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September 22, 2022

The Honorable Karen Umberger, Chairman
Fiscal Committee of the General Court
State House
Concord, New Hampshire 03301

His Excellency, Governor Christopher T. Sununu
And the Honorable Council
State House
Concord, New Hampshire 03301

REQUESTED ACTION

Pursuant to RSA 14:30-a, VI, authorize the Department of Business and Economic Affairs, Division of Economic Development, Office of International Commerce, to accept and expend grant funds from the U.S. Department of Agriculture, Agricultural Marketing Service's Acer Access and Development Program grant program (Award# AM22ACERNH1016) in the amount of \$388,080, effective upon Fiscal Committee and Governor and Executive Council approval through June 30, 2023. **100% Federal Funds.**

Funding to be budgeted as follows:

Acer Access Development Program 03-22-22-220510-XXXX0000		FY 23 Requested Budget
Expense		
040-501587	INDIRECT COSTS	\$ 25,718
041-550801	AUDIT FUND SET-ASIDE	\$ 362
080-500710	OUT OF STATE TRAVEL	\$ 11,820
102-500731	CONTRACTS FOR PROGRAM SERVICES	\$350,180
	Total Expense	\$388,080
Revenue		
000-400338-16	FEDERAL FUNDS	\$388,080
	Total Revenue	\$388,080

EXPLANATION

Authorized by Congress in 2014, the U.S. Department of Agriculture, Agricultural Marketing Service's Acer Access and Development Program (Acer) is a competitive grant program aimed at developing and supporting the U.S. maple syrup and maple sap products industries through the promotion of research and education into production, the promotion of natural resource sustainability, market promotion for maple syrup and maple sap products, and encouraging production on privately held land. Grants are made available to state and tribal governments, and research institutions.

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This is the second time that New Hampshire has received an Acer award; the University of New Hampshire received an award in 2020 for research into a new tap design and again in 2022 for research on wood formation and sap yields.

The total grant amount awarded to the Department of Business and Economic Affairs (BEA) is \$388,080, to run over a period of three years (ending on September 30, 2025). BEA will utilize the funds for the following projects:

- The development of marketing materials in conjunction with the Division of Travel and Tourism Development, to include images, videos, and social media assets that maple producers in New Hampshire can use to advertise their products as well as their facilities to promote sales and tourism.
- The development of a market research report that provides information on the New Hampshire maple industry, challenges that it faces, and international markets where New Hampshire maple products could sell well that can be shared with maple producers in New Hampshire so they can have insights into future trends and opportunities that are available.
- The development of recipes that highlight and incorporate maple products as well as videos demonstrating how to prepare the recipes, including recipes designed to appeal to specific foreign markets (for instance, if Japan is a top market for New Hampshire maple products, then one recipe would be created that is more traditionally Japanese to highlight the benefits of New Hampshire maple to that market). These recipes and videos will be shared with maple producers in New Hampshire so that they could advertise their products.
- Assistance with organizing and facilitating trade show participation by BEA staff and by New Hampshire maple producers, for two trade shows: one national and one international. Recruitment for the trade show will focus on a wide range of maple producers representing different regions of New Hampshire, and sufficient funding is available to completely cover the travel costs for 3 – 4 maple producers to encourage participation of smaller producers in New Hampshire.

These funds will also be used to cover staff travel to the two trade shows above.

Funds are budgeted as follows:

Class 040 – Indirect Costs – BEA will withdraw funds at the rate of 6.6% of direct costs. The Federal awarding agency has awarded us more than the 6.6% figure.

Class 041 – Audit Fund Set-Aside – per state requirements at 0.1%.

Class 080 – Out of State Travel Reimbursement – funding for BEA staff to attend two out of state trade shows

Class 102 – Contracts for Program Services – contracts for the above-mentioned services.

In the event that Federal Funds are no longer available, General Funds will not be requested to continue the support of this program.

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Respectfully Submitted,

A handwritten signature in blue ink, appearing to read "T. Caswell". The signature is written in a cursive style with a large initial "T" and "C".

