

Risk Management Education for Producers Underserved by Crop Insurance

Grant Application Webinar

1PM Pacific Time – March 6, 2020



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United States
Department of
Agriculture

National Institute
of Food and
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Risk Management Education for Producers Underserved by Crop Insurance

Request for Applications

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Webinar Instructions

- We will MUTE participant microphones to minimize background noise.
 - *You do not need your camera or microphone*
- Use the Chat function to type in your questions. (Scroll to bottom of Zoom window to click on the Chat icon)
- Questions will be answered at the end of **each section**.

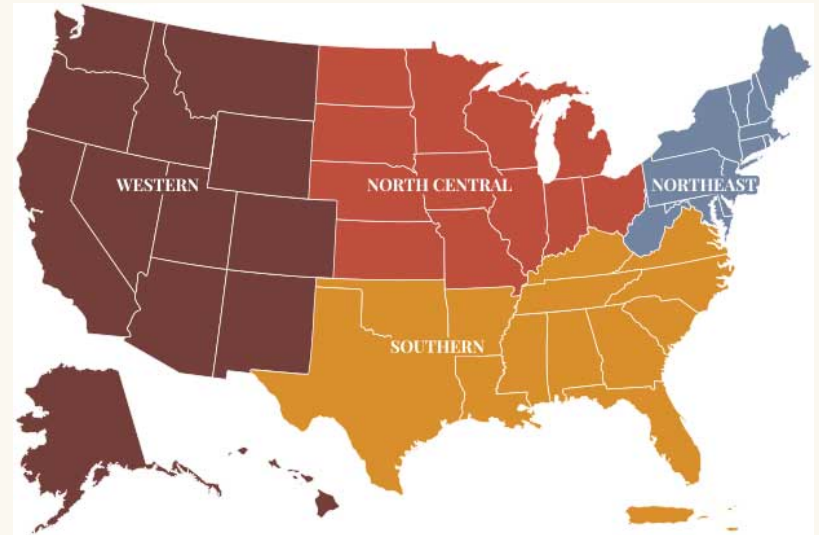
Thank you!

Webinar Overview

- Underserved RFA Overview
- Regional Priorities
- Results/Outcome Based Applications Using a Performance Measure/Theory of Change Approach
- Evaluation Criteria and Revisions
- 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 grants 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 (ARP)
 - ❑ 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

Underserved RFA

- **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.**

Extension Risk Management Education Underserved RFA

- **Key Objectives:**
 - To help producers underserved by crop insurance better manage risk in their operations.
 - Proposed results should help producers mitigate risk using crop/livestock insurance products and programs; and/or implementation of tools and methods to better manage risk by integrating insurance into their overall risk management plan.

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)

Regional Priorities

A. Users of dairy risk management policies or plans

- i. Western Region Dairy Risks
 - a. Herd size
 - b. Unique market and production risks
 - c. Options within different policies and plans

