

EVALUATION OF APPLICATION

The Secretary of Agriculture will review and evaluate the application and supporting documentation and may consider the following factors, among others, in deciding whether to approve or reject the grant request:

1. The relevance of the project to the promotion or marketing of Pennsylvania agricultural products, such as, through the PA Preferred® Program.
2. The innovativeness of the project described in the application, for example, renewable energy programs.
3. The scope of the project and the number of people who will be exposed to or affected by the project described in the application.
4. The impact which the project will have upon the promotion and sales of the Pennsylvania agricultural products to which the project is targeted.
5. The availability of full funding for the project from the applicant or from any source other than the Grant Program.
6. The apparent ability of the applicant to complete the project as described in the application or, in the case of a grant to fund a National or regional agricultural product promotion or marketing project, the apparent ability of the entity with primary responsibility for the project to complete it.
7. The overall performance of the project if the project had received funding from the Grant Program in a previous fiscal year.
8. Projects that are joint efforts between two or more Pennsylvania nonprofit agricultural product promotion and marketing organizations may be given preference over projects involving only one organization.
9. Projects where reference to the Department as a source of funding can practicably be made in promotional materials or broadcasts that would make such a reference, may be given preference over projects that would not make such a reference.