Professional Development Grant Program

2023 Call for Preproposals

Preproposals are submitted online at: projects.sare.org.

Important Dates

The online system will open to accept preproposals starting on:

Preproposals are due no later than:

As part of Northeast SARE’s Diversity, Equity, Inclusion and Justice Strategic Plan we will be examining our grant programs and procedures and may make structural changes to our grantmaking systems. To accommodate that work, this grant program may not call for preproposals in 2023.

Questions?

Visit the Northeast SARE website at: www.northeastsare.org/PDP. For questions about this call, contact Katie Campbell-Nelson at kc2233@cornell.edu or 413-834-1090.

About Northeast SARE

The Northeast Sustainable Agriculture Research and Education (SARE) Program offers competitive grants to farmers, educators, agricultural service providers, researchers, graduate students and others to address key issues affecting the sustainability of agriculture throughout our region. Northeast SARE is one of four regional SARE programs funded by the USDA National Institute of Food and Agriculture. The program—including funding decisions—is driven by the Northeast SARE outcome statement:

Agriculture in the Northeast will be diversified and profitable, providing healthful products to customers. Farmers and the people they work with will steward resources to ensure sustainability and resilience, and foster conditions where farmers have high quality of life and communities can thrive.

About Northeast SARE Professional Development Grants

Overview

The Northeast SARE Professional Development Grant program funds projects that develop the knowledge, awareness, skills and attitudes of agricultural and other service providers about sustainable agriculture practices to teach, advise or assist farmers. An agricultural service provider is a professional who assists farmers. Projects that develop the ability of other service providers (for example, real estate agents, bankers, and attorneys) to work with farmers are also eligible. These service providers then use what they’ve learned through participation in project activities in their work with farmers.

Professional Development Grant projects use an outcome funding approach with a “performance target” to describe the changes in practices, behaviors or conditions among service providers expected to result from the proposed project. To learn more about outcome funding and the use of performance targets, visit our “Guide to Outcome Funding” at: www.northeastsare.org/outcomefunding.

A wide variety of topics can be funded by Northeast SARE, including marketing and business, crop production, raising livestock, aquaculture, social sustainability, urban and Indigenous agriculture and much more. Other aspects of projects funded through the Northeast SARE program include those that address climate-smart agriculture practices intended to improve ecological, social, and economic resilience to climate change; increase carbon sequestration; and reduce greenhouse gas emissions. Climate-smart practices include reduced and no-till, cover crops, prescribed grazing, ruminant feed management, manure management, fertilizer management, and on-farm energy efficiency. In addition, projects may address traditional ecological knowledge.

About Preproposals

Preproposals are required for the Professional Development Grant program, as well as for Northeast SARE’s Research and Education, and Research for Novel Approaches Grant programs.

The preproposal is a preliminary concept document. Preproposals are evaluated by independent review teams made up of farmers, researchers, nonprofit staff and agricultural service providers. Reviewers evaluate proposals on a scale of 1 to 5 using the criteria that are listed beside the Step-by-Step Instructions that follow. Reviewers assign a single score to the preproposal based on the extent to which it addressed review criteria. Reviewers consider a preproposal’s score, its contribution to Northeast SARE’s outcome statement, and fit with the grant program’s goals and audience and determine which preproposal applicants to invite to submit a full proposal. Both invited and not-invited applicants will receive feedback from reviewers.

In general, about one-third to one-half of preproposals are invited to submit full proposals and about one-third of full proposals are approved for funding by the Northeast SARE Administrative Council.

New for this Call

Northeast SARE will give additional consideration to projects that serve or engage historically underserved farmers and has added a new question to address this.

We no longer require an estimate of your funding request in the preproposal. Invited full proposals must still include a full budget.
Eligible Applicants
Professional Development Grants are open to anyone who works with service providers and farmers, including personnel at nonprofit organizations, colleges and universities, Cooperative Extension, municipalities, tribal governments, state departments of agriculture, federal agencies, research farms and experiment stations, and for-profit business entities (such as farms, private consultants, veterinary practices and other businesses that serve the farming community).

