

Grant Application

Kentucky Proud POP Grant Application

Farm/Company Name: SHERWOOD ACRES BEEF PH502-222-4326

Contact Name: Jon Bednarski PH: 502-222-4326

Farm/Mail and E-mail Addresses: info@sherwoodacresbeef.com

Taxpayer ID Number : 99-9999999
(required by state to issue grant checks)

How much do you propose spending on behalf of Kentucky Proud? \$4,890.14

How much are you requesting as a match (up to 50 percent)? \$2,445.07 (50%)

1. Please document the total expenses or services that you are claiming are relevant to Kentucky Proud. Eligible expenses include printing, labeling or packaging costs related to use of the Kentucky Proud logo, UPC codes, demos, food samples, point-of-sale materials, advertising or other expenses relevant to promoting or advertising a retail food product. Include copies of actual receipts or price quotes. *Use separate sheet if necessary.*
2. Please specify how your product affects Kentucky family farms. Be specific if your ingredients come directly from such examples. This is an important criteria for deciding grant acceptance. *Use separate sheet if necessary.*
3. Please describe how visible this project will be to consumers for brand awareness. For example, you might note that the Kentucky Proud logo will be printed on the front of your product's package and just as large as your company name, etc. *Use separate sheet if necessary.*
4. Please describe the dollar value or economic impact of this project. *Use separate sheet if necessary.*
5. Include details about your business and product. Do you use a certified kitchen? Do you have food liability insurance? Do you have proof of compliance of meeting health and food safety standards with your products? Is this item already offered at a supermarket or restaurant? *Use separate sheet if necessary.*

Please mail this completed application and all attachments to: Roger Snell, Kentucky Department of Agriculture, 100 Fair Oaks, 5th Floor, Frankfort, KY 40601.

Supplement to Kentucky Proud POP Grant Application

Numbered responses below correspond with same numbers of questions on grant application.

- 1) The amounts below reflect our plans for the 6 month period of March-August. Bids, documentation or previous invoices for same items are attached.
 - **\$275.00** Booth space fee to promote Sherwood Acres Beef at “Oldham County Showcase” (Product and services show by the Oldham County Chamber of Commerce) March 6,7,8.
 - **\$300.00** Membership in Kentucky Farm Bureau “Roadside Market” program
 - **\$100.00** Membership fee Oldham County Farmer’s Market
 - **\$150.00** Membership fee “Heart of St. Matthews” Farmer’s Market
 - **\$1,416.96** Advertisements in “Oldham Era” newspaper to promote new retail store (3” advertisement @ \$59.04 x 4 insertions monthly x 6 months) Ky proud logo in ad
 - **\$468.00** Advertisements in “Roundabout” newspaper to promote new retail store (monthly display ad @ \$90 per insertion x 6) KY proud logo in ad
 - **\$375.00** Upgrades to web site (currently @ 6 pages. Adding 1 page for retail store promotion @ \$225 + text revisions to existing 6 pages @ \$25/page) ky proud logo on pages
 - **\$649.00** Retail store signage. KY proud logo on sign (two separate bids attached – one for sign, the other for sign frame)
 - **\$418.70** Graphics wrap for retail store freezers. KY proud logo on wrap
 - **\$464.00** Upgrades to Farmer’s Market displays (2 new table skirts with graphics, 2 new vertical banners for existing sign frames) KY proud logo on skirts and banners
 - **\$273.48** Ongoing labeling costs. (3,000 labels) KY proud logo on labels

TOTAL:\$4,890.14

- 2) Our beef is raised on our Kentucky family farm (Lagrange)
- 3) Kentucky Proud logo appears on all of our materials (signs, brochures, labels, web site, advertisements, and Farmer’s Market displays)
- 4) 2009 goal is to increase sales volume by 50% from 2008. To achieve this we will need
- 5) We are a Lagrange, KY beef “Farm to Table” operation. We have liability insurance and proof of health and safety standards compliance. Our beef is USDA inspected. Our beef is currently available at small retail markets and restaurants as well as being offered direct to consumers at Farmer’s Markets, through phone orders, and soon to be available at our own retail store.