



Project Name: New Enterprise Development and Managing Legal Liability on an Inland Northwest Small to Mid-size Farm or Ranch

Project Number: SAMPLE

Submitted:

Project Director: Will Helpalot
Makesadifference Ltd.
E-mail: mikes002@umn.edu

Contact Person: Will Helpalot
Makesadifference Ltd.
E-mail: mikes002@umn.edu

Mailing Address: 222 N Havana
Spokane , WA 99202

Project Summary:

This project addresses the legal liabilities and financial risks small farms and ranches undertake as they increase their direct market sales and develop new food and farm enterprises (i.e. processed food products or on-farm events like farm tours and hands-on workshops) due to their limited experience with and understanding of product and property liability; employee and apprentice labor; and market assessment and business planning. The 50 project participants are Inland Northwest farmers and ranchers with gross earnings of less than \$100,000. Participants will attend workshops on Managing Legal Liability, Market Assessment and Business Planning. Upon workshop completion, participants will receive assistance in using tools to manage their legal liabilities and engaging in market assessment and business planning. Three months after the workshop series, 35 participants will have taken steps to manage their legal liabilities and 15 participants will have begun a market assessment or business plan.

Risk Management Improvements:

Gaining an understanding of the legal risks associated with direct marketing, farm apprenticeships, marketing value-added products, and on-farm events is a crucial first step to reducing the risks associated with these activities. Learning about the tools available to reduce these risks is a basic step in the process of reducing risk.

However, just learning about and understanding the risks and tools available to mitigate these risks is not enough to actually reduce participants' risk. Therefore participants will utilize at least one risk management tool and will take at least two actions that will actually reduce their risk or help them manage their risk. Although they will still face risks, we believe using risk management tools and taking concrete actions will help them manage these risks.

Conducting a market assessment or a feasibility study, or developing a business plan are actions that are generally accepted as ways to help producers think through and take steps to manage their risk.

Proposed Results - What Participants Will Learn, Achieve, Apply

	<u>Proposed Result(s) that will happen by end of project</u>	<u>Topic</u>	<u>Producer Action</u>	<u>When Measured</u>	<u>Est. #</u>	<u>How Will You Verify</u>
1	Participants will indicate that they have an improved understanding of legal liabilities associated with direct marketing, farm labor/apprentices, developing value-added products, and on-farm events.	Labor regulations	Understand	End of first workshop	30	Written Evaluation
2	Participants will indicate that they have an improved understanding of tools available to manage these farm legal liabilities.	Personal and business liability	Understand	End of first workshop	30	Written Evaluation
3	Participants will commit to taking at least two actions to manage the legal liabilities related to the farm or ranch.	Personal and business liability	Decide	End of first workshop	25	Written Action Plan
4	Participants will have utilized one or more tools to manage their farm or ranch-related legal liabilities.	Personal and business liability	Implement	March - April 2007	35	Phone Interview
5	Participants will gain an improved understanding of how market assessment, feasibility studies and business planning can be used to decrease farm financial risk.	Analysis of market fundamentals	Understand	End of second workshop	30	Written Evaluation
6	Participants will commit to performing a market assessment, conducting a feasibility study or developing a business plan for a new farm or ranch enterprise.	Marketing plans and strategies	Decide	End of second workshop	22	Written Action Plan
7	Participants will have begun a market assessment or business plan.	Marketing plans and strategies	Develop	March - April 2007	15	Phone Interview

	<u>Proposed Result(s) that will happen after project</u>	<u>Topic</u>	<u>Producer Action</u>	<u>When Measured</u>	<u>Est. #</u>	<u>How Will You Verify</u>
1	Participants will have conducted a market assessment, feasibility study or business plan.	Marketing plans and strategies	Develop	November 2007	25	Written Evaluation
2	Participants will be able to describe at least one concrete step they have taken to minimize their legal risks with respect to offering on-farm events and/or developing value-added products.	Personal and business liability	Implement	November 2007	35	Written Evaluation
3	Participants will have analyzed their risk related to farm labor / apprentices and will have taken at least one concrete step to minimize their risk.	Labor regulations	Implement	November 2007	20	Written Evaluation

Producer Demand:

Forty-nine percent of Idaho's farms and ranches (12,310) are less than 50 acres and another 33 percent are between 50 and 499 acres. Seventy-one percent of Idaho's farms and ranches have annual gross farm sales less than \$25,000 and another 12 percent have sales between \$25,000 and \$100,000. The majority of these small and mid-sized farmers and ranchers are producing mixed vegetables, flowers, herbs, small fruits and/or livestock (generally custom) for sale through local direct markets. As these farms and ranches increase their production and sales, and engage in new enterprises, they often do so with little, if any, business planning. In the process, they unknowingly take on new legal liabilities. It is from this pool of Idaho's farmers and ranchers that we expect to draw our project participants.