Northeast SARE encourages projects submitted from or in collaboration with women, the LGBTQIA+ community, and Black, Indigenous and People of Color (BIPOC). Additionally, we encourage projects submitted from or in collaboration with Minority Serving Institutions (including 1890s and other historically Black colleges and universities, Hispanic-Serving Institutions, and tribal colleges and universities) and other organizations in the Northeast that work with historically underserved communities.

Your organization must have the legal structure and financial capacity in place to receive and implement a Northeast SARE contract, including expending funds needed for the project prior to receiving reimbursements from Northeast SARE; advance payments are not possible.

Projects must take place within the Northeast region, described on page 1. Applicants and host organizations may be located outside of the Northeast region if the project activities and the farmers served are located within the Northeast region.

An individual project leader may not submit more than two preproposals per grant program per year. If you submit multiple preproposals and more than one is invited to submit a full proposal, you may submit only one full proposal across the Research for Novel Approaches, Research and Education, and Professional Development Program grants. Current SARE grant recipients who are behind in their reporting will not be invited to apply for full proposals.

Northeast SARE will not fund proposals that appear to duplicate work that has been approved for funding by another grant program (within or external to SARE).

Northeast SARE is committed to accessibility for all eligible applicants. We encourage you to reach out to us regarding any challenges you experience as you plan and submit your preproposal. To do so or to specifically request a disability-related accommodation, please contact Northeast SARE as soon as possible at 802-651-8335 or northeastsare@uvm.edu. Depending on the type of request it may take our team two or more weeks to provide accommodations. We appreciate advance notice when possible so we have time to effectively address your request.

Funding Available
Approximately $1 million has been allocated to fund projects for this cycle of Professional Development Grants. There is no proposal funding cap for this program. Awards typically range from $30,000 to $150,000 depending upon a project’s complexity and duration. We estimate that 8 to 12 awards will be made in 2023.

Project Duration
Typical project length is 2 to 3 years. All projects must be completed by November 30, 2026.

1 See Northeast SARE’s Definition of a Farm document at: www.northeastsare.org/farmdefinition.
**Conflict of Interest**

Members of the Northeast SARE Administrative Council, SARE staff, and SARE State Coordinators are not permitted to be funded or named in proposals submitted to this grant program. Members of proposal review teams are not permitted to discuss or vote on proposals that are submitted by organizations they work for, organizations for which they serve as a board member or paid consultant, former graduate student advisees or advisors, family members, or close personal friends. Reviewers may not participate in review of a proposal in which collaborators on research projects or co-authors on peer reviewed publications (including pending publications and submissions) serve as project leaders; the timeline for this prohibition is for any projects or publications within the past three years. Northeast SARE’s full Conflict of Interest policy can be found at: [northeast.sare.org/northeast-sare-conflict-of-interest-policy](northeast.sare.org/northeast-sare-conflict-of-interest-policy/)

Preproposals and reviews are kept confidential, shared only among Northeast SARE staff, Administrative Council, and grant program reviewers. However, Northeast SARE, as a USDA NIFA program, is committed to public accessibility of results of funded projects; therefore, funded proposal text, and funded project reports will be in the public domain.

**Acknowledging Northeast SARE**

All funded projects are required to acknowledge Northeast SARE as the funding source in all project publications and outreach materials. You can find more information about acknowledging Northeast SARE at: [https://northeast.sare.org/about/northeast-sare-logo-and-acknowledgement/](https://northeast.sare.org/about/northeast-sare-logo-and-acknowledgement/).

**Use of Funds**

SARE funding must comply with USDA NIFA and University of Vermont (Northeast SARE’s host institution) guidelines. Therefore, there are certain allowable and ineligible expenses for this grant program, listed below. All grant expenses must be incurred during the contract period, which will be defined before the project begins.

