

Maine Born, Raised & Harvested Certification Program

Resource Needs & Potential Funding Sources

Pre – Pilot

1. Consultation with MOFGA Certification Services LLC around feasibility, cost and effectiveness of certification requirements in the draft program manual.
2. Legal work to establish a corporate entity to manage the program including holding liability insurance, managing a contract with the third-party certifier and developing promotional materials and advertising.
3. Negotiation of a contract with a third-party certifier to help develop and implement a pilot.
4. Creation of a program logo.
5. Submission of the draft program manual and other required documentation to FSIS for approval of the certification process and labeling claims.
6. Development of a training program and manual to assist farms and feedlots in setting up and using RFID readers.
7. Development of training program and manual for participating processors.
8. Identification of participant farms, feedlots and processors for pilot program.
9. Development of advisory committee for the corporate entity managing the program.
10. Establishment of relationships with retailers and restaurants willing to participate in the pilot and help promote product.
11. Market research to inform development of the brand logo and promotion plan.
12. Fundraising to support implementation of the pilot program.

Pilot Implementation

1. Launch Program Advisory Committee and formalize processes for administration and management.
2. Obtain resources to support or subsidize costs for EID tags and RFID readers for farms in the pilot program.
3. Obtain resources to subsidize fees for the third-party certifier.
4. Finalize contract details with third-party certifier.
5. Identification and contracting with a marketing firm to develop promotional materials for the pilot program potentially including a website, paid and print advertising.
6. Training for participating farms, feedlots and processors.
7. Execution of a brand promotion plan.
8. Development of a post-pilot evaluation plan and tracking to gather data.

Potential Funding & Partner Resources

Pre-Pilot	Implementation	Specific Component
STATE	STATE	STATE
Coastal Enterprises Inc.	Coastal Enterprises Inc.	<i>Business Planning</i>
MOFGA Certification Services LLC	MOFGA Certification Services LLC	<i>Planning and Implementation Partner</i>
Conservation Law Foundation Legal Hub	Conservation Law Foundation Legal Hub	<i>Legal Counsel</i>
N/A	ME DACF Ag Marketing Program	<i>Promotion and Marketing</i>
Maine Technology Institute	Maine Technology Institute	<i>TBD</i>
University of Maine Cooperative Extension	University of Maine Cooperative Extension	<i>Assistance with development and implementation of training; assistance with technology</i>
University of Southern Maine	University of Southern Maine	<i>Consumer and marketing studies; evaluation</i>
FEDERAL	FEDERAL	FEDERAL
NE SARE	NE SARE	<i>Evaluation, Development of tech training and materials for farms, feedlots and certified processors</i>
National Institute of Food and Agriculture/SBIR/Small & Mid-Sized Farms	National Institute of Food and Agriculture/SBIR/Small & Mid-Sized Farms	<i>N/A</i>
USDA Agricultural Marketing Service	USDA Agricultural Marketing Service	<i>Marketing</i>
USDA Local Foods Promotion Program	USDA Local Foods Promotion Program	<i>N/A</i>
USDA Rural Business Development Grant	USDA Rural Business Development Grant	<i>Technology training for participating farms and processors</i>
FOUNDATIONS	FOUNDATIONS	FOUNDATIONS
Farm Credit East	Farm Credit East	<i>TBD</i>
Foundation for Sustainability & Innovation	Foundation for Sustainability & Innovation	<i>TBD</i>

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