

Extension Risk Management Education Competitive Grants Program

2024 Grant Application Webinar

1PM Pacific Time – September 27, 2023



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WESTERN
**EXTENSION
RISK MANAGEMENT
EDUCATION**



United States
Department of
Agriculture

National Institute
of Food and
Agriculture

2024 Request for Applications – Funding Opportunities

Grant Application Webinar

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Webinar Instructions

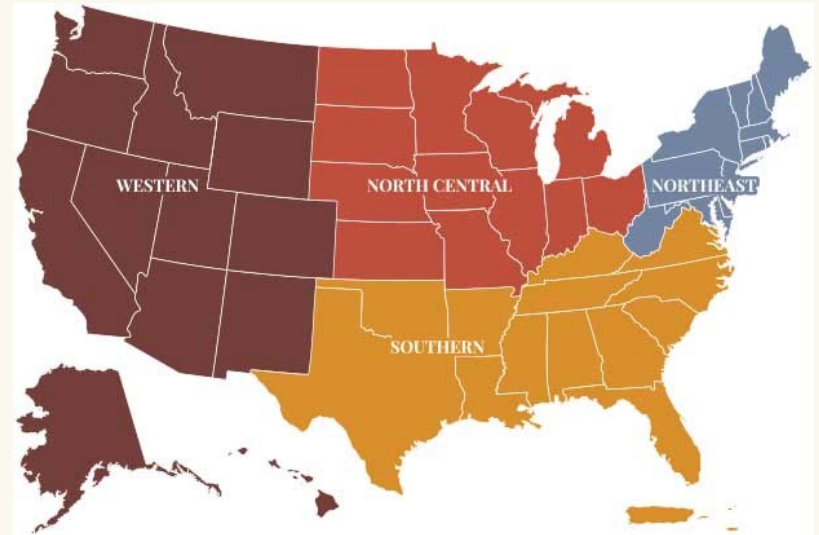
- Please MUTE participant microphones to minimize background noise.
- The webinar is being recorded.
- Use the Chat function to type in your questions.
- And questions will be answered at the end of **each section**.

RFA and Webinar Overview

- Outcome Based Applications Using a Performance Measure Approach
- Regional Priorities
- Evaluation Criteria
- Application and Submission Information

Western Extension Risk Management Education Center (Western Center)

- One of four regional Extension risk management education centers in the U. S.
- Administer a competitive grant program in the 13 western states and U.S. affiliated Pacific Islands
- Supported by funding from the USDA National Institute of Food and Agriculture (NIFA)
- <http://westrme.wsu.edu/>



Extension Risk Management Education

Purpose and Rationale

- Ag Risk Protection Act of 2000
 - ❑ Legislative Mandate: “....to educate agricultural producers about the full range of risk management activities.”
- Section 11125 of the *Agricultural Improvement Act of 2018*
 - ❑ Authority and Funding: “...to expand the program to serve a new audience, defined as producers that are underserved by the Federal crop insurance program.”

Our Goal

To help farm and ranch families improve their **economic viability** through targeted risk management education.

Extension Risk Management Education

- **Economic Viability:**
 - **Economic viability refers to the farm's or ranch's ability to improve profitability and to increase opportunities for equity growth over time.**
 - **Successful applications will clearly identify how their proposed results will enhance farm or ranch economic viability.**

ERME Risk Areas:

Introduction to Risk Management

Understanding Agricultural Risks:

////// PRODUCTION ////

////// MARKETING ////

////// FINANCIAL ////

////// LEGAL ////

////// HUMAN ////

Second Edition, 2013¹

BY

*Laurence Crane, Gene Gantz,
Steve Isaacs, Doug Jose,
Rod Sharp²*

PUBLISHED BY

*Extension Risk
Management Education
and Risk Management Agency*

WITH FUNDING BY

*United States Department
of Agriculture*

[Intro-Risk-Mgmt.pdf](#)

[http://extensionrme.org/
pubs/Intro-Risk-
Mgmt.pdf](http://extensionrme.org/pubs/Intro-Risk-Mgmt.pdf)

