



Fiscal Year 2022 Description of Funded Projects

Number of Grants Awarded: 4
Amount of Funds Awarded: \$22,954,000.00

For more information, please visit: <https://www.ams.usda.gov/services/grants/dbi>.

NOTE: The project descriptions below were provided by the grant recipients.

California

Recipient: California State University, Fresno Foundation, Fresno, CA

District: CA – 022

Project Type: Continuing Initiative

Award Amount: \$1,794,000

Website: <https://www.dairypcc.net/>

Dairy Business Innovation Initiative – Pacific Coast Coalition Phase III

This project, led by California State University, Fresno, amplifies and extends the dairy business subawards, technical assistance, and coalition building initiated in Phases I and II. More specifically, over the coming three years and throughout California, Oregon, and Washington, the Pacific Coast Coalition Dairy Business Innovation Initiative Phase III will: 1) leverage the multi-state, multi-institution consortium dedicated to working with dairy processing industry members; b) dedicate nearly \$1 million to dairy processing business competitive grants program targeting new and existing dairy processing, packaging, and marketing businesses; c) purchase small specialty equipment to augment technical assistance programs targeted to ice cream and whey-based products; d) communicate lessons learned and emerging opportunities; e) encourage coalition members to expand sharing of resources and expertise; f) initiate student dairy product innovation competitions in California and Oregon; and g) enhance the technical skills of existing as well as new dairy business personnel via professional development, product formulations, and innovation workshops. The Pacific Coast Coalition is comprised of existing and emerging dairy industry resources, including institutions of higher education (land grant, non-land grant, public, private); state dairy promotion programs; research organizations; and industry stakeholders, among others. The Coalition aims to achieve the overall project goal of spurring regional dairy innovation by assisting dairy businesses in developing higher value uses for their milk, diversifying their markets and income, and providing workforce training. Emphases will continue to be placed on benefits realizable by smaller dairy farm businesses, veteran dairy producers, and underserved dairy producers and communities.

Tennessee

Recipient: University of Tennessee Center for Profitable Agriculture, Knoxville, TN

District: TN – 002

Project Type: Continuing Initiative

Award Amount: \$7,053,333.33

Website: <https://sdbii.tennessee.edu/>

Southeast Dairy Business Innovation Initiative

The Southeast Dairy Business Innovation Initiative (SDBII) will continue to provide support to the dairy industry across 12 Southeast states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia. In previous DBI projects, the SDBII has created a support network across five main focuses: 1) understanding value-added dairy opportunities, 2) dairy finances and decision-support tools, 3) food safety and product innovation projects, 4) marketing and training tools, and 5) leadership and workforce development. This new award will focus on expanded and new initiatives around food safety and product innovation projects and marketing and training tools. This furthers the SDBII's overarching goal of creating a holistic support system, benchmarks, and resources across all aspects of the dairy industry. Outcomes will include:

- In-depth surveys of consumers, producers, and processors.
- Developing innovative brand communication strategies.
- Providing a marketing/branding tool kit for value-added dairy producers.
- Implementing guides for brand development and direct-to-consumer marketing.
- Expanding raw milk and finished product quality testing laboratory to support research and outreach initiatives.
- Deriving dairy protein ingredients from bovine milk for alternative uses.
- Identifying potential technology to determine total acidity in cream and predict the freezing point of dairy products.
- Determining potential for reverse osmosis of defatted milk to yield ice cream base.
- Providing HAACP, Food Safety, and IMS training and resources.
- Providing a competitive subaward program for Southeast dairy businesses.
- Creating Extension fact sheets, publications, decision tools, and video resources to aid value-added dairy producers in their decision-making.

Vermont

Recipient: Vermont Agency of Agriculture, Food and Markets, Montpelier, VT

District: VT – At-large

Project Type: Continuing Initiative

Award Amount: \$7,053,333.33

Website: <https://agriculture.vermont.gov/dbic>

Northeast Dairy Business Innovation Center

The Northeast Dairy Business Innovation Center's (NE-DBIC) will focus on continued support for resiliency and climate-forward dairy supply chain improvements. This initiative includes the states in the northeast region – Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont. Opportunities are focused on farm and processing business viability, with a critical eye towards continuous improvement and shared learning. As the organic and conventional markets remain under stress from market volatility, inflation, and global supply chain issues, the NE-DBIC believes is increasingly important to support a regional approach to dairy systems.

Grant funded activities are focused on three primary areas: farm investments, processing investments, and workforce development. Similar to many other industries, labor issues are top of mind for both farms and processors across the region. The funding in this application builds on foundational support for workforce development implemented in the special American Rescue Plan round of funds and will engage a regional network of stakeholders to build responsive training opportunities.

Funds will be distributed competitively through numerous subawards to dairy farms and processors, as they are the primary beneficiaries of this work. Subawards are used to fund the purchase of new equipment, develop innovative packaging solutions, for education and training, and to develop new systems or practices that support business success. Expected outcomes include job creation and maintenance, increased sales through existing or new market channels, new partnerships that result in higher profits, expanded infrastructure, and increased utilization of regional milk. The NE-DBIC also measures outcomes related to subrecipient education, satisfaction, and future outlook.

Wisconsin

Recipient: The Board of Regents of the University of Wisconsin System, Madison, WI

District: WI-002

Project Type: Continuing Initiative

Award Amount: \$7,053,333.33

Website: <https://www.cdr.wisc.edu/dbia>

Dairy Business Innovation Alliance (DBIA)

The Dairy Business Innovation Alliance (DBIA), established in 2019, is a partnership between the Center for Dairy Research (CDR) and the Wisconsin Cheese Makers Association (WCMA). The DBIA includes regional collaborators across eleven states: Wisconsin, Minnesota, Iowa, South Dakota, Illinois, Michigan, Ohio, Indiana, Nebraska, Kansas, and Missouri. Together with these collaborators, the DBIA provides access to expertise and resources, and insights to support dairy business innovation. With this new award, the DBIA will expand the scope of the previous programs to create a sustainable, reproducible model that promotes business innovation within the dairy industry. This project iteration will continue to build upon the previous grant infrastructures and complete a pipeline of efforts designed to enable dairy farmers/processors to get their ideas off the ground, into the market, and grow their businesses. This will be achieved via the following goals:

- Assist dairy processors in their efforts to add value to their milk products.
- Increase the support for our select DBIA cohort of companies in the development and growth of their business efforts by expanding the scope of grants and technical assistance across marketing, financial planning, and technical expertise.
- Address industry issues with a range of dedicated, time-limited projects whose objectives are aligned with the DBIA and whose results will be shared.

The DBIA will continue to work with regional and national collaborators as it develops its programs with the potential for scalable application across the country.