



**General Guidelines for  
2014-2015  
*Sustainability  
Call for Proposals***

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## 1.0 Guidelines

### 1.1 Purpose

The sustainability targeted call focuses on increasing the sustainability of Alberta’s livestock and meat industry by driving positive change in short-term decision making and long-term capacity and knowledge. The aim is to strengthen industry’s social license to operate via full chain coordination and adoption of sustainable agricultural practices.

The Alberta Livestock and Meat Agency (ALMA) will invest up to \$2.0 million to support innovation and development in the area of sustainability. Within this targeted call, the term “sustainability” is inclusive of environmental health, economic health and socially-responsible production practices. Sustainable farms protect the biodiversity of the lands and foster healthy ecosystems. Healthy food systems set a solid foundation for food and agriculture production into the future.

### 1.2 ALMA’s Investment Priority

ALMA is a catalyst for stimulating new thinking, new ideas and new approaches to enhance the reputation, competitiveness and profitability of Alberta’s livestock and meat industry, and to build relationships among the various stakeholders in the industry. Submissions to the sustainability call for proposals should target production efficiencies that reduce approaches that reduce the environmental footprint or of livestock production and/or antibiotic usage, and/or enhances animal welfare and that positively impact the competitiveness of Alberta’s livestock supply chain.

### 1.3 Background

Sustainability is a journey of continuous improvement. All components of the supply chain are involved in this journey. Sustainability and a focus on innovation are influencing all aspects of the global economy and the attention to the production of all goods. Increasingly, businesses around the world are reporting their greenhouse gas emissions through the Carbon Disclosure project ([www.cdproject.net](http://www.cdproject.net)) and are reporting their corporate sustainability reports through the Global Reporting Initiative (GRI – [www.globalreporting.org](http://www.globalreporting.org)).

The global beef industry has come together with the formation of the Global Roundtable for Sustainable Beef ([www.grsbeef.org](http://www.grsbeef.org)). Canada’s beef industry is a contributing member and has created the Canadian Roundtable for Sustainable Beef to bring industry stakeholders together to define and create performance metrics. There are also entities such as the Sustainability

Consortium ([www.sustainabilityconsortium.org](http://www.sustainabilityconsortium.org)) that have been created with the support of the world's largest retailers and manufacturers to outline and define best management practices that increase the sustainability of almost all product sold at retail – not just agriculture based products.

The Dairy Farmers of Canada is another sector of the livestock industry that are placing significant importance on sustainability. In their proAction initiative they outlined their commitment to sustainability and continuous improvement.<sup>1</sup>

In 2013, McDonald's Global announced that they will to begin purchasing verified sustainable beef during 2016; an aspiration of critical importance to Alberta's livestock and livestock product industry.<sup>2</sup> Canada has many advantages as is evident in the McDonald's announcement that it would initiate a global beef sustainability pilot project in Canada. It is important that Alberta continue to maintain leadership in this area.

## 1.4 Objectives

The objective of the 2014-2015 sustainability targeted call is to support the development and application of production practices, technology, tools, conceptual research (including proof-of-concept), applied research and pilot studies conducted within a company facility, a public institution, and/or a combination of the two. Projects should take a holistic and systems approach to advancing sustainability of the meat and livestock industry.

This call for proposals is designed to:

- Accelerate research that will lead to the introduction of new, innovative and competitive production systems that reduce greenhouse gas emissions, protect biodiversity, conserve water and create sustainable advantage.
- Support innovative technologies that enhance sustainability of system management practices in agriculture and its livestock and meat sector.

Key long-term outcomes for this program are improved competitiveness, profitability and sustainability of Alberta's livestock and meat industry.

For more information, please view the Alberta Livestock and Meat Agency's business plan at <http://www.alma.alberta.ca> or contact an ALMA Program Manager.

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<sup>1</sup> <http://www.dairyfarmers.ca/what-we-do/programs/the-proaction-initiative-on-farm-excellence>

<sup>2</sup> [http://www.aboutmcdonalds.com/mcd/sustainability/signature\\_programs/beef-sustainability.html](http://www.aboutmcdonalds.com/mcd/sustainability/signature_programs/beef-sustainability.html)

## 1.5 In-Scope

The targeted call for proposals gives priority to projects that deliver:

1. Advancement of best management practices or productivity improvements that:
  - i) Reduce GHG emissions or waste in the life cycle of livestock and livestock products,
  - ii) Enhance animal welfare,
  - iii) Reduce antibiotic use in animal production, or
  - iv) Enhance the biodiversity and land management of areas important to cattle production.
2. Development of sustainability strategies and tools in livestock production that:
  - i) Enhance performance metrics and identify areas for improvement,
  - ii) Deliver production efficiency and improved management,
  - iii) Leverage or enable value-chain coordination of improvements and reporting, or
  - iv) Enable economic evaluation of practices improving the sustainability of livestock production.

## 1.6 Out of Scope

- Scale-up of new technologies beyond pilot studies
- Marketing activities
- Commercialization activities
- Research into consumer demands and preferences

## 1.7 Requirements

1. The sustainability proposals must demonstrate a step forward for the industry as it responds to the growing global demand for measured sustainable production of healthy food. Again, ALMA defines sustainability as a three-legged stool of environmental health, economic health and socially-responsible production.
2. Demonstration of collaboration
  - a. Preference will be given to projects demonstrating collaboration across departments and/or institutions at a provincial, national or international level (if appropriate).
  - b. Applicants should demonstrate that the project has secured industry support (cash and/or in-kind). Letters of support should be attached to the application.
3. Determination of economic impact
  - a. Projects must specify the economic impact
  - b. Economic impact can be derived from:
    - i. Cost of production,
    - ii. Return on investment,
    - iii. Risk analysis, and

- iv. Life cycle analysis.
4. Proposals should include a well-developed technology transfer plan comprising scientific communications and appropriate extension/industry activities.
5. Projects should be transformative, not incremental, in nature. Creative and innovative solutions to sustainability issues facing the industry are encouraged.