**Eligible Expenses**

Funds may be used for the following expenses, as long as they are specific to the project:

- **Labor**, including wages, stipends, salary and benefits;
- **Graduate student tuition remission**, when a component of an assistantship compensation package;
- **Materials and supplies**, including research and education supplies, outreach materials, and software;
- **Travel and per diem expenses**;
- **Journal and other publication fees**, if they are incurred during the contract period as well as copies, postage and other communications expenses;
- **Compensation for services** like farmer stipends, presenter fees and other services rendered, lab fees, as well as research incentives and compensation for interviewees, and subscriptions for project-specific services, e.g., for video conferencing or online data storage;
- **Meeting and training expenses**, including facility rental and participant support costs;
- **Equipment purchases and fabrication** necessary for, and specific to, the project (equipment with general uses, like a computer or tractor, are not eligible);
- **Rental or operating charges** for farm equipment, land, or greenhouse space;
• **Subawards** for portions of the project conducted by other organizations;

• **Indirect costs up to 10 percent of total direct costs.** Please note that for-profit businesses generally cannot include indirect costs in the budget.

### Ineligible Expenses

Funds may NOT be used for:

• **Capital costs** including the purchase of land, buildings, livestock, general use machinery, greenhouses, and major improvements, fixtures or expansion expenses;

• **Normal operating expenses that would be incurred in the absence of the project** such as utilities, general maintenance, or general supplies.

• **Promotional items,** including clothing (hats, tee shirts, aprons, etc.), swag, giveaways, subsidies, raffles, and branded promotional material;

• **Travel to conferences and other meetings** unless essential to the project’s success, such as presentation of project results or to explicitly bring information back to project participants;

• **International travel** unless essential to the project’s success and described in the budget justification (Note: There are certain restrictions on costs and airline carriers);

• **Cell phone charges,** even if cell phones are used during the course of the project;

• **Food expenses** unless necessary for the continuity of a training event or project meeting; and

• **Expenses outside of the grant period** (before the start date or after the end date on the grant contract).

Costs for copiers, cameras, computers, video equipment, and other items that have uses beyond the project must be provided by the applicant, as they are considered indirect costs. To be considered as a direct cost, the item must be clearly essential and specific to the proposed project.

### Grant Timeline

**Preproposal submission deadline** ....................................................... 5 p.m. ET, August 2, 2022

Applicants notified whether or not they are invited to submit a full proposal .................. August 29, 2022

Feedback sent to invited applicants ....................................................... September 2022

Feedback sent to not invited applicants ............................................... early October 2022

**Full proposal submission deadline** .................................................. 5 p.m. ET, October 25, 2022

Tier 1 Review* decisions announced to applicants ........................................ mid December 2022

Award decisions announced to applicants ............................................. late February 2023

**Contract start date for awarded projects** ......................................... March 1, 2023

**New grantees orientation meetings with Northeast SARE staff** ............... March 2023

*There are two tiers of full proposal review. Applicants will be notified whether their proposal moves on from Tier 1 to Tier 2 review.
Preparing Your Preproposal

You will submit your preproposal online at: projects.sare.org. Please prepare your preproposal well in advance of the deadline.

There are word limits for most entries. We suggest you use a word processing program to develop your preproposal content offline, ensuring it is accurate and complies with the word limits before pasting into the online system. To that end, a Word document of the preproposal questions is available at: www.northeastssare.org/PDPPrepDoc.

Keep your writing clear and simple. Avoid scientific jargon and specialized vocabulary -- write for a mixed audience that includes farmers, researchers, extension staff and other agricultural service providers. Assume grant reviewers have solid agricultural knowledge, but not necessarily deep expertise in your subject area.

Do not include links to external sites, as they will not be considered by reviewers.

SARE’s Grant Management System

Preproposals are submitted online at: projects.sare.org.

The Grant Management System will be open for preproposals from May 10, 2022 until the deadline, 5 p.m. ET on Tuesday, August 2, 2021. Staff are available to answer questions until 5 p.m. ET on the due date. We strongly suggest you submit your preproposal well in advance of the deadline in case you experience technical issues that take time to resolve.

Getting a User Account

New users should select “Create an account” and complete the registration information. The system will send you an email with instructions to create your password.

