Introduction to the Dairy Business Innovation Alliance (DBIA) and our 2020 Grant Program Application Process

Karen Nielsen, Rebekah Sweeney, Vic Grassman
Webinar Outline

• Welcome and Introductions
• Dairy Business Innovation Alliance (DBIA) Overview
• DBIA Future Opportunities
• DBIA Grant Application Overview
• DBIA 5-State Alliance Representatives
• Questions and Discussion
Welcome and Introductions

• Summary of attendee numbers and locations
• Questions may be entered via chat box during the presentations
• If you have questions after the webinar, you can contact me at any time
• The webinar will be recorded and stored on the DBIA website so you can watch it again, and others who are not able to attend can also watch the webinar later
• Brief follow-up surveys will be sent out to ask for your feedback – “how did we do?”

Karen Nielsen – knielsen@cdr.wisc.edu – 608-265-1491
DBIA OVERVIEW

Presenter: Rebekah Sweeney, WCMA
• 2018 Farm Bill authorized Sen. Tammy Baldwin’s Dairy Business Innovation Initiatives
  • $20 million allowed per year through Fiscal Year 2023
  • USDA allocated $1.5 million in Fiscal Year 2019
• Competitive application process led USDA to select CDR/WCMA, Tennessee, and Vermont to lead DBII programs
  • Each project received equal awards of approximately $450,000
• Center for Dairy Research and Wisconsin Cheese Makers Association work as partners

• We will serve dairy farmers and dairy manufacturers and processors in five states: Illinois, Iowa, Minnesota, South Dakota and Wisconsin

• We are aided by many collaborators, including:
  • State departments of agriculture
  • Industry check-off programs (Dairy Farmers of Wisconsin, Midwest Dairy)
  • Industry associations (Edge, Dairy Business Association, Farm Bureaus, Farmers Union, etc...)
PROGRAM OBJECTIVES

- SUPPORT ON-FARM DIVERSIFICATION
- SUPPORT DEVELOPMENT OF VALUE-ADDED DAIRY PRODUCTS
- SUPPORT AN INCREASE IN DAIRY PRODUCT EXPORTS
DELIVERY METHODS

TRAINING

GRANTS
TRAINING

• Seminars initially planned, delayed due to pandemic
• Eight webinars now in the works for in 2020
• Complete details coming soon
GRANTS

• $220,000 available now, in increments up to $20,000
• Grant applications due August 14
• Grant applications evaluated by committee, including:
  • WCMA staff (2), CDR staff (3), DBIA Coordinator
  • One representative from each of the five departments of agriculture
  • One representative from Midwest Dairy
• Awards announced in early September
• Stay tuned for more information in this webinar
DBIA FUTURE OPPORTUNITIES

Presenter: Rebekah Sweeney, WCMA
USDA allocated $20 million in Fiscal Year 2020

Determined equal awards would be given to three existing centers (non-competitive), less USDA’s administrative overhead

DBIA has applied for the full $6 million for Fiscal Years 2020-2022

Each year, we will learn USDA’s allocation, and will again apply for three years of funding
FUNDING PROPOSAL

• Grants: $3.6 million
  • Category 1: $5,000-$50,000
  • Category 2: $50,001-$250,000
    • Likely to require matching funds, broader impact

• Direct Technical Assistance: $2.4 million
  • Value-added dairy research (four staff positions at CDR, with three in specialty cheese and one in novel beverages)
  • New market opportunities, both domestic and international
  • Seminars and webinars
DBIA Grant Application Overview

Vic Grassman
Overview – DBIA Grant Cycle for 2020

**Available Funding** – Approximately $220,000 with a maximum individual reimbursement grant of $20,000

**Important Dates**

- Application Period – June 15th to August 14th
- Applications scored and selected - August 28th
- Successful applicants notified – September 4th

Applications can be downloaded at [https://turbo.cdr.wisc.edu/dairy-business-innovation-alliance/](https://turbo.cdr.wisc.edu/dairy-business-innovation-alliance/)

Questions/Additional Information – contact Karen Nielsen, DBIA Program Coordinator at knielsen@cdr.wisc.edu or 608-265-1491
Important Points To Remember

**Application Due Date** – applications must be received by 5:00 pm, Central Time August 14th via email (knielsen@cdr.wisc.edu) or postal mail (Center for Dairy Research, Babcock Hall Room 245, 1605 Linden Drive, Madison, WI 53706)

**DBIA Grant Review Committee** will be made up of representatives from the CDR, WCMA, Midwest Dairy and one representative from each of the five states. Proposal evaluation will be a competitive process based on points accumulated in the areas noted in the application. Each application will be scored by each of the DBIA Grant Committee members

**Eligibility**
Applicant must operate or endeavor to operate a dairy farm or dairy manufacturing or processing facility in Illinois, Iowa, Minnesota, South Dakota or Wisconsin with the reimbursable grant being used to support a business location in one of these states.

Submit an application that strives to meet one of the three DBIA goals including: 1) on-farm diversification, 2) the development of value-added dairy products or 3) increasing dairy product exports.
Important Points Continued #2

**These are reimbursement grants**
Successful applicants will be approved for specific reimbursement grant dollars to be used for the purpose(s) articulated in the application.

A copy of a paid invoice must be submitted to DBIA to be reimbursed for the amount that was prior approved.

**Project Timeframe**
The project or phase of the project specified in the application must be completed within 12 months from notification of approval by the DBIA grant committee.

**Eligible Proposals**
Although participants in the five states can access the DBIA technical assistance resources that will be provided for a variety of business endeavors, *to be eligible to apply for a grant*, the USDA requires that the funds will be used to further a “dairy-related purpose”. For example, a dairy farmer who wants to expand into the beef business would not be eligible for this grant program.
**Important Points Continued #3**

**Reporting Requirements** - upon notification of a successful application, the applicant is expected to provide two reports relative to the dates below. This is a USDA requirement and DBIA will provide a template to assist the applicant in meeting this requirement. Examples would include jobs created, sale volume increases as they relate to your application objectives, etc.

Progress report due: March 5, 2021

Final report due 12 months after award receipt

**Matching Funds** - not required

**Confidentiality**
Applications submitted for funding and reports shall be subject to disclosure to the USDA. DBIA reserves the right to post funded proposals, summary reports and survey findings in media reports on the DBIA website.

DBIA and its grant review committee will otherwise maintain confidentiality.
Additional Comments/Suggestions

**Application Questions** – contact Karen if you have questions prior to formally submitting your application. To be fair to all applicants, once formally submitted, DBIA cannot answer questions, provide feedback, etc. until after the scoring process and the winners have been announced.

**Timing** – since this is a reimbursement grant, we cannot provide funding until we receive a paid invoice. If a loan from a bank or other is needed, we would be happy to provide a successful applicant documentation to give to the lender stating that they have been awarded a grant.

**DBIA 2020 and a second grant cycle** – as previously noted, we have applied for and expect to receive significantly more grant funding during the fall of 2020 from USDA. We tentatively plan to have a second funding cycle during the first quarter of 2021 so if you are not successful this cycle, we encourage you to apply during this second grant cycle time frame. Information on this will be on the DBIA website and we will be marketing this second program through our networks.
Collaborators in the 5-State Alliance

1) Illinois Department of Agriculture:
   • Bobby Dowson, Agricultural Marketing and Promotion, Bobby.Dowson@Illinois.gov
   • Erin Cleary, Marketing and Promotion, Erin.Cleary@illinois.gov
   • Nicole Moore, Agricultural Marketing Representative & Grant Administrator, Nicole.Moore@illinois.gov

2) Iowa Department of Agriculture and Land Stewardship:
   • David Brown, Bureau Chief, Dairy Products, David.Brown@Iowaagriculture.gov
   • Deanna Overton, Dairy Prod. Control Bureau, Deanna.Overton@Iowaagriculture.gov
   • Maddy VanderLinden, Executive Assistant, mlv@iowaagriculture.gov
   • Maury Wills, Bureau Chief, Ag Divers. & Market Dev., Maury.Wills@iowaagriculture.gov

3) Minnesota Department of Agriculture:
   • Courtney VanderMey, Livestock Investment Administrator, Ag Marketing & Devel., Courtney.VanderMey@state.mn.us

4) South Dakota Dept. of Agriculture and Office of Econ. Development:
   • Heather Rogers, Dairy Program Manager, Heather.Rogers@state.sd.us
   • Kyle Peters, Business Development, Kyle.Peters@sdgoed.com

5) Wisconsin Dept. of Agriculture, Trade and Consumer Protection:
   • Ashley Andre, Policy Initiatives Advisor - Executive, ashley.andre@wisconsin.gov
Questions and Discussion
For more information
www.turbo.cdr.wisc.edu/dairy-business-innovation-alliance
Questions? Contact Karen Nielsen – knielsen@cdr.wisc.edu – 608-265-1491

Funding for the DBIA was made possible by the U.S. Department of Agriculture’s (USDA) Agricultural Marketing Service through grant AM190100XXXXG079. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the USDA.