The project team from Makesadifference Ltd. and University of Idaho have been meeting and working with Idaho small and mid-sized farmers and ranchers for the past 8-11 years. Over the past three years, we have seen an increase in the number of producers interested in understanding and managing their legal liabilities. These producers have expressed a need for assistance in identifying their particular areas of liability and finding economical means for addressing them. Many producers we come in contact with have never considered the liabilities their operations entail and are unsure of what action they should take.

One example of a project participant is a ranching couple in their mid-40s who operate a mid-sized ranch (450 acres) and are looking to save the family ranch by converting from wholesale to direct marketing and engaging in agritourism activities. They have decided to advertise their custom beef, pork and state-inspected poultry through a series of on-farm events where participants will be served meals made with meat and produce raised on the farm. They are charging participants a small fee to help offset the event costs, including meals and advertising. After talking about their ideas with another local producer who mentioned the importance of making sure their homeowners or farm insurance policy would cover such events, the ranchers decided they need to investigate the rules and regulations associated with conducting on-farm events and providing meals to the public, which are legal liabilities they will encounter as they transition into direct marketing.

Audience Emphasis

Small farms or ranches
Sustainable producers
Value-added producers

Project Steps

	<u>What Project Team Does</u>	<u>What Participants Do</u>	<u>When Measured</u>	<u>Est. Number</u>
1	Project team and collaborators meet (via 2 teleconferences) with a subset of the participants and plan dates, specific content and marketing plans for the workshops.	Two or three participants attend each of the two teleconferences and help plan the workshops.	September 2006	6
2	Project team and collaborators meet (via teleconference) to discuss workshop content, design and speaker expertise needed. Team and collaborators discuss potential legal and insurance experts who might serve as workshop speakers. They also identify farmers/ranchers with experience in managing legal liability and new enterprise development who may serve as workshop speakers. Team members follow-up with suggested speakers and other colleagues to identify/confirm the participation of producer and legal and insurance professionals with necessary expertise to serve as workshop speakers.	Not Applicable.		
3	Identify, purchase and compile educational materials for workshops, make speaker travel arrangements/confirmations, reserve workshop space.	Not applicable.		
4	Develop workshop specific curriculum and process that engages participants and leads them to identifying their next steps. Develop workshop evaluations.	Not applicable.		
5	Develop media pieces (brochures, press releases, newsletter articles, email announcements, website, etc.) for advertising workshops.	Not applicable.		
6	Mail out brochures to producers in the region.	Read brochure and consider attending one of the workshops.	November 2006	400
7	Advertise workshop in newsletters, local newspapers, email and website.	Read articles / media pieces and decide to call for more information or to register.	November 2006 - February 2007	35
8	Conduct the northern and southern Idaho workshops, administer workshop evaluations.	Attend the workshops, indicate additional educational needs / desired follow-up from project team, complete evaluations.	January - March 2007	50

Project Steps

	<u>What Project Team Does</u>	<u>What Participants Do</u>	<u>When Measured</u>	<u>Est. Number</u>
9	After the workshops are completed, project team members follow-up with participants by telephone, mail and email regarding additional educational materials requested and individual assistance needed using tools presented at the workshops.	Discuss needs and actions to mitigate risks, conduct market assessments &/or engage in business planning with project team members, request additional assistance/information if needed.	March - April 2007	40
10	Check in with workshop participants by telephone to determine what steps they have taken to manage legal liabilities and to determine whether they have taken steps to conduct market assessments or engage in business planning.	Discuss their post workshop activities with project team members.	March - April 2007	40
11	Develop and conduct mail survey of workshop participants to determine what steps participants took to manage their legal liabilities, conduct market assessments and engage in business planning as a result of participating in the workshops. Document changes to their operations / behavior resulting from their post-workshop actions.	Complete and return mail surveys.	November 2007	25

Project Description

This project includes two parts: 1) four educational workshops: two 1-day workshops focusing on increasing producer understanding of how to manage legal liabilities associated with direct marketing and the development and expansion of food and farming enterprises, and two 1-day workshops on using market assessment and business planning to reduce financial risk; and 2) individual participant assistance / follow-up from project team members.

The first workshops will focus on the legal liabilities associated with direct marketing and the development of food and farming enterprises. This includes education on product and property liability; legalities and risks associated with hiring and managing employees, interns and apprentices; and related regulations. We will utilize the expertise of local insurance agents and legal counselors to teach participants how to do an assessment of legal risks for their farm or ranch and cost-effective tools available to manage these risks. The second workshops will focus on how to conduct a market assessment, including demand for your product(s) and the market opportunities in your region, and will introduce business planning as a tool for managing financial risk.

