



Division of Agricultural Markets

# Massachusetts Dairy Promotion Grant Program Fiscal Year 2025

Request for Response (RFR):  
AGR-DairyPromoGrant-FY25

Responses must be received by  
4:00 PM on Friday, March 1, 2024

**Contact:**

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<b>Request for Response:</b>	<b>Massachusetts Dairy Promotion Grant Program</b>
<b>RFR#:</b>	<b>AGR-DairyPromoGrant-FY25</b>
<b>Department:</b>	<b>Massachusetts Department of Agricultural Resources (MDAR)</b>
<b>Release Date:</b>	<b>January 31, 2024</b>
<b>Proposals Due by:</b>	<b>March 1, 2024, 4:00 PM</b>

**1. Grant Program Description:**

Pursuant to M.G.L. c. 20, Section 30(b), the Massachusetts Dairy Promotion Board (“Board”) is responsible for developing programs and policies to increase the consumption of Massachusetts dairy products.

The Massachusetts Dairy Promotion Grant Program (“MDPGP”) funds will be used to assist the grantee in achieving a specific public purpose to benefit the general public or a segment of the general public.

The Board has final approval and shall serve as the funding entity for the MDPGP. Any grant award depends upon a favorable vote of the Board and the availability of funds. The Board may fund any portion or all of a proposal submitted within its sole discretion.

The MDPGP is for eligible non-profit entities duly incorporated in the Commonwealth of Massachusetts.

**Massachusetts Dairy Promotion Board Grant Program - Important Dates Timeline**

<b>Date</b>	<b>Action</b>
<ul style="list-style-type: none"> <li>• <b><u>Proposal Due Date:</u></b> March 1, 2024</li> </ul>	<ul style="list-style-type: none"> <li>• MDPBGP Grant Application submitted <b>(Applications must be RECEIVED by 4:00pm)</b></li> </ul>
<ul style="list-style-type: none"> <li>• <b><u>Anticipated Award Notification:</u></b> @June 1, 2024</li> <li>• <b><u>Anticipated Contract Start Date:</u></b> **July 1, 2024</li> </ul>	<ul style="list-style-type: none"> <li>• Award letters to go out to notify applicants. Contracts will be completed after this date.</li> <li>• <b><i>**No work will be eligible for reimbursement under the contract until after it has been counter-signed and executed.</i></b></li> </ul>

**A. MDPBGP Goals:**

The Board is soliciting proposals for projects that advance the image, sales of, and demand for Massachusetts dairy products. The Board is working through the Massachusetts Department of Agricultural Resources (“MDAR”), which provides administrative oversight and services under the Board’s enabling legislation, to solicit proposals that meet 1 or more of these goals.

**B. Acquisition Method:**

Grants: Contracts

**C. Request for Single or Multiple Contractors:**

Multiple grants will be awarded.

**D. Single or Multiple Department Procurement:**

Single

**E. Contract Duration:**

All Contracts shall be for approximately twelve (12) months, depending on the contract execution date. **Work may not begin before an executed contract (i.e., signed by both parties) and must be completed by June 30, 2025.** Any contract modifications, including budget modifications or requests for extension of time, must be requested in writing to the Board 60 days before the contract end date. All requested contract modifications will be granted on a limited basis and made at the sole discretion of the Board. A contract extension or budget modification may be considered for an applicant who demonstrates to the Board that the extension or budget modification meets the grant program's goals. All extensions and budget modifications shall comply with applicable laws and be subject to appropriation.

**F. Anticipated Expenditures:**

The Board anticipates granting a total amount of up to \$100,000 in grant funding under this RFR. All award amounts are subject to available funds and appropriation, and the Board may, in its sole discretion, determine the amount of funds awarded to any successful grantee.

A successful grantee will enter into a contract with MDAR on behalf of the Board. The Board reserves the right to fund the project in part, add and delete tasks, and ask for clarification on the work plan, timeline, and budget. No contract shall be entered into until the Board is satisfied with all the project specifications and has approved the scope of work. The Board shall work through MDAR to negotiate and enter into any contract.

