



**LEOPOLD CENTER
FOR SUSTAINABLE AGRICULTURE**

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LEOPOLD CENTER

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Guidelines for developing full proposals for the Leopold Center Marketing and Food Systems Initiative – 2009

Cover page

Please provide a separate cover page that includes: date submitted, proposal title, proposal code number (as it appears in the pre-proposal response letter), amount requested from Leopold Center (per year), and complete contact information for the principal investigator (mailing address, phone, fax, e-mail). It is very important that we have all of the contact information of the principal investigator! If there are co-investigators, please include their contact information on the cover page.

Scope of work

On a separate page, please include a brief (not to exceed one side of a page) non-technical summary of your proposed work. This section must clearly state what you are going to do, how you are going to do it, and who (you or your partners) is responsible for what segments of the project.

Background

Provide information that frames the purpose for doing this work; explain why it is important for this work to be done. If you are conducting research, your proposal must contain a literature review citing studies relevant to the work you are proposing. If you are conducting education or outreach, it is recommended that you cite relevant projects, programs, or web sites that are relevant to the work proposed.

Objectives

Describe the objectives of your proposed work in outcome-based terms. Objectives should be clear and measurable. *Example: Complete a market analysis for organic lamb in the Upper Midwest that will be used by at least 10 Iowa lamb producers in developing their business plans for an organic lamb enterprise.*

Strategies

Explain the strategies you will use to achieve each of your objectives.

Partners

List all collaborators and partners involved in the proposed work and their responsibilities.

Evaluation

Consider allocating financial resources for project evaluation in your budget. To evaluate your project, describe how you will document whether the proposed work achieved its objectives and what impacts the project is expected to have on project partners, target audiences, the physical environment, and/or the policy environment. Focus on measuring knowledge and attitude changes (short-term outcomes) and medium-term outcomes such as changes in practices or behaviors.

Project timeline

Please provide a chronological timeline of major project activities.

Budget

Please refer to the separate documents on preparing your proposal budget and budget justification. Please note that your budget and budget justification should be part of your proposal rather than a stand-alone document. Please follow these instructions carefully to minimize delays in processing if your proposal is selected for funding.

Principal investigator and co-investigator information

Include a brief vita or short biographical sketch (no more than one page) outlining professional experience of the principal investigator (PI) and any co-PIs.

Letters of support/commitment

Letters of support or commitment from key project partners (including those groups who may benefit from the project) are required. These letters should focus on the role and/or commitment of the partners on the project. Letters from stakeholders are encouraged, but not required.

Deadline

An electronic copy (formatted as a Word document) of the proposal is due by 5:00 p.m. Monday, November 9, 2009. An electronic copy is preferred. The entire proposal must be contained in one file. Please e-mail the copy to Rich Pirog (e-mail: rspirog@iastate.edu) with the subject line FULL PROPOSAL. If you prefer, you also can provide the file on compact disk (cd) media. Any items not sent electronically must be received at the Center by 5:00 p.m. Monday, November 9, 2009.

Questions? Please contact:

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