

**Increasing Maine Agricultural Markets & Nutritional Awareness
of Maine Crops through Elementary Education**

FINAL REPORT

RFP# 2014 11868

AdvantageME CT No: **01A 20150211*2588**

Description of Project: This project will expand current and future markets for Maine Agricultural products through the composition, printing, posting and presentation of agriculturally correct materials to elementary students. Maine Agriculture in the Classroom (MAITC) and industry professionals will create elementary level books and activities on Maine products and coordinate distribution and presentation by volunteers to schools across the state. Each Classroom with a presentation will receive a copy of the materials for continued use with their students. All materials will be posted online at www.TeachMEFoodandFarms.org for use on electronic devices used in schools and home schooling initiatives across the nation.

Name of Applicant: Willie Sawyer Grenier

Title: Maine Agriculture in the Classroom Executive Director

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Requested Funds: \$10,000.00 - **RECEIVED**

Matching Funds: \$20,000.00 plus in-kind & over 800 volunteer hours, per year

- \$10,000.00 Industry funds - **\$5000 received Maine Aquaculture Association, \$5000 received Maine Potato Board**
- 10,000.00 Funds committed Maine Ag License plate funding – **RECEIVED**
- 30 hours / 10 Industry group members' for composition, per year – **Committee meetings, conference calls, planning and picture identification time exceeded 300 volunteer hours per year.**
- 5 hours / 16 volunteer organizers, per year – **2015- 16 volunteer organizers exceeded 80 volunteer hours setting up event in 2016 less organizers participated but the classroom load for each organizer was heavier to comply with 80+ hours.**
- 3 hours average / 150 volunteer readers, per year – **Each year volunteer readers committed more than 3 hours each reading to classroom applicants. 600 presentations of 45 minutes each covers this requirement without the added preparation and travel time.**

2015

- January – Print book and finalize classrooms & volunteers – **700 – 28 page full color books printed on schedule, “Aquaculture for ME”.**
- February – Print Activity book & begin mailing/distribution to volunteers **700 – Activity books printed on schedule and distribution initiated to 16 volunteer organizers and 150 + volunteer readers across the state. All materials posted online.**
- March – Volunteer reading in 600 classrooms & establish 2016 industry partner, **March 23 – 27 reading week. All materials previously distributed. Industry partner identified for 2016 book, Maine Potato Board.**
- April – Finish any readings and start book meetings for 2016. **Done**
- May to December – Meet with industry representatives, collect pictures, concepts, text **Done**

2016

- January – Print book and finalize classrooms & volunteers – **Book almost finished waiting for partner approval to print**
- February – Print Activity book & begin mailing/distribution to volunteers **900 – 28 page full color books printed within 3 weeks of identified schedule, “Potatoes for ME”. 750 – Activity books printed on schedule.**
- March – Volunteer reading in 600 classrooms **Distribution initiated March 7th to 8 volunteer organizers and 150 + volunteer readers across the state. March 21 – 25 reading week. All materials are distributed by March 18.**
- April – Finish any readings
- May & June – Evaluate and complete final grant reports

Budget/Budget Narrative

BUDGET WORKSHEET	
e. Supplies	\$8,400.00
h. Other	600.00
i. Total Direct Charges (sum of 6a-6h)	\$10,000.00
j. Indirect Charges	DEPARTMENT DOES NOT ALLOW FOR INDIRECT CHARGES FROM THE APPLICANT.
k. TOTALS (sum of 6i and 6j)	\$10,000.00

Budget Narrative

Supplies – \$4,200 per year for 2015 & 2016 for Printing of 600 books and Activity Guides per year.

Other – \$400.00 per year postage to mail a portion of the materials to volunteers across the state. The remainder of the materials are distributed to volunteer organizers in person or through the industry partners’ direct connections.