

Dairy Value-Added Marketing, Branding and Labeling Consultant Grant 2023-2024

1. *Who can apply for this grant?*

Grant is open to dairy farms and small-scale dairy businesses in Pennsylvania, Maryland, Delaware, and New Jersey. Must agree to comply with all applicable Federal, State and Local license requirements and Pennsylvania Milk Marketing Board regulations if a Pennsylvania business.

2. *Why should our farm consider a Dairy Decisions Consultant (DDC) ~ Supporting Marketing, Branding & Labeling?*

The Marketing & Branding Services Grant is a competitive grant available to value-added dairy businesses looking to build your brand, develop an effective label, create a marketing plan, and identify appropriate strategies to increase product sales and consumer access, consider applying for a Marketing, Branding and Labeling Consultant Grant.

3. *When is the application period and is this a competitive grant?*

The grant application has a limited window to apply (September 15 – October 31, 2023). This is a competitive grant opportunity with up to 11 grants being awarded. If all 11 grants are utilized, each grant will be for \$5,000. Funds will be redistributed if there are fewer than 11 grants awarded.

4. *Who serves as a Value-Added Marketing, Branding, and Labeling consultants and where do I find the application?*

Easy access on the CDE website for both:

Consultants: <https://www.centerfordairyexcellence.org/consultants/>

Application: <https://www.centerfordairyexcellence.org/apply-online-technical-services/>

4. *Must I use a consultant from the list on CDE's website or may I use another person?*

No, if you have a consultant you would like to use to provide the technical assistance needed to assist with value-added marketing, branding and labeling, please contact the Center. We will vet the advisor and will advise if approved.

5. *How is the consultant paid?*

The consultant will send the bill and summary of work provided to the Center and will be paid directly by us. If the consultant's bill is over the allotted funds, the applicant will be responsible to pay the remaining balance. The amount available to each applicant will depend on the number of applicants that apply. If all 11 grants are utilized, each grant will be for \$5,000. Funds will be redistributed if there are fewer than 11 grants awarded. **Funding should be used by May 31, 2024.**

6. *Is there an application fee?*

There is a **\$100 application fee** for this grant.

6. *How is this grant being funded?*

This grant is made possible by the Northeast Dairy Business Innovation Center, which is a USDA initiative.