



Midwest Cover Crop Initiative

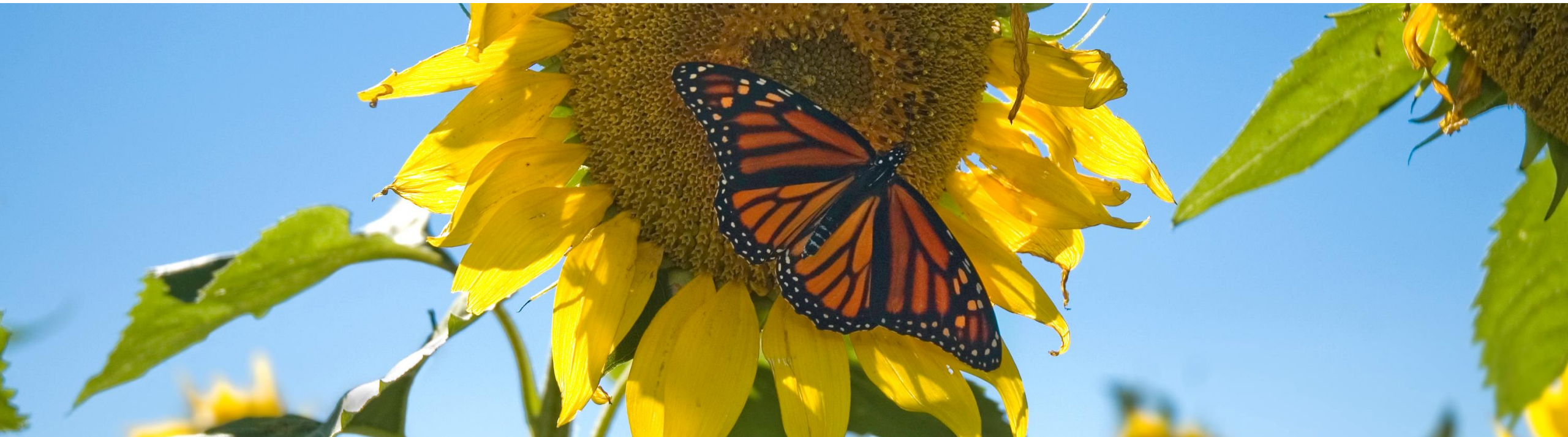
Guidance for Applicants

February 23, 2022



Webinar Information

- All participants muted
- Type questions into the **'Questions'** box on control panel
- Webinar recording will be available at: www.nfwf.org/midwest-cover-crop-initiative



Webinar Agenda

- Initiative Overview
- 2022 Funding Opportunity Details
- Application Resources
- Questions



Webinar recording will be available at: www.nfwf.org/midwest-cover-crop-initiative

Midwest Cover Crop Initiative

- Partnership among NFWF, ADM, NRCS
- Accelerate adoption of cover crops in the Midwest (Goal of 500K acres in 2022)
- Provide technical and financial assistance to farmers
- Farmer benefits
 - Improve productivity
 - Improve profitability
- Environmental benefits
 - Improve soil health
 - Enhance wildlife value
 - Improve water resources
 - Sequester and store carbon



