

COOPERATIVE EXTENSION
AT
NORTH CAROLINA AGRICULTURAL AND TECHNICAL STATE UNIVERSITY
COLLEGE OF AGRICULTURE AND ENVIRONMENTAL SCIENCES

Small Farms Week
~ it's a growing business ~

2021 Small Farmer of the Year Award Application

Section 1: Contact information

Nominator's Name: _____

County: _____

Mailing Address: _____

Physical Address, if different from mailing address: _____

Home Phone: _____

Mobile Phone (if applicable): _____

E-mail (if applicable): _____

Website (if applicable): _____

Part B. Nominee contact information

Nominee's Name: _____

Farm Business Legal Name: _____

County: _____

Mailing Address: _____

Physical Address, if different from mailing address: _____

Office Phone: _____

Mobile Phone (if applicable): _____

E-mail (if applicable): _____

Website (if applicable): _____

Section 2: Nominee Eligibility Information

Part A. Eligibility Information

1. Does nominee's annual gross farm sales, over the last 3 years, average less than \$250,000? Please check:

Yes

No. If you answered NO, this nominee is not eligible. Do not proceed.

2. Does nominee generate 50 percent or more of his or her gross income from farming? Please check:

Yes

No. If you answered NO, this nominee is not eligible. Do not proceed.

3. Does nominee operate a farm wherein a family member provides general management for the business? Please check:

Yes

No. If you answered NO, this nominee is not eligible. Do not proceed.

4. Has nominee ever been a past recipient of the "Small Farmer of the Year" Award? Please check:

Yes. If you answered YES, this nominee is not eligible. Do not proceed.

No

Part B. How long has the nominee been operating a farm business?

Number of years: _____ Beginning year: _____

Part C. Have you attended a Small Farms Week in the past?

Yes. How many years? _____

No

Part D. Profitable farm enterprises conducted by the nominee. Fill in the table below.
See example provided.

Name of profitable farm enterprise	Number of years in farm enterprise	Brief description of why this is a profitable enterprise for the nominee
Example only: <i>Tilapia</i>	3	<i>Diversification into Tilapia production and direct sales has increased on-farm income over 50 percent over the last 2 years.</i>
1.		
2.		
3.		

Part E. Creative and innovative farm production methods utilized by nominee

Fill in the table below. See example provided.

Name of innovative farm production method:	Number of years	Brief description of why this is a creative and innovative farm production method for nominee
<i>Example only: Fall tomato production</i>	2	<i>Most farms grow only summer tomatoes and do not take advantage of the market demand for fall tomatoes. The nominee is innovative by planting tomatoes later in the season, and is able to make additional farm profits from this unique production method.</i>
1.		
2.		
3.		

Part F. In the space below, write 4-5 sentences stating why you think your nominee is worthy of receiving the Small Farmer of the Year award.

Part G. In the space below, have the nominee provide a personal statement (4-5 sentences) on why they believe they deserve the Small Farmer-of-the-Year award.

Section 3: Description of Nominee's Successful Small Farm Practices

Part A. Fill out the table below to describe the farming practice(s) that you recommended and/or assisted the nominee with. Briefly describe how your recommendations positively affect the nominee's farming operation. You can describe up to three recommended farming practices. See example provided.

EXAMPLE ONLY: Description of recommended farming practice: *I provided technical assistance and education to the nominee, so they could become certified organic.*

Describe nominee's farm BEFORE recommendation was applied	
Economic problem	<i>Example only: Before nominee became certified organic, they were unable to sell their produce to specialty grocery stores.</i>
Environmental problem	<i>Example only: Before nominee became certified organic, they were over-using pesticides and chemicals to grow their produce.</i>

Describe any positive results AFTER recommendation was applied	
Economic benefits	<i>Example only: After nominee became certified organic, they were able to sell their certified organic produce to specialty grocery stores, at a higher profit margin.</i>
Environmental benefits	<i>Example only: After nominee became certified organic, they raised their produce without pesticides and chemicals, by using integrated pest management strategies and building soil fertility with compost.</i>

Description of recommended farming practice 1:

Describe nominee's farm BEFORE recommendation was applied	
Economic problem	
Environmental problem	

Describe any positive results AFTER recommendation was applied	
Economic benefits	
Environmental benefits	

Description of recommended farming practice 2:

Describe nominee's farm BEFORE recommendation was applied	
Economic problem	
Environmental problem	

Describe any positive results AFTER recommendation was applied	
Economic benefits	
Environmental benefits	

Description of recommended farming practice 3:

Describe nominee's farm BEFORE recommendation was applied	
Economic problem	
Environmental problem	

Describe any positive results AFTER recommendation was applied	
Economic benefits	
Environmental benefits	

Section 4: Business & Marketing Practices:

1. What are the nominee's goals for his/her business?

2. Does the nominee have a business and marketing plan? Please check:

Yes No

If you answered "YES," please answer questions 2-10, after reviewing the nominee's business and marketing plan:

3. Please describe how you maintain your records for production and sales.

4. Describe the product(s) and/or service he/she provides?

5. Who is most likely to buy their product and/or service?

6. How are the farm product(s) or service marketed? Please check all that apply.

- Direct mail
- One-on-one sales
- Print
- Promotional materials
- Public relations
- Radio
- Strategic alliances
- Telephone sales
- Trade shows
- TV
- Web/online (via website: _____)
- Social media: links to social media

