

## NM HFFF FY24 Rubric

Complete applications submitted by eligible entities will be evaluated and scored based on the criteria below. HFFF Review Committee will base scores only on the information provided in the application.

This is a competitive program, eligible entities will be evaluated and assigned scores according to the quality of the information they provide. Additionally, food retail projects, which are a priority, have the opportunity to earn an additional 5 categorical points. There are 165 total points max.

Each application will be scored by two HFFF reviewers, and the scores will be averaged.

All complete applications will be further evaluated by the HFFF Review Committee of internal and external experts who will determine a consensus ranking of applications that will take into account the application score, project type and geographic diversity.

Budgets will be reviewed and may be adjusted for allowable costs and reasonable uses of funds.

In general, the fund prioritizes projects demonstrating a focus on underserved communities in the following **PRIORITY AREAS**:

- Projects that are led by individuals who are from historically marginalized communities including communities of color, Tribal communities, under-served areas with low- and moderate-income populations, indigent persons, rural communities, urban food deserts, and veteran-, women-, and “socially disadvantaged-” owned businesses.
- Projects that increase access to food for historically marginalized communities including communities of color, Tribal communities, under-served areas with low- and moderate-income populations, indigent persons, rural communities, urban food deserts, and communities and populations served through the NM Grown program including children, elders, and families that are served through institutions such as schools, senior centers, and early childcare facilities.
- Projects addressing workforce development/training and/or creation or retention of jobs in the food/agricultural retail or supply chain.
- Projects involving capacity building of small and mid-scale food and agricultural operations to access strengthened market channels, including direct to consumer retail, wholesale and institutional sales.
- Projects involving capacity building in the regional food supply chain networks for food safe storage/aggregation, distribution and transportation.
- Projects implementing regenerative practices, including but not limited to water conservation, soil restoration, and/or investment in the ability of the project to produce food in culturally appropriate and environmentally sustainable ways.

1. **Project Category:**
  - a. Food Retail (0 to 15 Points), OR
  - b. Processing (0 to 10 Points), OR
  - c. Production (0 to 10 Points), OR
  - d. Aggregation/Distribution/Transportation (0 to 10 Points)
2. **Organization Ownership/Management Structure, Experience (0 to 15 Points):** Ownership or management structure, appropriate size, and strong relevant project partners including supplier or buyer relationships and/or community partnerships as applicable. Applicant organization's and/or project partners' experience relevant to the success of developing and operating the proposed project.
3. **People and Places Served (0 to 15 Points):** Communities and populations are served through the NM Grown Program, Low- to moderate-income residents, Projects in underserved urban and rural areas. Project identifies the location AND nature of the Underserved Communities they seek to serve, AND a reasonable approximation of the number of individuals who will benefit from the project, critical elements and challenges.
4. **Project Summary: Project Proposal (0 to 15 Points):** Project proposed, including brief overview of business model and description of sustainability of operations, need for grant assistance, and sources of revenue, and whether this is a new project or expansion of existing operation.
5. **Project Summary: How Support Helps & Fits Mission (0 to 15 Points):** Why HFFF support is necessary to allow the project to move forward? Why is HFFF support and this project important or catalytic to other goals of the organization? Description of how the project fits within your organization's larger mission and other planned activities over the next 12-24 months.
6. **Project Summary: Partnerships (0 to 15 points):** Partnerships, commercial relationships or existing contracts that are relevant to this project described.
7. **Timeline (0 to 15 points):** Provides an overview of project timeline, including current status, key milestones and key factors determining project feasibility and success. Applicant demonstrates that grant funds can confidently be used by Awardee by June 15, 2024.
8. **Project Impact – Priority Points (0 to 15 points):** Priority will be given to projects that have the following attributes:

Applicants were asked to describe the relevant metrics of success they anticipate for the proposed project and to make sure to include measures, metrics and/or other quantitative aspects which provide value to the State food supply chain for one or more of the following:

- a. Projects that are led by individuals who are from historically marginalized communities including communities of color, Tribal communities, under-served areas with low- and moderate-income populations, indigent persons, rural communities, urban food deserts, and veteran-, women-, and "socially disadvantaged-" owned businesses.
- b. Projects that increase access to food for historically marginalized communities including communities of color, Tribal communities, under-served areas with low-

and moderate-income populations, indigent persons, rural communities, urban food deserts, and communities and populations served through the NM Grown program including children, elders, and families that are served through institutions such as schools, senior centers, and early childcare facilities.

- c. Projects addressing workforce development/training and/or creation or retention of jobs in the food/agricultural retail or supply chain.
- d. Projects involving capacity building of small and mid-scale food and agricultural operations to access strengthened market channels, including direct to consumer retail, wholesale and institutional sales.
- e. Projects involving capacity building in the regional food supply chain networks for food safe storage/aggregation, distribution and transportation.
- f. Projects implementing regenerative practices, including but not limited to water conservation, soil restoration, and/or investment in the ability of the project to produce food in culturally appropriate and environmentally sustainable ways.

9. **Budget (0 to 15 points):** Detailed, itemized, presented as table/spreadsheet.

10. **Other Funding (0 to 15 points):** Additional funding sources secured.

11. **Budget Narrative (0 to 15 points):** Describes IN detail how the elements of the budget support capacity to achieve the goals of proposed project. Includes quotes, estimates, or comparable figures.

12. **Recommended Award Amount**