2022 Funding Opportunity

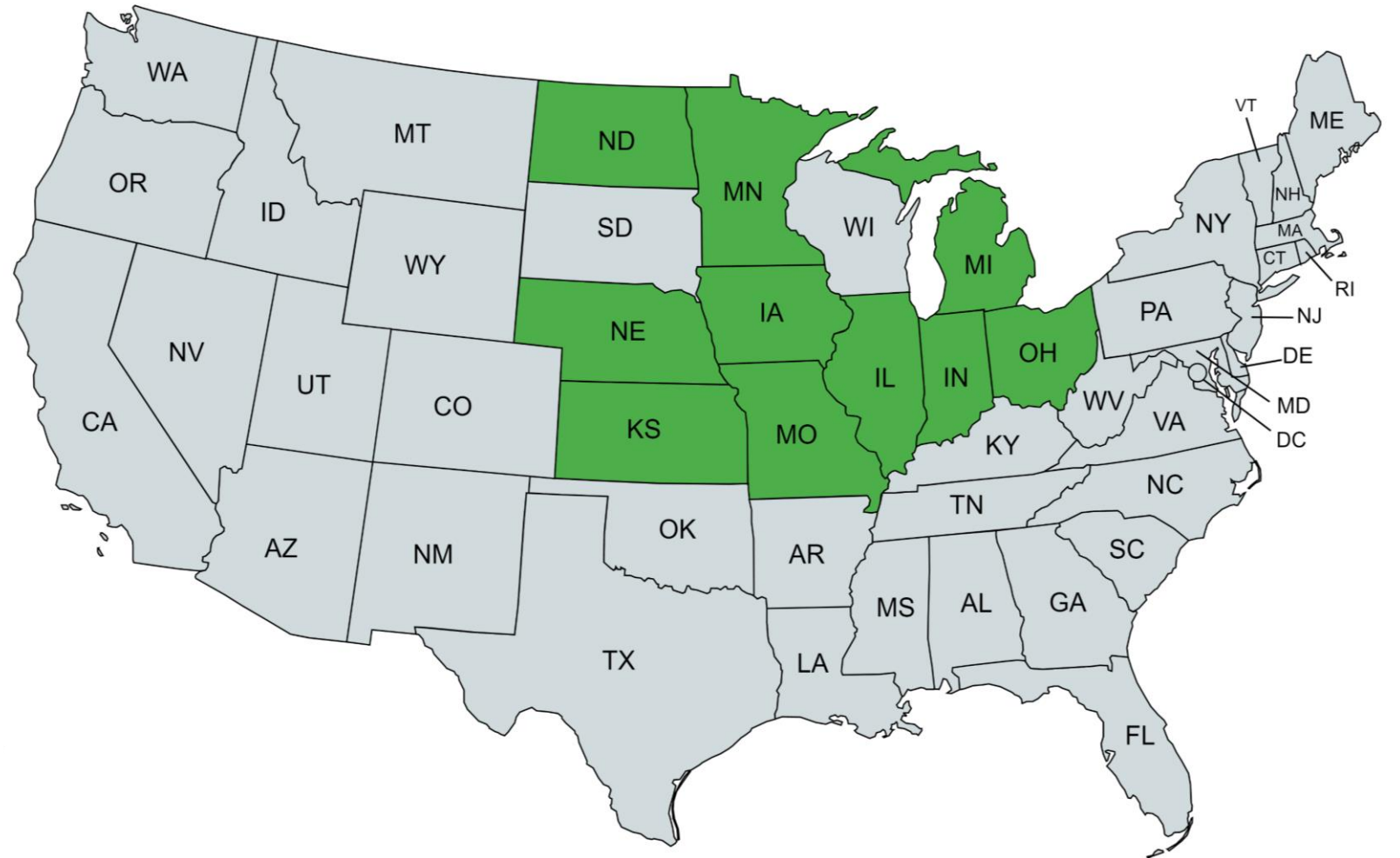
- \$2.5 M in grant funding available
- Proposals due March 28, 2022
- Eligible applicants:
 - Non-profit 501(c) organizations
 - State, tribal and local agencies
 - Educational institutions
- Projects will deliver large acreages on cost-competitive basis
- Limited to corn, soybean and wheat systems



NFWF

Geographic Scope – 2022

- Illinois
- Indiana
- Iowa
- Kansas
- Michigan
- Minnesota
- Missouri
- Nebraska
- North Dakota
- Ohio



Scope of Work

- Outreach and Technical Assistance
- Contract Development
- Payment Coordination
- Outcomes Monitoring and Reporting



Scope of Work – Outreach and Technical Assistance

- Facilitate voluntary participation in private payment opportunity through ADM
- Facilitate enrollment in Farm Bill and other public programs
- Help farmers navigate barriers to adoption
- Help build and expand peer-to-peer learning networks



Scope of Work – Outreach and Technical Assistance

- Phone and in-person consultations
- Minimum of one field day per year
- Produce and distribute materials
- Maximize benefits to wildlife
 - Wildlife-friendly seed mixes
 - Timing
 - Planting and termination methods
- Ensure compliance with NRCS standards and specifications



Scope of Work – Contract Development

- **Develop and enter voluntary, multi-year contracts with farmers and ADM**
- **Contracts for cover crops planted in 2022 and continued each year**
- **Contract duration up to 4 planting years (e.g., 2022–2025)**
- **ADM to pay farmers \$10/acre per year (separate from available grant \$)**
- **\$40 maximum potential per-acre payment**

Scope of Work – Contract Development

- **Acres previously planted in cover crops eligible for payment**
- **ADM payments will not preclude additional financial assistance through Farm Bill or other public programs**
- **Same acres not eligible to receive other private payments for contract term**
- **Farmers may not sell carbon benefits associated with those acres for contract term**

Scope of Work – Payment Coordination

- Provide ADM with farmer business information required to make payments
- Verify on-the-ground implementation -
Methods may include:
 - Receipts
 - Photos
 - Site visits
 - Other relevant approaches
- Compile and submit farmer payment requests to ADM