The workshops will be offered in southern Idaho (Boise and Pocatello or Idaho Falls) in January or early February 2007 and in northern Idaho (Coeur d'Alene and Moscow) early March 2007. The exact dates, location and content of each workshop will be determined with the input of participants and the project collaborators who are leaders in the small farm and ranch communities of northern and southern Idaho.

The need for education and resources to manage legal liabilities associated with small farm enterprises and direct marketing has been identified by numerous farmers and ranchers who have participated in other programs and events hosted by Makesadifference Ltd. Over the past three years, the number of requests we have received for assistance with market assessment and business planning, in particular in relation to value-added and livestock processing, has increased. Because the need for the proposed educational workshops and follow-up assistance has been identified by producers, we believe we will be successful in having a minimum of 50 individual participants attend the workshops (an estimated 15 attendees at each workshop with several participants attending two workshops).

The follow-up assistance participants will receive from the project team will increase the likelihood the project targets are achieved. The project team has used this approach with other direct marketing workshops with much success.

Tools and Curriculum:

Instructors and presenters, who will include insurance professionals and legal counselors will be chosen for their experience in working with farmers and ranchers to assess ag-related risks and help them manage their legal liabilities. Idaho Depart. of Ag, state and local health entities, and other agencies who can explain regulatory requirements associated with various direct marketing and on-farm events, have also committed staff members to present at each workshop.

The Market Assessment and Business Planning workshops will utilize area extension agents, extension farm management and marketing specialists from the University of Idaho, Farm Credit Services personnel, the Small Business Development team, and other local agencies who work with farmers in the arena of market assessment and business planning. Each workshop will also feature farmer and rancher presenters who have taken steps to manage their legal liabilities and/or have conducted market assessments and have engaged in business planning (past surveys of workshop and conference participants have indicated they prefer learning from people who are actually doing what they are talking about and are successful).

The project team and collaborators will utilize local expertise to the greatest extent possible as a means of fostering development of on-going relationships between local resource people and project participants. A guest speaker will also be featured from a Hawaii agritourism project with expertise in managing the legal liabilities associated with direct marketing and the development and expansion of food and farming enterprises.

The workshop curriculum will include the use of existing materials such as the “Legal Guide for Direct Farm Marketing” by Neil D. Hamilton, “Farming Alternatives: A Guide to Evaluating the Feasibility of New Farm-Based Enterprises” by Cornell University, and USDA SARE’s “Building a Sustainable Business: A Guide to Developing a Business Plan for Farms and Rural Businesses.” The project team will also research and assemble additional resource materials related to understanding and managing legal risks associated with product and property liability, employee and apprentice labor, and market assessment.

Project Team

Team leader and members:

Will Helpalot, Project Director, whp@makesadifference.edu

Responsibility: Project oversight and direction. Lead on workshop design & process. Development of workshop evaluations and mail survey. On-site facilitation of workshops. Follow-up with workshop participants.

Cindy Jones, Sustainable Agriculture Program Coordinator, University of Idaho, cindy@uid.edu

Responsibility: Input into workshop design. Identification/development of educational resources used in workshops. Presenter at workshops related to market assessment. Workshop facilitation. Follow-up with workshop participants.

Sara Finwell, Education & Direct Marketing Program Coordinator, sara@makesadifference.edu

Responsibility: Workshop logistics including developing brochure and other advertising / media pieces; managing workshop registrations / inquiries; compiling workshop educational materials. Following-up with workshop participants. Implementing mail survey.

Greer Jackson, owner, All Natural, Inc., Sandpoint, ID, gj@allnatural.com

Responsibility: Assist with workshop design and educational resource identification. Presentor at managing legal liabilities workshops. Follow-up with workshop participants.

Project collaborators:

Janice Allgood, owner, Bluebird Farms, Nampa, ID, bluebird@comcast.net

Responsibility: Assist with content development and marketing plans for workshops.

Rachel Lyons, owner, Turtle Dove Farms, Boise, ID, tdf@boise.net

Responsibility: Assist with identification of workshop speakers, including farmers, ranchers, agency personnel, legal advisors and insurance professionals.

Ernie Lane, owner, Quiet Valley Farms, Post Falls, ID, quiet@yahoo.com

Responsibility: Assist with advertising and getting producers to the workshops, securing workshop locations and providing workshop content ideas.