Result/Outcome Based Applications

Performance Measures and the Importance of Measurement in Funding



Performance Measure Road Map

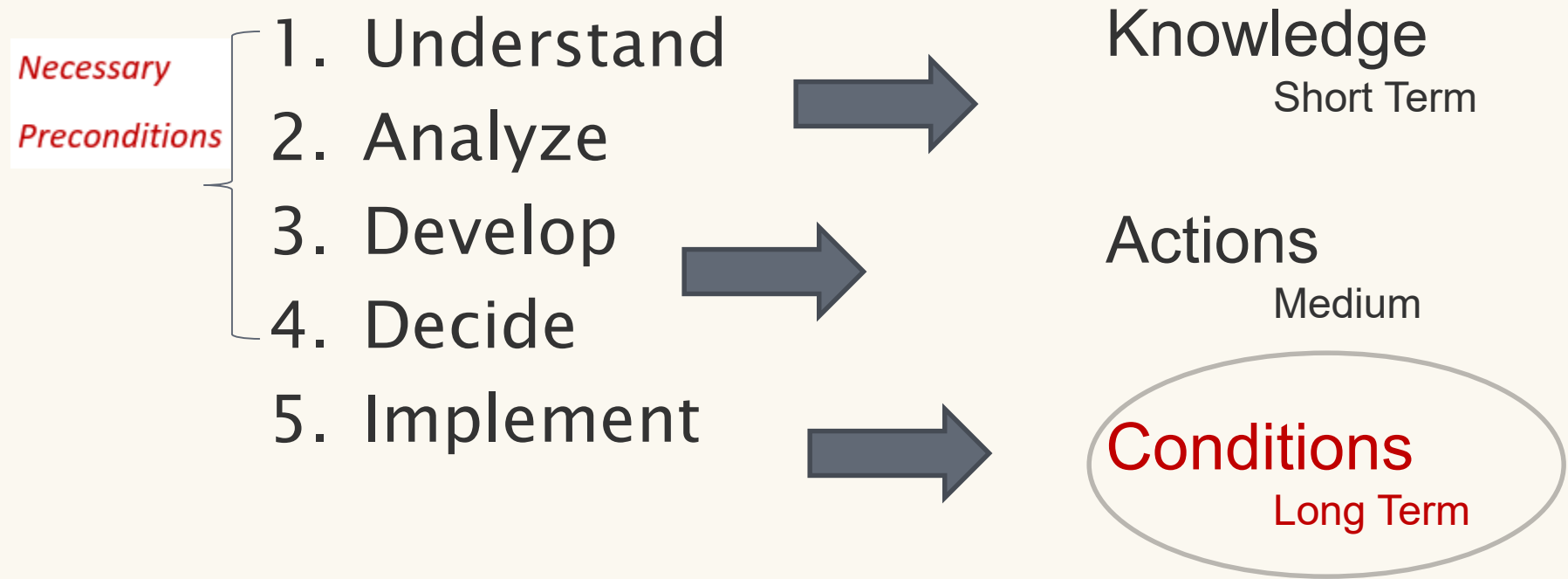
- Aligns producer outcomes with ERME economic program goals
- Provides a rationale for how your project activities will lead producers to the desired results
- Monitors project performance
- Measures results across the life of the project (short-medium-long term)
- Uses different types of [benchmark] data (from participants/industry and government) to measure progress towards improved profitability

Your Project Rationale

- Underlying **assumptions** or **rationale** for how your project activities will lead farmers and ranchers to the desired results.
 - ☐ Why will your activities and projected risk management results/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.

End Goal for Producer Actions is Improved Profitability

- Five levels of producer actions in order of increasing producer engagement:



How Will You Verify?

- A. Measure changes in participant knowledge, actions and conditions across the life of the project
- B. Measure team effectiveness and if program is going in the right direction based upon what the data is telling you.
- C. Measure public value level impacts

Results and Evaluation

Result:

“x” number of producers will utilize online crop insurance resources and tools.

Questions:

1.a: Did you utilize online crop insurance resources and tools (Yes/No)

1.b: To what degree did using online crop insurance tools help you to improve your decision making process on policy selections? Not at all, Somewhat, Very much, Extremely so (Likert-Type Scale)

1.c: What is the benefit you estimate will accrue to your operation as a result of using these online tools? Less than \$99, \$100 – 499, \$500 – 999, More than \$1000. (answers the expectation of improved profitability)

Results and Evaluation

Result:

“x” number of producers will purchase Whole Farm Revenue Protection.

Questions:

1.a: Did you purchase WFRP as a result of this training?
(Yes/No)

1.b: To what degree did purchasing WFRP improve your bottom line? Not at all, Somewhat, Very much, Extremely so (Likert-Type Scale)

1.c: What is the benefit you estimate will accrue to your operation as a result of purchasing WFRP? Less than \$99, \$100 – 499, \$500 – 999, More than \$1000. (answers the expectation of improved profitability)

Underserved RFA Evaluation Criteria

Underserved RFA Evaluation Criteria

- ❑ Proposed Results – 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

Other Application Sections

- Project Results Narrative
- Project Steps
- Project Overview
- Tools and Curriculum
- Audience Emphasis

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

Team/Organizational Capacity & Collaborators

➤ Equal value to team and collaborators

- ❑ Project Team/Organizational Capacity
- ❑ Collaborator Strength
- ❑ Demonstrated through Letters of Commitment – (ERME Underserved RFA page 10)
 - ❖ Form letters are not allowed

Underserved RFA Submission & Award Timeline

One Stage Proposal Process

- Proposal Submissions, DUE by Thursday **March 26, 2020**
- **\$100,000** Maximum Award Amount
- Award Decisions Announced by May 1, 2020
 - ❑ Subject to NIFA release of funds.
- Project Period – June 1, 2020 to November 30, 2021 (18 month project timeline)

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.

