

2020 National Sea Grant Aquaculture Notice of Funding Opportunity (NOFO)

Addressing Economic and Market Needs of the U.S. Aquaculture Industry



National Sea Grant Office
February 5, 2020



Sea Grant is a national network of 34 university-based programs, the National Sea Grant Library, the National Sea Grant Law Center, and the National Sea Grant Office

Sea Grant's mission is to enhance the practical use and conservation of coastal, marine and Great Lakes resources in order to create a sustainable economy and environment

For over 50 years, Sea Grant has supported coastal and Great Lakes communities through research, extension, and education



Sea Grant Program Locations



Focus Areas

Healthy Coastal Ecosystems



Resilient Communities & Economies

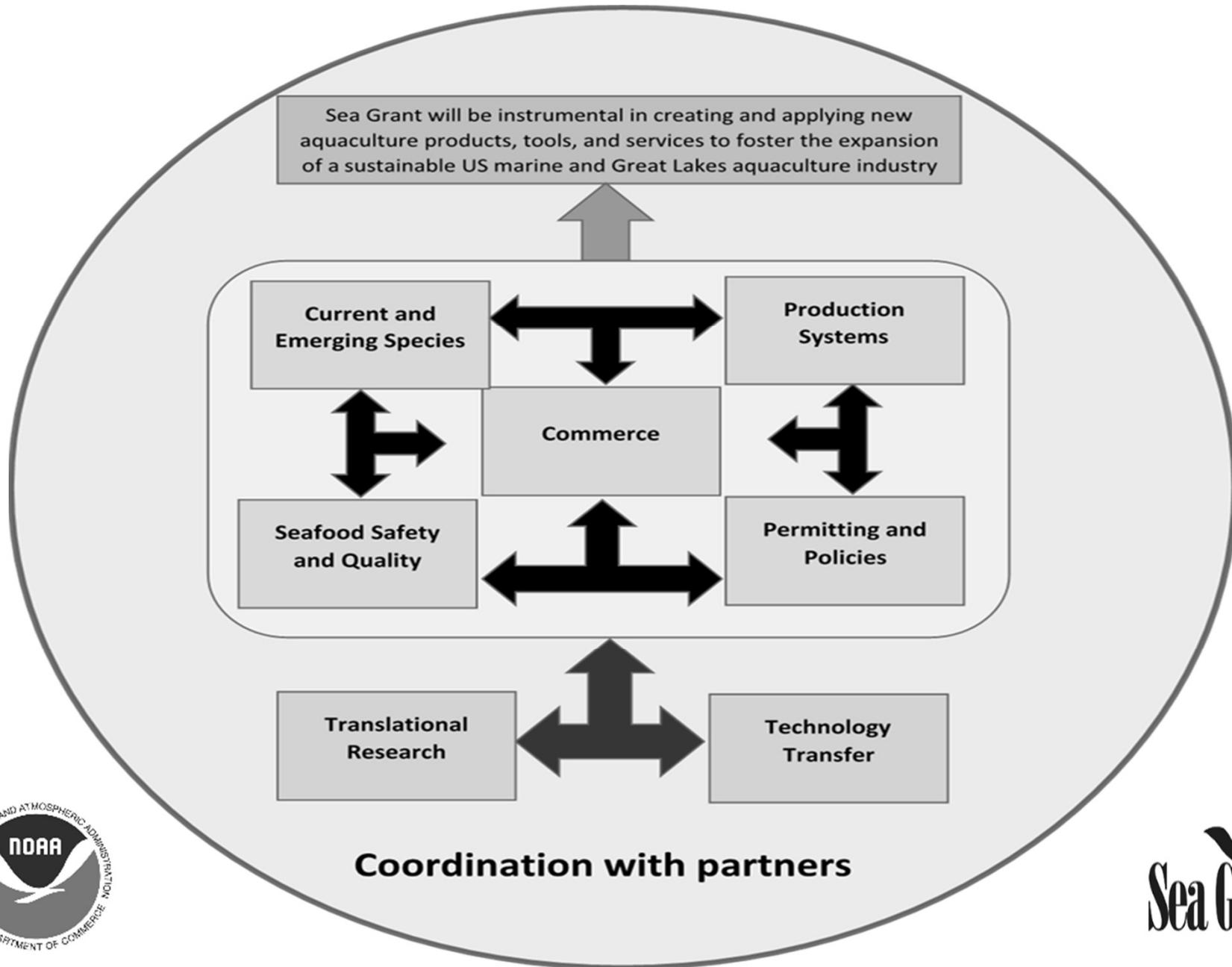


Environmental Literacy & Workforce Development

Sustainable Fisheries & Aquaculture



Sea Grant 10 Year Aquaculture Vision



Aquaculture Funding

Since 1966, Sea Grant has invested in the development of sustainable marine and Great Lakes aquaculture to help coastal communities maintain a safe and sustainable local seafood supply



Aquaculture Funding

- National Strategic Initiative (NSI)
- Sea Grant Program Omnibus and other opportunities
- Sea Grant Fellowships
- Special Projects



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- **Consistent with Sea Grant's national focus area of Sustainable Fisheries and Aquaculture, the Sea Grant Network 10-year Aquaculture Vision, and NOAA and Department of Commerce Aquaculture goals.**
- **Builds on numerous active aquaculture projects from NOAA's investments in extramural aquaculture research through Sea Grant, the National Marine Fisheries Service (fisheries commissions and Saltonstall-Kennedy), and NOAA Small Business Innovative Research (SBIR) grants.**

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- Posted on grants.gov - January 27th, 2020
- #NOAA-OAR-SG-2020-2006331

Today's Webinar will overview:

- 1) Available Funding and Project Period**
- 2) Program Objectives and Priorities**
- 3) Eligibility Information**
- 4) Submission Information**
- 5) Evaluation and Selection Criteria**
- 6) Additional Information, Resources, and Reminders**

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Available Funding and Project Period

Sea Grant anticipates having approximately **\$5,000,000** to fund approximately **8-14 projects** for **up to three years** in the following categories:

