

Beef Cattle Research Council 180, 6815 – 8th Street NE Calgary, Alberta T2E 7H7 Phone: 403-275-8558

Email: proposals@beefresearch.ca

PROJECT PROPOSAL

TECHNOLOGY TRANSFER and PRODUCTION ECONOMICS

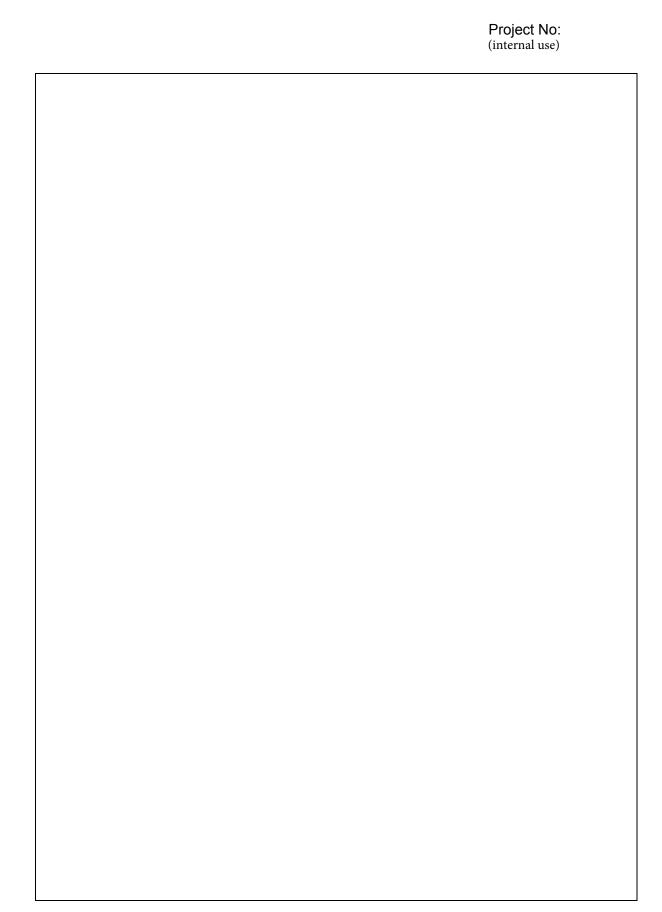
Please ensure you have read and followed the instructions and guidelines document before submitting a project proposal

Applicant Information		
Project Leader:		
Position:		
Organization:		
Address:	City:	
Province:	Postal Code:	
Phone Number:	Email:	
Collaborator(s) Name(s) & Organization(s):		
Project Information		
Project Title: (25 words maximum)		
Start Date:	End Date:	

Project Summary
Summarize the project purpose, objectives, deliverables and expected implications in lay terms. Avoid copying detailed information from other sections of this document. (400 words
maximum.)

Project Description		
Maximum of 4 pages. Please address all of the following items: - Purpose and Objective(s) – for example, what practice or technology will this project		
improve or increase the adoption of? Why is this of relevance to Canadian beef producers? What is the intended benefit?		
- Background (and brief literature review if appropriate) - what gap in knowledge or		
extension resources does this project intend to fill (or how does this project intend to		
improve or expand upon current knowledge or extension resources)?		
- Methodology/Key deliverables – what will be the output(s) and by what method(s) will		
the output(s) be developed or delivered?		

	Project No: (internal use)



	Project No: (internal use)

Target Audience
Describe the target audience in detail, including industry sector and geography or eco-
region(s), and explain how the project will be targeted and tailored to them. Also describe how
you will collect and incorporate feedback from end users.

Extension Materials/Publications		
Clearly state what materials will be developed and/or forms of communication will be used, whether the intention is to house them on BeefResearch.ca or elsewhere to make them		
available to the target audience, and how materials will be maintained to remain relevant or accurate in the future. If applicable, what peer-reviewed journals do you intend to publish findings in? If applicable, what commercialization efforts will be made?		

Adopt	ion	
How will you support individuals in your target audience through all of these stone:		
How will you support individuals in your target audience through all of these steps:		
1.	seek and process information to reduce uncertainty about the potential advantages and	
	disadvantages of the practice/technology/innovation	
2.	develop a favorable attitude toward it	
2	make an informed decision to adopt or not	
	make an informed decision to adopt or not	
	implement their decision	
5.	reinforce their decision	

	How will adoption or success be measured?		
	ase refer to the 'Instructions an		
	nple of details to be included in		
Objective	Output/Deliverable	Lead and Timeline	
		Start date:	
		End date: Lead:	
		Start date: End date:	
		Lead:	
		Lead: Start date:	
		Lead: Start date: End date:	
		Lead: Start date:	
		Lead: Start date: End date:	
		Lead: Start date: End date: Lead: Start date: End date:	
		Lead: Start date: End date: Lead: Start date:	
		Lead: Start date: End date: Lead: Start date: End date: Lead: Lead:	
		Lead: Start date: End date: Lead: Start date: End date:	
		Lead: Start date: End date: Lead: Start date: End date: Lead: Start date: Start date: Lead:	
		Start date: End date: Lead: Start date: End date: Lead: Start date: End date: Lead: Start date: Lead:	
		Start date: End date: Lead: Start date: End date: Start date: Start date:	
		Start date: End date: Lead: Start date: End date: Lead: Start date: Lead: Start date: Lead: Start date: End date: Lead: Start date: End date: Lead:	
		Start date: End date: Lead: Start date: End date: Start date: Start date:	
		Start date: End date: Lead: Start date:	
		Start date: End date: Lead: Start date: End date: Lead: Start date: Lead: Start date: End date: Lead: Start date: Lead: Lead:	

		Start date: End date: Lead:
		Start date: End date: Lead:
		Start date: End date: Lead:
		Start date: End date: Lead:
Please provide other informa	tion that is pertinent.	
Project Budget		
To be completed and submitted using Excel file entitled 'BCRC Proposal Budget Technology Transfer'		
Institution Approvals (e.g. Ethics) Not required with proposal submission. Required prior to project initiation and in alignment with institution standards.		

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