Scope of Work – Outcomes Monitoring and Reporting

- Help participating farmers complete production survey
 - Will not disclose farmer data except in aggregated form
- Analyze changes to farmer costs associated with adopting cover crops
- Promote tools for tracking carbon benefits
 - COMET-Farm
 - COMET-Planner
- Synthesize Fieldprint[®] Calculator outputs with economic analyses in an annual report
- First report due on January 31, 2023



Metrics

- Required Metric: Acres with Cover Crops
 - Refers to acres of cover crops to be planted in 2022
 - Does not include additional/different acres to be planted in future years
- Optional Metrics
 - Acres of other practices
 - Lbs nutrient/sediment runoff avoided
 - Plans developed, etc.
- Select only the most relevant metrics
- Set starting values to zero



NFWF

Funding

- **\$2.5 M in grant funding available**
- **Typical grant size: \$200K–\$600K**
- **Receptive to higher requests for very large acreages**
- **Encouraged to propose the maximum acres you can deliver in 2022**
- **Budget should reflect funding for cost-effective delivery of those acres**



Funding

- Grant funding to support grantee project management
- Annual \$10/acre farmer payments supported with separate ADM funding
- Farmer payments not to be included in grant requests/proposal budgets



Matching Contributions

- Match not required
- Can offer match if readily available
- Matching contributions may include:
 - Cash
 - In-kind contributions of staff
 - Volunteer time
 - Materials and services donated
 - Indirect costs not paid with NFWF grant funding
 - Other tangible contributions to project goals
- Match must be spent within period of performance



Period of Performance

- Recommended start/end dates: June 1, 2022 to Mar 31, 2026
- Provides time to:
 - Develop contracts in 2022
 - Track planting activities potentially through 2025
 - Submit farmer payment requests to ADM
 - Analyze data and submit reports
- May need to rely on existing staff for delivery of project outcomes in 2022



Timing

- **Full proposals due:** **March 28, 2022 by 11:59 PM ET**
- **Review period:** **Late March–Mid May**
- **Grant awards announced:** **Late May**
- **Farmer contracts developed:** **Summer–Fall 2022**
- **First performance report:** **January 31, 2023**

Upload - Applicant Demographic Information Form

- Information you provide will not be shared with proposal reviewers and will not be considered when making grant decisions
- NFWF will not share identifying information about any particular entity or project
- Although the form is a required upload, applicants can opt out of providing the information within the form itself
- Information will be kept confidential, but NFWF may share its anonymized aggregate findings as appropriate with its staff, Board of Directors, funding partners, and publicly on its website or through other media

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1 **APPLICANT DEMOGRAPHIC INFORMATION**

2 *As part of NFWF's goal to encourage and support diversity across the conservation projects we fund, we would like to better understand the existing diversity in our grantmaking community*

3 *To accomplish this task, we are asking organizations that we fund to assist us by providing basic information about their workforce demographics on this form.*

4 *As part of this effort to support diversity, we also desire to understand how our grantees engage with the communities where the projects take place and who in those communities might be*

5 *application narrative.*

6 *The information provided on this excel form will be kept confidential, although the Foundation may share its aggregate findings as appropriate with its staff, Board of Directors, funding pa*

7 *Foundation will not share identifying information about any particular entity or project.*

8 *These anonymized aggregate data will be used by NFWF to better understand the demographic profiles of the organizations that we fund.*

9 **The information you provide will not be shared with proposal reviewers and will not be considered when making grant decisions.**

10 **Instructions:** Complete all pertinent fields *shaded in green*. Your Human Resources Department may have some of the information requested readily available. If you do not know an a

11 *guessing. If a section does not apply to your organization you may skip it. Do not make any other changes to this form.*

12 *You may opt out of providing this information to NFWF; however, you still must upload this form to Easygrants with your application.*

13 *If you are opting out, click on the green box to select a reason from the dropdown list:*

14

15 **GENERAL**

16

17

18 Date Completed

19 Easygrants project # from your grant application

20 Grant program name shown on the RFP

21 Project Title from your grant application



Application Assistance – Reference Sheet

- [Midwest Cover Crop Initiative RFP webpage](#)
 - [RFP](#)
 - [Tip Sheet](#)
 - [Easygrants Applicant Video Tutorial](#)
- [NFWF Application Information webpage](#)
 - [Budget instructions](#)
 - [Detailed Budget and Narrative Guide](#)
 - [Required financial documents](#)
 - [Indirect Cost Policy](#)



Contact Information

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Hours: 9:00 am–5:00 pm ET, Monday-Friday