

Round 10 Dairy Business Builder (Spring 2024)

Center for Dairy Research (CDR)

Introduction and Instructions

We strongly recommend that applicants follow all of the steps under "**Application: How to Apply**" on the DBIA website to prepare for submission. All required templates and instructions can be found **here**. We will not accept any applications that are not complete by the application deadline.

- *Overall Grant Application*
- *Project Summary and Project Work Plan/Timeline*
- *Project Budget*
- *Business Plan*
- *Outcomes*

All required questions must be complete prior to the application deadline of **Wednesday, April 3rd** in order to be considered in the review process.

If an applicant encounters any difficulties prior to the application deadline, please contact the DBIA Program Coordinator as soon as possible at eslatter@cdr.wisc.edu or 608-301-7751.

Collaborate Feature

The Collaborate button at the top right corner of the page can be used to invite other people to work on this request.

- From the Collaborate pop up, enter the email address of the person you wish to help you with the request.
- Set the Permission to either View (the collaborator can only view forms in the request), Edit (the collaborator can view and edit the request), or Submit (the collaborator can view, edit, and submit the request)
- Include a message about what you are asking your collaborator to do for you and select Invite.
- You can revoke permission at any time.

Application Status

Save-The system automatically saves your work every 100 characters you type and when you click out of a question. You can click Save at any time.

Submit- When you are finished with the application. No changes can be made after you submit.

Abandon- If you choose to withdraw your application before submitting, you will not be

considered for a grant.

Project Name*

Please provide a brief title or phrase for the project you are proposing in this grant cycle. This should be specific to the project. (Examples: Expansion into Aged Cheeses or Farmstead Yogurt Operation)

Character Limit: 100

This information collected below is not shared with evaluators.

How did you hear about the DBIA grant program?*

Choices

CDR Staff
WCMA Staff
DBIA Email
Newspaper or other media
Department of Agriculture
Industry Group
Checkoff Organization
Friend or family
Other

Is this your first application to a DBIA grant?*

Choices

Yes
No

Have you or a member of your team viewed the DBIA Grant Webinar?*

Choices

Yes
No

Business Data (USDA Reporting Requirements)

This section is primarily used in reporting to USDA and is not evaluated by reviewers.

Product Type/Project Area*

Please select the main product type or project area being proposed:

Choices

Beverage
Cheese

- Cultured Products
- Farm Modernization
- Frozen Desserts
- Miscellaneous Food
- Other

If you selected "Other" above, please enter the product area here:

Character Limit: 250

Milk Type*

Please select the main milk type used in the proposed project. If the proposed project does not involve production, please indicate the main milk type used by the company.

Choices

- Cow's milk
- Goat's milk
- Sheep's milk
- Mixed milk
- Other milk (i.e. yak, buffalo, etc.)

If you selected "Other" above, please enter the milk type here:

Character Limit: 250

Target Market Area*

Please select the target market area for this project. Here are the definitions the DBIA uses:

Local: Within a few of counties

Regional: Throughout the state and perhaps bordering counties

National: Across the United States and/or in multiple regions

International: Focus on markets outside of the United States

Choices

- Local (a few counties)
- Regional (throughout the state and perhaps bordering counties)
- National
- International

Business Ownership*

Please select the ownership of the business:

Choices

- Co-op
- Corporation
- LLC
- Sole Proprietorship/Partnership
- Other

If you selected "Other" above, please enter the business ownership here:

Character Limit: 250

State*

Please select the state that is your main business location:

Choices

- Illinois
- Indiana
- Iowa
- Kansas
- Michigan
- Minnesota
- Missouri
- Nebraska
- Ohio
- South Dakota
- Wisconsin

Business Category*

Please select the primary type of business:

Choices

- Farmstead
- Manufacturer

Full-time Employees*

Please provide the current number of full-time employees:

Choices

- 1-5
- 6-50
- 51-500
- 500+

Years in Operation*

Please provide the number of years the company in the application has been operating. Please select "Not yet operating" if your business is still in the feasibility or planning stages.

Choices

- 0-3 years
- 4-6 years
- 7-10 years
- More than 10 years
- Not yet operating

Licensure*

Do you have all required licenses to operate in your state?

Choices

Yes

No

Not yet

Licensure Explanation

Licensure Progress*

Please explain where you are in the process of receiving licensure and provide an approximate timeline.

Character Limit: 5000

Project Data

DBIA Goal*

Please indicate which DBIA goal this project best satisfies.

