



Beef Cattle Research Council  
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## **Instructions and Guidelines for Submitting a Letter of Intent and Proposal**

### **TECHNOLOGY TRANSFER AND PRODUCTION ECONOMICS**

The Beef Cattle Research Council (BCRC) and Alberta Beef Producers (ABP) invite letters of intent (LOI) for proposals focused on 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 9, 2019** 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](mailto: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](#).

Development of freely available resources that enhance the adoption of cost-effective, sustainable production and management practices of greatest benefit to the Canadian beef industry, while fostering collaboration between researchers, producers and extension specialists, will help to mitigate the current fragmented and underfunded state of beef and forage extension in Canada.

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:

- 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
- 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
- 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

Note:

- Applied research activities and policy-related work are NOT eligible under this Call for Proposals. In these cases, refer to the 'BCRC Research Project Call'.
- Regional field days/workshops or other demonstration events are NOT eligible as standalone activities but may be considered if they are a necessary component of the larger comprehensive extension proposal focused on development of resources that are applicable across regions and over the long-term.

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

### **Limitations**

Projects may be up to 3 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 beneficial practices will produce the most economically optimal cow reproductive rates, momentum and longevity, which may include consideration of:
  - breeding season that is less than 63 days, breeding heifers two weeks before cows, and managing heifers separately from cows during the winter
  - nutritional management including mineral supplementation or different winter-feeding rations for different types of cattle and body condition
- 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 euthanization
- Improve 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
- Increase adoption of beneficial management practices that improve or maintain optimal herd health including a focus on:
  - improved vaccination rates, or
  - reduced calf death loss (due to causes including pulmonary and respiratory diseases, dystocia, and scours)
- Improve management practices in tame or native pasture stands or when growing stored forage to optimize forage and beef production (e.g., establishment, fertilization, weed control and grazing management or harvesting techniques) with the highest and longest lasting return on investment while supporting responsible environmental stewardship. Emphasis on applicability in British Columbia, Central and Atlantic Canada is preferred.
- Encourage adoption of management practices to lengthen the grazing season and reduce winter feed costs, while meeting animal requirements, with a focus on evaluation of resources available throughout the year and modification of grazing systems (i.e., proper season of use of forage species, pasture rotations, etc.)
- Improve the success rate and utilization of forage rejuvenation techniques

- Increase the adoption of 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 (e.g., bovine respiratory disease, scours, Johne's disease)
- Validate and/or refine existing extension tools or best practice recommendations (evaluate and challenge or confirm common 'rules of thumb') (i.e., should heifers be bred four to six weeks before cows as compared to the common 'rule of thumb' of two weeks prior?)
- Enhance producer education to improve feed efficiency through management techniques to the point of highest profitability while responsibly maintaining animal welfare and environmental stewardship

## Instructions and Guidelines

### Project Timeframe

Projects up to three years in length may be submitted, but preference will be given for projects that are one or two years, or shorter, in duration unless the need for a longer timeframe can be demonstrated.

### 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

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 of 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. The document 'Technology Transfer and Production Economics Proposal Approvals and Signatures.pdf' containing signatures of the project leader and co-investigator(s) must be submitted within two weeks following the proposal submission deadline. Electronic signatures are acceptable.

## Timelines

August 9, 2019 - deadline for submitting letters of intent

September 13, 2019 - applicants will be notified on or prior to if they have been invited to submit a full proposal

November 8, 2019 - deadline for submitting invited full proposals

Early February 2020 - applicants will be notified of the funding decision

## Letters of Intent

Submit a letter of intent using the file entitled 'BCRC Letter of Intent Form Technology Transfer' before August 9, 2019 at 11:59 PM MT to [proposals@beefresearch.ca](mailto:proposals@beefresearch.ca). Do not lock the file.

## Proposal Form

If invited to submit a full proposal, the completed 'BCRC Proposal Form Technology Transfer 2019.pdf' and the 'BCRC Proposal Budget Technology Transfer 2019'.xlsx documents posted at [www.beefresearch.ca](http://www.beefresearch.ca) along with CVs for the Project Leader and all Co-investigators must be submitted.

## Project Milestones

For each objective listed in the proposal, provide one or more clear, specific output(s) or deliverable(s) that correspond to that objective, plus which collaborator is responsible for each output / deliverable. Ensure that all technology transfer and communication activities are included.

The Project Milestones table will be incorporated into the funding agreement and will be used to track annual progress and to assess whether contractual obligations were fulfilled.

### Example:

Project Milestones		
Objective	Output/Deliverable	Lead and Timeline
Develop risk assessment tool	Recruit producers for pilot project	Start Date: May 2020 End Date: June 2020 Lead: J. Doe

	Complete initial interviews	Start Date: July 2020 End Date: Sept 2020 Lead: J. Brown
	Producers collect records	Start Date: Oct 2020 End Date: April 2021 Lead: J. Doe
	Follow up interviews	Start Date: May 2021 End Date: July 2021 Lead: J. Brown
	Data analysis	Start Date: Sept 2021 End Date: Nov 2021 Lead: S. Black
	Integrate findings into assessment tool	Start Date: Jan 2022 End Date: June 2022 Lead: J. Doe

Checklist for submitting a full Proposal
<b>Have you:</b>
Been invited to submit a full proposal by the BCRC following approval of the Letter of Intent?
Read and followed the Instructions and Guidelines document?
Completed the 'BCRC Proposal Form'?
Completed the 'Proposal Approvals and Signatures' document?
Completed the 'BCRC Proposal Budget' spreadsheet?
Emailed the following documents to <a href="mailto:proposals@beefresearch.ca">proposals@beefresearch.ca</a> prior to the deadline? <ul style="list-style-type: none"> <li>• 'BCRC Proposal Form Technology Transfer' in .pdf file format</li> <li>• 'BCRC Proposal Budget Technology Transfer' in .xls or .xlsx file format</li> <li>• 'Approvals and Signature' document signed by project leader and co-investigator(s)</li> <li>• CV for Project Leader (not to exceed 5 pages)</li> <li>• CV for all Co-investigators (each must not exceed 5 pages)</li> </ul>