



Golden
LEAF
FOUNDATION

Community-Based Grants Initiative
Southwest Prosperity Zone Gathering
Agriculture Breakout

Golden LEAF Community-Based Grants Initiative Breakout Session

- Overview of Golden LEAF Priority Area
- Outcomes Measured by Golden LEAF
- Example Golden LEAF Projects



Golden LEAF Strategic Priorities FY 2022-2026

- To increase job creation and economic investment in rural, economically distressed, and tobacco-dependent communities
- To improve workforce preparedness in rural, economically distressed, and tobacco-dependent communities
- **To increase the value of North Carolina's agriculture industry**
- To improve the competitiveness and capacity of targeted communities
- To have, and be recognized for, excellence in organizational collaboration, innovation, and impact

Golden LEAF Priority Area Outcomes

Agriculture

- Number of participants at agricultural trainings
- New publications directed towards farmers
- Monthly use of agricultural facilities that benefit farmers

Narrative: Jobs; revenue growth; new agricultural business formations; economic output; changes in agricultural practices; acres in production; new crops/products grown or produced; and, other measures of agriculture projects

Keys to Success

- Agriculture training and/or publications should be relevant, fill a gap, and ultimately lead to improvement in economic position of farmers.
- Important that project participants are willing to share data that Golden LEAF would need to support the outcomes reported by the grantee.
- Applicants must think through what type of data they will provide and what kinds of documentation or evidence of that data they can provide.

Low Priority Agriculture Projects

- Hobby or subsistence farming
- Community farms that target food deserts

Shared Use Facilities

- Funding is available for shared-use agriculture facilities
- Expect to demonstrate that the facility has a successful operating history or support from an entity that can backstop funding for operations and a realistic business plan
- Always need to show demand from farmers for the facility

Blue Ridge Women in Agriculture

Awarded \$108,000 in April 2021 through CBGI in the Northwest Prosperity Zone.

Funding to develop five satellite locations for an existing hub and for related equipment.

- ✓ Built on an **existing successful** food hub model
- ✓ Response to documented increased demand following COVID
- ✓ Direct engagement **with farmers**
- ✓ Ability to **document outcomes**, including use of the equipment, number of farmers participating in the program, value of products sold

Randolph County

Awarded \$1,000,000 in February 2024 through CBGI in the Piedmont Triad Prosperity Zone.

Funding for equipment to be used at a new Agricultural Center that will address the growing needs of agricultural producers. Equipment will support farmer training for farmers and be leased to farmers.

- ✓ Strong **financial commitment** from Randolph County
- ✓ Part of a **major county initiative** (\$36 million)
- ✓ **Identified a specific** use of funds, i.e., acquisition of equipment, tied to Golden LEAF outcomes

Ashe County

Awarded \$500,000 in December 2022 through the Open Grants Program.

To construct a multi-purpose agricultural center that will provide a space for area cattle farmers to aggregate and market their livestock locally in a manner that would attract larger buyers, reduce costs, and bring higher prices. The facility will also support local Christmas tree growers and the local high school animal science program and can host special livestock sales, demonstrations, and 4-H livestock judging. The Golden LEAF grant will leverage a General Assembly appropriation and an award from the Tobacco Trust Fund Commission.

- ✓ Outcomes focus on the use of the facility by cattle farmers **to bring higher prices** in sale of cattle
- ✓ Facility addresses other agriculture-related goals of the county such as education and meeting spaces, but Golden LEAF funding focused on cattle sales
- ✓ **Evidence of demand from** farmers
- ✓ **County-operated facility** helps address concerns about sustainability
- ✓ Award followed more than a year of discussions

Agriculture and Other Priority Areas

Don't forget the intersection between priority areas.

Golden LEAF priority definitions focus on outcomes, not business sectors.

Blue Ridge Community College

Awarded \$1,000,000 in April 2022 through CBGI in the Western Prosperity Zone.

To expand the agriculture training programs to meet an emerging need among local growers. Over 100 farmers in this high-altitude region currently use an automated growing system within a greenhouse structure and there are local unfilled positions requiring skills in this method. BRCC will offer courses taught in labs that mimic grower settings. Golden LEAF funds will be used for construction, supplies, and initial funding for a program instructor.

- ✓ Training is responsive to needs in a large sector of the **agriculture community**
- ✓ Outcomes are **workforce related**, i.e., focused on available positions and needed skills
- ✓ Golden LEAF funding primarily for capital costs, with some program start-up operating costs

University of Mount Olive

Awarded \$500,000 in April 2023 through the Open Grants Program.

To support design and site development costs for a new livestock/forage agriculture training facility. The program prepares students to pursue advanced degrees in animal and other agriculture-related fields. The facility will also host training opportunities for farmers and events for high school students to expose them to agricultural career pathways. Outcomes include increases in curriculum program completers, increases in students earning industry/3rd-party credentials, and increases in students participating in work-based learning opportunities.

- ✓ Workforce training in a four-year setting, but reaches high school students, too
- ✓ Strong support from livestock businesses in eastern North Carolina

Other Agriculture-Related Funding

Golden LEAF funds other agriculture-related projects, though not frequently in CBGI.