Taylor Caswell
Commissioner

Recipient Information

- 1. Recipient Name**
 BUSINESS AND ECONOMIC AFFAIRS, NEW HAMPSHIRE DEPARTMENT OF
 100 N Main St STE 100
 Concord, NH 03301-5054
- 2. Congressional District of Recipient**
 02
- 3. Payment System Identifier (ID)**
 026000618
- 4. Employer Identification Number (EIN)**
 026000618
- 5. Data Universal Numbering System (DUNS)**
 787504158
- 6. Recipient's Unique Entity Identifier (UEI)**
 VZ8GBEALT588
- 7. Project Director or Principal Investigator**
 Mr. Adam Thomas Boltik
 Program Manager
 adam.t.boltik@livefree.nh.gov
 603-271-0331
- 8. Authorized Official**
 Mr. Taylor Caswell
 taylor.caswell@livefree.nh.gov
 603-271-0331

Federal Agency Information

- Agricultural Marketing Service (USDA-AMS)
- 9. Awarding Agency Contact Information**
 Diane Riessen
 Grants Management Specialist
 diane.riessen@usda.gov
 202-695-0155
 - 10. Program Official Contact Information**
 Martin Rosier
 Grants Management Officer
 Martin.Rosier@USDA.gov
 202-868-7796

Federal Award Information

- 11. Award Number**
 AM22ACERNH1016-00
- 12. Unique Federal Award Identification Number (FAIN)**
 AM22ACERNH1016
- 13. Statutory Authority**
 ACER-Sec. 12306 of the Agricultural Act of 2014 as amended under sec. 12501 of the Agriculture Improvement Act of 2018 (Pub. L. No. 115-334) (7 U.S.C. § 1632c)
- 14. Federal Award Project Title**
 Beyond Pancake's Best Friend: A Market Development Program to Highlight New Hampshire Maple's Many Uses to Expand Sales and Production
- 15. Assistance Listing Number**
 10.174
- 16. Assistance Listing Program Title**
 Acer Access Development Program
- 17. Award Action Type**
 New
- 18. Is the Award R&D?**
 No

Summary Federal Award Financial Information

19. Budget Period Start Date	09/30/2022	- End Date	09/29/2025
20. Total Amount of Federal Funds Obligated by this Action			\$388,080.00
20a. Direct Cost Amount			\$362,362.00
20b. Indirect Cost Amount			\$25,718.00
21. Authorized Carryover			\$0.00
22. Offset			\$0.00
23. Total Amount of Federal Funds Obligated this budget period			\$0.00
24. Total Approved Cost Sharing or Matching, where applicable			\$0.00
25. Total Federal and Non-Federal Approved this Budget Period			\$388,080.00
26. Period of Performance Start Date	09/30/2022	- End Date	09/29/2025
27. Total Amount of the Federal Award including Approved Cost Sharing or Matching this Period of Performance			\$388,080.00

- 28. Authorized Treatment of Program Income**
 ADDITIONAL COSTS
- 29. Grants Management Officer - Signature**
 Martin Rosier
 Grants Management Officer

30. Remarks

Award# AM22ACERNH1016-00
 FAIN# AM22ACERNH1016
 Federal Award Date: 08/30/2022

Recipient Information	
Recipient Name	
BUSINESS AND ECONOMIC AFFAIRS, NEW HAMPSHIRE DEPARTMENT OF 100 N Main St STE 100 Concord, NH 03301-5054	
Congressional District of Recipient	
02	
Payment Account Number and Type	
026000618	
Employer Identification Number (EIN)	
026000618	
Data Universal Numbering System (DUNS)	
787504158	
Recipient's Unique Entity Identifier (UEI)	
VZ8GBEALT588	
31. Assistance Type	
Project Grant	
32. Type of Award	
Other	

33. Approved Budget (Excludes Direct Assistance)	
I. Financial Assistance from the Federal Awarding Agency Only	
II. Total project costs including grant funds and all other financial participation	
a. Salaries and Wages	\$0.00
b. Fringe Benefits	\$0.00
c. Total Personnel Costs	\$0.00
d. Equipment	\$0.00
e. Supplies	\$0.00
f. Travel	\$11,820.00
g. Construction	\$0.00
h. Other	\$362.00
i. Contractual	\$350,180.00
j. TOTAL DIRECT COSTS	\$362,362.00
k. INDIRECT COSTS	\$25,718.00
l. TOTAL APPROVED BUDGET	\$388,080.00
m. Federal Share	\$388,080.00
n. Non-Federal Share	\$0.00

34. Accounting Classification Codes					
FY-ACCOUNT NO.	DOCUMENT NO.	ADMINISTRATIVE CODE	OBJECT CLASS	AMT ACTION FINANCIAL ASSISTANCE	APPROPRIATION
ACER_Annual 22_AM00340000000000	22ACERNH1016	TM	4110	\$388,080.00	