



TERMS AND CONDITIONS Rooted Farmers – FY 2024 Floral Collective Grant

Background:

We believe in you! Rooted Farmers has set aside funds to invest in collaboratives of growers who are working to develop their local flower markets in the 2024 season.

Our goal is to help provide you with the funding needed to kick start or take your collective to the next stage, helping to pay for start-up expenses, easing your group's financial burden. The Rooted Farmers team will work with grant awardees to consult on startup questions and offer support on collective best practices.

Applicant Eligibility Requirements:

- Group must be based in the United States
- Group must be comprised of 4+ growers
- At least half of member farms should have 2+ years of growing experience
- Preference will be given to applicants who have demonstrated awareness of the opportunities and challenges of building and growing a collective in their local markets

Grant Award Terms and Conditions:

- 1) All awards are reimbursement-style grants; grant funds can be used to cover approved expenses. Expenses must have been incurred between January 1 - December 31, 2024.
- 2) Grant recipients must submit their reimbursable request via email to reachout@rootedfarmers.com based on actual expenses at the end of the month, with receipts documenting the expense(s) along with a brief written explanation/supplemental information on how the money was used. Following submission of receipts of collective-related expenses, grant awardees will be paid up to 20% of the total award amount monthly.
- 3) Grant reporting will flow through the Rooted Farmers platform and team. Awardees who are new to Rooted are gifted a one-year Rooted Farmers Essentials for Collectives subscription (note: all credit card, electronic payment, and transaction fees are the responsibility of the seller) to manage their sales and reporting, and are expected to meet with the Rooted Team monthly to provide high-level progress reports. Awardees are expected to come to these meetings prepared with the following:
 - a. Milestones/accomplishments since previous meeting. Examples of focus areas include but are not limited to:
 - i. Operations/systems
 - ii. Marketing/relationship building
 - iii. Hiring/team building/resource planning
 - b. Challenges since the previous meeting
 - c. Budgeting update
 - d. Priorities in the month ahead
 - e. Questions!
- 4) Grantees are obligated to use the funds for acceptable/approved expenses in accordance with the terms of the award. Expenses must have incurred between January 1, 2024 and December 31, 2024. Categories of acceptable expenses include but are not limited to:



TERMS AND CONDITIONS Rooted Farmers – FY 2024 Floral Collective Grant

- a. Personnel/collective administrator salary
- a. Federal and state business incorporation fees
- b. Marketing/advertising/sales
- c. Physical market rent
- d. Cooler set-up
- e. The Gardener's Workshop Collectives 101 on-demand course

Examples of expenses not reimbursed by this grant program include but are not limited to:

- a. Meals
- b. Entertainment
- c. Personal travel
- d. Personal farming supplies

- 5) All collective members are required to take a collective education course offered through The Gardener's Workshop - [Collectives 101: A Guide to Joining and Selling Through Regional Wholesale Hubs](#). This course was built in collaboration with four highly experienced collectives and will help to guide your group through common start-up challenges and questions. Please note that this course contains essential foundational content that your group will be expected to understand as we partner on this journey, as we will be working with you to build on this over the coming production season.

Course topics include:

- a. The role of collectives in the industry
- b. Collective economics/choosing a revenue model
- c. Setting Expectations: The First Year
- d. Collective sales channels & customers
- e. Setting standards (quality control, presentation, bunching)
- f. Building feedback systems
- g. Weekly and seasonal cycles
- h. Logistics planning

- 6) All grant recipients are responsible for consulting with their tax advisors regarding the tax treatment of these funds.
- 7) Rooted Farmers reserves the right, in our sole discretion, to discontinue funding if recipients are not making satisfactory progress or if any portion of the grant is used for any purpose other than the grant terms and conditions. Examples of areas of focus that are acceptable in the coming season include but are not limited to:
- a. Creation of grower standards for harvesting, pricing, quality
 - b. Exploring and setting delivery and/or market protocols and policies (substitutions, returns, delivery)
 - c. Formalizing the legal structure of the collective
 - d. Marketing, building buyer relationships, and collecting feedback
 - e. Hiring/formalizing the collective administrator role
 - f. Improvements in infrastructure (coolers, delivery vehicle, securing in-person market space)