2024 RFA – Two Program Areas Three Funding Opportunities

1. Education ERME Grants

- a. Education Projects - \$75,000 Maximum Award Amount
- b. Exploratory Projects - \$10,000 Maximum Award Amount

2. Producers Underserved by Crop Insurance

- a. Insurance Projects - \$100,000 Maximum Award Amount
- b. Exploratory Projects - \$10,000 Maximum Award Amount

Education Projects

- Key Objectives:
 - To help producers understand the risks inherent in their operations
 - Proposed results should help producers take specific actions to mitigate these risks, including effective use of methods and tools for implementing best risk management practices

Regional Priorities – Education Projects

A. Collaboration

- Collaborative designs that incorporate interdisciplinary experts and agencies to:
 1. Leverage and/or adapt developed curriculums for delivery to new audiences in other states or locales
 2. Strengthen relationships for extending successful ERME programs to new communities

Regional Priorities – Education Projects

B. Climate Risk

- Helping producers make good management decisions through:
 - Use of climate models and recent climate history to provide baseline information.
 - Demonstrating how critical periods of climate variability and weather patterns can help predict future decisions in the near and long term.

Evaluation Criteria – Education & Exploratory Projects

- ❑ Proposed Outcomes – 40% Weight
- ❑ Regional Priorities – 10% Weight
- ❑ Results Verification – 10% Weight
- ❑ Producer Demand – 15% Weight
- ❑ Team/Organizational Capacity and Collaborators – 15% Weight
- ❑ Review of Past Projects and Innovative Approaches – 10% Weight

Underserved Insurance Projects

- Key Objectives:
 - To help producers underserved by crop insurance better manage risk in their operations.
 - Proposed outcomes should lead to an enhanced understanding and use of crop insurance tools; or effective use of other risk management strategies when a crop insurance program is not available.

Regional Priorities – Underserved Projects

A. Collaboration

- Collaborative designs that incorporate interdisciplinary experts and agencies to:
 1. Leverage and/or adapt developed curriculums for delivery to new audiences in other states or locales
 2. Strengthen relationships for extending successful ERME programs to new communities

Regional Priorities – Underserved Projects

B. Integrated Record Keeping Systems

- How to use and implement record keeping systems that:
 1. Improve producers' ability to receive assistance
 2. Help producers evaluate their risk management challenges and opportunities

Evaluation Criteria – Underserved Projects

- ❑ Proposed Outcomes – 40% Weight
- ❑ Regional Priorities – 10% Weight
- ❑ Results Verification – 10% Weight
- ❑ Underserved Audience – 20% Weight
- ❑ Team/Organizational Capacity and Collaborators – 15% Weight
- ❑ Innovative Approach and Wide Application – 5% Weight

Defining the Underserved Audience

- ❑ Who are the producers underserved by crop insurance?
- ❑ Why is there a low level of crop insurance participation and availability?
- ❑ Why are producers not effectively using crop insurance products and tools?
- ❑ Why are these producers not normally reached through other risk management education efforts? (Could include targeted underserved producer groups as identified in the RFA)

Proposed Outcomes

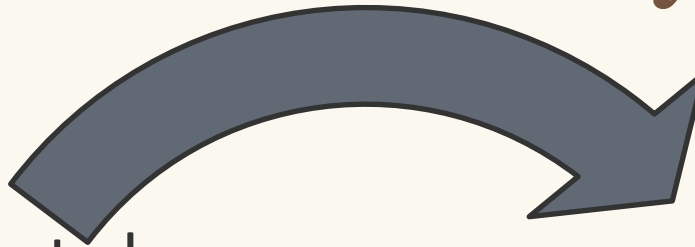
Project Focus:

- ❑ Needs to align with enhanced understanding and use of crop insurance tools
- ❑ May include strategies other than crop insurance
 - Record keeping
 - Financial literacy or marketing
 - Strategies to use when crop insurance programs may not be available or applicable.
 - *Other crop insurance education topic examples listed on page 8 of the RFA*

Outcome Based Applications

*Evaluation Methods and Timeline for
Measuring Outcomes*

What Will You Verify?



