

# 2026 WEST VIRGINIA DEPARTMENT OF AGRICULTURE VETERANS & HEROES PITCH COMPETITION

## APPLICATION

The acceptable font size for the narrative is Cambria, 12-point font with all margins at 1 inch in MS Word 2013 or later. The following information must be included in each project profile.

**COMPLETE ALL REQUESTED INFORMATION. WHEN APPROPRIATE, USE A NARRATIVE FORMAT. DELETE ALL ITALICIZED TEXT. KEEP ALL BANNER HEADINGS INTACT. FOR APPLICATIONS TO BE CONSIDERED, ALL TEXT BOXES MUST BE COMPLETED INCLUDING REFERENCE TO NON-APPLICABILITY (N/A).**

### **INSTRUCTIONS:**

1. PLEASE READ THE FY26 VETERANS & HEROES PITCH COMPETITION REQUEST FOR APPLICATION (RFA) INSTRUCTION MANUAL IN ITS ENTIRETY PRIOR TO COMPLETING THE APPLICATION.
2. To maintain the formatting of this template when copying and pasting text from another source, right-click and select "Keep Text Only" under "Paste Options."
3. Save your application with the filename that relates to your project name (i.e. FY26PitchApplication\_Farm Name)
4. The completed application should be uploaded and included in an email to vetstoag@wvda.us as a Microsoft Word document (.doc or .docx) AND a PDF. Applications can also be mailed to:

ATTN: Vets & Heroes to Agriculture  
60B Industrial Drive  
Moorefield, WV 26836

5. Application should not exceed 7 pages excluding cover page.

***THE APPLICATION MUST BE SUBMITTED AS A WORD DOCUMENT AND A PDF.***

***[Business Name]***

**FY26 Veterans & Heroes Pitch Application**

*[Photo/Logo]*

***[Applicant Name]***

***[Mailing Address]***

***[Phone]***

***[Email]***

[Date]

## Executive Summary

### Business Overview

***The business overview provides a general description of your company. By reading this section, the audience learns about your company and its structure, values, mission and offerings. It can also demonstrate what makes your company unique from competitors. Example: John Doe Farm is a Limited Liability Company that was first registered with West Virginia Secretary of State in 2018. They provide farm fresh eggs to consumers and are currently working towards a Humane Certification because animal husbandry is something we and our customers value. Our hens have daily access to new pasture in our custom chicken tractors that provide a fresh “salad bar” that increases egg quality and nutrients.***

### Mission Statement

***Your mission statement should be a brief attention-grabbing statement that explains your goals. Example: [Your business] exists to [do what] for [who] by [how you do it], so that [impact or benefit].***

### Project Description and Vision

***The project description should be comprehensive, clear, and specific. Utilize SMART (specific, measurable, achievable, realistic, and time-bound) goals and ensure your project contributes to your overall mission and vision. How does your project coincide with your mission? Examples of projects include, but are not limited to building a barn, expanding usable pasture, website and marketing development. Activities or tasks that could be part of such projects might include purchasing building materials and/or equipment. attending educational workshops, earning certification or licensure **Projects should be able to be completed within one calendar year.*****

### Primary Members

***All primary members of your business should be listed here along with their roles and responsibilities. Example: John Doe, Owner/Operator- 2-years farming experience, previous experience includes 6 years in the Marine Corps as large equipment mechanic. Runs day-to-day operations. Jane Doe- Marketing/Sales- 2-years farming experience, 10-years experience in sales and finance, attends weekly farmers markets and runs the farm’s online social media platform.***

# Market Analysis and Plan

Use these sections to show that you have spent time researching your target market and your plan to use that information.

## Market Details

*Desire for local eggs continues to grow across the state. Recent increases in egg prices and fears of bird flu have given an edge to small scale local producers. Marketing information can be obtained [Annual Reports : West Virginia Department of Agriculture](#) and [USDA - National Agricultural Statistics Service Homepage](#) With over 1,570 Small Egg Producer Permits issued in FY24, the need to market and set our product apart is vital. We have set our competitive pricing below the USDA Egg Market pricing of \$6.71 for a dozen of brown eggs. Our eggs are sold at a retail price of \$5.00 taking into consideration our lower feed cost due to free-ranging our birds on open pasture. While we still commit to retail sales, we have recently shifted our model to wholesale. We are increasing our flock by 50% (200 birds) and have created more pasture for them to graze to maintain our lower input costs.*

## Industry Overview (Competition, Selling Proposal)

*Local competition in the egg industry is high, as well as grocery store chains. John Doe Farms stand out by offering the consistency many local producers cannot while having a superior quality to standard grocery store eggs.*

## Detailed Description of Customers

*Our primary customers are adults aged 20 to 70 who have a keen interest in the quality of the food their family consumes.*

## Marketing Plan

*John Doe Farms maintains a Facebook page, presence at farmers markets, and would like to work with local business to sell our product.*

## Project Description

Use these sections to explain how you will fund and operate your business. How will this project coincide with your business' mission?

## Business Funding

*The business will be funded by personal investment of John and Jane Doe, and funds from WVDA Vets and Heroes.*

## Purchases Required

Item Description	Per-Unit Cost	# of Units/Pieces Purchased	Acquire When?	Funds Requested
<i>4"x4" Pressure Treated 12' posts</i>	<i>\$22.58</i>	<i>480</i>	<i>March 2022</i>	<i>\$10,838.40</i>
<i>330ft L x 47 in H Woven Field Fence</i>	<i>\$179.99</i>	<i>24</i>	<i>March 2022</i>	<i>\$4,499.75</i>
<i>Water cups (5 pack)</i>	<i>19.99</i>	<i>5</i>	<i>March 2022</i>	<i>\$99.95</i>
<i>Poultry net staples</i>	<i>7.98</i>	<i>10</i>	<i>March 2022</i>	<i>\$79.80</i>
<i>Feed container</i>	<i>79.99</i>	<i>4</i>	<i>March 2022</i>	<i>\$319.96</i>
<i>½ inch pvc pipe 10 feet</i>	<i>4.38</i>	<i>2</i>	<i>March 2022</i>	<i>\$8.76</i>
<i>50 gallon water barrel</i>	<i>120.84</i>	<i>1</i>	<i>March 2022</i>	<i>\$120.84</i>
<b>Grant Subtotal</b>				<b>\$15,967.46</b>

**Purchase Justification For each item description, give a justification for each purchase.**

*The 4x4 treated posts and Woven Field Wire will be used to create deer fence around my flock.*

*Woven Wire will be used to wrap the deer fence to prevent predators entering chicken enclosure*

*Water cups will allow for clean drinking water to be delivered to the chickens*

*Feed containers have 10 feed ports each, allowing birds to eat without overcrowding*

*PVC pipes to connect the watering cups for ease of filling*

*50-gallon rain barrel for water distribution to watering cups*