



Headwaters Incubator Program Selection Rubric -- 2024 Applications

Applicant ID

The information on this form—including numerical scores—alone does not determine admission into the Headwaters Incubator Program. Reviewer results from this form are used in conjunction with discussion by reviewers, candidate interviews, information from references, and further assessment by District staff. This data will be compiled and used in a holistic decision making process.

Criteria	Possible Score	Reviewer Score	Notes
Program Fit -- Does the applicant's proposed farm business fit the Headwaters Incubator Program model, operational capacity, and goals? (e.g., 5-year program structure; contributes to the number of area farms; helps keep local farmland in production; good stewardship ethic, likely path to viability).	Yes / No / Maybe		
Farm Management Experience -- Does the applicant have a track record of overseeing commercial farm production systems, like propagation, irrigation, cultivation, harvest/post-harvest, or farm labor?	21		
Farming Experience - Has the applicant been farming for at least three growing seasons in commercial operations, or farmer training programs, that feel relevant to their proposed farm business model?	15		
Soil Fertility and Health Management - Does the applicant have a clear understanding of how to maintain soil health and fertility in a production setting and within a five-year incubator model? Do they understand the difference between immediate fertility needs vs. long term soil health practices?	12		
Marketing - Does the applicant have a clear and viable plan to sell their products? Is their crop selection marketable? Have they identified any particular competitive advantage? Are markets already established or in the works?	12		
Front Page Total Score (60 possible points)	—		

Criteria	Possible Score	Reviewer Score	Notes
Weed Management - Has the applicant outlined a tangible plan to successfully manage weeds? Do they appear to have an understanding of weed management systems and approaches that are appropriate to their crops and production model?	12		
Farm Goals and Vision - How well does the applicant grasp their farm's trajectory (vision, mission, keys to success, first season and longer term plans, etc.)? Does their application provide a clear path for a successful farm business?	12		
Budget - How complete is the proposed budget? Are the income and expense projections realistic?	6		
Likelihood of Success - Does the farm model seem viable? Is the applicant sufficiently prepared? Do they have a reasonably complete farmer skillset to be able to leverage the resources at Headwaters? Does the application suggest a business that can be viable post-HIP?	10		
Back Page Total Score (40 Possible Points)	—		
Candidate's Total Score	100		← Please make sure to total your reviewer score column

Summary of Candidate (strengths, weaknesses, comments, questions, notes, etc.)

Reviewer Initials: