

DIRECT MARKETING GRANT

OVERVIEW

The Iowa Department of Agriculture and Land Stewardship (IDALS) is seeking applications for grants to livestock and poultry farmers who are experiencing hardship brought on as a result of the COVID-19 pandemic. Producers can request grants for materials, services, or equipment that would help them to transition to an online or alternative sales strategy or for other projects that would help their farm business maintain sales during the COVID-19 pandemic.

Due to supply chain disruptions, this grant will act as a recovery response for the need to expand capacity more broadly across the state to meet protein demand by food insecure Iowans.

The grant will reimburse processors a portion of expenses up to a maximum of \$2,000 dependent on the total amount of eligible applications received and approved through the program. Applications are due September 7, 2020.

WHO IS ELIGIBLE?

Livestock producers that direct market less than 200 livestock or 2,000 poultry a year in direct sales.

WHO IS INELIGIBLE?

- Schools
- Non-Profits
- Animal Sanctuaries

ELIGIBILITY DETAILS

The applicant understands that reimbursement amounts are based upon applicable and reasonable project cost(s) provided by the applicant.

Reimbursements will require actual/copies of receipts, expenses, or invoices. The costs must be incurred between March 1, 2020 through December 1, 2020 to be eligible for reimbursement assistance.

The applicant must complete the project, provide proof of work completed, proof of actual expenditure(s), and submit all applicable documents to IDALS before December 30, 2020.

IMPROVEMENT ITEMS MAY INCLUDE, BUT ARE NOT LIMITED TO, NEW OR USED EQUIPMENT:

- Refrigeration or freezer units for on-farm store.
- Credit card chip reader.
- Insulated bags or coolers for home delivery.
- Website or online store development.
- Essential supplies to maintain on-farm operations or ensure customer safety.
- Farmer market licensure costs.

INELIGIBLE ITEMS INCLUDE:

- Construction/remodel
- Installation (some may be eligible)
- Parts
- Repairs
- Salaries

HOW TO APPLY:

Applications are due September 7, 2020, and should include:

1. List of equipment purchase(s).
2. List of equipment planned to be purchased with estimated costs(s).
3. Description of upgrade(s).
4. Answers to the questions 1-2 of the project information component of the form are required.

UPON APPROVAL OF APPLICATION:

1. Applicant should complete planned improvement, purchase equipment, etc.
2. Once improvement is complete, applicant may submit for reimbursement.

Reimbursement requires:

- Actual/copies of receipts, expenses or invoices paid
- Completed IRS W9 form

CONTACT INFORMATION

Contact Maison Bleam at maison.bleam@iowaagriculture.gov or call 515-281-7808 with any questions regarding the grant application.

Direct Marketing Grant

Administered by the Iowa Department of Agriculture and Land Stewardship

APPLICANT INFORMATION		
Owner Legal Name*		
<i>First Name</i>	<i>Middle Name</i>	<i>Last Name</i>
Business/Company Name		
CONTACT INFORMATION		
Mailing Address*		
City*	State*	Zip Code*
Owner Primary Phone Number*	Secondary Phone Number	
Email		
PROJECT INFORMATION		
1. Please describe how this grant will assist you in meeting consumer demand after improvements.*		
2. List the equipment you are purchasing and describe how this will improve the efficiency of your business during the COVID-19 pandemic.*		
3. What is establishment number or the business name of the state or federal inspected establishment you work with?		

NOTE: Fields with an asterisk (*) must be completed for application to be considered eligible.

PROJECT INFORMATION (continued)

4. How long have you been direct marketing your products to consumers?

5. Would you be willing to allow your business information to be shared with the Iowa Beef Industry Council to be placed in their Iowa Local Beef Directory? (answer yes or no)

Signature*

Date Signed*

The Iowa Department of Agriculture and Land Stewardship (IDALS) prohibits discrimination in its employment and practices on the basis of race, creed, color, religion, national origin, sex, age, mental or physical disability, sexual orientation, or gender identity, consistent with the applicable state and federal policies and regulations. IDALS is an equal employment opportunity and affirmative action employer.