



## GRANTS AND TRAINING TO HELP YOU DIVERSIFY

Are you a dairy farmer or dairy processor exploring opportunities to create a value-added enterprise, diversify or modernize your business? The Dairy Business Innovation Alliance (DBIA) offers grants and training to help you get your business ideas up and running.

DBIA is a new program providing grants and technical support to help Midwestern dairy farmers and dairy processors diversify or develop value-added products for their business. Coordinated as a partnership between the Wisconsin Cheese Makers Association (WCMA) and the Center for Dairy Research (CDR) at the University of Wisconsin-Madison, DBIA is available to help dairy-related businesses in Illinois, Iowa, Minnesota, South Dakota and Wisconsin.



### DBIA Goals

- ◆ Increase on-farm diversification opportunities
- ◆ Create value-added dairy products such as specialty cheeses, novel dairy beverages, etc.
- ◆ Focus on export opportunities for farm-scale and processor dairy products

### Program Benefits

- ◆ Business reimbursement grants up to \$20,000
- ◆ Technical assistance via informational and training webinars
- ◆ Local resources to help you achieve your objectives

### Eligible Participants

- ◆ Dairy farms and dairy processors
- ◆ Businesses based in Illinois, Iowa, Minnesota, South Dakota and Wisconsin
- ◆ Submit proposals that meet at least one of the 3 core DBIA goals

## GRANTS

**Available Funds:** DBIA will distribute business reimbursement grants totaling \$220,000 (Phase I) in the five Midwestern states, pending the competitiveness of the applications. A grant review committee established by DBIA will review applications once annually and make subsequent awards. Grants of up to \$20,000 will be awarded for selected proposals.

[Download the DBIA grant application.](#)

### Grant Eligibility:

Grants can be used for a wide variety of projects, including:

- ▶ Dairy farm diversification through value-added initiatives, such as development of dairy products or on-farm dairy business ventures
- ▶ Modernization, specialization or expansion of farmsteads or processing facilities to support product development or improvement
- ▶ Increasing sales of current products through improvement of product quality, packaging, marketing, etc.
- ▶ Dairy commodity innovation and value chain improvements
- ▶ Ensuring and improving regulatory compliance and quality control to give businesses greater access to the food industry, e.g. to supply local stores and processors

### DIRECT TECHNICAL ASSISTANCE

The DBIA initiative also offers a series of informational and training webinars to help dairy farmers and dairy processors in their efforts to diversify. These webinars will focus on topics such as:

- ▶ Identifying and using local resources to help you achieve your diversification objectives through business planning, budgeting, product development, market analysis, branding, etc.
- ▶ Providing a process to assist you in identifying the best diversification strategy for you based on factors such as risk assessment, skill set, financial strength and timeline
- ▶ Outlining the commercialization process for creating a new dairy product
- ▶ Marketing support

Each training will be recorded and available on the DBIA website. Watch for registration information and more details for these webinars in late summer 2020.



### FOR MORE INFORMATION ABOUT DBIA

DBIA is funded by the U.S. Department of Agriculture's Dairy Business Innovation Initiatives, part of the 2018 Farm Bill program initiated by U.S. Senator Tammy Baldwin (WI). In addition to the DBIA, the other centers selected were the University of Tennessee and the Vermont Agency of Agriculture, Food and Markets.

Visit the DBIA website: [www.turbo.cdr.wisc.edu/dairy-business-innovation-alliance](http://www.turbo.cdr.wisc.edu/dairy-business-innovation-alliance)

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