



Marketing & Branding Consulting Services Grant Application 2024-2025

CDE use only:
Approved: _____
ECM lbs/d _____
Check # _____

Completed applications send with a **\$100 application fee** to: Center for Dairy Excellence ♦ Attn: Melissa Anderson ♦
1140 Mountain View Road ♦ Shermans Dale, PA 17090 ♦ 717-788-0296 ♦ Email: manderson@centerfordairyexcellence.org
♦ www.centerfordairyexcellence.org ♦

The Marketing & Branding Consulting Services Grant is a competitive grant available to value-added dairy businesses looking to build your brand, 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.

Open to dairy farms and small-scale dairy businesses in Pennsylvania, Maryland, Delaware, and New Jersey. Up to 9 grants will be awarded for up to \$6,150 in funds for marketing & brand development assistance. If awarded the grant, farm will receive up to \$3,750 to work with a consultant and up to \$2,400 for direct implementation of the consultant’s recommendations. **Application period runs: September 15– October 31, 2024.** This is a competitive grant, so winning grant award recipients will be notified by November 15, 2024, with expenses/invoices due by **June 15, 2025.** Application fees will be refunded to those who are not awarded grants.

Contact Information:

Name _____ Business Name _____

Address _____ City _____ State _____ Zip Code _____

County _____ Email _____ Phone # _____

Is your business: _____ a dairy farm _____ a small-scale dairy business

If your business is a dairy farm, who is your milk market or cooperative, if applicable? _____

Total cows lactating & dry _____ No. heifers 12mths or older _____ No. of heifers under 12mths _____

Total pounds of milk shipped prior year _____, Butterfat % _____, Protein % _____ (See December’s settlement check, received mid-January.)

Operational information (check all that apply): Tie-stall _____ Parlor _____ Robotics _____ Organic _____ Grazing _____

Milking /day 3x _____, 2x _____, Robotic (Average x /day) _____ DHIA # _____ RAC # _____ (Righthand corner of DHIA Report)

Are you happy with your milk production numbers? Yes _____ No _____

Would you like assistance with your milk production numbers? Yes _____ No _____ Do you use TMR? Yes _____ No _____

If your business is a small-scale dairy business, what type of business is it? _____

Describe your business/organization in terms of size (gross sales, number of employees, production volume), markets, and number of years in business:

Summarize your proposed project in a couple of sentences:

Provide a project description which comprehensively describes your vision of this project. Describe the 1) issues you plan to address and why they are relevant and important, 2) goals for the project, 3) outline of activities you would like to include, 4) desired outcomes. Include any background or context, as needed:

Provide an overview of your intended budget: How will you use both grant funds and match contributions (in-kind and/or match):

Preferred Marketing Consultant: Choice 1: _____ Choice 2: _____

_____ (initial) Agree to comply with all applicable Federal, State and Local license requirements.

_____ (initial) Agree to share samples of end products resulting from the project with Center staff to share with funding source.

_____ (initial) Agree to provide post-project survey regarding outcomes and feedback on consultant and process.

Please sign and date below and submit this application with a \$100 application fee to the Center.

Signature: _____ Date: _____