Describe your team's capacity to deliver this project:

Makesadifference, Ltd. was formed in January, 1991. We have been developing and delivering sustainable ag education to agricultural producers for more than 15 years. Makesadifference has delivered training on sustainable practices to more than 300 producers and business planning training to more than 70 producers. Makesadifference currently has eight staff members, including three staff members who have been with the organization for over 11 years. Over the past eight years, Makesadifference has partnered with 13 other organizations delivering assistance to agricultural producers.

Project team members are experienced coordinators and educators. Helpalot and Jones have been working in sustainable agriculture since the early 1990s, and have extensive backgrounds in farm direct marketing

and program development and management.

Finwell has experience working with farmer collaborators and other team members to organize and host workshops, conferences, and other community-based programs.

Jackson has been farming in northern Idaho for over 14 years, offers a host of consulting services, has a well-developed apprenticeship program, and has been offering on-farm events including tours and workshops for over 10 years. She has successfully researched and managed the legal liabilities related to her on-farm and direct marketing activities.

Original pre-proposal request: \$33,897

Budget

Section A. Senior/Key Person	\$10,500
Section B. Other Personnel	\$10,394
Total Salary, Wages and Fringe Benefits (A + B):	\$20,894
Section C. Equipment:	\$0
Section D. Travel:	\$4,223
Section E. Participant/Trainee Support Costs	\$0
Section F. Other Direct Costs:	\$8,780
1. Materials and Supplies:	\$5,980
2. Publication Costs:	Not Allowable
3. Consultant Services:	\$1,000
4. ADP/Computer Services:	Not Allowable
5. Subawards/Consortium/Contractual Costs:	\$0
6. Equipment or Facility Rental/User Fees:	\$0
7. Alterations and Renovations:	Not Allowable
8. Additional Direct Costs:	\$1,800
Section G. Direct Costs (C thru F):	\$33,897
Section H. Indirect Costs	\$0
Section I. Direct and Indirect Costs (G + H):	\$33,897

Do you have institutional approval? Yes

Are you applying for funding for this project elsewhere or have you received funding for this project previously? No

Explain (if yes)

Sponsored Program or Fiscal Officer Mailing Address

Makesadifference Ltd.
222 N Havana
Spokane, WA 99202
509-477-2168

Budget Narrative

Section A. Senior/Key Person

The team leader/coordinator of this project will work 0.20 FTE at \$8,400 and 25% fringe benefit rate of \$2100 for a total of \$10,500. Responsibilities will include project direction, workshop planning, design, and coordination, project evaluation and reporting and budget management.

Section B. Other Personnel - (3)

A project assistant will work 0.20 FTE for \$6400 and 25% fringe benefit rate of \$1600 for a total of \$8000. Responsibilities will include contacting speakers, arranging workshops, publicity, registering participants, compiling evaluation results.

The project will receive 73.75 hours of clerical support at a rate of \$8.00/hour for a total of \$590.00 and 25% fringe benefit rate of \$148.00 for a total of \$738.00. Clerical support will include photocopying, organizing and putting together mailings, putting together workshop materials and other similar activities.

Bookkeeping time allocated directly to this project will be 6 hours per month for 12 months paid at a rate of \$23.00/hour for a total of \$1656. Responsibilities will include budget monitoring, payment of expenses, generating monthly fiscal reports and final financial report for this project.

Total Salary, Wages and Fringe Benefits (A+B)- \$20894

Section C. Equipment - None Requested

Section D. Travel (Domestic Only)

Travel for Project Team:

Southern Idaho Workshop, 4 people average \$500 per person (\$280 for airfare; 2 nights lodging @ \$60/night, \$100 for meals while traveling)

North Idaho Workshop, 2 trips, 180 miles ea @ .445 / mile = \$160.20

2 trips, 160 miles ea @ .445 / mile = \$142.40

4 people 2 nights lodging @ \$60/night = \$480.00

4 people meals while traveling @ \$60.10 each = \$240.40

Workshop speakers 12 @ an average of \$100 each = \$1200 (\$100 dollars per speaker breaks down as follows: an average of 180 miles @ .445 / mile = \$80 and \$20 for meals while traveling.)

Total Funds Requested for domestic travel - \$4223

Section E. Participant/Trainee Support Costs - None Requested

Section F. Other Direct Costs

1. Materials and Supplies:

Educational materials (handouts and binders) for workshop participants, office supplies, flip chart paper, name

tags and other supplies needed for workshops.

