

Project No:
(internal use)

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?*

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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.

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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?

Adoption

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*
- 3. make an informed decision to adopt or not*
- 4. implement their decision*
- 5. reinforce their decision*

How will adoption or success be measured?

Project Milestones - Please refer to the 'Instructions and Guidelines' document for an explanation and example of details to be included in this section.

Objective	Output/Deliverable	Lead and Timeline
		Start date: End date: Lead:
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Please provide other information 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.