Dairy Industry Impact Grant Program Application

The **Dairy Business Alliance (DBIA)** is seeking dairy industry applications from within the 5-state DBIA region that will leverage DBIA grant awards with the resources and capabilities of Universities/innovators to generate significant added value to the dairy industry, regionally and/or nationwide.

This initiative focuses on delivering the goals of the 2018 Dairy Business Innovation Initiative to advance the dairy industry.

The DBIA is offering reimbursable grants of up to $250,000 to selected parties.

Proposed industry partnerships (with universities, innovation groups, entrepreneurs, etc.) are expected to leverage research strengths and other resources unique to each group to advance a shared research/innovation/advancement goal.

The DBIA encourages interested applicants to review the **Industry Impact Grant Policies and "Helpful Hints"** document downloadable from the DBIA website.

The application will be a two-step process:

1. The submittal of a research abstract responding to the evaluation criteria outlined below. These will be reviewed and those selected will be invited to provide a research proposal.
2. The submittal of a research proposal that includes responding to the salient points outlined below.

Proposal topic examples may include:

1. Consolidation of dairy products for exports
2. Regional initiatives for sales/branding/marketing of dairy products
3. Valorization of dairy co-products (like permeate and acid whey)
4. Clinical trials of new dairy ingredients/products
5. Scale-up/commercialization of innovative technologies for the dairy industry.

Award Application Process

Deadlines

- Initial abstract due on or before July 23, 2021
- Abstracts reviewed and selected by July 30, 2021
- Applicants notified by August 3, 2021
- Full proposal due on or before September 30, 2021
- Proposals scored and selected: October 15, 2021
- Applicants notified on or before October 25, 2021

Eligibility

- Dairy/food companies, organizations/groups or entrepreneurs with an application that meets DBIA goals noted in the DBIA Policy document
- The applicant must include a dairy processor with a facility within the 5 state DBIA region (IA, IL, MN, SD or WI)
- The applicant may have a partner(s). Partners do not need to be a dairy processor.

By accepting this grant, all participants agree to meet the terms and commitments described.

HOW TO APPLY FOR AN INDUSTRY IMPACT AWARD

Step One – Research Abstract Submittal

All applicants must provide:

A **cover sheet** that includes:

- Applicant information (company name, location, key contact details – name, job title, email address, phone).
- Name(s) of industry or research/innovation partner(s).
- Project title.
- A 500-word research abstract that addresses the criteria for evaluation
- **Criteria for evaluation include:**
  - ✓ What is the issue you are trying to solve? Why is this problem important to the dairy industry and why should it be addressed now? That is, what makes the proposed project significant?
  - ✓ What are the innovative approaches and potential for groundbreaking impact? How will it be transformative for the field?

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✓ What are the expected outcomes (e.g. new product platform, product diversification that boosts a region, novel marketing for regional exports)?
✓ What are the resources and capabilities of the applicant and partners that will be brought to bear on this project?
✓ What are the timeline and milestones expected from this application?

- The amount of funding requested from the DBIA (we expect the range for each award to be between $50K-$250K, with up to $1 million allocated for this program). Projects can be for 1 or 2 years.

Your cover sheet and abstract (the first item above) must be submitted by **July 16, 2021.** (You should scroll to the end of the first section and select "mark as complete".) DBIA will notify the applicant by **July 27, 2021** if their abstract has been selected. If your abstract is selected by DBIA, you may proceed with the remaining sections (see items below) of the proposal. Complete proposals are due by **5:00PM on September 30, 2021**.

Step Two – Submittal of a comprehensive research proposal

This should include:

1. The original abstract.
2. In a single PDF file: a **narrative**, not to exceed five pages, (font: Times New Roman, size 12) that describes:

- The opportunity, major question(s) or issue(s).
- Your specific aims and approaches to address the opportunity/issue.
- The proposed start and end dates of the project (in the event of a successful application).
- The major tasks the applicant and partner(s) will complete, and the contributions each partner will bring to the project.
- How the award money will leverage the capabilities and resources of each partner to increase the likelihood of project success.
- The innovative vision, potential for groundbreaking impact, and significance of the proposed project. Include a statement about how this research will be transformative and how far this transformation will reach (a new platform that is regional or nationwide in focus).
- How potential risks and challenges to the project will be managed.
- A statement of the expected outcomes of the proposed activities and an explanation of how these activities will provide the necessary foundation for industry-supported innovations (technical, marketing, logistics etc.).
- A timeline of research activities for the funding period.
- You may include optional additional material, as appropriate.

- One page of figures or tables to accompany the narrative (or submit a six-page narrative with figures and tables embedded in the text).
- References (e.g. citations, patents, links to invention disclosures or other technology descriptions etc.; not counted in the five-page limit).

3. In a single PDF file: a detailed **budget request**, indicating the personnel to be supported and other categories of funding that will be needed, both eligible and in-eligible grant expenses. Personnel costs should include funds for campus-approved fringe benefits and tuition remission for any graduate students, if applicable. Budget requests should not include indirect cost funds. Funds from this initiative can be used to support researchers at institutions located within the 5-state DBIA region.
   - Please see the accompanying "Helpful Hints" document for eligible and ineligible grant reimbursement policies.
4. In a single PDF file: a brief (no more than one page) **budget justification** that explains the rationale for each item in your budget. Proposals will not be reviewed without an itemized budget justification.
5. You may also include l**etter(s) of support** from industry or other partners stating commitment to the project.

Full Proposal Application Submittal

Applications must be received by the DBIA, either via email (vgrassman@cdr.wisc.edu) or USPS mail (Center for Dairy Research, UW-Madison, 1605 Linden Drive, Madison, WI 53706), no later than 5:00PM Central Time on September 30, 2021.

Additional requirements if your proposal is selected for an award:

If you are selected for an award, you may need to supply a collaborative research agreement with your partner(s), e.g. if your partner(s) is a university (see template here).

If an applicant so requires, the DBIA member organizations (CDR & WCMA) are willing to sign an appropriate Non-Disclosure Agreement.

Contacts:

For technical questions or for general information on submitting a proposal, please contact **Vic Grassman** – vgrassman@cdr.wisc.edu (608-512-6661) or **Tom Guerin** – tguerin@cdr.wisc.edu (608-982-6548).

Reporting Requirements:

Interim reports are required at a minimum of every 6 months. For a two-year project, second year funding will be contingent upon meeting the objective of the first 12 months.

A final report is required at the end date of the project (no later than 2 years after the award date).

The DBIA will supply a template that will require a description of the effectiveness of the project in meeting its objectives and goals toward impacting the dairy industry.

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