



Project Purpose (30 pts.)

- I. The application thoroughly outlines and describes the need for the proposed project. (10 pts.)
- II. The proposed project benefits one or more of the following: (10 pts.)
 - a. Underserved farmers and ranchers
 - b. New and beginning farmers and ranchers
 - c. Veteran producers
 - d. Cooperative, farmer-, and worker-owned enterprises
 - e. Small businesses in underserved community
 - f. Small and medium-sized enterprise that add options for consumers and producers
 - g. Opportunity for family-supported job quality and treatment
- III. The application will provide new economic opportunities for the community and contribute to more markets for local producers. (5 pts.)
- IV. The application will be economically sustainable after funding has ended. (5 pts.)

Feasibility (25 pts.)

- I. The application presents a detailed schedule for the proposed project. (10 pts.)
- II. Performance measures are appropriate for the scale and scope of the proposed project. (5 pts.)
- III. The application details how the project is reasonably achievable and appropriate regarding the budget request. (10 pts.)

Budget (25 pts.)

- I. The budget is consistent with the size and scope of the project. (10 pts.)
- II. The application provides evidence that critical resources and infrastructure that are necessary for the proposed project are in place (5 pts.)
- III. Any matching funds that are explained and listed adequately. (5 pts.)
- IV. The budget only contains necessary costs. (5 pts.)

Community Support (20 pts.)

- I. The project demonstrates support from the community by way of letters of support that display a strong understanding of the project. At least two letters are requested. (10 pts. per letter.)