## 2. Performance and Specifications:

Projects may include, but shall not be limited to:

- Projects that address food insecurity in the Commonwealth;
- Promotional activities such as paid advertising that advances the image and sales of, and demand for Massachusetts bovine dairy products;
- Sales promotion and publicity to advance the image and sales of, and demand for Massachusetts bovine dairy products;
- Studies testing the effectiveness of bovine milk market development and promotion efforts;
- Studies relating to the nutritional value of bovine milk and dairy products;
- Education, which includes those activities intended to broaden the understanding of sound nutritional principles, including the role that bovine milk and dairy products play in a balanced diet;
- The development of dairy-related culinary adventure trails; and
- Programs or initiatives that build consumer confidence in milk and dairy products through education on animal care and environmental stewardship of Massachusetts dairy farms.

Examples of ineligible projects:

- A project that uses grant funds for lobbying purposes;
- A project that promotes a specific dairy product brand or dairy farm;
- A project that promotes non-bovine dairy products such as goat, sheep, etc.; and
- A project that is submitted by a for-profit or entity that is not incorporated in the Commonwealth of Massachusetts.
- Projects that cannot be conducted in compliance with applicable federal, state, and local public health orders, regulations, ordinances, or other guidance in effect at the time of review will not be considered.

### **Evaluation Criteria:**

A successful project shall be evaluated based on the following criteria:

1. Project Purpose: Has the intent/objective of the project been summarized clearly? What specific project area, issue, interest, or need is being addressed? Why is the project important and timely?
2. Potential Impact: Who are the intended beneficiaries of the project? Is there a potential economic impact?
3. Expected Measurable Outcomes: What are the quantifiable results that are meaningfully related to the project's purpose? How will the outcome be measured to determine the success of the project?
4. Work Plan: Are all the activities that will be performed to accomplish the project's objectives explained in detail? Is there a clearly thought-out and executable timeline?
5. Project Budget: Is there a well-constructed budget that includes staff time (hourly rate or FTE), supplies, travel, consultant fees, advertising costs, etc.? Does the budget detail how funding will be spent during the contract?
6. Can the project be conducted in compliance with applicable federal, state, and local public health orders, regulations, ordinances, or other guidance

- that may be in place at the time of award or throughout the duration of the contract?
7. Ingenuity: Does the proposal contain novel ideas that haven't been part of previous projects?
  8. Increasing Consumption and Sales: Does the proposal potentially increase the consumption and demand for Massachusetts bovine dairy products? Will the proposal measurably increase the sales of bovine dairy products? Measurable increases shall be proven using established quantitative methods (i.e., surveys, sales data, etc.) provided in required reports.
  9. Nutrition Education: Does the proposal provide sound nutrition education related to the role bovine milk and bovine dairy products play in a balanced diet?
  10. Sustainability: Does the organization solely support the sustainability of bovine dairy farms in Massachusetts in a measurable way (i.e. through surveys, sales data, etc.).
  11. Past Performance: For applicants with a previous history of receiving Board grant funding, the applicant has consistently met reporting and invoicing requirements and deadlines.

**Application Submission and Evaluation Process:**

The MDPGP is a **single-phase** application process:

All applicants must complete and submit their proposal, preferably electronically or mailed hard copy. Any other format will not be accepted, and the application will be deemed ineligible for funding. The proposals will be competitively ranked and scored by Board members. The ranked proposals may or may not be assigned a funding amount.

***Please note that there will be no presentation phase during this RFR process. Proposals must be clear and concise and address all questions the application presents. There will be no opportunity to clarify responses or presentations to the Board unless otherwise allowed under applicable procurement law.***

RFR applications are due and **must be received** by Friday, March 1, 2024, at 4:00 PM. No application will be accepted after the due date.

Successful proposals will be notified whether they have received funding and will proceed with entering into a contract with the Board. The Board may negotiate the scope of the proposal for the purposes of the contract during this time, but all work included in the contract must be that which was included in the proposal. No new projects or work may be included in the contract.

See **Section 6: Directions for Submission of Response** for specific submission details.

**A PROPOSAL MUST CONTAIN ALL OF THE FOLLOWING SEVEN (7) ELEMENTS**

- I. Applicant Information:
  - a. Name of organization or individual applying;
  - b. Proof of corporate status, if applicable; or
  - c. Proof of non-profit status, including proof of current 501(c)(3) status.
  
- II. Project Purpose:
  - a. Include a Project Title;
  - b. What is the project's objective and how will it be accomplished; and
  - c. What specific project area, issue, interest or need is being addressed, and why is the project important and timely?
  
- III. Potential Impact:
  - a. Who are the intended beneficiaries of the project?
  - b. Is there a potential economic impact?
  
- IV. Deliverables:
  - a. Describe **quantifiable** results that are meaningfully related to the project's purpose; and
  - b. Explain how you will measure and determine the success of the project.
  