---**Up to \$250,000** in Federal funds can be requested for **individual research projects** that address one or more topics relevant to program priorities.

---**Up to \$1,000,000** in Federal funds can be requested for projects proposing geographic and/or topical **multi-partner efforts** addressing the program priorities.

Projects are expected to start on **September 1, 2020** and be completed by August 31, 2023

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Program Objectives

This competition focuses on addressing geographic and/or topical research needs with respect to aquaculture economics and markets. The **overall goal** is to use an integrated approach to **advance business management** towards development of a sustainable marine and Great Lakes aquaculture industry in the U.S. Successful proposals will fully integrate **research, extension, and education** to support broad, non-proprietary research for building and/or enhancing U.S. aquaculture.

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Program Objectives (con)

Strong applications will holistically integrate multiple sources of knowledge toward **developing solutions to overcome aquaculture economic and market barriers**. Projects should consider building upon existing economic and market research and tools already prepared for or used in aquaculture, fisheries (e.g., IMPLAN input-output model), and/or agriculture, with strong justification and evidence of their applicability to **advancing management of aquaculture businesses in the U.S.**

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Program Priorities

This competition will fund proposals that:

- 1) cultivate additional expertise in aquaculture economics and markets;**
- 2) address geographic and/or topical research needs with respect to aquaculture economics and markets;**
- 3) advance management of aquaculture businesses towards the development of a sustainable marine and Great Lakes aquaculture industry in the U.S.**

Applicants can either focus on individual research projects at one level of funding or propose multi-partner efforts at an increased level of funding. Multi-partner projects should involve diverse partnerships and stakeholders, including across industry sectors and/or among Sea Grant Programs.

---**Up to \$250,000** in Federal funds can be requested for **individual research projects** that address one or more topics relevant to program priorities.

---**Up to \$1,000,000** in Federal funds can be requested for projects proposing geographic and/or topical **multi-partner efforts** addressing the program priorities.

