Multi-Business Dairy Agritourism Grant

QUESTIONS & ANSWERS REGARDING THIS GRANT

This document is a compilation of questions and answers the Northeast Dairy Business Innovation Center has received about this grant opportunity. This document will be updated regularly. Please be sure to read the full request for applications for the full details of this funding opportunity.

If you still have questions after reading the RFA and this document, please submit your question through our Q&A Form.

Please note the deadline for this grant has been extended to April 1, 2021 at 4:00 PM EST.

QUESTIONS	ANSWERS
Can I apply if my dairy animals are something other than cows, goats, and sheep?	Yes, applications for agritourism activities that include any dairy animals are eligible as long as the business is a dairy producer or processor.
What do you mean by a "producer association"?	Applicants applying as a producer association must be organizations **founded and funded by businesses that operate in the dairy industry**. It must directly and primarily support dairy producers and/or dairy processors through events, shared marketing, and/or educational opportunities. Associations receiving the majority of their funds from producer check-off dollars are not eligible.
How do you define a "dairy processer"?	For the purposes of this grant program, dairy processors are those business who transform raw milk into an edible product and are regulated by the federal Pasteurized Milk Ordinance (PMO).
What does "geographically contiguous" mean?	We are looking for projects that support dairy farmers and processors that are locally or regionally connected. For example, goat farmers could team together in a goat cheese trail that leads from MA to ME (more regionally connected).

	Or cow, goat, sheep, and water buffalo dairy farmers in a 3-county area could apply to do a dairy festival (more locally connected). Applicants will want to describe how the businesses/organizations involved are connected and elevating one another.
What is a DUNS number and how do I get one?	A DUNS number is a unique 9-digit identifier for businesses and is required to have for grants funded by the Federal government. You can obtain a DUNS number for free.
What is SAM.gov?	SAM is a web-based, government-wide application that collects, validates, stores, and disseminates business information about the federal government's trading partners in support of grants. You must have a DUNS number before applying for SAM registration: www.sam.gov
What is match?	Match can come in many forms and is a way for you to demonstrate your investment to the project. While it can certainly come from contributing cash from your business or investors, it could also come in the form of volunteer services, donations, etc. See the Matching Funds section of the RFA to learn more and see how to fully capture this in your budget.
Can I apply if I do not have a computer or access to internet?	Unfortunately, we are not able to accept paper applications, reports or invoices for this grant program. If you would like to apply, we recommend reaching out to a business viability organization in your state to learn about resources available to you regarding application assistance.
Do I need to address all the funding priorities listed in the RFA?	Applicants should describe activities that strongly align with at least one of the listed priorities.
Are virtual activities eligible?	Yes, both virtual and in-person activities are eligible.
What if the expenses that I want to pay for with these funds are not allowable?	Consider paying for those unallowable expenses out of pocket and instead using the grant to cover things like wages or supplies related to the project instead.
Is it required that I make money from my agritourism activities?	No, you do not need to make money to be a successful applicant. However, applicants that make the case for how their project increases visibility, public awareness, comprehension of dairy practices, and promotes awareness and consumption of Northeast-regionally produced milk will be more competitive.
If I accidentally put in a non-eligible expense in my application, will my application automatically be disqualified?	No! If your application is positively reviewed by our reviewers and recommended for funding, we will reach out to you to make any necessary tweaks to ensure alignment with USDA requirements. If the descriptions of expenses are detailed and justify why they are necessary for the grant (in the Budget Narrative section of the application) this will increase the competitiveness of your grant.
What if I apply for an in-person event that cannot happen because	If you receive granting for an activity that needs to be altered significantly, you are expected to communicate early and often with your grant manager to come up with an alternative

of COVID-19 or some other disruption?	plan and get approval to make those changes. If it is not feasible to alter your project, you may be required to return some or all of the grant funds.
Can I use grant funds for my farm stand or farm store if I am selling dairy products for other local dairy businesses?	Projects should actively engage other business/organizations in their activities. While a dairy business with a farm stand/store would be an eligible applicant, they should engage in agritourism activities that involve other partners in agritourism activities
Can a dairy business also promote other non-dairy products that they produce in the agritourism activities?	Non-dairy products or non-dairy businesses that are a part of the project must help elevate dairy products or the involved dairy businesses. Applicants should make strong case in their project description and supporting materials for why and how a more comprehensive/diversified product experience would increase the education, awareness, consumption and sale of dairy products.
The marketing expenses are confusing as to what they can and cannot cover. Can you give more details?	Generally, marketing expenses can be covered if they do not promote just one brand. Please see the eligible expenses breakdowns at the bottom of this document for more detail.
The grant says that it cannot cover construction or equipment costs, but I need funds to help me get my space ready for visitors. Is there a way to get grant funds for my project?	While construction materials are not eligible, some costs that you think of as equipment may actually be covered under "Supplies", if it is under $5,000 or can be broken into components that are under $5,000. (See Eligible Expenses sections below.) If this not the case, consider using your funds to pay for wages or other related and eligible costs and purchasing your expenses that are not covered by this grant. Expenses that are not eligible for grant funds can still be counted as match.

ELIGIBLE EXPENSES

**All expenses for which you are requesting grant funds should be described in detail; expenses should also be well-justified as to how they support the grant project. These details should be provided in the Budget Narrative section of the application.

	Eligible Expenses	**Not Eligible**
Equipment	• Rental Equipment • Expenses that cost under $5,000 are considered to be "Supplies" • Equipment that can be broken down into separately purchased components--if	• Purchase of equipment over $5,000 is not covered by this grant

	under $5,000 per component—each component may be considered a "Supply"	
Supplies & Materials	• Wash sinks/basins (if in a place where the public will use them) • Product packaging, if related to the agritourism activities • Printing cost of preparing informational leaflets, reports, manuals, and publications relating to the project	• Walls in milk room/milk plant • Plumbing
Marketing Expenses (covered in the "Other" section of the Budget and Budget Narrative)	• Promotion of dairy products (generally – examples could include: goat cheese, sheep dairy products, milks) • Promotion of non-dairy products if those products directly help promote dairy products (e.g., wine and cheese pairing) • Printing and distribution of coupons/tokens (if not promoting a single business) • Advertisement of an event, activities, or promotion • Shipping product related to grant activities • Purchase of dairy product from applicant and partners to for promotional • Social media influencers if they are supporting multiple brands • Promotional giveaways (swag, gifts, prizes, souvenirs, etc.) • Meeting rooms, demonstrations, exhibits, space rentals • Food for displays	• Costs for the marketing of the image for a single business/organization • Costs associated with promoting a single product (for an individual business) • Reimbursement for the discount covered by a coupon or price reduction • Social media influencers if they are promoting a single brand • Sponsorships