If you have previously received SARE grants, submitted project reports or recently reviewed SARE grants, you are registered as a user in the system and should use your account to submit your preproposal. Once logged in, be sure to update your account profile. If your account profile is incomplete, you will not be able to submit your preproposal. Here, the Grant Management System will show the message, “Missing contact information. <Individual’s Name> must log in and update their profile before application can be submitted.”

Logging In

From the SARE Grant Management System landing page at projects.sare.org, select “Log in.” Once logged in, select “Start a new grant proposal.” Grant opportunities for all four SARE regions will be listed; scroll down until you see “Northeast” and click the “+” button. Under “2023 Northeast SARE Professional Development Program Preproposal,” select “Begin a New Proposal.”

Entering your Preproposal

Start your preproposal by clicking “Edit Title” and enter a clear and succinct title, in title case, of under 150 characters (including spaces) that captures the essence of the project’s intent. Avoid acronyms, jargon and unnecessary words.

Be sure to click “Save” after each entry.
Next, provide a brief “Project Description” of 300 characters or less by clicking “Edit Description.” This is a short description of what the project intends to accomplish and, should your project be funded, will show up as the search result in the SARE database.

In the majority of cases you, the grant applicant, are also the project leader (PL). If this is the case, you should ignore the button that says “Change” under the “Project Leader” heading. If it is necessary for the applicant and the PL to be different, use the “Change” button to add PL information here. If the PL does not currently have a projects.sare.org account, they need to create one in order to change the PL from the applicant and they must complete their full profile information before the preproposal can be submitted. Only the applicant can submit the preproposal, but the PL will be able to edit the preproposal.

Note: The PL is responsible for oversight of the project and must be housed at the same organization as the project’s authorized official (the person authorized to sign for the organization hosting the grant, if funded).

Next, complete the preproposal sections. To navigate the preproposal online, each section appears on the menu in the left sidebar of the Proposal Overview page; clicking on the section heading will open the fields for entering responses to questions. To enter information, click “Edit Answer” for each question and be sure to click “Save” after each entry. See the Step-by-Step instructions that follow for additional guidance. At any time during the writing of your preproposal, you may preview a draft from the Proposal Overview Page by clicking “View Draft”. Once there, you can also share the draft of your preproposal with collaborators by either sending the “Link to Share” found at the top of the draft page or by creating and sending a PDF of the preproposal.

You may log out of the Grant Management System at any time during entry of your application and reenter it to continue. Log in and select “Manage Grant Applications” to return to your application. Your application will be listed under “Unsubmitted Proposals.” Previously saved responses can be edited and new sections can be filled in. Remember to save your entries.

When all preproposal questions are answered to your satisfaction, go to the Proposal Overview page and click the “Submit Proposal” button at the bottom of the page. The button will not appear until you have answered all required questions. Please make sure to select “Submit proposal” again. You will receive an email confirmation of your submission. Your submission is not complete until this final step, and it is important that you see the email confirmation to be sure your submission went through.

Prior to the deadline, you may unsubmit to revise the preproposal, but if you do so, don’t forget to submit it again when you are done, otherwise it will not go forward to review.

**Step-by-Step Instructions**

The preproposal is divided into two sections, each containing multiple questions. Instructions for all questions are presented below. Review criteria appear next to their associated questions throughout the instructions. Answers should be written per the instructions and should adequately address the associated review criteria when applicable.

**Please note:**

- No attachments are allowed in the preproposal application.
- Do not include links to external sites; they will not be considered by reviewers.
- No authorized signatures are required for preproposal submission.
General Information

Note: This section has no review criteria and is not scored by reviewers.

Organization: Name of organization or institution hosting the project. An answer to this question is not required; only enter if different from the applicant’s institution, because the applicant’s institution is automatically populated from their profile.

Primary State: Select the state where the majority of work will be carried out, i.e., the primary location of the grant activities. Usually this is the home state of the project leader.

Optional Geographic Scope: If this project will take place in more than just the primary state, list all the states where this project will take place.

Project Length: Enter the anticipated project length, in years.

