

### Part III—Program Description

In conducting activities to achieve the purpose and goal of this program, the award recipient will be responsible for the activities listed under paragraph 1 of this part. FCIC, working through RMA, will be substantially involved in the activities listed under paragraph 2.

#### 1. Recipient Activities

Award recipients will be required to perform the following activities:

- Finalize an outreach delivery plan that will accomplish the purpose of this program. The plan must describe the manner in which various tasks for the project will be completed, the dates by which each task will be completed, and the partners that will have responsibility for each task. Task milestones must be listed so as to ensure that progress can be measured at various stages throughout the life of the project. The plan must also provide for the substantial involvement of RMA in the project. (**Note:** All partnership agreements resulting from this announcement will include delivery plans in a table format. The table can be obtained from the RMA Web site at: <http://www.rma.usda.gov>. All applicants are strongly encouraged to refer to this table when preparing a delivery plan and to use this format as part of the application narrative.)
- Assemble risk management instructional materials appropriate for targeted audience to be used in delivering education and information. This will include: (a) Gathering existing instructional materials that meet the needs of agricultural producers of agricultural commodities; (b) identifying gaps in existing instructional materials; and (c) developing new materials or modifying existing instructional materials to fill existing gaps.
- Develop and conduct a promotional program. This program will include activities using media, newsletters, publications, or other informational dissemination techniques that are designed to: (a) Raise awareness for risk management; (b) inform producers of the availability of risk management tools; and (c) inform producers of the training and informational opportunities being offered.
- Deliver risk management training and informational opportunities to agricultural producers and agribusiness professionals. This will include organizing and delivering outreach and educational activities using the instructional materials identified earlier. Activities should be directed primarily to agricultural producers, but may include those agribusiness professionals

that have frequent opportunities to advise producers on risk management.

- Document all outreach and educational activities conducted under the partnership agreement and the results of such activities, including criteria and indicators used to evaluate the success of the program. The recipient will also be required to provide information to an RMA representative to evaluate all educational activities and advise RMA as to the effectiveness of activities.

#### 2. RMA Activities

RMA will be responsible for the following activities:

- Review and approve in advance the recipient's project delivery plan.
- Collaborate with the recipient in assembling risk management materials for producers. This will include: (a) Reviewing and approving in advance all educational materials for technical accuracy; (b) serving on curriculum development workgroups; (c) providing curriculum developers with fact sheets and other risk management publications that have been prepared by RMA; (d) advising the applicant on the materials available over the internet through the AgRisk Education Library; (e) advising the applicant on technical issues related to crop insurance instructional materials; and (f) advising the applicant on the use of the standardized design and layout formats to be used on program materials.
- Collaborate with the recipient on a promotional program for raising awareness for risk management and for informing producers of training and informational opportunities. This will include: (a) Reviewing and approving in advance all promotional plans, materials, and programs; (b) serving on workgroups that plan promotional programs; (c) advising the applicant on technical issues relating to the presentation of crop insurance products in promotional materials; and (d) participating, as appropriate, in media programs designed to raise general awareness or provide farmers with risk management education.
- Collaborate with the recipient on the delivery of education to agricultural producers and agribusiness leaders. This will include: (a) Reviewing and approving in advance all producer and agribusiness educational delivery plans; (b) advising the applicant on technical issues related to the delivery of crop insurance education and information; and (c) assisting the applicant in informing crop insurance professionals about educational plans and scheduled meetings.

- Reviewing and approving recipient's documentation of risk management educational and outreach activities.

#### 3. Other Activities

In addition to the specific, required activities listed above, the applicant may suggest other outreach activities that would contribute directly to the purpose of this program. For any additional activity suggested, the applicant should identify the objective of the activity, the specific tasks required to meet the objective, specific time lines for performing the tasks, and specific responsibilities of the partners. The applicant must also identify specific ways in which RMA could have substantial involvement in the proposed outreach activity.

### Part IV—Preparation of an Application

#### A. Program Application Materials

Program application materials under this announcement may be downloaded from the RMA Web site at: <http://www.rma.usda.gov>. Applicants may also request application materials from: Marie Buchanan, Telephone (202) 690-2686, Facsimile (202) 690-1518, E-mail: [Marie.Buchanan@usda.gov](mailto:Marie.Buchanan@usda.gov).

#### B. Content of Applications

A complete and valid application package must include an original, two paper copies, and one electronic copy (Microsoft Word format preferred) of the application package on diskette or compact disc and must include the following:

1. Applicants must specify whether their application is a new, renewal, or resubmitted application and provide the required information in accordance with the following:
2. New Applications—This is a project application that has not been previously submitted to the RMA Outreach Program. All new applications will be reviewed competitively using the selection process and evaluation criteria described in this RFA.
3. Renewal Applications—This is a project proposal that requests additional funding for a project beyond the period that was approved in an original or amended award. Applications for renewed funding must contain the same information as required for new applications, and additionally must contain a Progress Report. Renewal applications must be received by the relevant due dates, will be evaluated in competition with other pending applications, and will be reviewed according to the same evaluation criteria as new applications.