

Questions & Answers submitted in 2011
Posted May 12, 2011

1. I couldn't find the information about insurance requirements. What insurance requirements would there be for a project that also has a food preparation and marketing aspect?
The insurance requirements are at the bottom of the final page of the application materials.
2. I would like to apply for funding in two categories. May I submit one proposal that includes both projects?
No, separate proposals must be submitted for each individual project proposed by each business member or event organizer.
3. I am applying for category three, Outreach and Education. Is a match required?
Yes, a minimum 25% match is required in all funding categories. Matching funding may be provided through cash or in-kind contributions.
4. Will my application for improvements to my barn quality for the product development funding?
Projects that will enhance or lead to the development of new, finished farm and food products will be the most competitive in the product development category. Infrastructure based projects are eligible but will only be competitive if they are directly connected to the marketing of a finished farm product.
5. Is my arts event eligible for funding? We will be promoting regional agriculture at the event.
Yes, arts events have received funding through this program in the past. The most competitive arts related proposals will be focused on supporting the economic viability of the farm and food businesses involved in the event.
6. I plan to submit a proposal for my farm's webpage. Will I qualify if I already have a webpage?
Yes, activities to improve marketing materials quality. The most competitive marketing proposals will be for new marketing efforts or new elements of existing elements. Improvements to existing marketing materials, such as repairs to a webpage, qualify.
7. How many proposals are typically submitted for this funding opportunity? Will my proposal be competitive?
In 2010, 64 proposals were accepted for review through this funding opportunity. The total number of awards was 15. Due to the large quantity of proposals, the most competitive applicants provide concise and measureable information related to their project. It is important to address how the funding provided will enhance the economic viability of the business involved with the project.

8. Who reviews the proposals?

Proposals are reviewed by a committee of farmers, funders and staff members of the Watershed Agricultural Council. The evaluation criteria listed in the summary document posted on the “Scholarships and Grants” section of www.purecatskills.com are used as a guideline in review of the proposals.