

For more information, please contact:

Rebekah Sweeney, 608-386-3012 or rsweeney@wischeesemakers.org

Shelby Anderson, 608-262-8015 or sanderson@cdr.wisc.edu

NEWS RELEASE

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Center for Dairy Research and Wisconsin Cheese Makers Association Awarded \$6 Million in Second Round of Dairy Business Innovation Initiative Grants

MADISON, WI – The U.S. Department of Agriculture (USDA) today announced that the Center for Dairy Research (CDR) at the University of Wisconsin-Madison and Wisconsin Cheese Makers Association (WCMA) have been awarded \$6.13 million to support continuation of the Dairy Business Innovation Alliance (DBIA), serving Illinois, Iowa, Minnesota, South Dakota and Wisconsin. DBIA offers both industry education, technical support and direct-to-business grants.

“Now more than ever, dairy businesses must work quickly to adapt to changes in consumer demands and market opportunities. We are pleased to be able to put USDA funds to work, building upon the tremendous interest in the first initiative, to help dairy farmers and processors survive and thrive amid challenging conditions,” said John Lucey, CDR Director.

In the next funding period, running through 2023, the DBIA will provide funding across market research, product development, training workshops, and consultative services to industry. In addition, the DBIA will also distribute over \$3.4 million in grants to dairy farm and processing businesses, in potential increments between \$5,000-\$250,000.

“We’re excited to be able to support investments in great ideas that will boost sales of value-added dairy products, both here and abroad,” said John Umhoefer, WCMA Executive Director. “As sales climb, the dairy industry will grow stronger and more stable, from farm to vat.”

U.S. Senator Tammy Baldwin (D-Wisconsin) authored the bill creating the Dairy Business Innovation Initiative program, successfully shepherding its passage in 2018. Baldwin helped secure initial funding for DBIA of \$450,000 in 2019, and championed expanded funding this year, along with Congressmen Glenn Grothman (R-WI6), Ron Kind (D-WI3), Mark Pocan (D-WI2), Bryan Steil (R-WI1), and state department of agriculture officials.



Karen Nielsen, DBIA Program Coordinator | 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.

Illinois, Iowa, Minnesota, South Dakota & Wisconsin



“Our dairy businesses are a key driver of our state’s economy, but just like many other folks in Wisconsin, they’re facing some tough times right now as a result of the pandemic. Farmers, cheesemakers and dairy processors must have the tools to innovate and develop new Made in Wisconsin dairy products, so they can get through this economic crisis and build a brighter future for our dairy farms and rural communities,” said Senator Baldwin. “I created this initiative in the Farm Bill to open up new resources for dairy businesses to foster innovation, update their manufacturing practices and reach new markets. I’m proud that the Center for Dairy Research at UW-Madison is receiving this grant funding to continue their important partnership with the Wisconsin Cheese Makers Association, as we all work together to ensure our dairy industry can continue to lead the nation.”

Current and future announcements regarding DBIA trainings and grants can be found at www.cdr.wisc.edu and www.wischeesemakers.org.

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WISCONSIN
CHEESE MAKERS
ASSOCIATION
EST. 1891

Since 1891, the **Wisconsin Cheese Makers Association** has served as the voice of cheese and dairy manufacturers, processors, and marketers.

Today, WCMA represents more than 675 companies and cooperatives, including dairy processors, manufacturers, and their suppliers operating across the United States and around the world. Learn more at www.WisCheeseMakers.org.



The **Center for Dairy Research**, located at the University of Wisconsin – Madison, College of Agricultural & Life Sciences, is dedicated to supporting the U.S. dairy industry through innovative research, technical support, training and education.

Learn more at www.cdr.wisc.edu



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