Workshop Handouts, binders and publications 50 @ \$37.50 = \$1875

Paper, toner and supplies = \$1025

Phone/FAX/Internet (includes planning conference calls) 12 months @ \$150/month = \$1800

Postage 2000 @ .39 = \$780

Printing 1000 @ \$0.50 = \$500

Total Costs for Materials and Supplies - \$5980

3. Consultant Services:

Greer Jackson will serve as a consultant on the project 50 hours @ \$20.00 / hour = \$1000. Responsibilities will include assisting with workshop design and educational resource identification; presenting at managing legal liabilities workshops and following up with workshop participants.

a. Statement of Work - contained in uploaded Letter of Commitment

b. Resume - uploaded as PDF document

Total Costs for all consultant services - \$1000

5. Subawards/Consortium/Contractual Costs - None

6. Equipment of Facility Rental/User Fees - None

8. Additional Direct Costs:

Other Honorariums for speakers – 12 speakers (3 at each workshop) @ \$150 each = \$1800

Total Costs for Honorariums - \$1800

Total Other Direct Costs (1+3+8) - \$8780

Section G. Direct Costs (A thru F)- \$33897

Section H. Indirect Costs – None requested.

Section I. Total Direct and Indirect Costs (G+H)- \$33897

Section J. Fee - None requested

Total Funds Requested - \$33897

Final Checklist

For your application to be considered complete you must have:

1. You must electronically submit your proposal by Thursday, February 26, 2009.
2. Make sure you have uploaded the following documents:
 - a. SF424 R&R Cover Sheet (OMB 4040-0001 expiration 04/30/2008) with authorized signature. Alternatively this form (only this form) may be mailed to the regional center but it must be received on or before Thursday, February 26, 2009.
 - b. Letter of commitment from each team member and collaborator that includes their role and contribution.
 - c. Subcontracts including SF424 R&R budget form, budget narrative, statement of work and letter of commitment.
 - d. Consultant's resumes or curriculum vitae and letter of commitment that includes their role and contribution.
3. Print and review your proposal before you submit it. This will allow you to confirm that all required documents are included in your proposal. You can do this by clicking Print Proposal at the top of this web page.

Demo Application
University of Minnesota
St Paul, MN 55108
<http://www.cffm.umn.edu>
Phone: 612-625-1964
FAX: 612-625-3105

APPLICATION FOR FEDERAL ASSISTANCE
SF 424 (R&R)

2. DATE SUBMITTED 02/28/2008	Applicant Identifier RME Project #
3. DATE RECEIVED BY STATE Leave Blank	State Application Identifier Leave Blank

1. * TYPE OF SUBMISSION

Pre-application Application
 Changed/Corrected Application

4. Federal
Leave Blank

5. APPLICANT INFORMATION * Organizational DUNS: 123456789

* Legal Name: Makesadifference Ltd.

Department: N/A Division: N/A

* Street1: 222 N Havana Street2:

* City: Spokane County: Spokane * State: WA * ZIP Code: 99202

* Country: USA

Person to be contacted on matters involving this application

Prefix: * First Name: Middle Name: * Last Name: Suffix:

Ms. Will Helpalot

* Phone Number: 5094772168 Fax Number: 509-477-2197 Email: myemail@email.edu

6. * EMPLOYER IDENTIFICATION (EIN) or (TIN):
12-3456789

7. * TYPE OF APPLICANT:
M

8. * TYPE OF APPLICATION: New
 Resubmission Renewal Continuation Revision

Other (Specify):
 Women Owned Socially and Economically Disadvantaged

If Revision, mark appropriate box(es).
 A. Increase Award B. Decrease Award C. Increase Duration
 D. Decrease Duration E. Other (specify):

9. * NAME OF FEDERAL AGENCY:
USDA CSREES

* Is this application being submitted to other agencies? Yes No
What other Agencies?

10. CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER:
10.500
TITLE: USDA CSREES

11. * DESCRIPTIVE TITLE OF APPLICANT'S PROJECT:
New Enterprise Development & Managing Legal Liability on an Inland Northwest Small to Mid-size Farm or Ranch

12. * AREAS AFFECTED BY PROJECT (cities, counties, states, etc.)
Spokane County, WA

13. PROPOSED PROJECT:
* Start Date * Ending Date
July 1, 2008 June 30, 2009

14. CONGRESSIONAL DISTRICTS OF:
a. * Applicant b. * Project
WA-5 WA-5

15. PROJECT DIRECTOR/PRINCIPAL INVESTIGATOR CONTACT INFORMATION

Prefix: * First Name: Middle Name: * Last Name: Suffix:

Ms. Will Helpalot

Position/Title: Executive Director * Organization Name: Makesadifference Ltd.

