budget Narrative

Personnel:

List all titles and level of effort (number of hours and rate or % FTE) as well as the total funds requested for each employee.

Benefits:

List titles, corresponding benefit rates, and total funds requested for each person.

Travel:

All travel that is to be reimbursed shall be included in the proposal; otherwise, requests for any such reimbursements may be denied. Travel expenditures must comply with General Services Administration's guidelines. <https://www.gsa.gov/travel/plan-book/per-diem-rates>

Please include the number of travelers, location(s), type of expense (airfare, car rental, hotel, per diem, mileage, etc.), number of days traveling, purpose of trip and total amount requested for each trip.

Materials and Supplies:

List the materials, supplies, and fabricated parts costing less than \$5,000 per unit and describe how they will support the purpose and goal of the proposal.

Contractual Services:

Contractual/consultant costs are the expenses associated with purchasing goods and/or procuring services performed by an individual or organization other than the applicant in the form of a procurement relationship. If there is more than one contractor or consultant, each must be described separately.

Provide a list of contractors/consultants, detailing the name, hourly/flat rate, and overall cost of the services performed, as well as description of the service.

Other:

Include any expenses not covered in any of the previous budget categories. Be sure to break down costs into cost/unit. Expenses in this section include, but are not limited to, meetings and conferences, communications, rental expenses, advertisements, publication costs, and data collection.

If you budget meal costs for reasons other than meals associated with travel per diem, provide an adequate justification to support that these costs are not entertainment costs.

Student funding: Reimbursement for tuition may be requested and listed in "Other." Institutions must certify that any amount charged for student stipends are a percent of effort directly associated with the project. In addition, the institution must have supporting documentation available for audit upon request. Tuition is an allowable expense and will only be reimbursed upon successful completion of the semester.

Unallowable Costs:

Indirect costs are not allowed. (Examples: Support Services such as Human Resources, Accounting, etc.; Information Technology systems not program specific; rent; etc.). The purchase of equipment is not allowed. Equipment is defined as an item with a per unit cost of \$5,000 or more and useful life of more than one year. The purchase of RFID tags with grant funding is not allowed, included in this are the use of local association grant.

SUBMISSION DATE AND TIME

Applicants must submit applications as one PDF to Matthew.Sponaule@vdacs.virginia.gov AND sarah.keyser@vdacs.virginia.gov by 5:00 p.m. Eastern Time on Tuesday, July 8, 2025. The Board will not consider applications received after this deadline for funding. All attachments (application and letters of support) must be included in one document / email. You can expect a confirmation email including an official grant request identification number within 48 hours of submission.

AWARD ADMINISTRATION INFORMATION

AWARD NOTICES

Once the Board selects grant recipients, all applicants will be notified of their grant status. Board decisions can also be found in the meeting minutes found on the website (can take up to 7 days to be posted). Those selected for funding will receive a letter of agreement that sets forth pertinent information about the grant. Projects do not have to be initiated on the grant effective date but should be initiated as soon thereafter as practical so that project goals may be achieved within the funded project period.

ACCEPTANCE OF AN AWARD

A signature by an authorized representative of the successful applicant organization on the award letter constitutes acceptance of the award and its associated terms and conditions. Once the recipient accepts the award, the contents of the letter are binding on the recipient.

PAYMENTS

Reimbursements will be made on a quarterly basis. Grantees must submit an invoice, reimbursement form, and detailed backup (individual receipts and proof of payment) to the Program Manager. Reimbursements will be made within 30 days of receipt of proper documentation. The final invoice will be paid upon receipt of the final report.

REPORTING

Grant recipients are required to submit annual performance reports on the following schedule:

Progress Report:	9/1/2025 – 1/31/2026	Due February 27, 2026
Final Report:	9/1/2025 – 8/31/2026	Due September 30, 2026

7.0 AGENCY CONTACT

Matthew Sponaule, Virginia Cattle Industry Board Liaison

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Email: mathew.sponaule@vdacs.virginia.gov