Choices

Dairy farm diversification through dairy product development, packaging and/or marketing strategies

Creation of value-added dairy products (use milk to manufacture cheese, yogurt, beverages, etc.)

Enhancement of the value of a dairy commodity or by-product through alternate use

Creation or expansion of a program for exporting dairy products

Timeframe*

Please provide the approximate number of months required for this project:

Choices

Less than 6 months

6-12 months

12 months

Total Project Cost*

Please enter the total cost of the proposed project (including ineligible costs/other funds).

Reminder that this number should match the total amount entered on the project budget.

Character Limit: 20

Requested Funds*

Please enter the total requested funds for the proposed project (up to \$100,000):

Character Limit: 20

Previous awardee*

Have you previously received a DBIA grant award? (This should include any project, even if it is not related to your current proposal).

Choices

Yes

No

Other DBIA Funding

If you have received a previous DBIA award, this may be considered when finalizing award selections for future grant rounds. This includes whether or not your previous DBIA award is in good standing (i.e. you have completed required surveys, followed reimbursement processes and maintained regular communication with staff).

Previous DBIA Grant*

Please describe how the project or phase proposed in this grant application is different from any previously awarded DBIA grant project.

Character Limit: 10000

Percent Complete*

For your most recent DBIA grant project, please indicate the current completion status of the project.

Choices

75-100% (all reimbursements submitted or will be submitted imminently)

26-74% (in progress, anticipate on-time completion)

0-25% (may be delayed or require an extension)

Percent Complete Explanation

Please add 2-3 sentences explaining the current status of your most recent DBIA grant project if you did not select "75-100% Complete" in the question above.

Character Limit: 1000

Project Summary

The Project Details section of the application has 4 components:

-Project Summary

-Project Work Plan and Timeline

-Project Budget

-Business Plan

Full instructions, as well as required templates and sample documents, can be found on the DBIA website.

The project summary should be a clear overview of what you are proposing to accomplish with DBIA grant funds and its impact on your business. The project work plan and timeline and project budget should complement the project summary to give reviewers a breakdown of your plan and requirements for the project.

The business plan is a standalone document that represents the overall state of your business (even if your proposed project is currently your only business activity). There may be some overlap between the information you share on the project plans and the business plan; please do not reference other documents and ensure each document can be understood independently.

Project Summary*

(Approximately 2-3 paragraphs)

Please ensure you answer ALL of the following questions:

What is your current business?

What are you proposing to do in your project?

Where are you in the implementation process of the project? (i.e. planning, some purchases have been made, etc.)

Why did you choose this project?

What are the intended outcomes? How will this project benefit your business?

You should note (if applicable):

- the establishment of a new business;
- new value-added products or processes developed;
- job(s) created or retained;
- expected increases in sales volumes;
- expected expansion of export endeavors;

Character Limit: 10000

Project Work Plan

Project Work Plan and Timeline*

For this question, you may either enter text directly OR upload a Word document or PDF file. Please do only one- do not enter text if you are also uploading a file.

Consider all of the activities related to your project (for example):

- Up-front Investigation (Project planning, equipment sourcing, or research of estimated costs, etc.)
- Purchasing, shipping, installation of equipment

- Staff training
- Product development/trials
- Licensure/State Regulations
- Production time
- Implementation of marketing plan

You may organize the work plan chronologically or by phase/activity. DBIA expects to see the following information on your work plan:

Activity or Phase- See examples of activities/phases above. Most projects should have a minimum of 3 main activities. Applicants can group similar activities together or identify phases of projects.

Estimated Start Date- This can be Month, Year. This is an estimate.

Estimated Completion Date- This can be Month, Year. This is an estimate. The approximate total time of the activity/phase should be reasonable based on the steps involved.

Requirements- Each budget item for the project should be listed under an activity/phase.

Explanation- Provide details on the actions required as it relates to the project. Also include any potential obstacles and how you would respond to them.

Character Limit: 10000 | File Size Limit: 3 MB

Project Budget

Project Budget

This budget should be comprehensive, **including ALL eligible and ineligible expenses. The total amount on the budget should match the total project cost entered previously on the application.**

You must identify which items you are requesting for funding and you cannot request more than \$100,000 in grant funding.

List all of the items of your project budget under the correct expense category:

- Personnel
- Equipment
- Supplies
- Product Development
- Consultants/Contractors
- Marketing/Sales
- Other (Construction, Travel, Education, etc.)