- V. Work Plan:
  - a. Explain all the activities in detail that will be performed to accomplish the objectives of the project;
  - b. Provide a detailed timeline of when the work will be accomplished; and
  - c. Describe who will be performing the work.
  
- VI. Budget:
  - a. A detailed budget that lists major categories including, but not limited to, staff time which shall include an hourly rate or FTE, supplies, travel, consultant fees, advertising costs, etc., detailing how funding will be spent during the contract.

**3. Invoicing and Reimbursement:**

Once awarded, the Contractor shall be reimbursed for funds expended on this project. To receive reimbursement, the Contractor shall submit a written request ("Invoice") to the Board's Coordinator **Please note that invoicing can only be submitted with the midterm report (12/1/24) and the final report (6/30/25).**

Each Invoice shall include:

- I. The Legal Name of the entity requesting reimbursement;
- II. The Title of the Grant Project;
- III. The period (To and From Dates) for which the expenses were incurred;
- IV. Copies of canceled checks or other sources of proof that payment was made
- V. A unique invoice number;
- VI. The total request in reimbursement;
- VII. A detailed narrative, on a separate, attached page, as to how funds have been expended that includes an explanation as to what goals have been accomplished; and
- VIII. Any other information relating to the project as requested by the Board's Coordinator.

Payments will be made via Electronic Funds Transfer according to the Commonwealth Bill Paying Policy.

#### **4. Reporting Requirements for Successful Grantees:**

As part of the contract requirements, all successful grantees must submit a mid-year progress report and a final report to the Board Coordinator. Grantees may be asked to present these reports to the Board during the midterm period. Additional reports and presentations may be requested at the discretion of the Board.

**The mid-year report shall be due to the Board Coordinator by December 1, 2024 and shall include a detailed progress assessment based on the goals, objectives, and deliverables submitted with the proposal. The mid-year report shall also include a budget explaining how grant funds were spent and how the remaining grant funds are to be expended. Board Coordinator will use the mid-year report to evaluate any issues or problems the grantee may be encountering during the course of fulfilling the terms of the grant.**

**The final report shall be submitted by June 30th, 2025. *The final report will include how the goals, objectives, and deliverables were achieved. If deliverables were not achieved, the final report must include an explanation as to why the project was unsuccessful in those areas. The final report must include a detailed explanation of fund expenditures, final deliverables, and any media produced using grant funds.***

#### **5. Environmental Justice Policy**

For the purposes of this RFR, "Environmental Justice" is based on the principle that all people have a right to be protected from environmental hazards and to live in and enjoy a clean and healthful environment regardless of race, color, national origin, income, or English language proficiency. Environmental justice is the equal protection and meaningful involvement of all people and communities with respect to the development, implementation, and enforcement of energy, climate change, and environmental laws, regulations, and policies and the equitable distribution of energy and environmental benefits and burdens.

For more information, please review the [Environmental Justice Policy](#) in Attachment A of this RFR. We also encourage you to complete the [Environmental Justice Questions](#) form also contained in Attachment A.

**6. Directions on the Submission of Response:**

- The proposal must be sent via email (preferred) or mailed as a hard copy as an attachment in Microsoft Word (preferred), Microsoft Office Compatible, or a PDF document with all supporting documentation.
- **Applications must be RECEIVED by MDAR no later than 4:00 pm Friday, March 1, 2024.**
  - **Email to:** [Katelyn.rozenas@mass.gov](mailto:Katelyn.rozenas@mass.gov) (*preferred*) or;
  - **Mail to:** Massachusetts Department of Agricultural Resources  
225 Turnpike Road  
Southborough, MA 01772  
Attn: Katie Rozenas-Hanson  
Mass Dairy Promotion Board Coordinator

This BID requires the submission of an email or hard-mailed hard copy of proposals. All Bidders are advised to allow adequate time to submit their proposal by considering potential online impediments like Internet traffic, Internet connection speed, file size, and file volume.

The Department is not responsible for delays encountered by Bidders or their agents for mail or shipping delays or for a Bidder's local hardware failures, such as computers or related networks, associated with bid compilation or submission. Bids submitted via email will be time stamped by MDAR's OUTLOOK system clock, and the official time of record of the submission will be when it is **RECEIVED by MDAR**, not when it was SENT by the applicant.

**Do not wait until just before the deadline to submit.** Proposals received after 4:00 pm Friday, March 1, 2024, will not be eligible.

