

Targeted call in cow-calf and forage production General Guidelines

Description of the program:

1. **Objective:** The Alberta Livestock and Meat Agency (ALMA) develops and delivers technologies, solutions, and knowledge to improve the competitive position of Alberta's livestock and meat industry. In order to foster enhanced interprovincial collaboration in cow-calf and forage production research in Western Canada, ALMA is launching a targeted call for research proposals in these fields.
2. **Priority areas:**
 - a. Epigenetics/fetal developmental programming
 - i. Impact of fetal and postcalving environment, particularly maternal nutrition and behaviour and beef production management strategies, on subsequent Relative Feed Intake (RFI) of cows and heifers
 - ii. Impact of fetal and postcalving environment, particularly maternal nutrition and behaviour and beef production management strategies, on improved health robustness in cattle
 - iii. Impact of fetal and postcalving environment, particularly maternal nutrition and behaviour and beef production management strategies, on subsequent meat quality in finishing steers and heifers
 - iv. Impact of nutrient intake on subsequent fertility and libido in bulls
 - b. Forage/silage production with the aim to increase feed efficiency and reduce costs of production in forage-based beef production systems
 - i. New technologies (e.g., NIR, enzymes, inoculants, etc.) which enhance feed efficiency of forages and reduce costs of production
 - ii. Impact of management of pasture systems or winter feeding systems on forage productivity and quality, efficiency of forage use, nutrient cycling, and costs of production
3. **Requirements:**
 - a. Demonstration of collaboration
 - i. Preference will be given to projects demonstrating interprovincial collaboration (especially between the Western Canadian provinces of BC, AB, SK, and MB), then to projects demonstrating intraprovincial collaboration in one of the Western Canadian provinces
 - ii. Preference will be given to projects which have secured industry support (\$ and/or in-kind)
 - b. Determination of economic impact: Projects must include a determination of the economic impact of the research results, such as:
 - i. Costs of production
 - ii. Return on investment

- iii. Risk analysis
- iv. Life cycle analysis
- c. Elaboration of a well-developed, effective technology transfer plan through scientific communications and appropriate extension activities
- d. Lack of duplication with projects already funded by funders such as ALMA, ADF, or BCRC/Beef Cluster. However, if the applicant is seeking to expand the scope of a project funded by ADF or BCRC/Beef Cluster, an application may be submitted to cover the enhanced portion of the project.

Process:

1. The Letter of Intent (LOI) is the first step in the application process; it will be shared with our funding partners for evaluation. ALMA will advise successful applicants and solicit full proposals. The project title MUST remain the same on the LOI and the Full Proposal Application (unless otherwise requested by the ALMA). Please note that an invitation to submit a full proposal does not guarantee funding approval.
2. ALMA is investing up to \$1 million in this targeted call which will be leveraged with our funding partners. Applicants may request up to a maximum of \$400,000 per project over a maximum of three years. Increases in the Full Proposal budget from the LOI budget will not be considered unless accompanied by adequate justification or requested by ALMA.
3. Eligible applicants: Funding for this initiative will be available to those who directly and/or indirectly participate in the service and development of the Alberta and/or Western Canadian beef and forage industries. This includes:
 - a. Industry associations serving the beef and forage industries
 - b. Educational institutions, including universities colleges and technical schools
 - c. Government organizations and agencies
4. Eligible expenses:
 - a. New scientific and technical personnel required for the specified research
 - b. Graduate student research bursaries
 - c. Outside consultants justified as essential to the project/program
 - d. Cost of supplies directly required for the project/program
 - e. Cost of equipment directly required for the project/program
 - f. Travel to project sites
 - g. Travel for information dissemination purposes
 - h. Publishing costs
 - i. Please note that indirect overhead is **not** an eligible expense
5. LOI's must be submitted in WORD format by e-mail to Dr. Shannon Scott at shannon.l.scott@almaltd.ca. Use 11-point Times New Roman or Arial font and left and right margins of one inch (2.5 cm). The LOI may not exceed four pages. A template is available on the ALMA website at www.alma.alberta.ca.
6. LOI's will be accepted until 16:30 MDT on June 13, 2011. It is expected that invitations for full proposals on approved LOI's will go out at the end of June.

For further information, please contact:
 Shannon L. Scott, Ph.D.
 Research Officer, Strategic Initiatives
 Alberta Livestock and Meat Agency Ltd.
 Suite 101, 1003 Ellwood Office Park South
 Edmonton, AB, T6X 0B3, Canada

PHONE: 780-638-1927; MOBILE: 780-909-7578; FAX: 780-638-6495
shannon.l.scott@almaltd.ca