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Program Priorities (con)

Successful applications will:

- 1) Demonstrate a clear understanding of economic and market issues affecting U.S. aquaculture industry**
- 2) Increase the knowledge base of various aspects of aquaculture economics and markets with the goal of advancing management of existing and potential aquaculture businesses.**
- 3) Include funding (Federal or Match) for Sea Grant extension personnel and relevant activities (e.g., education, outreach, transfer of technology and results) to build on past research and inform stakeholders.**
- 4) Involve industry stakeholder participation.**

Program Priorities (con)

Areas of investigation may include, but are not limited to:

- **Development of comprehensive economic or business planning models for different species and culture systems, including per-unit costs of production and projected revenue, to provide information to potential and existing aquaculture growers, investors, and resource managers.**
- **Determining the economic impact/contribution of key U.S. aquaculture species, including economic multipliers (e.g., via the use of budgets in an Analysis-by-Parts approach to IMPLAN modeling).**
- **Development of methods to better collect and estimate annual production data for U.S. aquaculture species to complement USDA and NOAA data collection efforts.**
- **Evaluating the economic impact of diseases, storms, and other disruptive events.**
- **Development of economic risk reduction tools (e.g., innovative lending, crop insurance programs, etc.).**
- **Conducting economic analyses to inform lending entities and other types of investors.**

- **Conducting economic analyses to inform resource managers and regulators.**
- **Evaluating and assessing the economic and marketing viability of various types of business structures (e.g. grower cooperatives, LLCs, corporate structures).**
- **Determination of market ceiling and capacity for various products (e.g., farmed oysters).**
- **Evaluating the potential for market development and expansion (e.g., inland markets, non-traditional markets) of U.S. aquaculture products in concert with wild fishery based products (i.e., rebuilding local and regional markets for U.S. seafood products).**
- **Investigating the potential of utilizing existing coastal and Great Lakes infrastructure (e.g. processing houses, storage facilities, etc.) and/or seafood distribution channels as a means to enhance economic and market opportunities for aquaculture products.**
- **Evaluation of market expansion through value-added products.**
- **Development of readily accessible market information related to seafood prices and consumer preferences in various geographic markets and for various types of buyers (i.e., distributors/wholesalers, restaurants, supermarkets).**

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Eligibility Information

- **The following entities are eligible to submit to this opportunity: Sea Grant College Programs, Sea Grant Institutional Programs, and Sea Grant Coherent Area Programs. A Sea Grant Program may submit or participate in more than one proposal.**
- **Other interested entities must submit proposals in partnership with and through a relevant Sea Grant Program. This includes: any individual; any public or private corporation, partnership, or other association or entity; or any State, political subdivision of a State, Tribal government or agency or officer thereof.**

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Eligibility Information (con)

- **Non-Federal matching funds equal to at least 50 percent of the federal funding request must be provided unless a waiver justified by statute is granted. The cumulative match at the end of each year of the grant must not fall below 50 percent of the cumulative Federal request up to that point. In-kind contributions directly supporting this application may count towards this matching requirement.**

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Submission Information

- A **Notice to Submit** to this competition must be received via electronic mail by both the appropriate Sea Grant Program(s) and the National Sea Grant Office (oar.hq.sg.aquaculture@noaa.gov) by 5:00 pm (local time of lead Sea Grant Program) on **February 26, 2020**. Contact information for each Program can be found at **<https://seagrants.noaa.gov/About>**.
- The **Notice to Submit** must include the following: 1) **Tentative Project Title**, 2) **Tentative Objectives**, 3) **Type of Project** (individual or multi-partner effort, 4) **Proposed Sea Grant Program(s) involved**, 5) **Other Existing or Potential Project Partners**, and 6) **Project Point of Contact**.

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Submission Information (con)

- **Full Proposal Applications must be submitted to Grants.gov by 11:59 pm Eastern Time on April 22, 2020. (Note that National Sea Grant Office staff will only be available to answer questions until 5:00 p.m. EDT.). Please note: validation or rejection of an application by Grants.gov may take up to two business days after submission.**
- **Application packages are available online and can be downloaded from www.grants.gov under opportunity NOAA-OAR-SG-2020-2006331.**
- **For information on how to obtain a DUNS number go to <https://www.grants.gov/applicants/organization-registration/step-1-obtain-duns-number.html>**

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Submission Information (con)

Required Elements for Full Proposal Applications are:

- **Project Narrative (includes Project Proposal Narrative, Abbreviated Environmental Compliance Questionnaire, and Data Management Plan)**
- **Budget Narrative (includes Sea Grant 90-4 Form and Budget Justification)**
- **Standard Federal Forms and Assurances**

