



Wisconsin Cranberry Board, Inc.

PO Box 1351 • Wisconsin Rapids, WI 54495-1351
Telephone: 715•423•2070 Fax: 715•423•0275

Request for Proposals

December 1, 2014

The Wisconsin Cranberry Board, Inc. (WCB) is pleased to announce its **Request for Proposals (RFP) for Education and Communication** projects. Applicants who are submitting new projects to the WCB should submit the proposals by MONDAY, JANUARY 19, 2015. Based upon submissions, the board may meet February 2, 2015 to review proposals with interested applicants. Based upon that review, the board will indicate its level of interest in pursuing funding of the project.

Projects with the best chance of funding will be consistent with the objectives of the Marketing Order including:

- Development of new products and markets
- Educational programs for producers, handler and consumers

The Wisconsin Cranberry Board intends to honor its commitments to fund selected, ongoing projects approved in previous years.

Grant recipients from previous years are asked to provide a **written progress report** to WCB. Failure to do so may jeopardize future funding. Written progress reports and final applications for grants are due February 14, 2015.

For further information on Wisconsin Cranberry Board, Inc. programs, contact Tom Lochner at the WCB office.



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EDUCATION AND COMMUNICATION PROJECT PROPOSALS

Instructions

A maximum of two text pages, plus one budget outline and any number of supporting tables and graphs are recommended. Use this format to submit applications for annual education and promotion grants only.

Project Title:

Project Coordinator: The person responsible for both the completion and expenditure of funds.

Phone:

Fax:

Email:

Affiliation:

Cooperators: Names and affiliations of others directly involved.

Objectives: Brief description of the objectives for the project.

Justification: Describe the rationale for pursuing the project; include potential benefits to the cranberry industry when successfully completed.

Significance to Industry: Include a paragraph describing the significance of the problem to the industry and how the project will help solve the problem or what the expected outcomes or final products will be.

Approach: Outline materials to be used and methods of the project. Provide only enough detail to obtain an overview of the extent of the project.

Progress: If the project is new, provide enough background information as a reference point to begin the proposed activity. If the project is a continuation of previous work, include the completed Progress Report as a separate document.

The Progress Report should be a "stand alone" document including all information requested on the format sheet provided.

Budget: Use a separate sheet for costs of supplies, services, labor, transportation, etc. Line items need only be specified for the current year of multi-year projects. Include anticipated cost sharing expected from other sources, where appropriate. Also, indicate whether this project was or will be submitted to another funding agency.

Pesticide Non-Disclosure Policy: I have read and understand the pesticide non-disclosure policy of the Wisconsin Cranberry Board, Inc. and agree to abide by it.

Signed: _____



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FORMAT FOR EDUCATION AND COMMUNICATION PROJECT REPORT

The Wisconsin Cranberry Board, Inc. requires annual reports on progress made for projects that receive funding. Please use this form to update the Board on progress made on your annual education and communication project. In the event the project is not completed, provide a progress report to date. When project is completed, provide a final report and you may use this format for that report.

What to Submit:

Email an electronic version (in Microsoft Word) to susan.derouchey@wiscran.org or mail a CD to:

Tom Lochner Executive Director
Wisconsin Cranberry Board, Inc.
132 East Grand Avenue, Suite 202
PO Box 1351
Wisconsin Rapids, WI 54495-1351

Length and Format:

Progress and final reports should be no more than five (5) pages, double spaced, 12-point Times New Roman font, with one inch margins, not including tables and figures. Reports should follow the format listed below in the required font.

Date Submitted (mm/dd/yy):

Title:

Person or Organization Conducting Project:

I. Objectives and Timetable:

- A. Restate objectives as stated in the original funded proposal.
- B. Note and justify revisions in original objectives.

II. Summary of Accomplishments:

- A. Objective #. Restate objective.
- B. Summarize the accomplishments of your project to date and especially your progress in the most recent period between reports. Where applicable, relate accomplishments, in lay terms, to practical applications for growers.
- C. Provide interim results and discussion. Where appropriate, include labeled summary tables and/or graphs. Do not include extensive tables of raw data.
- D. Repeat A-C for additional objectives.

III. Expected Next Steps: Detail follow up activities to the project.

Progress Report Timetable: Reports are due on February 14, 2015.



POLICY ON PESTICIDE NON-DISCLOSURE

Goal-Food Safety

Problem avoidance of the following:

- ☞ Over tolerance pesticide residue on fruit.
- ☞ Non-tolerance pesticide residue on fruit.
- ☞ Applications made which are clearly out of compliance with the label.

Rationale

Cranberry growers look to the research community for the development of new pest control tools. Information on pesticide tools is often made available to growers, whether during individual discussions, as a component of a talk, or in written form (e.g. newsletters). However, when growers hear of the experimental use of materials that are not registered for use in cranberries or of non-registered uses of a pesticide, there is a risk that the grower may attempt to use the material even when the presenter makes it clear that the material or use is not registered.

When working with an individual grower on a research project which involves use of a non-registered material, the grower awareness of crop safety issues is realized when the researcher implements crop destruction upon completion of the experiment. But growers who have not been part of the process likely are not aware of the crop safety risk to the same level. Care is taken when speaking with an individual grower research cooperator about out-of-label research use of a compound. It is stressed that this use is valid for research only, but the same message may not be apparent when speaking to a grower or grower group who is not involved in the project. This policy is intended as a fairly simple approach to *reduce risk* of non-labeled pesticide applications throughout the entire industry *without impinging upon research efforts* aimed towards the development of tools for improved cranberry production.