## 1.8 Process and Timelines

1. Grants can be up to 3 years in duration, and should commence (start date) by March 1<sup>st</sup>, 2015.
2. Letters of Intent (LOI) are invited from applicants wishing to participate in the program. Information can be found on the ALMA website at [alma.alberta.ca/Programs/index.htm](http://alma.alberta.ca/Programs/index.htm). Each LOI must be submitted through the on-line system, which can be found at [www.fundingconsortium.gov.ab.ca/ALMA/Account](http://www.fundingconsortium.gov.ab.ca/ALMA/Account) . Applicants who submit LOIs that are of interest will then be invited to submit a full proposal.
3. Applicants may request funding for one of two tiers or types of projects. **Tier I** will be for the smaller, innovative proof-of-concept ideas. The funding request for Tier I proposals will be capped at a total of \$150,000 over a maximum of 2 years. **Tier II** funding requests for larger, multidisciplinary projects will be capped at a total of \$500,000 over a maximum of 3 years. Increases in the Full Proposal budget from the LOI budget will not be considered unless accompanied by adequate justification or requested by ALMA.
4. Timeframe:
  - a. June 12, 2014: Call for Proposals announced.
  - b. August 14, 2014, 2:00 pm: LOIs Due. Late submissions will not be accepted.
  - c. August 20, 2014: Applicants with successful LOIs will be notified.
  - d. October 1, 2014, 2:00 pm: Full Proposals Due. Late submissions will not be accepted.
  - e. December 1, 2014: All applicants notified on or before of funding decisions.

## 2.0 Guidelines for Submission

### 2.1 Format and Forms

The guidelines and instructions for using the on-line application system can be found on ALMA's website at [alma.alberta.ca/Programs/index.htm](http://alma.alberta.ca/Programs/index.htm). This site also includes templates to be used in preparation of creation of an LOI. Once the LOI portion of the process is complete, the full proposal form will be made available only to successful applicants invited to submit a full proposal.

The on-line system can be found at [www.fundingconsortium.gov.ab.ca/ALMA/Account](http://www.fundingconsortium.gov.ab.ca/ALMA/Account).

## 2.2 Eligibility

Eligibility will fall under Eligibility Requirements for ALMA's Research and Development Program or ALMA's Industry and Market Development Program, which are found on the ALMA website at [alma.alberta.ca/Programs/index.htm](http://alma.alberta.ca/Programs/index.htm).

In addition to the Eligibility requirements above, there will be a cap on the funding requested for training of students. The maximum amount requested to ALMA for an MSc student will be \$21,000/year and \$25,000/year for a PhD student. Please note that indirect overhead costs and GST are not an eligible expense.

Additional eligibility criteria along with the submission of the full proposal for not-for-profit organizations will be the provision of a document outlining the organization's governance structure.

## 2.3 Funding Sources

Applicants are encouraged to obtain other sources of financial support for the project from groups, organizations or companies that are likely to benefit from the results of the proposed research and innovation. The application should include details on potential and/or confirmed partners.

ALMA will share the submitted LOI's with other potentially interested Alberta-based funding agencies if permission to do so is granted by the applicant. Upon submission of the LOI, an email will be automatically generated back to the applicant, requesting this consent.

ALMA will require written confirmation of contributors and their investment, whether cash or in-kind contributions, to the research outlined in the full proposal. This confirmation will be required with the submission of the full proposal.

## 2.4 Evaluation Criteria

Applications received through the Sustainability Call for Proposals will be evaluated based on their innovative ideas with the potential to transform the livestock and meat sector and on their demonstrated level of collaboration. Proposals must be in full accordance with ALMA's Research and Development Program or Industry and Market Development Program. The proposals will be confidentially reviewed by external scientific and/or industrial reviewers, and will be further reviewed through ALMA's technical review committees for recommendation of funding. Depending on the size of the funding requested, a committee of ALMA's Board of Directors may also review the proposal for approval of funding.

All approved proposals will enter into an investment agreement with ALMA according to the terms and conditions governing the specific program area in which the proposal was approved, *i.e.*, ALMA's Research and Development Program or Industry and Market Development Program. Please consult the ALMA website ([alma.alberta.ca/Programs/index.htm](http://alma.alberta.ca/Programs/index.htm)) for the specific program terms and conditions.

## **2.5 Intellectual Property**

Intellectual property developed and owned by the applicant must be managed by the applicant.

## **2.6 Notice of Collection**

The personal information provided through this application process will be used to manage the applications through the ALMA Sustainability Call. This may require sharing your information confidentiality with external reviewers. This information is collected under the authority of section 33 (c) and 34 (1)(a)(i) of the *Freedom of Information and Protection of Privacy (FOIP) Act*. If you have any questions about the collection and use of this information, please contact the Alberta Livestock and Meat Agency, Suite 101, 1003 Ellwood Road SW, Edmonton AB, T6X 0B3; by telephone 780-638-1699; by fax 780-638-6495.

For further information, please contact:

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For questions regarding the Research and Development Program, please contact:

Mr. Clinton Dobson,  
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For questions regarding the Industry and Market Development Program, please contact:

Ms. Michelle Normand,  
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