Facebook: _____

Twitter: _____

Instagram: _____

Others: _____

Other: _____

7. What mobile apps are you using for marketing and sales?

- None
 PayPal
 CashApp
 Square
 Venmo
 Food4All
 Other: _____

8. Where are the products sold?

- Independent CSA
 Farm Stand
 Farmers Markets (specify which ones) _____
 Restaurants (specify which ones) _____
 Grocery Stores (specify which ones) _____
 Wholesale (specify which ones) _____
 Other: _____

9. Who represents their major competition and what do they offer?

10. What makes the nominee's product or service special (versus the competition)?

(If this product is already available through another producer or supplier, why would a customer pick your product over someone else's? List those traits of your product and/or service which will differentiate it from the products produced by your competition.)

11. What is the legal structure of nominee's farm business? Please check:

- Sole proprietorship
 Partnership Corporation
 Limited Liability Company
 Cooperative
 Other: _____

12. Please estimate the nominee's gross sales from their farm business last year.

- Less than \$50,000
 Between \$50,000 and \$100,000
 Between \$100,001 and \$200,000
 More than \$200,000

Section 5: Description of Nominee's Ag-Service Agency Involvement

Part A. Fill out the table below to describe the nominee's involvement with agricultural service agencies and others. See example provided.

Description of involvement:	Number of years that nominee and service agency worked together	Contact Information of person(s) that nominee works with
<i>Example: Nominee has served on the county soil & water conservation district board</i>	1	<i>Name: John Doe Title: District Conservationist Mail Address: 55 Main St, City, NC 27555 Service Agency: USDA-NRCS Email: john.doe@nrcs.gov Phone: 888-555-5555</i>
1.		Name: Title: Service Agency: Email: Phone:
2.		Name: Title: Service Agency: Email: Phone:
3.		Name: Title: Service Agency: Email: Phone:

Section 6: Description of Nominee's Community Service Involvement

Part A. Fill out the table below to describe the nominee's community service involvement. See example provided.

Description of involvement:	Number of years that nominee has been involved with this community group/effort	Contact information of person(s) that nominee works with
<i>Example: Nominee has worked with the county women's shelter to provide farm produce for weekly meals. Nominee also helps staff prepare and serve one meal each month.</i>	1	<i>Name: Jane Doe Title: Manager Community group: County Women's Shelter Mail Address: 77 Main St, City, NC 27555 Email: jane.doe@womenshelter.org Phone: 888-777-7777</i>
1.		Name: Title: Community group: Mail Address: Email: Phone:
2.		Name: Title: Community group: Mail Address: Email: Phone:
3.		Name: Title: Community group: Mail Address: Email: Phone:

Section 7: Supporting Information

DO NOT SEND ORIGINALS!

Part A. Provide supporting information that you believe will enhance the quality of the nominee's application. Some ideas of what you can send in include: pictures with written description, videos, newspaper clippings, web page address, etc.

I am sending in the following supporting information for the award committee's consideration. (Please check all that apply):

- Pictures with written descriptions
- Video
- Newspaper clippings
- Website address: _____
- Other, please describe: _____

Part B. List nominee's three most significant prior awards or grants, over the last five years:

Name of award, or grant	Year awarded	Contact of person/group who bestowed this award or grant
1.		Name: Title: Organization: Mailing Address: Email: Phone:
2.		Name: Title: Organization: Mailing Address: Email: Phone:
3.		Name: Title: Organization: Mailing Address: Email: Phone:

Section 8: NCCE County Center Relationship Verification

Please check boxes below, these statements must be verified to move through the selection process.

- The nominee and nominator will both be present at the awards ceremony.
- If awarded the N.C. A&T Small Farmer of the Year award, the nominee agrees to work with the local planning committee and NCCE county center to plan the Small Farms Week Kick-off educational event for the following year.

Section 9: Required Signatures

To complete this application, all required signatures must be obtained. **If you are emailing this application, you also need to FAX Section 9 (this page ONLY, 336-334-7432), to the attention of Sanjun Gu, Ph.D.**

Please submit the application by Friday, August 14, 2020.

To verify receipt of your application, please call or email [Victoria Weeks, 336-285-4661](mailto:Victoria.Weeks@ncat.edu) or vnweeks@ncat.edu.

Part A: Required signatures

Nominator Signature

Per my signature below, I submit the above nominee for consideration as the 2021 Small Farmer of the Year. To the best of my knowledge, all of the information is accurate and complete.

Printed Name of Nominator

Signature of Nominator

Date signed

Nominee Signature

Per my signature below, I agree with the information submitted by my nominator to support me in applying for the 2021 Small Farmer of the Year Award. I meet the eligibility requirements for this award. To the best of my knowledge, all of the information is accurate and complete.

Printed Name of Nominee

Signature of Nominee

Date signed

N.C. Cooperative Extension County Director Signature

Per my signature below, I have reviewed the nominee's application and supporting materials. To the best of my knowledge, all of the information is accurate and complete.

Printed Name of N.C. Cooperative Extension County Director

Signature of N.C. Cooperative Extension County Director

Date signed