Department: N/A Division: N/A

* Street1: 222 N Havana Street2:

* City: Spokane County: Spokane * State: WA * ZIP Code: 99202

* Country: USA

* Phone Number: 509-477-2168 Fax Number: 509-477-2197 * Email: myemail@email.edu

<p>16. ESTIMATED PROJECT FUNDING</p> <p>a. * Total Estimated Project Funding <input style="width:150px;" type="text" value="\$33,897"/></p> <p>b. * Total Federal & Non-Federal Funds <input style="width:150px;" type="text" value="N/A"/></p> <p>c. * Estimated Program Income <input style="width:150px;" type="text" value="N/A"/></p>	<p>17. * IS APPLICATION SUBJECT TO REVIEW BY STATE EXECUTIVE ORDER 12372 PROCESS?</p> <p>a. YES <input type="checkbox"/> THIS PREAPPLICATION/APPLICATION WAS MADE AVAILABLE TO THE STATE EXECUTIVE ORDER 12372 PROCESS FOR REVIEW ON:</p> <p>DATE: _____</p> <p>b. NO <input checked="" type="checkbox"/> PROGRAM IS NOT COVERED BY E.O. 12372; OR <input type="checkbox"/> PROGRAM HAS NOT BEEN SELECTED BY STATE FOR REVIEW</p>
---	---

18. By signing this application, I certify (1) to the statements contained in the list of certifications* and (2) that the statements herein are true, complete and accurate to the best of my knowledge. I also provide the required assurances * and agree to comply with any resulting terms if I accept an award. I am aware that any false, fictitious, or fraudulent statements or claims may subject me to criminal, civil, or administrative penalties. (U.S. Code, Title 18, Section 1001)

* I agree

* The list of certifications and assurances, or an Internet site where you may obtain this list, is contained in the announcement or agency specific instructions.

19. Authorized Representative

Prefix: * First Name: Middle Name: * Last Name: Suffix:

* Position/Title: * Organization:

Department: Division:

* Street1: Street2:

* City: County: * State: * ZIP Code:

* Country:

* Phone Number: Fax Number: * Email:

* Signature of Authorized Representative
* Date Signed

20. Pre-application

University of Idaho Extension System

February 16, 2006

Jonathan Newkirk,
Director
222 N Havana
Spokane WA 99202

Dear Dr. Newkirk;

I am writing in support of the project, “New Enterprise Development and Managing Legal Liability on an Inland Northwest Small to Mid-size Farm or Ranch”, that is being submitted by the organization, Makesadifference, Ltd.

I have worked with the project director, Will Helpalot, on numerous conferences and workshops over the past decade to present direct marketing, farm planning and other educational topics aimed at helping Idaho and Washington small farmers to reduce agricultural risk and farm in a more sustainable manner. In 2005, Makesadifference Ltd, and the University of Idaho partnered to offer a series of three farm direct marketing workshops in St. Maries and Kamiah, Idaho that were highly successful. We followed up with a winter workshop in Buhl, Idaho that covered similar topics in a condensed format. This program was one of Makesadifference Ltd’s first workshops in southern Idaho and there is a high level of interest for additional educational opportunities being brought to these areas.

The focus of the currently proposed workshops has been identified through Makesadifference Ltd’s board members, county extension educators and local specialty crop and livestock producers. Methods of reaching and providing pertinent information to the target audience have also been identified. I will provide input into workshop design, identify appropriate resources, co-facilitate the workshops and present information on market assessment. I will also provide follow-up assistance to workshop participants, as needed.

I encourage you to fund this worthwhile project. Thank you!

Sincerely,

Cindy Jones
Sustainable Ag Coordinator
University of Idaho
Moscow, ID 83848
208-888-1234

Quiet Valley Farms

Jonathan Newkirk
Director
Western Center for Risk Management Education
222 N Havana
Spokane WA 99202

Dear Dr. Newkirk;

I am writing this commitment letter in support of Makesadifference Ltd's application to the Western Center. I commit to assist in the following areas:

- Participate in conference calls to plan dates, identify workshop locations, specify content and marketing plans for the workshops.
- Comment on and approve final workshop content and process.
- Assist with identification of workshop speakers including farmers, ranchers, agency personnel, legal advisors and insurance professionals who have experience with managing and /or helping producers assess and manage ag related legal liabilities, perform market assessment and/or do business planning.
- Assist with advertising the workshops (encouraging people to attend, posting flyers, identifying places we should advertise the workshops).

Please feel free to contact me if more information is needed. Thank you.

Sincerely,

Ernie Lane

Quiet Valley Farms

1000 Moat Dr., Post Falls, Id 83703 (208)-123-4567

Bluebird Farms

February 17, 2006

Jonathan Newkirk
Director
Western Center for Risk Management Education
222 N Havana
Spokane, WA 99202

Dear Dr. Newkirk;

I wish to confirm that I have been asked and have accepted to serve as a project collaborator for the project, *New Enterprise Development and Managing Legal Liability on an Inland Northwest Small to Mid-size Farm or Ranch*, submitted by Makesadifference Ltd.