Project Proposal Narrative Requirements

- **The proposal project narrative should clearly lay out the geographic and/or topical nature of the proposal, how it responds to the priorities of the competition, and how it will lay the foundation for future work. The proposal should also identify appropriate end user groups and demonstrate their involvement throughout the project.**
- **The project proposal narrative must be not more than 15 pages, inclusive of footnotes, tables, figures, and appendices, but excluding references/literature citations, short CVs, and letters of support.**

Project Proposal Narrative Requirements (con)

The Project Proposal Narrative must include the following elements:

- 1) Project Summary (no more than 250 words summarizing elements 2, 3, 5, and 6 below)**
- 2) Introduction/background/justification**
- 3) Project objectives**
- 4) General work plan and milestones**
- 5) How the project will advance business management towards development of a sustainable marine and Great Lakes aquaculture industry in the U.S.**
- 6) Anticipated outcomes**
- 7) Coordination with Sea Grant program elements (research, extension, and education)**
- 8) References and literature citations (does not count against the page limit)**

Project Proposal Narrative Requirements (con)

9) Short CVs (no longer than two pages) for each principal and co-principal investigator (does not count against the page limit)

10) Letters of support confirming partnerships as listed in the proposal (does not count against the page limit)

11) Other letters of support (as relevant; if included, they do not count against the page limit)

The Project Narrative must also include:

- An Abbreviated Environmental Compliance Questionnaire**
- A Data Management Plan**

Budget Narrative Requirements

- **Sea Grant 90-4 Forms - annual and cumulative total budgets (Year 1, Year 2, and Years 1-2) as well as any sub-awards**
- **Budget Justification Narrative**
- **Note: Applicants should budget travel to attend and participate in an annual *National Sea Grant Aquaculture Symposium*. Dates and location for Symposia will be announced annually by the National Sea Grant Office**

Standard Federal Forms and Assurances

- **SF-424 (Application for Federal Assistance)**
- **SF-424A and Extra Section B (Budget Information - Non-Construction Programs)**
- **SF-424B Assurances (Assurances – Non-Construction Programs)**
- **CD-511 (Certification Regarding Lobbying)**
- **SF-LLL (Disclosure of Lobbying Activities)**
- **Note: All forms are available through [grants.gov](https://www.grants.gov)**

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Evaluation and Selection Criteria

Proposals will be scored using the following criteria:

- 1) Importance/relevance and applicability of proposed projects to the program priorities (30 points).**
- 2) Technical/scientific merit (30 points).**
- 3) Overall qualifications of applicants (10 points).**
- 4) Project costs (5 points).**
- 5) Outreach and Education (25 points).**

These criteria should lead to the selection of proposals that:

- 1) cultivate additional expertise in aquaculture economics and markets;**
- 2) address geographic and/or topical research needs with respect to aquaculture economics and markets; and**
- 3) advance management of aquaculture businesses towards the development of a sustainable marine and Great Lakes aquaculture industry in the U.S.**

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Additional Information, Resources, Reminders

- **All submission requirements must be satisfied in order for the application to proceed on to merit review. Applications that do not contain ALL required elements will be rejected.**
- **Applicants must redact all Personally Identifiable Information (PII) in the application materials prior to final submission to grants.gov. PII that must be redacted from the application includes social security number and date of birth.**
- **Applicants may contact the competition managers to confirm receipt of required application elements prior to grants.gov deadline.**

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Additional Information, Resources, Reminders

- **Sea Grant Forms (90-2, 90-4, Abbreviated Environmental Compliance Questionnaire)**
<https://seagrant.noaa.gov/insideseagrants/Implementation>
- **Sea Grant Application Guidance**
<https://seagrant.noaa.gov/Portals/1/Guidance/SeaGrantGeneralApplicationGuide.pdf>
- **2 CFR 200 - Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards**
https://www.ecfr.gov/cgi-bin/textidx?tpl=/ecfrbrowse/Title02/2cfr200_main_02.tpl

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Contacts - NSGO Aquaculture Managers



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Competition Inbox (managed by the NSGO Aquaculture Team):



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Q/A