Project Director Training

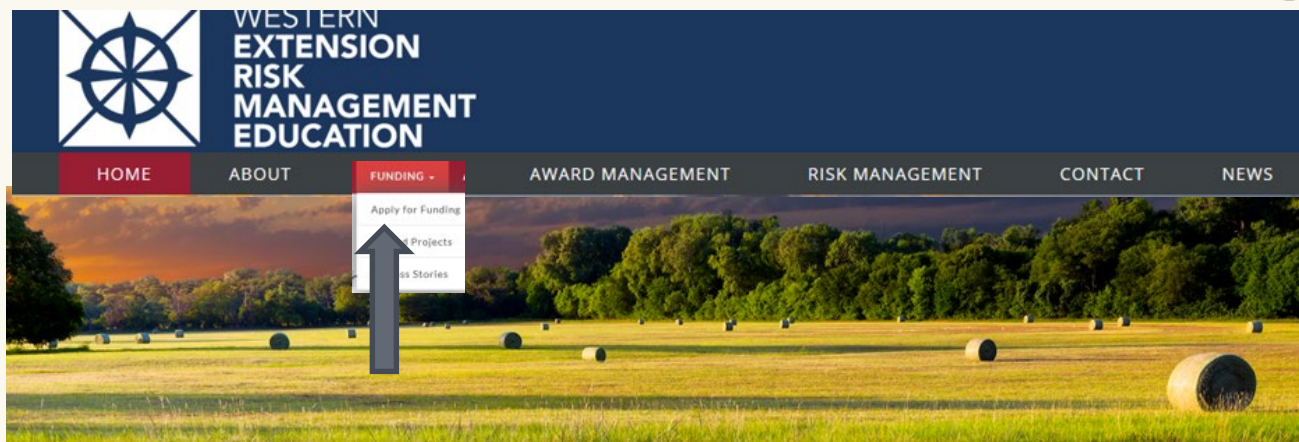
- WEBINAR Project Orientation
- Details included in award letter
- Time – Month of June, 2020

Eligibility & Uniform Administrative Requirements

Eligible applicants must:

- a) Register for a Duns Number
- b) Register with SAM (System for Award Management) and if funded:
- c) Meet Uniform Administrative Requirements (RFA – Appendix A)

Western Center Home Page



Western Extension Risk Management Education Center

Serving Farmers and Ranchers Through Targeted Risk Management Education

Welcome to the Center

The Western Extension Risk Management Education Center (Western Center) is one of five USDA NIFA Extension Risk Management Education Centers. Partnering with state university Extension educators and public and private sector partners in the west, the Center provides tools and training to support producers in establishing long-term risk management strategies that will strengthen the economic viability of their farm and ranch enterprises.

What's New...

- **Competitive Grants Program »**
[Application period is now open for new funding opportunity – Risk Management Education for Producers Underserved by Crop Insurance: Click here to apply>>](#)
- The ERME 2020 Request for Application period is now closed
- **ERME Outstanding Project Award – [Farm Financial Benchmarking](#) – Snow College – Utah**
 - [Outstanding Project Success Story -Utah](#)



Save the Date: **2020 ERME National Conference April 1-2, 2020 Denver, CO**

Past 2019 ERME National Conference
Louisville, KY
– [Presentations Available Online](#)

Applying For Funding



Apply For Funding “New”

NEW FUNDING OPPORTUNITY Open Now!– Risk Management Education for Producers Underserved by Crop Insurance

Award Funding Timeline:

- **March 26, 2020 – Submission Deadline**
- **May 1, 2020 – Award Notification**
- **June 1, 2020 – Start Date for Funded Projects**

The Western Extension Risk Management Education Center (Western Center), in conjunction with the Northeast, North Central and Southern Centers, announce a funding opportunity for projects that help farm and ranch families succeed through targeted risk management strategies. The maximum amount of requested funding shall not exceed \$100,000.