As a collaborator, I understand that I will be expected to do the following tasks to ensure the success of the project:

- Participate in conference calls to assist in date planning, securing workshop locations, and providing workshop content ideas.
- Provide feedback and commentary regarding the final workshop process and content.
- Assist in identifying workshop speakers from the available pool of ranchers and farmers and appropriate agency personnel, including legal and insurance professionals who are experienced in managing and helping producers assess legal liabilities, and who can help to conduct market assessments and business planning.
- Help advertise and influence participation at the workshops.

As a small acreage farmer and poultry keeper, I can attest to the value of the risk management information these workshops would provide others like me. Serving, as I do, on Makesadifference Ltd.'s Board of Directors, I am doubly committed to the workshops being successful.

If I can offer any further insight or answer any other questions you may have, feel free to contact me.

Sincerely,

Janice Allgood
Owner/Manager
Bluebird Farms
Nampa, ID
208-198-7654

Rachel Lyons
Turtle Dove Farms
Boise ID tdf@boise.net

February 18, 2006

Jonathan Newkirk
Director
Western Center for Risk Management Education
Washington State University Extension
222 N Havana
Spokane WA 99202

Dear Dr. Newkirk;

This letter is in support of the Makesadifference Ltd. application for a risk management education grant. Although I am only an advisor for this grant, I have considerable grant experience to assist in the process. I was principal investigator on the following projects:

- 1996 – Western SARE grant creating an organic growers' cooperative in the Boise area.
- 2001 - FSMIP grant with the Idaho Department of Agriculture researching the market for pastured poultry in the state.
- 2002 - Idaho Department of Agriculture specialty crop grant to study the organic industry in Idaho.

Over the last 5 years I have volunteered to help write, review, facilitate, or participate in numerous grants in support of sustainable agriculture for Idaho's farmers. This work and my participation in numerous conferences and workshops have allowed me to understand the needs of Idaho farmers at various levels of experience.

As a farmer and Makesadifference Ltd. board member I am committing to the following work in support of this grant:

- I will be participating in conference calls and meetings that will plan dates, identify workshop locations, develop content and marketing plans for workshops.
- I'll be commenting on and approving the final workshop content and process.
- I'll help identify workshop speakers who have experience in ag-related legal liabilities, performing market assessments and/or business planning.
- I will help advertise the workshops by sharing the flyers with fellow farmers, posting flyers, and suggesting places where they should be advertised.

Sincerely yours,

Rachel Lyons

Makesadifference, LTD.

February 23, 2006

Jonathan Newkirk, Director
Western Center for Risk Management Education
Washington State University Extension
222 N. Havana
Spokane, WA 99202

Dear Dr. Newkirk:

This letter is in support of proposal No. RME-xxxxxxx, “New Enterprise Development and Managing Legal Liability on an Inland Northwest Small to Mid-size Farm or Ranch” submitted by Will Helpalot with the non-profit organization, Makesadifference LTD.

My role in this grant, as the organization’s Education and Direct Marketing Coordinator, will involve workshop logistics, developing brochure and other advertising/media pieces, managing registration and inquiries for the workshops, compiling workshop educational materials, as well as following up with workshop participants and implementing mail surveys. I will fully cooperate with other project members and collaborators to implement in the workshops in the communities of Washington and Idaho.

In the past year, I have attended many workshops and conferences and interacted with small farmers in several communities in Washington and Idaho. In conversations with these farmers, they often expressed a desire to take the marketing skills learned to a new level that a direct marketing workshop would provide. I fully support the work of providing these workshops in communities around Idaho and I am enthusiastic to continue the work of educating farmers on how to market better. I look forward to working with the project director, the project team and our collaborators.

Sincerely,

Sara Finwell
Education and Direct Marketing Coordinator
Makesadifference, LTD.

All Natural, Inc
2008 Lighting Strike Road
Sandpoint, ID. 83864
gj@allnatural.com
208-765-1234

February 10, 2007

TO: Western Center for Risk Management Education

Project Name: New Enterprise Development & Managing Legal Liability on an Inland Northwest Small to Mid-size Farm or Ranch

Project Number: RME-DD302014

RE: Consultant Statement of Work

Dear Regional Center Director;

I am writing to acknowledge my support for the proposal submitted by Makesadifference LTD., and Will Helpalot and to describe the services I will offer as a consultant if this project is funded.

