

Dairy Business Innovation Grant



Program Overview, FAQs and Key Contacts
Zoom Session will be Recorded
August 18, 2021

What is DBII?

- Dairy Business Innovation initiative (DBII)
 - Supported by USDA AMS
 - \$6M effort, 50% spent on producer subawards
- Goal is to support value added dairy production in the SE (NC, KY, TN)
 - Also in MW and NE through companion programs
- Focus is on projects “Beyond the bulk tank”

Partners:



Purpose of DBI Initiatives

- Diversify dairy product markets to reduce risk and develop higher-value uses for dairy products.
- Promote business development that diversifies farmer income through processing and marketing innovation.
- Encourage the use of regional milk production.

DBII Program Objectives

- On-Farm Dairy Business Assessments
 - Dairy Team Visit
 - Survey
- Educational Programs
 - Webinars
 - Workshops - Next Up, October Business Workshops
 - Conferences - NC in 2022
- Competitive Subaward Program
 - Grants Program with Oct 1, 2021 deadline
 - Today's focus...

Subawards

May be used by new or existing dairy businesses for projects focused on:

- Value chain and commodity innovation
 - New products, new ways to use milk
- Facility and process updates for dairy processors
 - Specialized equipment involved in processing milk past the bulk tank
- Product development, packaging and marketing of dairy products
 - Limited runs, test batches for new products, new packaging, etc.

Allowable Costs (examples)

- Feasibility studies
- Business plans
- Marketing plans
- Certain marketing or promotional activities or materials
 - Limited Runs
 - Test Marketing
- Specialized equipment

Non-allowable Costs (examples)

- Real estate purchases
- Repayment of loans or mortgages
- Rent or contract payments for time periods extending beyond the 12-month period allowed for eligible projects
- Legal fees (for suits, disputes, etc.)
- Lobbying, fundraising, or other political activities

Subawards

- Single application per dairy business entity per round of funding
- This is a reimbursement subaward program. Do NOT purchase any items before your project has been approved. Items purchased before approval are not eligible for reimbursement
- Equipment is eligible, but it must be approved before purchase. Single invoices for equipment and installation are recommended

Application and Review Process

Application currently available:

<https://utdairy.tennessee.edu/value-added-dairy-grant-application/>

Final applications due electronically on October 1, 2021

Preliminary review available with NC State Extension and/or NCDA&CS

Tri-state review committee will review final applications from NC, TN and KY

Important Contacts

Email: ncdairyextension@ncsu.edu

NC State Extension Dairy Portal: <https://dairy.ces.ncsu.edu/>

- Calendar of events
- News announcements
- Web resources for value-added, including link to DBII Application

University of Tennessee Website: <https://utdairy.tennessee.edu/value-added-dairy/>

KDDC Website: <https://www.kydairy.org/value--added.html>