Policy Statement

No individual shall disclose to cranberry growers:

- ☐ The trade or common chemical name of a pesticide in association with a use that is not registered for cranberries.
- ☐ Use patterns that are not in compliance with the label of a product registered for cranberry.

Any individual who being informed of this policy subsequently provides cranberry growers with information on non-registered pesticides or non-registered use of a pesticide may be subject to reprimand or other appropriate actions, including ineligibility for future funding.

Guidelines

Risk: *Over tolerance pesticide residue on fruit.*

When discussing results from studies on registered compounds that are outside of the labeled uses, either avoid mentioning the material's name or do not specify the use pattern. Practices that fall under this category are application method, rates, number of applications, wet vs. dry harvest beds, and bearing vs. nonbearing beds.



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Risk: Non-tolerance pesticide residue on fruit.

Pesticides with track records on other crops are prime candidates for testing in cranberries. A pesticide which is not registered on cranberry may be available for use on other crops in a growing area. Identifying a non-registered material by a description other than its trade or common chemical name will help to minimize risk associated with research on these compounds. Suggested alternatives for discussing the materials are:

| | |
|---------------------|---|
| Experimental Number | (e.g.: Mon 13211) |
| Pesticide Class: | Sulfonyl Urea Herbicide OP Insecticide Sulfur Based Fungicide Growth Regulator Bioinsecticide |
| Use Pattern: | Postemergence Wipe Herbicide Postemergence Grass Herbicide Root Rot Fungicide Fruit Rot Fungicide Soil Drench/Application |

Formerly registered compounds may or may not still have a tolerance. If the material still has a tolerance, make sure that growers are aware that it is no longer registered. For example, Parathion cannot be used in the US on cranberries, even though there is a tolerance to permit Parathion treated fruit from Canada to enter the US. A material that is no longer registered and no longer has a tolerance should be treated in discussions as a non-registered material with the exception of citing historic information.

Risk: Applications made which are clearly out of compliance with the label.

A number of situations may arise that contribute to this.

A material may have a limited and / or temporary registration such as a 24C or Section 18. In this case, mention of the material should be limited to area where it is registered. However, if educational efforts result in discussion of such a material, clearly state where it is registered and the conditions of the registration. The same would hold for pesticides which are registered in a limited number of growing areas or in one country, but not another. In these situations, do not mention any use information such as rates, application method, or timing.

Tolerance Exempt Materials

A number of materials are tolerance exempt. Free discussion of these materials is fine. If the material is registered, researchers should remind growers of the label specifications. In discussion of a non-registered, tolerance exempt material, such as a fertilizer, a suggested approach would be to mention that the use of the material as a soil amendment is for its impact on the soil, which then may have additional benefits such as creating an inhospitable environment for certain weeds.

Publication of Research Results

It is not the intent of this policy to impede academic publication of research results. Rather the WCB encourages the publication of all research results upon the completion of research projects. Care should still be taken to make sure that any publication does not provide information in a manner that will encourage illegal application or use of pesticides on cranberries.



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PATENT POLICY FOR RESEARCH GRANTS BY THE WISCONSIN CRANBERRY GROWERS

Section 1: Definitions

- A. "Invention" shall refer to and mean any development, whether protectable by patent, copyright, trademark or not, made with the support, in whole or in part, of the Wisconsin Cranberry Board, Inc. ("WCB") grant funds.
- B. "Grantee Institution" shall refer to and mean the institution to whom research grants have been awarded by the WCB hereunder.
- C. "Research Project" shall refer to and mean the scope of the research to be conducted using the WCB's grant funds as described in Appendix A attached hereto.

Section 2: Invention Reporting

All Inventions must be reported promptly in writing to the WCB. A copy of the patent application, invention disclosure, or other descriptive material including draft manuscripts related to an Invention must be submitted to the WCB within thirty (30) days of preparation. All such information submitted to the WCB shall be kept confidential using methods at least as stringent as the WCB uses to keep its own confidential information.

Section 3: Invention Ownership

Title to an Invention shall reside in the Grantee Institution. The WCB agrees to defer to the established intellectual property management policies of the Grantee Institution. The right to decide whether to pursue a patent application or other commercialization of the Invention shall reside in the Grantee Institution. If the Grantee Institution has no established patent policy governing inventions, the WCB shall have the right to determine the disposition of rights in and to the Invention. The Grantee Institution shall not assign the rights in any intellectual property covering any Invention without the prior written consent of the WCB.

The WCB shall have an option to a license under all Inventions for ninety (90) days from the date of disclosure as required in Section 2. In order to exercise its option hereunder, the WCB shall notify the Grantee Institution in writing of its intention to exercise its right to a license to a particular Invention. The parties shall then enter into good faith negotiations to establish reasonable commercial terms for such License Agreement. If the WCB does not exercise its option within the ninety (90) day period, or if the parties are unable to agree on reasonable commercial terms, the Grantee Institution shall be free to license the Invention to third parties.

Section 4: Revenue Sharing

The WCB shall be entitled to a share of any income derived from an Invention. If the Invention is made with the joint support of the WCB and other organizations, royalty distribution shall be in accordance with the provisions of this policy, with shares distributed to the WCB in proportion to its contribution as part of the total funding for the Research Project. Should any party find this provision unacceptable, the WCB, the other sponsoring institutions, and the Grantee Institution shall enter into good faith negotiations to arrive at a mutually agreeable distribution of the royalty income generated by such Invention.