

MARKETMAKER™

2019 INNOVATION AWARDS FOR BEST PRACTICES

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FARM CREDIT

SHOW YOUR STUFF!

The National MarketMaker Network is seeking best-practices proposals in four areas:

- Marketing
- Strategic Partnerships
- Outreach
- Education

Each proposal must relate to the national MarketMaker program in both its focus and implementation. If your organization wishes to be considered, submit a written proposal addressing the points detailed below no later than **September 6, 2019**.

ELIGIBILITY

The 2019 Innovation Award is open to any organization or entity that has done innovative programs and projects related to MarketMaker to the benefit of food and agriculture, farmers/fishermen, and ultimately the consumer. A partner may submit multiple applications. Each partner is eligible for just one award per year. Previous award winners are eligible to apply.

PROPOSAL REQUIREMENTS

Proposals should feature innovative applications of the MarketMaker program that have demonstrated the support of MarketMaker's overarching goals to connect producers to markets and to improve consumer access to fresh, healthy, local foods. An application might include programs or activities that have accomplished any of the following:

- Contribute to the well-being of targeted stakeholders (food producers, consumers, NGOs, farm-to-school programs, food banks, food hubs, extension educators, buyers of all types)
- Build strong partnerships across MarketMaker stakeholder groups
- Improve profitability for farmers
- Reach new stakeholder groups
- Help meet a need for underserved populations
- Educate the public or farmers in matters related to food
- Contribute to the overall improvement of the MarketMaker program
- Create a model which can be shared and used among all MarketMaker states
- Demonstrate new uses for MarketMaker as a resource
- Contribute to the overall improvement of the MarketMaker program

SELECTION CRITERIA

Competitive applications will show clear impact through either measurable outcomes or documented success stories. Letters of support are strongly encouraged. Applications offering best practices that show strong partnerships, can be adapted for use elsewhere, and/or are particularly innovative or creative will be judged favorably.

APPLICATION PROCESS

Complete the application cover page (on page 2) and submit it with a proposal no longer than four pages (single-spaced, 12-point type); email both to Darlene Knipe (dknipe@foodmarketmaker.com).

Any letters of support and other attachments will not be counted against the four-page limit. They should be saved as a single PDF file with the file name "[Organization Name] Appendix.pdf."

DEADLINE FOR SUBMISSION

Friday, September 6, 2019

MONETARY AWARDS

Up to three Innovation Awards will be made, dependent on the quality of applications: \$6,000 for 1st place, \$4,000 for 2nd place, \$3,000 for 3rd place. Award winners will also receive up to \$750 in travel scholarship to attend the award ceremony at the National Value-Added Agriculture Conference in Chicago, Illinois, on October 7–9, 2019. (The conference is part of the National Direct Agricultural Marketing Summit: <https://localfoodeconomics.com>.)

JUDGING

Applications will be evaluated by a committee of impartial judges who are not part of the national MarketMaker team and who have no direct affiliation with any MarketMaker partner. To ensure that the selection process is as fair and unbiased as possible, each judge will be asked to rank and score each proposal. The national MarketMaker staff have no input into the selection process. Award winners will be announced in time to allow for winners to make travel plans to receive their awards at the National Value-Added Ag Conference in Chicago, Illinois.

CONTACT

Please direct any questions regarding the Innovation Awards to Darlene Knipe at dknipe@foodmarketmaker.com.

All applications become the property of the national MarketMaker team and may be used for marketing and outreach purposes for all MarketMaker partners.

Formal announcements of award winners and related press releases will be issued following the October award ceremony.

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This application cover page (a fillable PDF) should be accompanied by a proposal no longer than four pages (single-spaced, 12-point type) and emailed to Darlene Knipe (dknipe@foodmarketmaker.com).

Deadline for submission: **Friday, September 6, 2019**

Organization Submitting Proposal:

Name(s) of Applicant(s):

Address:

Program/Activity Title:

Description of Program/Activity:

Summary of Outcome:

What measurable impact did this program/activity have on MarketMaker's goal of connecting producers to markets and markets to producers?