

Watershed Agricultural Council

Agriculture ♦ Forestry ♦ Conservation Easements ♦ Economic Initiatives

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Pure Catskills Education Scholarship Program

SUMMARY

Funding is available to *Pure Catskills* business members toward expenses to attend educational events that will support the development of a new marketing opportunity or the adoption of a new production method. *Pure Catskills* members include farms, retailers, farmer's markets, restaurants and food-related organizations supporting local food systems within Delaware, Greene, Otsego, Schoharie, Sullivan and Ulster Counties. Eligible applicants must have a current membership in order to be eligible for this funding opportunity.

Educational events for which funding may be used include workshops, conferences, field days or trainings. An appropriate event for which to apply will have an associated cost of \$100 or more. Examples of eligible scholarship opportunities include:

- Attending a training to obtain a New York State Department of Agriculture and Markets 20C license for the processing of a value-added meat product in a home or commercial kitchen.
- Visiting a farm out of the region to attend a workshop on an innovative grazing system to improve the quality of grass-fed meat.
- Traveling to a national conference on food systems development to learn about improving local food connections with institutional buyers such as schools and hospitals.

Each applicant must provide specific details related to the educational opportunity and the product or production method to be developed as a result of the awarded funding. Scholarship funding will be provided on a competitive basis. The selection criteria will include:

- Appropriateness of the planned product, marketing strategy or production method to be developed. Preference will be given to direct-marketed and sustainably produced products.
- Clarity and completeness of application submitted. Elements of scholarship application include:
 - Application questionnaire
 - Anticipated expense report
 - Supporting documentation of event to be attended such as a registration form or a workshop brochure. In the event that registration materials for the proposed event are not yet available at the registration deadline, the opportunity may be documented through materials for the previous year's event or supporting documentation about the host farm or organization.

Each scholarship recipient will be required to provide the following in exchange for the funding awarded:

- One 300-word essay on one or more of the following topics:
 - Your experience developing a new product, marketing campaign or production method
 - Your approach to production on the farm or sourcing for a retail or restaurant business
 - A summary of the educational event attended with *Pure Catskills* sponsorship and highlights of lessons learned
- One photograph related to the essay from the grantee's business or the event attended

These materials will be used in *Pure Catskills* outreach materials including www.purecatskills.com and quarterly newsletters.

Funding will be awarded in amounts between \$100 and \$350 to each scholarship individual. A total of \$3,250 in funding is available for round two of the funding cycle. Eligible events will occur between November 15, 2010 and November 14, 2011.

Applications must be post marked on or before October 20, 2010. Selections will be announced no later than November 10, 2010. Only mailed applications will be accepted. Please do not fax, email or hand deliver your application. Mail application materials to:

Challey Comer
Watershed Agricultural Council
44 West Street, Suite 1
Walton, NY 13856

Questions will be accepted until October 18, 2010. Please contact Challey Comer at ccomer@nycwatershed.org or (607) 865-7090. Email inquiries are preferred.