I believe this proposal will address the legal liabilities and financial risks of small to mid-size farms and ranches in the Inland Northwest. The workshops will help bring a more clear understanding of product and property liability, labor issues, market assessment and assist with business planning.

As a member of the project team, I will bring many years of small farm experience to assist with designing the workshops as well as helping identify educational resources. I will be presenting workshops about managing legal liabilities related to on-farm activities as well as following up with participants of these workshops.

I have been traveling to rural communities of the Inland Northwest for the past ten years, teaching all different aspects of small farm marketing. I believe the outreach to these rural locations have been very successful in that there have been several new farmers markets start up following our workshops, as well as an increase in small acreage farming enterprises.

I believe that Makesadifference, Ltd., through the strong leadership of Will Helpalot, has provided great opportunities for small farms throughout the region over the years. This organization's mission is clearly followed by the successful work they have accomplished. I look forward to doing this work that empowers our future small acreage farmers of the inland Northwest and am thankful for the opportunity to participate on this project proposal.

Thank you for your consideration of this proposal.

Sincerely,

Greer Jackson
Owner/Manager, All Natural, Inc.

Resume – Greer Jackson - 2006

All Natural, Inc
2008 Lighting Strike Road
Sandpoint, ID. 83864
gj@allnatural.com
208-765-1234

Education:

- 1976 AA degree in Horticulture
- 1992 SCORE Business management workshop series for starting a small business
- 2000 Certificate of Completion for training program in community development ‘Helping Small Towns Succeed’ from the Heartland Center for Leadership Development
- 2002 Tilling the soil of Opportunity NX Level course for Agriculture entrepreneurs

Greer started out selling garden crafts and excess produce at the farmers market in 1990 as a hobby to supplement her Forest Service income. The garden grew into a small acreage farm and All Natural, Inc. became a certified organic in 1992.

After a few years selling at the farmers market, sales expanded to include five local restaurants, a natural foods store, working with caterers and private chefs and slowly expanded marketing to include a CSA subscription service for farm fresh organic produce, a fresh flower subscription service, on-farm tours and workshops and on-farm events such as Sunday Brunch on the Farm and hosting an annual organic wine tasting as well as numerous special events on the farm. Greer started up a consulting business to offer support for small acreage farmers and organic gardeners.

Greer has been serving as a consultant for the Sustainable Agriculture program for the Washington and Idaho Partnership 2020 project. She has developed a training manual for the Cultivating Success program at University of Idaho that teaches farmers how to develop on-farm curriculums for becoming certified instructors to work with apprentices. In this Farmer Mentor Handbook, through extensive research, chapters include outlines of dealing with all kinds of liability issues associated with having the public and students come to the farm.

Greer serves on a number of boards for organizations such as Makesadifference Ltd., the Idaho Organic Foods Advisory Council, and represents small acreage farmers on for the University of Idaho College of Agriculture advisory board.

Presentations and workshops:

- **Small Acreage Farming - Market Gardening** short course - Sponsored by University of Idaho, Small Farms Extension & Education. November 1999
- **Diverse Strategies for Marketing the Small Farm Workshop** - Community presence, media, advertising & niches. Sponsored by Western SARE Conference on Sustainable Agriculture \ Farming and Ranching for Profit, Stewardship and Community. Portland, Oregon; Twisp, WA; Chelan, WA 2000
- **Selling to Restaurants - Effective Farmers Markets** – Conference on Organic Farming and Direct Marketing. Sponsored by USDA – SARE Program, ID Dept of AG, Idaho Rural Council. Twin Falls, Idaho December 2000

- **Working with a Growers Collective** *Growing A Community* - A Sustainable Agriculture Conference Creston, British Columbia, Canada February 2004 Diversity in the Desert \ North American Farmers Direct Marketing Conference Mesa, AZ January, 2001
- **Organizing and Hosting On-Farm Events** Overview of how to organize and host farm tours, on-farm workshops, school children activities / visits, and Sunday Brunches; why should farmers consider having these events? Advertising, pricing, conveying appropriate on-farm etiquette, liability and legal issues as appropriate. *Making the Local Connections* : Direct Marketing in the Inland Northwest Conference University of Idaho, Moscow, Idaho March 2005

Awards:

- **Sustainable Northwest** developed the Founders of a New Northwest program to identify, recognize and network individuals, communities and businesses in the Pacific Northwest and beyond that have found ways to reconcile economic progress with environmental health and social equity. Greer has been selected as a Founder of a New Northwest for 2000. info@sustain.org
- **Outstanding Woman Leader Award Certificate of Recognition** for the 7th annual Spokane Area Women's Leadership Conference March 4, 2005.
- **Steward of Sustainable Agriculture Award** presented by Makesadifference Ltd., membership February 2006