Resubmission: Was a full proposal of this work submitted previously to Northeast SARE? Answer yes or no.

Optional Additional Context (150-word limit):
Describe any challenges you and others face in accessing resources to support the type of work outlined in this proposal.

Preproposal Questions

When designing your proposal and responding to the questions below, please consider that the Statement of Need should include a description of the full population of service providers and farmers (type, number, scale, and location) who could benefit from the project, the Education Plan should describe how many service providers in that population will be reached by project activities, and the performance target describes the number of service providers reached by the education plan who actually make a verifiable change (often some subset of those who participate in the education plan). It should be clear to reviewers how the information in the Statement of Need and the Education Plan flow and lead to the Performance Target. Not all service providers and farmers described in the Statement of Need would be reached in a normal project timeline, but all activities in the Education Plan and the measurable changes described in the Performance Target should be achievable by the project’s end date.

1. Performance Target (200-word limit)

Service Provider\(^2\) Performance Target:
The performance target defines the specific, beneficial, and verifiable actions that service providers will take as a result of participating in the project (you may wish to finalize this section of the proposal last). The performance target represents your best, informed estimate of what will happen if all goes according to plan.

The performance target is a project’s measurable goal, not a guarantee. The target should be ambitious yet realistic. It is the logical outcome that service providers are expected to achieve as a result of participating in the project. The performance target should be measurable by the planned project end date.

Write your performance target in one to two sentences, using the following three required components. For example, “X number of service providers will take X action to help X farmers who represent X units production”.

\(^2\) An agricultural service provider is a professional who assists farmers. Projects that develop the ability of other service providers (for example, real estate agents, bankers, and attorneys) to work with farmers are also eligible.
1. The **number of service providers** who will take action to educate/advise farmers. Please use a number here, not a percentage. *Examples include 35 dairy advisors in New York; 20 aquaculture extension educators in the mid-Atlantic; 40 realtors in central PA who specialize in farmland.*

2. The **actions that service providers will take** to use their new knowledge, awareness, skills and attitudes to teach, advise and/or assist farmers. *Examples include deliver new workshops; develop new educational curricula; mentor farmers; implement on-farm trials, implement professional learning plans.*

3. The **total number and type of farmers** who the service providers will teach and/or assist. *Examples include: 50 grass-based dairy farms in New York; 200 shellfish farms in the mid-Atlantic; 60 farmers in central PA farming on rented land.*
   - (Optional): Estimated total size/scale of farms these farmers manage when appropriate. *Examples include: total acres or animal units managed, gross sales, and production volume.*

*Optional Farmer Performance Target.* Enter a farmer performance target if it is practical to verify behavior change at the farmer level as a result of their direct participation in project activities or as a result of their contact with the project’s service provider participants. If this component is included, it must be measured within the timeline of the project.

This optional performance target is written in one to two sentences, using the following two required components. For example, “X practice will be adopted by X number of farmers on X number of acres.”

1. The **specific practice or behavior** farmers will adopt by the end of the project as a result of working with the service provider participants. *Examples include a new crop or livestock production practice; an improved system for food safety, product processing, or pest management; a new approach to business management, marketing, or value-added enterprise; specific actions for intergenerational farm transfer or improved human resource management; and improved ties among food system stakeholders.*

2. The **number and type of farmers** who will adopt the new practice, change or behavior.

**Optional:** The **extent of farmer adoption**, expressed in measurable units. *Examples include: 5000 acres of grain crop land; 4000 head of dairy cows; 50 acres of oyster planting ground lease; $800,000 in gross sales.*

**Review criteria:**
The performance target describes: 1) the number of service providers; 2) the actions they will take to use their new knowledge, awareness, skills, and attitudes to teach, advise, and/or assist farmers; 3) the total number of farmers they will engage; and, optionally, the extent of production that these farmers represent, expressed in measurable units.

If a farmer performance target is included, the number of farmers adopting new practices or behaviors is measurable within the project timeframe. The performance target/s is/are specific, meaningful, measurable, ambitious, and realistic.
Do not include educational activities conducted by the project team in the performance target. These should be described in the Education Plan section.

