

Project No:  
(internal use)



**Beef Cattle Research Council**  
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# RESEARCH PROJECT PROPOSAL

**Please ensure you have read and followed the REPORTING AND PAYMENT GUIDELINES FOR PROJECTS FUNDED UNDER THE BCRC ANNUAL CALL FOR PROPOSALS document prior to submitting a Project Proposal.**

<b>Applicant Information</b>		
Project Leader:		
Position:		
Organization:		
Address:		
City:	Province:	P.Code
Phone Number:	Email:	
Co-Investigator(s) Name(s) & Organization(s): <i>only list coinvestigators who have been approached and have agreed to participate directly in the project</i>		
<b>Project Information</b>		
Project Title: (25 words maximum)		
Start Date: no earlier than Apr.1, 2020		
End Date: no later than Mar.31/23 unless rationale provided		
BCRC Priority Outcome(s) Addressed in the Proposal: <i>Refer to BCRC target outcomes outlined in the "Call for Letters of Intent" document; <b>be as specific as possible</b>, indicating how the research aligns with the Canadian Beef Research and Technology Transfer Strategy</i>		

Project No:

### **Project Summary**

*400 words maximum. Summarize the project purpose, objectives and deliverables in lay terms, and state how the research addresses the above priority area(s). Avoid copying detailed information from other sections of this document.*

Project No:

### Project Description

*Maximum of 6 pages.*

***Please address all of the following items in the order specified.***

- 1) *Purpose & Objectives*
- 2) *Background & Brief Literature Review*
- 3) *Experimental Design, Methodology, and Analysis*

Project No:

**Project Description (cont'd)**

Project No:

**Project Description (cont'd)**

Project No:

Project Description (cont'd)

Project No:

**Project Description (cont'd)**

Project No:

Project Description (cont'd)



Project No:

Project Milestones		
<i>Ensure you have reviewed and understand this section of the Instructions and Guidelines document before completing.</i>		
Objective	Expected Deliverable	Research Lead and Timeline
		Start date: End date: Lead:
		Start date: End date: Lead:
		Start date: End date: Lead:
		Start date: End date: Lead:
		Start date: End date: Lead:
		Start date: End date: Lead:

Project No:

### **Related Research**

*Identify how this project builds on other research and/or how it is unique from other research that has been completed or is currently in progress:*

### **Communication and Technology Transfer Plan**

*Describe in three (3) sentences or less the potential benefit of this research to Canada's beef industry if the desired outcome is achieved:*

**What mechanisms have you identified as most appropriate to ensure transfer of the proposed research results and encourage industry uptake?**

*In answering the above question, please address **all of the** following items:*

1. What specific **industry** events would be most appropriate to present these findings at, and when do you intend to suggest the topic to organizers?
2. What specific **research** events do you intend to present these findings at?
3. What industry magazines, newsletters or other popular press will you approach to circulate the findings to the target audience(s)?
4. What scientific journal(s) do you intend to publish these findings in?
5. What other forms of communication would be most appropriate or effective in raising the awareness and utilization of the findings? E.g.: video, webinar, interactive web-based decision tools. Clarify whether you intend to develop the tool as part of the project or will seek out collaboration with extension agents.
6. What industry groups and/or industry stakeholders will you approach to partner on the development and distribution of extension resources?
7. Where applicable, what commercialization efforts will be made?
8. Where applicable, what future research is required to move this activity closer to commercialization?

Project No:

### Industry Involvement

*Have you identified any appropriate beef producers or other industry stakeholders who would be interested in working with you to get these results field tested, demonstrated, implemented, etc.? Please provide names and regional location of interested parties.*

**Please provide other information that is pertinent to communication, technology transfer, and commercialization of these research results.**

### Project Budget

To be completed and submitted using the Excel file entitled "BCRC Proposal Budget". BCRC funding will not exceed 50% of project total expenses.

### Institutional Approvals (e.g. Animal Care, Ethics, Environmental)

Not required with proposal submission. Required prior to project initiation and in alignment with research institution standards.

**A maximum 5 page CV** for the project leader and each co-investigator must be submitted with proposal submission.