



**General Guidelines for
2014-2015
*Production Excellence
Call for Proposals***

Alberta Livestock & Meat Agency Ltd.
Ellwood Office Park South
1003 Ellwood Road SW
Edmonton Alberta, T6X 0B3

Phone: (780) 638-1699
Fax: (780) 638-6495

alma.alberta.ca

1.0 Guidelines

1.1 Purpose

The targeted Production Excellence Call for Proposals is focused on initiatives that drive efficiency and productivity within Alberta's livestock and meat industry. This will strengthen Alberta's competitiveness by reducing livestock production costs, processing costs and labour requirements.

The Alberta Livestock and Meat Agency (ALMA) will invest up to \$2.0 million in innovation delivering productivity gains and supply chain collaboration for improved knowledge transfer and profitability.

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 Production Excellence call for proposals should target innovative and progressive approaches to productivity, efficiency and production costs reduction within Alberta's livestock and meat industry.

1.3 Objectives

The objective of the 2014-2015 Production Excellence Call for Proposals is to increase the competitiveness of Alberta's livestock and meat industry through the use of new technologies and tools and the development of conceptual research (including proof-of-concept), applied research and pilot studies within an industry facility, a public institution, and/or a combination of the two.

This call for proposals is designed to:

- Accelerate research that will increase the efficiency and capacity of Alberta's livestock and meat sector to compete domestically and internationally.
- Support innovation and transfer of knowledge to Alberta's livestock and meat sector.

Key long-term outcomes for this program are improved competitiveness and profitability for Alberta's livestock and meat industry. Examples may include:

- Feeding efficiency and utilization of feed products,
- Best management practices,
- Animal Health,
- Animal Performance.

For more information, please view the Alberta Livestock and Meat Agency's business plan found on the ALMA website (alma.alberta.ca) or contact the ALMA Program Manager.

1.4 In Scope

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

1. Novel technologies and research in the livestock and meat sector that will:
 - i) Increase feeding efficiency and optimize use of feedstock's
 - ii) Improve nutrient absorption and utilization
 - iii) Advance best management practices and support on-farm adoption

2. Enhanced animal health and performance via:
 - i) Increased herd fertility through selection of desired traits
 - ii) Implementation of novel technologies to improve animal health and performance
 - iii) Development of innovative and responsible strategies to control parasites and disease

3. Enhanced animal well-being via:
 - i) Cost-effective advances in pain mitigation and stress management
 - ii) Innovative monitoring and production management technologies

1.5 Out of Scope

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

1.6 Requirements for Production Excellence proposals

1. Demonstration of opportunity for Alberta's industry as it responds to rising feed costs, labour costs, labour availability and cost competitiveness.
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. Letters of support must be attached to the proposal to indicate that the project has secured industry support (cash and/or in-kind).
3. Description of the economic impact of the project, such as:
 - a. Alignment to consumer preferences
 - b. Return on investment
 - c. Market potential
4. A well-developed technology transfer plan through scientific communication and/or appropriate extension/industry activities.

1.7 Process and Timelines

1. Grants can be up to 3 years in duration, and should commence by March 1st, 2015.
2. Information on preparation and submission of Letters of Intent (LOI) can be found on the ALMA website at www.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. Only successful LOIs will 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 smaller, innovative proof-of-concept ideas. The funding request for Tier I proposals will be capped at \$150,000 over a maximum of 2 years. **Tier II** funding requests will be capped at \$500,000 over a maximum of 3 years for larger, multidisciplinary projects. 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. July 4, 2014: Call for Proposals announced.
 - b. September 15, 2014, 2:00 pm: LOI Due. Late submissions will not be accepted
 - c. September 19, 2014: Applicants with successful LOIs will be notified.
 - d. October 30, 2014, 2:00 pm: Full Proposals due. Late submissions will not be accepted.
 - e. January 15, 2015: All applicants will be notified on or before this date 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 www.alma.alberta.ca. 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.

2.2 Eligibility

Eligibility will be based on eligibility requirements for ALMA's Research and Development Program or ALMA's Industry and Market Development Program, which can be found at www.alma.alberta.ca under the respective program page.

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 a M.Sc.

student will be \$21,000/year and \$25,000/year for a Ph.D. student. Please note that indirect overhead costs and taxes are not eligible expenses.

Not-for-profit organizations are required to submit details of the organizations governance and structure.

2.3 Funding Sources

Applicants are encouraged to obtain other sources of financial support for the project from stakeholders that are likely to benefit from the results of the proposed research and innovation. The application should include details of potential and confirmed partners. 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.

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

2.4 Evaluation Criteria

Applications received through the Production Excellence Call for Proposals will be evaluated based on innovative ideas that can transform the livestock and meat sector, collaboration, and impact to the industry. They must be in full accordance with the criteria of the ALMA Research and Development Program or Industry and Market Development Program. The proposals will be confidentially reviewed by external scientific and/or industrial reviewers, and further reviewed through ALMA's technical review committees for recommendation of funding. Depending on the amount of the funding request, ALMA's Programs and Services Committee may also review 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. Please consult the ALMA website 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 process will be used to process the applications through the ALMA Production Excellence Call. This may require sharing your information confidentiality with external reviewers to assist with the evaluation process.



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, contact the Alberta Livestock and Meat Agency, Suite 101, 1003 Ellwood Road SW, Edmonton AB, T6X 0B3; by telephone at 780-638-1699, or by fax at 780-638-6495.

For further information, please contact:

Dr. Susan Novak,
Executive Director, Strategic Initiatives
Alberta Livestock and Meat Agency Ltd.
Suite 101, 1003 Ellwood Office Park South
Edmonton, AB T6X 0B3
Phone: 780-638-1924
Fax: 780-638-6495
susan.novak@almaltd.ca

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

Mr. Clinton Dobson,
Manager, Research and Policy
Alberta Livestock and Meat Agency Ltd.
Suite 101, 1003 Ellwood Office Park South
Edmonton, AB T6X 0B3
Phone: 780-638-1690
Fax: 780-638-6495
clinton.dobson@almaltd.ca

For questions regarding the Industry and Market Development Program, please contact:

Ms. Michelle Normand,
Manager, Industry and Market Development Program
Alberta Livestock and Meat Agency Ltd.
Suite 101, 1003 Ellwood Office Park South
Edmonton, AB T6X 0B3
Phone: 780-638-1689
Fax: 780-638-6495
michelle.normand@almaltd.ca