- Measuring participant change across the life of the project

- Short Term – KASA: Knowledge, Awareness, Skills, Attitude

- Medium Term –
Actions/Practices/Behavior
Changes: what are they doing
differently?

- Long Term – Conditions
(Economic, environmental,
social)

**UNDERSTAND – DEVELOP –
IMPLEMENT**



How will you Verify ?

Direct Measures of Participant Learning

- Provide tangible proof that an outcome has been achieved:
 - Pre/post Tests, Quizzes
 - Homework Assignments (business plan draft, farm/ranch assessment for potential agritourism activities etc.)
 - Presentations (presentation of business plans, farmer/rancher videos demonstrating practices/strategies being put in place)
 - Interviews designed to demonstrate proficiencies
 - Direct Observation

Indirect Measures of Participant Learning

- Measure behavior changes/attitudes/values/perceptions:
 - Retrospective Evaluation
 - Satisfaction surveys
 - Interviews
 - Focus Group Discussions
 - Testimonials

When Will You Verify?

➤ Time of Measurement (Project Steps)

- Before program
- During program
- Immediately after program
- Prior to end of grant

Entering Proposed Outcomes

Understand-Develop-Implement

Proposed Outcomes



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What Producers Will Understand, Develop, or Implement

Proposed risk management outcomes are what you anticipate participants will learn, achieve, and apply through their participation in your project. At the end of your program delivery, the proposed risk management outcomes should put producers in a better position to manage their overall financial risk. Do not confuse the actions your project team takes or materials they develop with the proposed risk management outcomes for producers.

+ Add New Item

	Outcome	Topic	Producer Action	Est. #	When Verified?	How Verified?	
⋮ 1	Producers will understand the structure of a business plan	Business and strategic planning	Understand	20	Immediately After Program	Retrospective Evaluation	
⋮ 2	Producers will write a business plan	Business and strategic planning	Develop	15	Prior to end of grant	3-Month follow up survey	
⋮ 3	Producers will use their business plan to improve overall farm profitability.	Business and strategic planning	Implement	10	Prior to end of grant	18 Month Follow up Phone Survey	

Adding an Outcome

✕ Add New Result

Financial

Topic

-- Pick a Topic --

Producer Action

- Understand - learn, increase awareness, identify
- Develop - write, conduct, obtain, create
- Implement - adopt, establish, incorporate, initiate, use

Estimated Number



When will you Verify?

- Before Program
- During Program
- Immediately After Program
- Prior to end of grant

How will you Verify?

(0 / 10 word limit)

Cancel Save

Objective – Actions – Understanding/ Awareness	Medium Outcome Measures - Develop	Long Term Outcome Measures - Implement
<ol style="list-style-type: none"> 1. Availability of WFRP and other insurance programs for different production types 2. Strategic advantage of using record keeping tools 	<ol style="list-style-type: none"> 1. Ability to analyze and develop a record keeping system to optimize best risk strategies 	<ol style="list-style-type: none"> 1. Purchased WFRP or other RMA insurance. 2. % increase in profit from purchasing insurance and utilizing a record keeping system. 3. % reduction in liability through utilization of insurance.
		

ⓘ *Important Information*

Project Information

Project People

Project Overview

Proposed Outcomes

Project Outcomes Narrative

Project Steps

Audience Emphasis

Producer Demand

Organizational Capacity

Project Team

Project Collaborators

Tools and Curriculum

Review Past Projects

Additional Regions

Budget

Budget Narrative

Required Documents

Final Checklist

Other Application Sections



Project Outcomes Narrative – (400-word limit)

- Describes rationale for project
 1. Identifies risk areas related to proposed outcomes
 2. Demonstrates appropriate educational approach for target audience
 3. Estimates anticipated economic impact
 4. Addresses Contingency Planning

Your Project Rationale

- Underlying **assumptions** or **rationale** for how your project activities will lead farmers and ranchers to the desired outcomes.
 - ❑ Why will your activities and projected risk management outcomes make a difference?
 - ❑ What gaps in risk management does your project aim to fill?
 - ❑ Why is this significant to food and ag?
- Sets up context at local, regional and national levels.