Performance targets must not include percentages of unknown numbers.

2. Statement of Need (200-word limit)
Describe:

1) The problem or opportunity farmers in the Northeast face that the project will address;
2) Why it is important to sustainable agriculture as described by Northeast SARE’s outcome statement (see page 1);
3) The full population of farmers in the Northeast (type, number, scale, and location) that could benefit from the project;
4) How the proposed project will benefit service providers in a way that improves their ability to serve farmers.

Note: Citations are not required in the preproposal.

3. Service Provider Interest (200-word limit)
Describe the service providers who will benefit from this project, and specific evidence that they have interest in helping farmers address the problem or opportunity through participation in the project.

If you have data about service provider interest in the project, summarize this information. If not, describe how you will collect this data if you are invited to submit a full proposal.

4. Optional Historically Underserved Service Providers and Farmers (200-word limit)
Northeast SARE does not require projects to serve or engage historically underserved farmers. However, preproposals that advance diversity, equity, inclusion, and justice (DEIJ) will be elevated by reviewers in the final ranking in relation to preproposals that do not. You can either write “N/A” or provide a description of how your project serves, centers leadership by, or otherwise engages historically underserved farmers. Describe which audience(s) these farmers represent and any plans to compensate participants.
USDA defines historically underserved audiences to include socially-disadvantaged producers, limited resource producers, beginning farmers/ranchers, and veterans. They further define socially-disadvantaged farmers and ranchers belonging to the following groups: American Indians or Alaskan Natives, Asians, Blacks or African Americans, Native Hawaiians or other Pacific Islanders, Hispanics, and women. Northeast SARE also considers LGBTQIA+ farmers to be historically underserved.

5. Key Individuals (150-word limit)
Use the following format to describe people with essential roles in this project:

Name, title, business or organization. Describe this person’s skills, relevant experience, and primary responsibilities on the project.

Start with yourself, then list other key individuals.

If some team members have not yet been identified, provide descriptions of their roles, as placeholders. For example, an acceptable entry might say, “a veterinarian with poultry expertise who works in the target states,” or “two health department personnel with experience in water quality programs.”

6. Education Plan (300-word limit)
Describe the activities that will provide service provider education to address the problem or opportunity listed above. The education plan must be realistic, describe content and methods appropriate to engage service providers and likely lead to achievement of the performance target. The description should include:

1) A realistic number of service providers expected to participate;
2) How they will be recruited and retained;
3) The type of project interactions and educational experiences in which they will participate;
4) The specific knowledge, awareness, skills and attitudes they will acquire from project activities that will lead to the performance target;
5) The support you will provide to them in their efforts to help farmers address the problem or opportunity (e.g., coaching, software, record keeping tools, fact sheets, videos or other instructive materials and support); and
6) The process that will be used to verify the extent to which the performance target is achieved.

Next Steps: Planning for Full Proposal Submission
Applicants will be notified if they are invited to submit a full proposal by August 29, 2022. Feedback that may be used to strengthen a full proposal will be provided to applicants with invited preproposals in September 2022. Full proposal instructions will be sent directly to invited applicants; full proposals are due by 5 p.m. ET on October 25, 2022.
Full proposals require more detailed information for all sections of the preproposal, including data to substantiate service provider interest. The full proposal also requires: a project advisory committee, literature review and citation list, letters of commitment from key individuals, a project budget with justification, and a grant commitment form with authorized official signature. The 2021 Call for Full Proposals is available at [https://nesare.org/PDP](https://nesare.org/PDP).

Full proposals include required and optional attachments in Microsoft Excel and Adobe Acrobat formats. If you are invited to submit a full proposal and do not have access to those programs, please contact Northeast SARE staff so we can assist you.

An informational webinar will take place at noon on June 23, 2022. Register for the webinar here: [https://www.northeast.sare.org/NortheastSAREGrantWebinar](https://www.northeast.sare.org/NortheastSAREGrantWebinar).