

DBIA Small Scale Grant Update

March 9, 2021

DAIRY BUSINESS INNOVATION ALLIANCE



DBIA Small Scale Grant Information Webinar

Welcome and Introductions

- Summary of attendee numbers and locations
- Questions may be entered via chat box during the presentation
- 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 Leadership Team

CDR

John Lucey
Director of CDR, Professor of Food Science

Tom Guerin
Research Program Manager

Vic Grassman
*TURBO Technology Commercialization
Manager*

Karen Nielsen
DBIA Program Coordinator



WCMA

John Umhoefer
Executive Director

Rebekah Sweeney
*Communications, Education
and Policy Director*



DBIA Collaborators in the 5-State Alliance

1) Illinois Department of Agriculture:

- Bobby Dowson, Agricultural Marketing and Promotion, Bobby.Dowson@Illinois.gov
- Nicole Moore, Agricultural Marketing Representative and 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

3) Minnesota Department of Agriculture:

- Courtney VanderMey, Livestock Investment Administrator, Ag Marketing & Development Courtney.VanderMey@state.mn.us
- Meg Moynihan, Senior Advisor on Strategy & Innovation, MN Dept of Agriculture meg.moynihan@state.mn.us

4) South Dakota Department of Agriculture:

- Heather Rogers, Dairy Program Manager, Heather.Rogers@state.sd.us

5) Wisconsin Dept. of Agriculture, Trade and Consumer Protection:

- Ashley Andre, Policy Initiatives Advisor – Executive Office, Ashley.Andre@Wisconsin.gov
- Krista Knigge, Administrator - Division of Agricultural Development, Krista.Knigge@wisconsin.gov



Webinar Outline

Webinar Objective – Providing you an answer to the question below

What is the Dairy Business Innovation Alliance Spring 2021 Grant Program?

- Brief history of the Dairy Business Innovation Alliance (DBIA)
- Grant application overview
- Questions and discussion



DBIA Overview

Karen Nielsen, DBIA Program Coordinator

DAIRY BUSINESS INNOVATION ALLIANCE



Dairy Business Innovation Initiative

- 2018 Farm Bill authorized Senator Tammy Baldwin's Dairy Business Innovation Initiatives
- 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 (\$460,000 each)
- \$6.1 million awarded to each center in 2020
- \$22 million total allocated by Congress for 2021 award



Transportation and Marketing
Dairy Business Innovation Initiatives

Fiscal Year 2019
Description of Funded Projects

Number of Grants Awarded: 3
Amount of Funds Awarded: \$1,363,176.00



DBIA Structure

- Center for Dairy Research and Wisconsin Cheese Makers Association work as partners
- We 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, Professional Dairy Producers, Farm Bureaus, Farmers Union, etc...*)



DBIA Program Objectives



SUPPORT ON-FARM
DIVERSIFICATION



SUPPORT DEVELOPMENT
OF VALUE-ADDED DAIRY
PRODUCTS



SUPPORT AN INCREASE IN
DAIRY PRODUCT EXPORTS



Delivery Methods



TECHNICAL
ASSISTANCE



GRANTS



Overview 2021 DBIA Small Scale Grant Program

DAIRY BUSINESS INNOVATION ALLIANCE



Spring 2021 DBIA Small Scale Grant Program

Available Funding: \$1,000,000 **Individual grants:** \$5,000 to \$50,000

Application Window: March 1 to April 30, 2021

Application Due Date: April 30, 2021, 5:00 PM CST

Application Review: June 1, 2021

Applicants Notified: June 10, 2021

Applications may be downloaded at: <https://www.cdr.wisc.edu/grant-program>

Application Submission:

- **E-mail:** Karen Nielsen (knielsen@cdr.wisc.edu) OR
- **by Post:** Center for Dairy Research, Babcock Hall Room 245, 1605 Linden Drive, Madison, WI 53706



DBIA Grant Application Eligibility

Grant applicants must:

- Operate or endeavor to operate a dairy farm or dairy manufacturing or processing facility in **Illinois, Iowa, Minnesota, South Dakota or Wisconsin**
- Use the grant funds to support a business location in one of these 5 states
- Use the grant funds for 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*

Meet at least one of the following DBIA goals:

- Dairy farm diversification through dairy product development, specialization packaging and/or marketing
- Creation of value-added products that contain a dairy ingredient
- Solve a dairy industry issue – applicable to others (e.g., converting liquid permeate to a value-added product)
- Create or expand a program for exporting dairy products



Additional Grant Application Details

Project Timeframe - Per the USDA, 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.

