

# Cooperative Marketing Loan

2 O.S.85-3.1 sets forth authority for the Oklahoma Agriculture Enhancement and Diversification Board (AEDB):

The purpose of the Oklahoma Agriculture Enhancement and Diversification Program is to promote and encourage the interests of agriculture through the allocation of funds, by grant or loan, to individuals, cooperatives and other agricultural entities to provide assistance to projects dealing with the development of new or expanded uses of agriculture products, and to increase productivity and added value of agricultural products.

The Oklahoma Agriculture Enhancement and Diversification Program offers you the opportunity to apply for a cooperative marketing loan. Monies from this loan may be used by a group of individuals or an individual on behalf of a group to organize a cooperative for the purpose of marketing a product or to formulate or implement a marketing plan if the cooperative is already in place. The principals in the organization should be individuals rather than a previously existing corporation and those individuals must have some type of cooperative agreement between themselves that will ensure proper accountability for the proposed plan. This may be a formal or informal agreement, but proof of an agreement must exist. Individuals are encouraged to seek marketing partners within the state of Oklahoma.

The Board is looking for applications that provide an outlet for products that normally have not been marketed through an existing marketing cooperative. A sound marketing plan for the specific crop, livestock or on-farm value-added processing should be included in the proposal.

The Board recommends that the persons applying for this loan work with a professional (legal, agricultural or economic development specialist) who will serve as an advisor. Consulting fees may be included in the application budget.

Each application will be considered on an individual basis and on its own merits. A 15 minute oral presentation to the Board is required. The Board reserves the right to reject any loan application.

For additional information contact Jason Harvey at (405) 606-1477.

# Cooperative Marketing Loan Application

## A. APPLICANT INFORMATION

Name \_\_\_\_\_

Mailing Address \_\_\_\_\_ County \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Previous names, if any, used by applicant (other than name listed above) \_\_\_\_\_

Driving directions to your location from nearest town:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Have you received grant or loan funding before: YES / NO (If yes complete next 3 questions)

Entity/Source \_\_\_\_\_

Dollar amount \_\_\_\_\_

What type of project was it for \_\_\_\_\_

\_\_\_\_\_

## B. ADVISOR INFORMATION

Name \_\_\_\_\_ Occupation \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Applicants must receive a letter of endorsement from an agricultural specialist (refer to the list on the cover sheet of this application form) indicating that they have reviewed the projections in this request. Please attach a brief resume for the applicant and applicant advisor.

**C. GENERAL DESCRIPTION OF THE PROJECT**

- 1) Loan Application Amount: \$ \_\_\_\_\_  
Estimated Cost of Project: \$ \_\_\_\_\_
- 2) Has a cooperative agreement been formed? Yes \_\_\_\_\_ No \_\_\_\_\_  
If yes, identify the entity by name, address, phone number and attach a copy of the cooperative agreement.
- 3) Describe the cooperative marketing plan.
- 4) Describe the product that will be marketed.
- 5) What kind of management experience and expertise will be used to market this product?
- 6) Why is the product eligible for the cooperative marketing loan?
- 7) How will the loan funds be used: Why is the loan needed?
- 8) Please attach a detailed timeline for the project with milestones and a projected completion date.

- 9) What expected outcomes and financial gains do you see resulting from the project?
- 10) What are the critical risks or concerns that must be addressed in order to make this project a success?
- 11) Please list the name and phone numbers of two references who are familiar with your work.

Name\_\_\_\_\_

Address\_\_\_\_\_ City\_\_\_\_\_ State\_\_\_\_\_ Zip\_\_\_\_\_

Phone\_\_\_\_\_

Name\_\_\_\_\_

Address\_\_\_\_\_ City\_\_\_\_\_ State\_\_\_\_\_ Zip\_\_\_\_\_

Phone\_\_\_\_\_

- 12) Briefly describe the market for the product and the marketing strategy:
- Market potential and potential customers
  - Competition: Is anyone planning or considering a marketing campaign similar to yours?
  - How will the product be marketed and where? How does the Oklahoma market compare to the out-of-state market?
  - How large a market area is anticipated with this product and strategy?

**D. This Agricultural Enterprise is:**

- \_\_\_\_\_ Sole Proprietorship  
\_\_\_\_\_ Partnership  
\_\_\_\_\_ Co-operative  
\_\_\_\_\_ Domestic Limited Liability Company  
\_\_\_\_\_ Other (Specify)

Please provide the following information for all categories other than sole proprietors.

<u>Name</u>	<u>% Ownership</u>
1) _____	_____
2) _____	_____
3) _____	_____
4) _____	_____

**E. INSTRUCTIONS**

- 1) Applications, including all supplements, should be limited to twenty pages. Promotional materials or unrelated materials are discouraged. The supplements to be completed by the applicant are attached as follows:
  - a) Supplement A – Statement of Potential Funding Sources
  - b) Supplement B – Project Budget
- 2) A copy of the proposal must be emailed to [Jason.harvey@ag.ok.gov](mailto:Jason.harvey@ag.ok.gov) or Three (3) copies of the proposal must be delivered or mailed to the Board at:

Oklahoma Agriculture Enhancement and Diversification Program  
Jason Harvey  
P.O. Box 528804  
Oklahoma City, OK 73152

## **F. CONCLUSION**

By affixing their signature(s) to this application, the applicant(s) certify that they have read and understand the Guidelines governing award of these loans and agree to all conditions set forth therein and that all information contained in this application package is true to the best of the applicant's knowledge, information and belief.

The Oklahoma Agriculture Enhancement and Diversification Board reserves the right to modify or terminate any subsequent agreements with applicant if, at a future date the Agriculture Enhancement and Diversification Board becomes aware of material misrepresentation(s) contained in this application.

Name (type or print): \_\_\_\_\_

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**SUPPLEMENT A**  
*Statement of Potential Funding Sources*

**Proposed Funding Sources Other Than the Agriculture Enhancement and Diversification Board:**

Source	Funding Request	Anticipated Date of Funding
Internal		
Commercial Lender		
Venture Funding		
Foundation		
State Legislature		
State Program (specify) 1. 2.		
Federal Program (specify) 1. 2.		
Other Sources (specify) 1. 2. 3.		
Total Proposed Funding		

**SUPPLEMENT B**  
**Project Budget**

Expenditure	AEDB Request	Internal ***	Other ***	Total
Salaries/Fringe Benefits (Name Recipients & anticipated amount for each)				
*Equipment/Supplies (Specify)				
Travel (Specify)				
Advertising Costs (Specify)				
Printing Costs (Specify)				
Computer Lease or Rental Costs				
Consultant Fees – Attach Copy of RFP's if any (Break out & identify the cost of each source)				
**Other Direct Costs (Specify)				
Indirect Costs (Specify – AEDB does not fund indirect costs)				
Total				

\*The Board does not typically fund equipment.

\*\*Administration fees may be included under direct costs.

\*\*\*Only matching costs which are directly related to this phase of the project will be considered.