



Colorado Sheep & Wool Authority



APPLICATION FOR 2019 PROJECT FUNDS

Application Deadline: January 31, 2019

The Colorado Sheep & Wool Authority (CSWA) will allocate funding for 2019 projects at the Board of Directors meeting February 19th. If you or your organization would like to apply for project funding you must fill out an application and submit it to the CSWA. Projects must benefit the Colorado lamb or wool industry through marketing, research, education, or promotion, and clearly demonstrate how it will help achieve the goals (see attached) of the Colorado Sheep & Wool Authority.

NAME/ORGANIZATION

CONTACT PERSON

MAILING ADDRESS

(City)

(State and Zip Code)

TELEPHONE ()

FAX ()

E-Mail

NAME OF PROJECT/EVENT

LOCATION OF EVENT

DATE OF EVENT

AMOUNT OF FUNDING REQUESTED

On a separate sheet of paper, please answer the following questions:

- 1) Describe your project or event.
- 2) How will you spend the funds requested from the Sheep & Wool Authority? Please include a budget.
- 3) How will your project benefit the Colorado sheep industry?
- 4) Do you or your organization/business pay the \$0.25/head Colorado sheep checkoff? If your project targets/benefits a specific group of sheep producers, do they pay the \$0.25/head checkoff? (This question is applicable only to people that raise sheep in Colorado)
- 5) What are the measurable outcomes of your project or event?

You must submit a budget with your application.

Presentations are optional:

- Yes, I would like to give a 10 minute presentation at the Board meeting
- No, I will not be available to give a presentation

Note: The Board meeting will be held in Grand Junction on February 19th. For further information, please contact Bonnie Brown, Executive Director, Colorado Sheep and Wool Authority at (970) 874-1433. Please mail your application to the Colorado Sheep & Wool Authority, PO Box 292, Delta, CO 81416-0292; email: cwgawool@aol.com; or fax (970) 874-4170.

(SIGNATURE)

(DATE)

Legislative Declaration (35-57.5-102)

- 1) It is hereby declared to be in the interest of the public welfare that owners of sheep be authorized and encouraged to act jointly and in cooperation in promoting and stimulating, by research, education, advertising, and other methods, the increased and efficient production, distribution, use and sale of sheep and sheep products....
- 2) The purpose of this article is to enable the sheep industry to effectively correlate and encourage the advancement and improvement of its commodities.

Operating Principles

Establish an issue management network that can educate the public on issues that impact the sheep industry, and provide a rapid response on crisis issues.

Provide Feedback to the Industry on Projects and Activities Funded by Checkoff Dollars

Goals & Objectives

Revised August 20, 2013

Goal 1 - Increase Consumption of Colorado Lamb

Objectives:

- 1) Improve awareness of Colorado Lamb in the Hotel / Restaurant Trade; promote Colorado Lamb to restaurants; and develop educational programs for chef's on Colorado Lamb
- 2) Work with retailers to use and identify Colorado Lamb
- 3) Increase marketing opportunities for Colorado Lamb
- 4) Increase the public and consumer groups awareness of Colorado Lamb and its unique taste and value to Colorado

Goal 2 - Increase Public Awareness of Colorado Sheep Industry

Objectives:

- 1) Support programs that enhance the image of the Colorado sheep industry and its products.

Goal 3 - Producer & Public Education

Objectives:

- 1) Address animal health and identification issues
- 2) Provide education on how to produce a consistent supply of quality lambs and wool
- 3) Educate producers about industry resources
- 4) Educate consumers about the value of the Colorado sheep industry and its products.

Goal 4 - Increase Demand for Colorado Wool and Wool Products

Objectives:

- 1) Increase awareness of proper care and packaging of wool
- 2) Increase awareness on wool preparation and pelt care
- 3) Increase awareness of consumers about using wool and wool products
- 4) Increase awareness of marketing opportunities for Colorado wool and pelts