Reporting Requirements - The USDA requires that the grant recipients provide two reports. The DBIA will provide templates to assist the award recipient in meeting this requirement. Examples would include jobs created, sale volume increases as they relate to your application objectives, etc.

Progress reports due: Approximately December 15, 2021 or 6 months from award acceptance.

Final reports due: 12 months after award acceptance.

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 company names of funded applications, short summaries of projects funded, and survey findings in media reports and on the DBIA website.

The DBIA and its grant review committee will otherwise maintain confidentiality.



Application Writing “Helpful Hints”

The DBIA grant application form was created to cover all types of applications and, as such, some sections may not be relevant to your particular application. Please provide the best answers you can and contact us if you have any questions prior to submission of your application.

The DBIA strongly encourages all applicants to view the recently recorded “[Lets Get Started](#)” [webinar series](#) and accompanying [resources](#) posted on the DBIA website.

Here you can obtain information on local/regional resources that can assist with framing your project and writing applications.

For example, the Small Business Development Center in your area can help you develop a business plan or budget, which can then be inserted into the application.



“Let’s Get Started” Webinar Series

Webinar Topics:

- Introduction to DBIA
- Business Planning
- Marketing and Branding
- Product Development
- Regulatory Issues
- Food Quality and Safety
- Economic Development Financing
- Exporting Dairy Products

Webinar videos, PowerPoint files, and full-length “lessons learned” interviews are available for on-demand viewing and download on DBIA website (<https://www.cdr.wisc.edu/dbia-webinars>, <https://www.cdr.wisc.edu/dbia-resources>).



Allowable Reimbursement Expenses

Although all related project expenses should be included in your project budget, please check out the examples of allowable and unallowable expenses at the end of the DBIA Policies and Helpful Hints document. For example:

- Real Estate: Costs are not allowed for reimbursement but, where appropriate, should be included in your budget as part of total project expenses.
- Specialty Equipment: Allowed e.g., the purchase of a cheese vat would be allowable under technical activities. The purchase of an office computer is not allowed.
- Marketing Expenses: Allowed for the promotion of a product (*e.g., smoked cheddar cheese made by ABC Cheese Company LLC*) but not for the promotion of a company, brand or logo (*e.g., ABC Cheese Company LLC*).

An overview of allowable and unallowable costs can be found in the link below:

<https://www.ams.usda.gov/sites/default/files/media/AMSGrantsTermsandConditions.pdf>

Note: if not sure, please contact the DBIA for clarification



Reimbursement Grants

DBIA grants are reimbursement grants

Successful applicants will be approved for reimbursement grant dollars for the specific the purpose(s) articulated in the application.

A copy of a paid invoice (*or similar proof of expense*) must be submitted to DBIA to be reimbursed for the amount that was approved in the grant application.

Reimbursement Grant/Lender Documentation

If a loan from a bank or other lender is needed, we would be happy to provide a successful applicant with documentation to give to a lender stating that they have been awarded a grant.



DBIA Grant Application Tips – Talk About Business Impacts/Benefits

Please provide estimates of the intended business impacts/benefits that would result from a grant – USDA’s funding goals. Examples include:

- “Leverage” e.g., will the grant funds allow you to gain access to other funds such as a bank loan or payment for a non-reimbursable expense of your project?
- Estimated job creation or retention as a result of this project/initiative
- Increase in sales volume through existing channels
- Opening of new sales outlets (e.g., e-commerce, supermarket channels)
- Entry into new markets with a new product



Additional Comments/Suggestions

DBIA future grant cycles –

As previously noted, we expect to receive significantly more USDA grant funding during the fall of 2021.

We will have a second **Small Scale Funding Cycle** around the first quarter of 2022, so if you are not successful this cycle, we encourage you to apply again for the next grant funding cycle.

Information on the next round of funding will be posted on the DBIA website and we will be marketed through our collaborators and networks.



Questions and Discussion



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For more information: <https://www.cdr.wisc.edu/dbia>

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