

## Marketing & Branding Consulting Services Grant 2024-2025

1. *Who can apply for this grant?*

Grant is open to dairy farms engaged in value-added processing of milk 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?*

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/or identify appropriate strategies to increase product sales and consumer access, consider applying for a Marketing & Branding Consulting Services 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, 2024). This is a competitive grant opportunity with up to 9 grants being awarded. If all 9 grants are utilized, each grant will be for \$6150. Funds will be redistributed if there are fewer than 9 grants awarded.

4. *Who serves as a Marketing & Branding Consulting Services consultant 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. *What are some examples of projects that this grant will cover?*

This grant will cover the cost of consultation with the technical service provider and provide seed money toward implementation of work recommended through the consultation. Some examples of what could be recommended include: development rack cards, social media posts, logo refresh/design, label design/refresh, website development/refresh, E-newsletter development.

6. *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 9 grants are utilized, each grant will be \$6,150. **\$3,750 to work with a consultant and up to \$2,500 for direct implementation of the consultant's recommendations.** Funds will be redistributed if there are fewer than 11 grants awarded. **Funding should be used by June 15, 2025.**

7. *Is there an application fee?*

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

8. *How is this grant being funded?*

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