All submissions will receive an email confirmation of submission from:

**Contact:**

**Katie Rozenas-Hanson**  
**Mass Dairy Promotion Board Coordinator**  
[katelyn.rozenas@mass.gov](mailto:katelyn.rozenas@mass.gov)  
**(617) 655-3540**



# Attachment A

## Environmental Justice Policy

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While encouraged, the following questions are voluntary and will not impact eligibility. Answers to these questions help MDAR track progress towards the goals set forth in the [2021 Environmental Justice Policy](#), and the [2022 Environmental Justice Strategy](#), which require MDAR to a) report the amount of public funds used in Environmental Justice Communities, and b) track the number of new applicants for grant programs from Environmental Justice Communities and BIPOC Farmers. More information can be found in below. MDAR encourages stakeholders to provide feedback on the Environmental Justice Policy and Strategy, by visiting [mass.gov/environmental-justice](https://mass.gov/environmental-justice).

### Environmental Justice Questions

1. Has the applicant applied for MDAR funding programs before this current application?  Yes  No  I don't know

2. Has the applicant received funding from any MDAR funding programs?  Yes  No  I don't know

3. Select one or more of the racial categories below:

*Answers to the following questions are optional. This information will not in any way affect your eligibility for MDAR programs and is used for statistical purposes only.*

American Indian/Alaskan Native/Indigenous

Middle Eastern or North African

Asian/South Asian

Native Hawaiian or other Pacific Islander

Black or African American

White

Other:

*Please state with the understanding that the races above may not be reflective of everyone.*

4. Select one or more of the ethnic categories below:

*Answers to the following questions are optional. This information will not in any way affect your eligibility for MDAR programs and is used for statistical purposes only.*

Not Hispanic or Latino

Hispanic or Latino

Other:

*Please state with the understanding that the races above may not be reflective of everyone.*

5. Are any applicants a Historically Underserved Farmer?

*Please check any of the following categories that apply based on these USDA definitions:*

<https://www.nrcs.usda.gov/getting-assistance/underserved-farmers-ranchers>

Limited Resource Farmer

Socially Disadvantaged Farmer

Beginning Farmer

Veteran Farmer

6. If you feel that this application did not allow you to fully explain the diversity of the applicant for this grant (whether you are applying as an individual or on behalf of an entity), please explain here:

## RFR - Further Information on MDAR's Environmental Justice Goals

Revision Date: January 15, 2023

MDAR strives to promote and integrate EJ considerations across their programs, policies, and activities to ensure the equal access and meaningful involvement of all people residing in the Commonwealth with respect to agricultural economic and environmental sustainability and the equitable development, implementation, and accessibility to information and resources.

Among the priorities and goals outlined in the [2021 Environmental Justice Policy](#), and the [2022 Environmental Justice Strategy](#), EEA agencies are tasked with ensuring that Environmental Justice neighborhoods benefit from positive impacts of environmental programs, grants and investments.

### A. Environmental Justice Populations

EJ populations are those segments of the population that EEA has determined to be most at risk of being unaware of or unable to participate in environmental decision-making or to gain access to state environmental resources, or are especially vulnerable.

“Environmental Justice Population” is defined by the Environmental Justice Policy, issued by the Massachusetts Executive Office of Energy and Environmental Affairs in 2017, and updated in June, 2021, as

- A. a neighborhood that meets 1 or more of the following criteria:
  - i) the annual median household income is not more than 65 per cent of the statewide annual median household income;
  - ii) minorities comprise 40 per cent or more of the population;
  - iii) 25 per cent or more of households lack English language proficiency; or
  - iv) minorities comprise 25 per cent or more of the population and the annual median household income of the municipality in which the neighborhood is located does not exceed 150 per cent of the statewide annual median household income; or
- B. a geographic portion of a neighborhood designated by the Secretary as an environmental justice population in accordance with law.

### B. MA Environmental Justice Map Viewer

The [MA Environmental Justice Map Viewer](#) was designed to map Environmental Justice populations as census block groups in Massachusetts.

Please note - The data submitted in your application will be used to determine whether your project falls within an Environmental Justice block group, and will be used to design a map, available on the MDAR website, to show the positive impact of its grant awards, demonstrating the reach of its programs in EJ communities.

For more information on MDAR's Environmental Justice Program, or to provide feedback, please visit <https://www.mass.gov/info-details/mdars-environmental-justice-program>.