[2020 ERME Western Center Underserved Request For Applications \(RFA\)](#)

Applicant Webinar – Friday March 6, 2020 1:00PM Pacific Time (US and Canada)

Join from PC, Mac, Linux, iOS, or Android: <https://wsu.zoom.us/j/226595612>

ERME Competitive Grants Program

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Meeting ID: 226 595 612

Phone Call (long distance)

+1 669 900 9128

+16699009128,,226595612# US (One Tap Mobile Call)


Find your international phone number: <https://wsu.zoom.us/j/226595612>



Online Application System and Registration: The online application system includes a user-based access within the Results Verification System (RVS). To register your proposal in the Results Verification System (RVS), [click here](#). Select “Register” and enter information to create a new account. You will receive an email registration confirmation. If you do not receive the confirmation email within 15 minutes, check your spam folder. Click on the link in the email to complete your registration.


westrme.wsu.edu/funding/apply-for-funding-new/


Registration Screen


**RESULTS
VERIFICATION
SYSTEM**


Register

"THE NEW STANDARD FOR ONLINE REPORTING SYSTEMS."

**Information flows** from the start of a proposal to the final report

**Proposals focused** on results

**Easy-to-use reporting** web app



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PASSWORD

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**RESULTS
VERIFICATION
SYSTEM**



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START A NEW APPLICATION

Funder: Western Extension Risk Management Education Center

Funding Pool: 2020 ERME Underserved


Project Title

Project Director Email

[Start Application](#)[Cancel](#)

Login Screen

| | | | | |
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|-------|-----------------------|-----------------------|---------|-------------|

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NEW APPLICATION

« Back to My Projects

ACTIVE FUNDING OPPORTUNITIES

| | | | | |
|-----------------------|--------------------|----------------|---------------|--------------|
| All Available Funding | North Central ERME | Northeast ERME | Southern ERME | Western ERME |
|-----------------------|--------------------|----------------|---------------|--------------|

All Funding Agencies

 2020 ERME Underserved


Application Resources


RFA

Start New Application

Project Team


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 RESULTS VERIFICATION SYSTEM

 DIGITAL EXTENSION RISK MANAGEMENT EDUCATION

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 RESOURCES

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[Audience Emphasis](#)

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[Project Team](#)

[Project Collaborators](#)

[Tools and Curriculum](#)

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2020 ERME UnderservedTest

PROJECT TEAM




[Instructions](#)

Team members are the project director (co-project director) and all other individuals who will actively participate in the development, delivery, and management of the project – whether from the applicant organization or not.

[Add New Item](#)

| Name | Organization | Email | Phone | Role | Type | Amount |
|------------------------|--------------|-------|-------|------|------|--------|
| No records to display. | | | | | | |

[Add New Item](#)





Project Collaborators

- A letter of commitment is required from every collaborator.
- A collaborator cannot be saved until the required letters/documents have been uploaded

Project Collaborators


[Users](#) | [Funding Opportunities](#) | [Approve Final Reports](#) | [Reports](#) | [Evaluations](#)

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2020 ERME UnderservedTest

PROJECT COLLABORATORS




[Instructions](#)

Collaborators are people or organizations who will bring expertise or provide access to your target audience, but who are not involved in the day-to-day management of the project.

[Add New Item](#)

| Name | Organization | Email | Phone | Role | Type | Amount |
|------------------------|--------------|-------|-------|------|------|--------|
| No records to display. | | | | | | |

[Add New Item](#)



Application Tutorial

➤ <http://extensionrme.org/pubs/ApplicationTutorial-Underserved.pdf>

Performance Measures, Theory of Change & Evaluation Resources:

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

Results Verification – Documenting Risk Management Outcomes through Performance Measures

- [Performance Measures](#) – An Article Tutorial
- [Program Evaluation](#) – An Article Tutorial
- [Ripple Effect Mapping](#) – An Article Tutorial
- [Theory of Change Construct for Production Risk](#)
- [Theory of Change Construct for Logic Model](#)
- [Baseline Measures](#)
- [Systems Evaluation Model](#)



Performance Measures, Theory of Change & Evaluation Resources:

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

Evaluation Resources

- **Program Evaluation** *(While this is a dedicated Washington State University site on Project and Program Evaluation – it contains a variety of tools and resources to help measure, evaluate and record producer results.)*
- **Program Evaluation and Survey Design Techniques**
- **Retrospective and Post Evaluation (.doc)**
- **Short Term Evaluation(.doc)**
- **Long Term Evaluation (.doc)**
- **Evaluation Resource Materials Compilation**

Other Proposal Resources

- Proposal Resources: <http://extensionrme.org/Resources.aspx#RVS>
- Performance Measures – Fall 2017 Newsletter:
<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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