Project Overview (200-word limit)

- Describes estimated number of participants/workshops/locations/risk topic areas covered.

Other Application Sections – Cont.

➤ Project Steps

- Plan of work with an accurate and realistic timeline for program delivery (how will these activities lead producers to the desired outcomes)
- Timeline for Evaluation (When Verified/How Verified)

➤ Tools and Curriculum

- Describe educational tools and curriculum
- Describe delivery methodology

➤ Audience Emphasis

***These sections – while not weighted, should inform and support the evaluation criteria.*

Evaluation Resources:

<https://westrme.wsu.edu/award-management/tools-for-project-directors/>

Results Verification – Measuring Producer Success with Effective Program Evaluation

- [Evidence Based Programs & Impact Evaluation – Utilizing a Theory of Change to Achieve Public Value Level Impacts](#) – Presentation.pdf
- [Performance Measures](#) – An Article Tutorial
- [Program Evaluation](#) – An Article Tutorial
- [Ripple Effect Mapping](#) – An Article Tutorial
- [Theory of Change Construct for Production Risk \(pdf\)](#)
- [Theory of Change Construct for Logic Model \(pdf\)](#)
- [Baseline Measures \(pdf\)](#)
- [Systems Evaluation Model \(pdf\)](#)

2024 RFA

Submission & Award Timelines

One Stage Application Process

- Application Submissions, DUE by Thursday November 16, 2023
- Award Decisions Announced by February 9, 2024
- Project Period – April 1, 2024 to September 30, 2025

Budget Detail

- Consistency
 - Requested funding amount must be the same in the budget, budget narrative and on the ERME Cover Sheet (SF 424).
- Budget Review
 - Designated person inside your organization with budget expertise

Budget Detail

- Indirect Cost Rate
 - Limit to 30% of the total Federal funds awarded.
 - 42.857% of Total Direct Costs
 - If your organization does not have a federally negotiated indirect cost rate, an F&A rate of 10% Modified Total Direct Cost (MTDC) will be allowed.
 - *Follow the instructions as per Appendix A of the RFA.*

Budget Detail

Can we use grant funds for food/meals?

Generally, no.

- Solution to providing meals for workshops etc, use registration fees to cover these meal expenses or have a sponsor.
- Meals consumed while in official travel status do not fall in this category.

Eligibility & Uniform Administrative Requirements

Eligible applicants must:

- a) Register with SAM (System for Award Management) and if funded (SAM.gov)
 - i. Obtain a Unique Entity Identifier (UEI) number
- b) Meet Uniform Administrative Requirements (RFA – Appendix A)

Project Director Training

- IN PERSON Project Orientation
 - ☐ Budget for in application
- Location: ERME National Conference – Salt Lake City
- Time – April 9, 2024 in the morning
 - ☐ Pre-Conference on April 9 in afternoon

Application Tutorial



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Application Tutorial

The screenshot shows the login page for the Results Verification System (RVS). The page has a blue background with a pattern of light blue squares. At the top left, there is a logo and the text "Results Verification System". Below this, it says "RVS is designed to help organizations:" followed by three bullet points: "Manage grant programs", "Submit grant applications", and "Report accomplishments". There is a link "Learn more about RVS". On the right side, there is a login form with fields for "Email Address" and "Password", a "Sign In" button, a "Forgot your password?" link, and a "Create New Account" button. At the bottom, there is a navigation bar with "Page 1 / 48" and navigation icons.

Proposal Resources

- Proposal Resources: <http://extensionrme.org/Resources.aspx#RVS>
- Performance Measures - <http://westrme.wsu.edu/news/>
- RME for Native American Farmers and Ranchers:
<https://s3.wp.wsu.edu/uploads/sites/2162/2018/04/RME-Unique-to-Amer-Indians-Findings-12-17.pdf>
- Tribal MOU Development
<https://s3.wp.wsu.edu/uploads/sites/2162/2017/01/Tribal-MOU-Development.pdf>
- RME for Hispanic Farmers and Ranchers:
<https://s3.wp.wsu.edu/uploads/sites/2162/2017/10/Hispanic-Fact-Sheet-2015.pdf>

Thank you!

Questions?

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