

Fund *our* Foodshed

GRANT PROGRAM

Menomonie Market Food Co-op (MMFC) strives to strengthen our local foodshed. The Fund Our Foodshed Grant Program allows farms or businesses producing food or other products to sell in West Central Wisconsin to apply for project funding. The goal of this program is to further our mission to create a thriving and healthy foodshed by supporting the growth of farming, food processing, and product development in our region.

Funds for the grant program are generated by MMFC and at the MMFC registers through our Round Up for Good program. **Proposals are due by April 20, 2024, and a funding decision will be made by the MMFC Grant Committee by May 13, 2024.**

ELIGIBILITY

Eligible applicants include all farmers, producers, and processors who:

- Have businesses that are located within 100 miles of either our Menomonie or Eau Claire locations.
- Have been established in their current business for at least 12 months prior to applying
- Have not received over \$1,000 in grant funds, product, or in-kind donations from Menomonie Market Food Co-op during the prior 2 years

PROGRAM DETAILS

- Up to four MMFC grants will be awarded each calendar year with at least two of the winners being current MMFC vendors. MMFC grants will be available for up to \$5,000 per project.
- Funds may be used for the purchase of machinery, construction, supplies (plant materials, animals, feed, etc.), infrastructure development, services, or other resources necessary for increasing productivity or growing the applicant's business.
- Awards are determined by the MMFC Grant Committee.
- Awards include in-kind promotion of the project by MMFC, including press releases, website and social media materials, and in-store promotion.
- Funding of a grant does not guarantee or imply that the co-op will purchase or sell the applicant's product(s).

EVALUATION COMMITTEE

The grant committee is made up of MMFC board members, MMFC staff, MMFC owners, and former Fund our Foodshed Grant recipients who volunteer to serve. The committee makeup changes from year to year.

GRANT ASSESSMENT CRITERIA

- Project accomplishes at least one of the following for the applicant:
 - Project expands production and/or distribution of food and/or products.
 - Project purchases equipment to increase efficiency and profitability.
 - Project helps grow their business.
- Project has a positive impact on the agricultural economy of the area or the health of the area foodshed. Preference will be given to farms that work cooperatively with or purchase directly from other local farmers, producers, or businesses.
- Project increases the applicant's level of environmental sustainability.
- The mission, values, and practices of the applicant further MMFC's Ends (see our website for more information).
- There is a demonstrated need and plan for the implementation of the grant.
- Preference will be given to agricultural and value-added food producers.
- Only thorough, complete applications will be considered.

GRANTEE REQUIREMENTS

- Grantees acknowledge the co-op may use the information provided in the application in MMFC publications including its website, newsletters, and/or in any press release.
- Grantees agree not to use any funds for lobbying or political activities.
- Grantees will abide by MMFC's nondiscrimination policy that requires grantees to conduct business and serve customers without regard to race, sex, gender, gender identity, gender expression, ethnicity, sexual orientation, age, disability, political opinion, national origin, marital status, age, ancestry, religious affiliation or creed, or any other protected status under federal or state law.
- Grantees agree to publicize the award through at least one channel, such as their social media, website, or newsletter, or other media such as a newspaper article or radio interview. Publicity must recognize Menomonie Market Food Co-op as the funder of this project.
- Grantees agree that MMFC will author a press release on the award and project.
- Grantees will fill out a grant summary report (provided by MMFC) that details the project, learnings, changes in plans, and results of the project.
- Grantees agree to have a portrait taken at MMFC after being notified of winnings for use in MMFC promotions.
- Grantees agree to allow MMFC staff to visit the business site the following growing season to record elements of your operation and for use in co-op storytelling, promotions, and materials.
- Current MMFC vendor grantees agree to maintain the availability of products, as seasonal, for a twelve-month period following the grant award.

HOW TO APPLY

Applications are due to Menomonie Market Food Co-op by April 20, 2024. Submit your application online at mmfc.coop/fundourfoodshed. Or print off and fill out the attached paper application and return it to one of our stores located at 814 Main Street East, Menomonie, WI 54751 and 206 N. Barstow Street Eau Claire, WI 54703 between the hours of 7:00am-9:00pm daily.

Questions? Please call or email MMFC's Marketing Specialist at outreach@mmfc.coop or (715) 231-3663, Ext. 223 with any questions.

2024 FUND OUR FOODSHED GRANT APPLICATION

Contact Name:

Name of Business/Farm/Operation:

Address:

Phone:

Website:

Length of Time in Business:

Which best describes your business's annual revenue? Check one.

- ☐ Under \$20,000
- ☐ \$20,000-\$100,000
- ☐ \$100,000- \$500,000
- ☐ Over \$500,000

Product(s) to be Sold as a Result of this Grant:

Intended Market & Method of Sale for Finished Product(s):

Check all that apply.

- ☐ Farmer's Market
- ☐ Wholesale/Distribution
- ☐ CSA
- ☐ Direct to Consumer (On Farm or Online)
- ☐ Other _____

Business Description (200 max word count)

Please provide a brief description of your business. You may choose to discuss operations, history, mission, goals, accomplishments, and/or values.

Project Description (200 max word count)

Please provide a brief description of your proposed project.

Impact of Proposed Project on your Business (150 max word count)

Please provide a brief description of how this project will impact your business if funded.

Impact of Proposed Project on Local Foodshed (150 max word count)

Please provide a brief description of how your proposed project will impact our local foodshed. Include examples of purchases of goods from local vendors, use of local services, and any collaboration or cooperation with other local farms or producers.

Grant Amount Requested (Up to \$5,000):**Detailed Project Budget for Use of Funds**

Please provide a detailed budget for using the funds. Include items to be purchased, vendors to be purchased from, any additional charges, and any additional funding sources or your own investment.

Attachments: Attachments are not required, but you may include the following to support your application:

- Picture of project area
- Drawings/plans of project

- Letters of support.