Examples include:

- Applied research (usually through a research university and/or cooperative extension)
- Farmer training, typically regarding new crops or production methods (usually through cooperative extension)

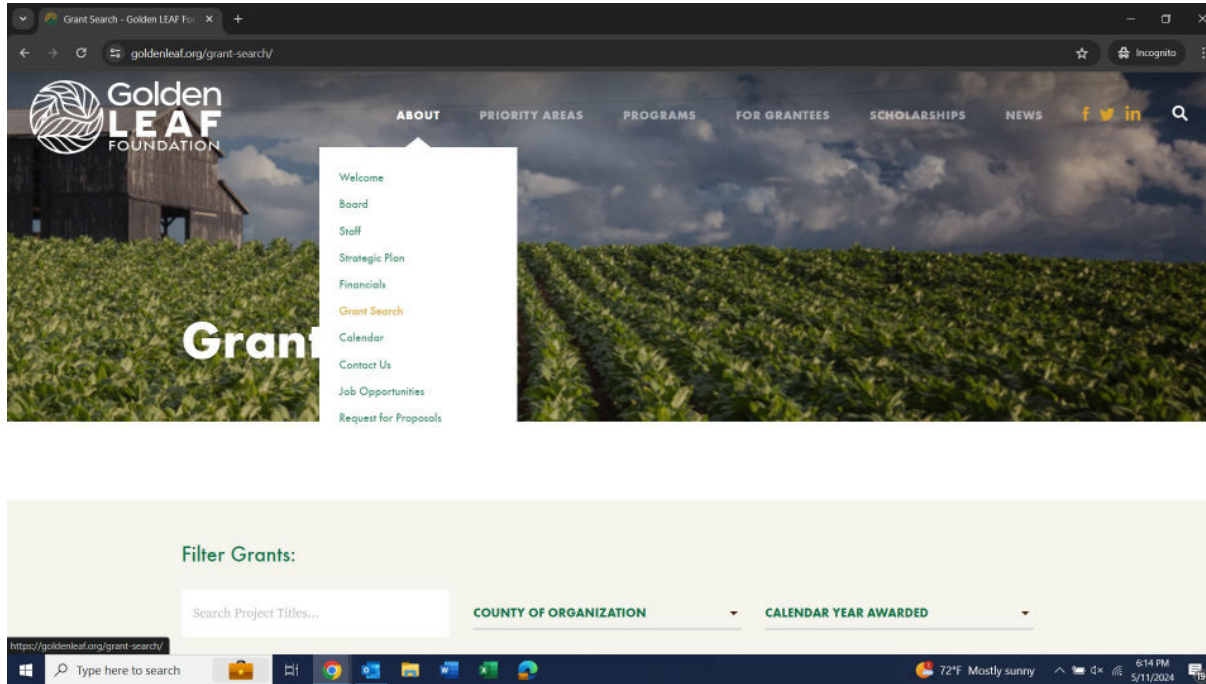
Alamance County

Awarded \$300,000 in February 2024 through CBGI
in the Piedmont Triad Prosperity Zone.

Funding to purchase equipment and construct an equipment shed needed to develop a demonstration farm. This project will allow Cooperative Extension to conduct small plot research on farms in the county and help farmers make decisions about which crops to produce, and learn how to produce crops more profitably.

- ✓ Addresses specific agriculture issues in Alamance County
- ✓ Support from Cooperative Extension

For Additional Examples



Search all awarded grants online by clicking About and Grant Search

Questions?

CBGI@goldenleaf.org



Contact Golden LEAF

Please use the form on our website -- <https://www.goldenleaf.org/cbgi-contact>

Golden LEAF will review the information provided and match you with a member of our team to follow up.

Interested applicants can request to meet to:

- Get clarification about the Initiative and the application and selection process
- Discuss a project idea
- Review for designation as a regional project.

Characteristics of Low Priority Projects

- Tourism, arts, or cultural resources
- Shell/spec buildings
- Emergency services including fire departments
- General social services
- Reimbursement for prior expenditures
- Capital campaign or endowments
- General maintenance and operational support
- Infrastructure not related to economic development
- Repair or replacement of existing equipment and infrastructure

Requirements

- Eligible Applicant
 - ✓ 501(c)(3) nonprofit
 - ✓ Governmental entity
- Eligible Uses of Funds
 - ✓ Must be charitable – no impermissible private benefit
 - ✓ May not be used for purchase of land or buildings
 - ✓ May not be used for grant administration
- Projects are subject to due diligence by Golden LEAF staff, Board, and legal counsel as necessary.
- Golden LEAF Board of Directors makes final funding decisions.
- Funded projects are subject to all reporting requirements of Golden LEAF Foundation, the State Auditor, and Office of Budget and Management as applicable. Grantees must comply with all conditions and requirements in the grantee agreement.
- All correspondence/communications to and from Golden LEAF are subject to the North Carolina Public Records Law and may be disclosed to third parties.