

# **Sustainable Agriculture Funding for North America Mint Farmers**

## **ADVANCEMINT Description and Application Instructions**

### **I. PROGRAM OBJECTIVE**

Mars Wrigley Confectionery (MWC) uses mint oil from peppermint and spearmint grown in the United States and Canada in 65% of its mint and gum finished good products. We are dedicated to promoting sustainable agricultural practices within mint farming communities and are seeking applicants who are mint farmers in the United States or Canada to receive up to a maximum of \$150,000 to fund the implementation of such practices. The Mint Industry Research Council (MIRC) has agreed to administer the sustainable agriculture funding on MWC's behalf. On or before December 15, 2020, MWC will transfer \$150,000 to MIRC to distribute in accordance herewith.

### **II. ELIGIBILITY**

A. If you are applying for funding to implement a sustainable agricultural practice on your mint farm, all of the following criteria must be met in order to be eligible to receive funding:

1. Be a mint farmer or farm that grows a minimum of 100 acres of peppermint or spearmint annually (mint).
2. Have grown mint for commercial oil production over the last 3 years.
3. Submit an application to implement one or more sustainable agriculture practices that will benefit the growing of mint or its distillation, including, but not limited to:
  - a) Distillation efficiency improvements
  - b) Water footprint reduction
  - c) Water irrigation efficiency improvements
  - d) Cover crops
  - e) Implementation of conservation tillage practices
  - f) Water conservation plan
  - g) Install natural gas lines; convert from diesel fuel to liquid propane
  - h) Install renewable or other more energy efficient distillation technology.
  - i) Technology (ie, drones, hydrometers to measure soil moisture content)
  - j) Farm Succession planning consultation session by an independent credible financial or farm advisor
  - k) Other sustainable agriculture practice you identify
4. Own or operate a farm located in the United States or Canada.
5. Be a member in good standing of a state mint association the United States or Canada.
6. Have submitted information on your farm and farming practices through the Field Rise Assessment or agree to submit information during the next assessment period as communicated by MIRC.
7. Agree to report the actual impact the practice has had on your farm or mint farming within one (1) year(s) after the practice has been implemented.
8. Agree to allow MWC or MIRC to report your name, dollar amount and sustainable agricultural practice publicly.
9. Answer all questions set forth in Section III below.

### **III. APPLICATION INSTRUCTIONS AND SUBMISSION INFORMATION**

A. SUBMISSION DATES AND TIMES. All individuals or organizations may apply between 12:00 a.m., September 1, 2020 and 11:59 p.m. Pacific Standard Time on December 15, 2020 (“Submission Period”). Any application electronically submitted after the end of the Submission Period will not be accepted. Limit: two (2) submissions per eligible individual or organization.

B. WHERE TO APPLY, AND THE CONTENT OF THE APPLICATION.

Please answer each of the following 15 questions using MS Word or PDF file format. Your answers to the following questions will be used during the judging evaluation phase as discussed below.

1. Name of applicant
2. Location of farm
3. Type of mint you grow
4. Number of acres & number of years in commercial mint oil production
5. Have you submitted your farm information through the Field Rise Assessment tool
6. If No to question 5, will you agree to submit your farm information through the Field Rise Assessment during the next assessment period
7. Explain the sustainable agriculture practice(s) that you plan to implement.
8. What is the cost of practice you seek to implement
9. What is the amount you are asking to be funded under this proposal
10. If you are not requesting the full cost set forth in question 8, how will you fund the remaining amount and is that funding available now
11. What is the timeframe for implementation of the practice
12. Describe how your farm will benefit from the implementation.
13. Describe how you will measure success for the sustainable agriculture practice(s) described in question 7 and by which date you will provide documentation to MWC of its results.
14. Explain the short-term or long-term environmental, social or economic impact(s) of the sustainable agriculture practice(s) described in question 1.
15. Please provide any additional documentation that supports your application

All applications must be submitted via email to Bryan Ostlund, Mint Industry Research Council, [bryan@ostlund.com](mailto:bryan@ostlund.com) and must be received during the Submission Period to be considered.

See Section IV for information about what the judges will be considering when evaluating your organization’s application and need for the award.

### **IV. APPLICATION REVIEW INFORMATION**

Beginning on or about December 16, 2020, 12:00 pm central standard time, the following four judges: John Buckley, Mars Wrigley Confectionery, Eric Dowd, Mars Wrigley Confectionery, the sitting MIRC chairman and a Representative from Field Rise will evaluate each eligible application. The judges’ review will be conducted in two parts. First, the judges will evaluate

whether the applicants meet the Eligibility Criteria and all other requirements set forth herein. Second, for each application that meets the Eligibility Criteria, the judges will evaluate each application based on the extent to which the organization does the following:

1. **Environmental, Social or Economic Impact** – The impact on water, soil, energy use, Co2, farm income, the sustainable agriculture practice (described in Section IIIB) is expected to have. (up to 25 points)
2. **Measureable Impact** – Whether the entry clearly identifies the farmer’s needs and documents measurable goals including what the practice will accomplish and how it will make a sustainable impact on mint farming. (up to 25 points)
3. **Adoption**. Ability of practice to be adoptable by other farmers. (up to 15 points)
4. **Leadership and Inspiration** – Whether the entry provides sound methods for executing its activity and achieving tangible results for its mint crops. Also, whether the project leader, collaborators and partners have the capacity and commitment to see the project through to completion. (up to 25 points)

After reviewing the applications, the judges will tally the scores and rank the applicants based on their scores. The top scoring applicants will be eligible to each receive up to a \$25,000 award. In the event of a tie, the organization with the highest point value in each category listed above will be selected as a potential award recipient. Each potential award recipient will be selected and announced on or about January 20, 2021. All award recipients will be required to complete Award Documentation (defined below). We will contact the representative of the selected organization. Failure on the part of the representative to respond within 3 business days or to return the Award Documentation within fifteen (15) business days may result in disqualification of the application and the selection of an alternate potential award recipient. If a selected award recipient declines the award, an alternate potential award recipient will be selected.

## V. AWARD INFORMATION

A. AWARD. Mars Wrigley Confectionery will award up to a maximum of \$150,000. These awards shall be used to fund programs that are selected by the judges, as described above in Section IV. Checks will be made payable in the name of the individual or organization set forth in the application. All awards will be distributed by MIRC following completion of the award documentation. The award is not transferable and may not be substituted. The award is subject to all federal, state, and local taxes and recipient will be responsible for such taxes.

B. PERMISSIBLE USES. Award recipients may use the funds in connection with their organizations and to support their efforts. Examples of permissible ways to use the funds include, but are not limited to:

- Printing, postage and supplies, including software
- Equipment purchases, and equipment rental
- Labor services needed to implement sustainable agriculture practice (i.e., construction, educational, engineering, etc.)

C. IMPERMISSIBLE USES. Award recipients may not use the award for the following impermissible purposes:

- International travel
- Full or partial meals that are not working meals
- Paying off debts
- Costs incurred before the award date are not reimbursable
- Purchase of passenger carrying vehicles

Use of the award in connection with an Impermissible Use may result in a breach of contract and MWC, in its sole discretion, request a full return of the funds awarded. Award recipients may be required to submit a biannual report in response to a request on behalf of Mars, Inc. to confirm appropriate use of the funds.