For some projects, you may not have items under every category. **You can not add additional rows** so you may need to combine similar line items to meet the requirements of the budget form.

Enter:

- Name of the person, item or service
- Total cost (in dollars)
- Amount being requested from the grant (in dollars)
- Cost Rationale (how you arrived at the amount)

If you are not requesting funding for an item (i.e. Construction costs), enter \$0 for the Requested Amount.

Please add an explanation for each item in the budget explanation section at the end of this question. This explanation should include any assumptions made in calculating the amount/requested amount.

Project Budget - Personnel Section

Name of employee/Title (Include the specific employee if known; otherwise, the title is acceptable)	Total Cost	Requested Amount	Cost Rationale

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Project Budget - Equipment Section

Name of Item (Please ensure the item name is easy to understand - no vendor ID numbers)	Total Cost	Requested Amount	Cost Rationale

Project Budget - Consultant/Contractors Section

Consultant or Contractor Company Name AND Type of work (i.e. Emily's Contracting/Accounting)	Total Cost	Requested Amount	Cost Rationale

Project Budget - Supplies Section

Name of Item (Please ensure the item name is easy to understand - no vendor ID numbers)	Total Cost	Requested Amount	Cost Rationale

Project Budget - Product Development Section

Name of Item (Please ensure the item name is easy to understand - no vendor ID numbers)	Total Cost	Requested Amount	Cost Rationale

Project Budget - Marketing/Sales Section

Name of Item (Please ensure the item name is easy to understand - no vendor ID numbers)	Total Cost	Requested Amount	Cost Rationale

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Project Budget - Other (Construction, Travel, Education, etc.) Section

Enter all other expenses for your project here. This should include eligible and ineligible costs and, if you are requesting reimbursement for an item, indicate the amount requested from the grant.

Name of Item (Please ensure the item name is easy to understand - no vendor ID numbers)	Total Cost	Requested Amount	Cost Rationale

Budget Explanation*

Write a brief explanation of all grant-requested items.

If you do not include an explanation here, the item may not be approved for funding if your project is selected.

The explanation should include:

- number of each item (for example, if you calculated for 10 cheese molds in 3 different sizes)
- assumptions for costs (for example, how many employees will attend a convention, how will they travel, etc.)

- why the item is needed for the project
- if you have made a deposit/down payment on the item

Character Limit: 10000

Business Plan

Business Plan: All applicants must use the required outline linked on the DBIA webpage.*

Please see <https://www.cdr.wisc.edu/dairy-business-builder-grant-application-guide> for more information and to download the required outline.

The business plan offers a comprehensive view of your business and its current strategies and financial standing. In the case of a small or new business, there may be significant overlap between the project plan and the business plan. Creating a business plan is a valuable tool for your business and should be approached as a standalone document (do not reference other sections of the application).

File Size Limit: 3 MB

Vendor Quotes

Vendor Quote 1

Please attach applicable vendor quotes (if available). Vendor quotes should be named according to the budget item they are associated with (ie. Vendor Quote_Cheese Vat).

File Size Limit: 3 MB

Vendor Quote 2

Please attach applicable vendor quotes (if available). Vendor quotes should be named according to the budget item they are associated with (ie. Vendor Quote_Cheese Vat).

File Size Limit: 3 MB

Vendor Quote 3

Please attach applicable vendor quotes (if available). Vendor quotes should be named according to the budget item they are associated with (ie. Vendor Quote_Cheese Vat).

File Size Limit: 3 MB

Vendor Quote 4

Please attach applicable vendor quotes (if available). Vendor quotes should be named according to the budget item they are associated with (ie. Vendor Quote_Cheese Vat).

File Size Limit: 3 MB

Vendor Quote 5

Please attach applicable vendor quotes (if available). Vendor quotes should be named according to the budget item they are associated with (ie. Vendor Quote_Cheese Vat).

File Size Limit: 3 MB

Supplemental Documentation (Optional)

Supplemental Documentation

Please attach supplemental documentation (if applicable).

File Size Limit: 3 MB

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Certification

Electronic Certification*

I certify to the best of my knowledge that the information in the application is true and correct, and that I am legally authorized to sign and submit this application on behalf of this organization, which is also legally eligible to enter into a grant agreement. I acknowledge that grant awards are contingent verification of good business standing. If awarded, I understand that I will be required to submit surveys to DBIA to fulfill reporting requirements. Please type your full name below as your signature.

Character Limit: 100