

**FY 2019 Request for Proposals Product
Quality Research**



The National Cattlemen’s Beef Association (NCBA), a contractor to the Beef Checkoff, is soliciting research proposals in the area of Product Quality Research.

Specifically, proposals should explore strategies to drive significant improvements in beef product flavor, tenderness and/or juiciness. Research ideas should be novel and of high industry applicability and ROI. And, proposals should focus on improving beef’s overall quality and the consistency of these three major beef palatability attributes.

Submission Instructions:

Proposals must meet the submission deadline and follow the guidelines in this RFP to be considered. Accepted projects will be funded (or funded in part) by the Beef Checkoff.

Research objectives should be clearly defined. Proposals should clearly state their relevance and potential benefit to the beef industry. Leveraged funding through collaborations with industry, foundations, government and other sources with matching funds is encouraged. In addition, collaboration with additional researchers or institutions is encouraged where appropriate.

PIs may submit more than one proposal. A CV is not required. If included, CVs will not count against page totals.

Questions related to this RFP should be directed to Wendy David (wdavid@beef.org).

PROPOSALS MUST BE SUBMITTED BY March 1, 2019 at 11:59pm MT via the SmartSimple system.

National Cattlemen’s Beef Association, a contractor to the Beef Checkoff, has moved to an online portal, SmartSimple, for managing the grants process and to facilitate the submission and review of grant materials. All portal users will first need to set up an account to submit their proposal(s) at <https://ncba.smartsimple.com/s/Login.jsp>

Proposal Outline – Page length should be ~5 pages total

The following categories will be required in SmartSimple. Word counts apply for some categories.

- Applicant Information
 - Organization Information
 - Researcher Information
- Application Summary
 - Project Title
 - Grants Contract Administrator Information (this should be grants office contact)
- Project Estimates
 - Estimated total cost of research
 - Proposed start and end date*

- Project Details
 - Project Background & Hypothesis
 - Objectives
 - Total time for completion (in months)
 - Proposed Methodology and design
 - Proposed Benefit to the Beef Industry
- Detailed Budget Table
- Other Sources of Support/Co-funding (Optional)
- Supporting Documents (optional)

*Project timeline can begin on or after 5/1/2019; projects must conclude, and final reports must be submitted by 5/31/2020.

Additional Detail

PIs should review completed Product Quality projects to avoid submitting an idea that already has been covered. Completed project summaries are available at <http://www.beefresearch.org/productqualityresearch.aspx>.

We understand that PIs do not know the nature of ongoing research projects. However, a list of ongoing projects cannot be made available due to contracting sensitivities. Please understand this limitation and use your best judgment to submit proposals that are both novel and relevant.

Project Deliverables

Project deliverables will include, at minimum, a final technical report with a full listing of research results and implications, and abbreviated executive and lay summaries highlighting key points from the full technical report. Final technical reports must follow a standard outline and be thorough and interpretive in nature. Deliverables also will include a final statement outlining all project expenditures from the institution's business office. Funds cannot be spent beyond the project end date established in the project contract. Deliverables will be due on or before the project end date established in the contract.

Review Criteria

Proposals will be reviewed by a panel of independent industry experts and applicants will be notified of funding decisions by April 19, 2019. Proposals will be evaluated for: uniqueness, relevance, soundness, potential for success, budget appropriateness and potential benefit to the industry/return on investment.

Disclaimer

We are aware that academic institutions have financial obligations for administering the research grants awarded to their faculty members. However, overhead costs, principal investigator salaries, tuition and equipment purchases will not be considered as part of the funds made available for this research.

Please share this RFP with interested colleagues.

Visit www.beefresearch.org for additional information on the checkoff-funded Product Quality Research program.