



Beef Cattle Research Council
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2018 CALL FOR LETTERS OF INTENT **TECHNOLOGY TRANSFER AND PRODUCTION ECONOMICS**

The Beef Cattle Research Council (BCRC) invites letters of intent (LOI) for projects **related to knowledge and technology transfer and production economics** that support the sustainability and competitiveness of the Canadian beef industry. **The deadline to submit a LOI is August 31, 2018** at 11:59 PM MT. LOIs must be prepared on the appropriate form provided by the BCRC and submitted in electronic format to proposals@beefresearch.ca prior to the deadline.

The purpose of this targeted call for proposals is to enhance knowledge dissemination and technology transfer in key areas of the Canadian beef industry, including specific technology transfer objectives in the [Canadian Beef Research and Technology Transfer Strategy](#).

LOIs submitted to the BCRC that work toward achieving the target outcomes listed below will be reviewed by the BCRC staff and council. Applicants will be notified if they are invited to submit a full proposal. Full proposals will be peer-reviewed prior to the BCRC's final funding decisions.

Preference will be given to proposals that plan to:

- include economic analyses or other support to help producers weigh the costs and benefits of adopting new technologies or management practices and determine the impact on their operation in terms of capital outlays, labour, and other factors
- focus on achieving meaningful adoption of key innovations that are known to be beneficial to many producers across Canada and have potential for higher adoption levels. (Regional field days/workshops or other demonstration events are ineligible as standalone activities, but may be considered if they are a necessary component of the larger comprehensive extension proposal)
- use a collaborative team of technology transfer agents such as economists, producers, extension specialists and researchers from different regions
- develop innovative web-based resources to be housed on BeefResearch.ca (example: www.bodyconditionscoring.ca)
- move Canadian beef cattle producers through the five stages of the innovation-decision making process, as described by Everett Rogers' Theory of Diffusion. (The first stage is awareness, in which they seek and process information to reduce their uncertainty about the potential advantages and disadvantages of the innovation. They next develop a favorable or unfavorable attitude toward it, then make a choice to adopt or not, and implement their decision. They then will seek out information to reinforce their decision.)

Please refer to the **Target Outcomes** below before deciding to submit a letter of intent.

Limitations

Projects may be up to 2 years in duration, with a maximum BCRC contribution of \$50,000 per project, regardless of project duration.

The BCRC will provide a maximum of 50% of the project budget, but those projects where applicants demonstrate BCRC funds would be leveraged on a 1:2 or a 1:3 basis will be viewed more favorably. Letters of intent must clearly identify other potential funders and the stage at which they have been or will be approached to support the proposed project.

Target Outcomes

- Develop an on-farm decision making tool to identify which recommended known best practices will produce the most economically optimal cow reproductive rates and longevity, which may include consideration of
 - nutritional management including different winter feeding rations for different types of cattle and body condition
 - selection and breeding programs for replacement heifers including home-grown versus purchased
- Enhance understanding of and compliance with the requirements and recommendations in The Code of Practice for the Care and Handling of Beef Cattle, such as:
 - avoiding and minimizing acute and chronic pain
 - minimizing stress during weaning
 - optimizing transportation decisions to prevent injury and stress
 - using accurate assessments to inform timely euthanasia decisions
 - confirming death immediately after euthanizing
- Enhance understanding of the economics and practicality of alternative management practices that reduce the need to use medically important antibiotics
- Enhance producers' proactivity in working with their veterinarian to adopt management practices that:
 - Help reduce the need to use medically important antimicrobials,
 - Encourage the responsible use of antimicrobials when needed, and
 - Contribute to informed antimicrobial use decisions that lead to effective treatment, support animal welfare, and reduce the risk of resistance development
- Improve native or tame pasture management for optimum yields and forage quality (e.g. species selection, establishment, fertilization, weed control and grazing management or harvesting techniques) that have the highest and longest lasting return on investment for the regional conditions while supporting responsible environmental stewardship
- Increase the adoption of feed, soil or water quality testing, and utilization of test results in production decisions
- Estimate the cost of common production limiting diseases affecting Canadian beef cattle
- Enhance producers' identification, collection and use of key records that help inform production and financial management decisions
- Enhance understanding of farm management best practices, such as succession planning, transfer of management to the next generation, impact of land values on viability of new entrants, cost of production, etc.
- Validate and/or refine existing extension tools or best practice recommendations

Proposals will be evaluated for their likelihood to enhance the competitiveness of Canadian beef producers over the short and long term, based on the following criteria:

- Relevance to the target outcomes stated above
- Potential for impact on profitability, productivity and/or sustainability
- Originality of the deliverables or integration of existing related resources

Instructions and Guidelines

Project Timeframe

Projects up to two years in length may be submitted, but preference will be given for projects that are one year in duration unless the need for a longer timeframe can be demonstrated. Projects will commence no earlier than April 1, 2019 and must be completed by March 31, 2021.

Policy to prevent duplication

The BCRC regularly communicates with other funding bodies. When a team that has submitted a letter of intent or proposal to the BCRC also submits similarly-titled proposals to other beef research or extension funders, the BCRC is willing to share its proposals and associated peer reviews. The purpose of this policy is to improve communication and coordination of priorities among funders, minimize duplication of effort, and ensure the most strategic and efficient use of beef and extension research funds.

Who is eligible to apply?

Any individual or organization (academic institution, private industry, government or not-for-profit/non-government organization) with the ability and/or a track record of success in carrying out extension projects in areas relevant to the Canadian beef industry is eligible to apply.

Budget

Fiscal Years – Fiscal years begin April 1 and end March 31. For example, fiscal year marked “2019/20” refers to April 1, 2019 – March 31, 2020.

Equipment – Details must be provided around proposed equipment purchases, as all equipment purchases greater than \$5,000 must be preapproved.

Overhead – Administration costs up to 5% are eligible.

Additional Funding

The BCRC will provide a maximum of 50% of the project budget. Indicate all sources and amounts of additional funding for the proposed project, including both in-kind and cash, specifying whether each source will be applied for, has been applied for, or has been confirmed.

In-kind contributions will be considered up to a maximum of 10% of the total proposed project budget. In-kind contribution means the fair market value attributed to eligible costs goods and/or services required to complete the project that are provided by the recipient, or other project supporters (governments and/or industry supporters, partners or association members).

Verification of other funding must be provided. BCRC funds will not be released until confirmation of funds from other sources is received in writing.

Letters of Support

The BCRC does not require or read letters of support.

Documentation submitted after the deadline for project proposals

Once a project proposal has been submitted, the BCRC may request any missing or additional documentation. No unsolicited documentation is permitted after the deadline date for the receipt of project proposals.

Appeals of awards for funding projects

Decisions taken on awards made to projects by the BCRC are considered final.

Reporting

All reporting requirements will be defined in the funding agreement.

Confidentiality of projects proposed to the BCRC

All those who review funding proposals submitted to the BCRC (peer reviewers as well as persons directly associated with the BCRC), are required to sign a statement of confidentiality in their review of the proposed research.

Signatures

Signatures are required on full proposals only.

Timelines

August 31, 2018 - deadline for submitting letters of intent

October 1, 2018 - applicants will be notified on or prior to if they have been invited to submit a full proposal

November 20, 2018 - deadline for submitting invited full proposals

Early February 2019 - applicants will be notified of the funding decision

Submit a Letter of Intent

Submit a letter of intent using the file entitled 'BCRC Letter of Intent Form Technology Transfer' before August 31, 2018 at 11:59 PM MT to proposals@beefresearch.ca. Do not lock the file.