



Project No:
(internal use)

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

Email: proposals@beefresearch.ca

PROJECT PROPOSAL

BEEF CATTLE INDUSTRY SCIENCE CLUSTER IV

2023-2028

Please ensure you have read and followed the INSTRUCTIONS AND GUIDELINES document as well as the REPORTING AND PAYMENT GUIDELINES document prior to submitting a Project Proposal.

Applicant Information		
Project Leader:		
Position:		
Organization:		
Address:		
City:	Province:	P.Code:
Phone Number:	Email:	
Co-Investigator(s) Name(s) & Organization(s): <i>(only list co-investigators who have been approached and have agreed to participate directly in the project)</i>		
Project Information		
Project Title: <i>(25 words maximum)</i>		
Start Date: <i>(no earlier than Apr. 1, 2023)</i>	End Date: <i>(no later than March 31, 2028)</i>	
BCRC Priority Outcome(s) Addressed in the Proposal: <i>(List the specific BCRC target outcomes / priorities outlined in the "Call for Letters of Intent" document that are addressed by this proposal)</i>		

Project No:

Project Summary

400 words maximum. In lay terms, summarize the project purpose, objectives and deliverables 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 <i>(cont'd)</i>

Project No:

Project Description (*cont'd*)

Project No:

Project Description <i>(cont'd)</i>

Project No:

Project Description <i>(cont'd)</i>

Project No:

Project Description <i>(cont'd)</i>

Project No:

Project Milestones		
Ensure you have reviewed and understand this section of the Instructions and Guidelines document before completing.		
Objective	Expected Deliverable(s)	Lead and Fiscal Year (Apr 1 - Mar 31)
		Start: April 1, End: March 31, Lead:
		Start: April 1, End: March 31, Lead:
		Start: April 1, End: March 31, Lead:
		Start: April 1, End: March 31, Lead:
		Start: April 1, End: March 31, Lead:
		Start: April 1, End: March 31, 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".

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.

Curriculum Vitae (CV)

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