

**New England Dairy
Dairy Promotion Grant
2021 Grant Request for Proposals
Due April 30, 2021**



For 100 years, we've worked in New England to celebrate all things dairy—farming, food, nutrition, and wellness. Our vision is to be a catalyst for a vibrant New England dairy community. Our mission is to champion New England dairy farm families and the nutritious foods they produce.

Rooted in our mission, we are proud to announce that we are offering a competitive dairy promotion grant program to New England dairy farm families and employees in MA, NH, RI, and VT.

Funded projects will be eligible for grant funds of up to \$1,500 annually to improve public perception of dairy farming and/or increase consumption of regionally-produced dairy products. The total grant funding available is \$20,000. Grants are available for projects that will be completed before December 15, 2021.

We understand that COVID-19 has strained the dairy industry. Dairy promotion activities you had planned may have been put on the back burner due to budget or social distancing. This grant program is intended to help farmers re-engage with the community, while following all local and state safety protocols.

What is Allowed:

Engage with Youth (5-24 years old) or Millennial Consumers (25-40 years old), Who are Disconnected from Agriculture

Youth: Look for opportunities to connect youth to dairy and dairy farming. Bring dairy into schools, bookstores, libraries, or other community education/youth-focused programs. You could provide dairy-themed ag literacy kits, or sponsor programs connecting youth with local dairy farmers.

Millennial Consumer: Look for opportunities to bring dairy to new places. Examples: you could partner with a local winery to create a wine and cheese tasting featuring a farmer, host an interactive exhibit at a fair or food festival, or create a farm video series with targeted social media advertising toward millennial parents.

Farming and/or Food Security Events

Programs that bring the public to a farm or bring dairy cows to the public. These can be in-person, pending COVID-19 safety protocols, or virtual events. Events or projects can also include milk and dairy product procurement for the food insecure. Dairy donations must also include a promotion component such as a press release, dairy nutrition information, and/or dairy farming education.

Who is Eligible:

Applicants must be associated with the production of cow's milk as dairy producer or dairy farm employee located in MA, NH, RI, or VT. Applicants must complete the online New England Dairy Promotion Grant Program [Application Form](#) and an itemized event budget.

Other Eligibility Requirements:

Projects must meet requirements of the dairy promotion and research order issued by USDA. Here is a list of what is allowed and prohibited through the authorizing statutes.

Allow

- Consumer education
- Issues/ crisis management to maintain public confidence
- Nutrition, product, food safety, and consumer research
- Product marketing
- Efforts to help increase human consumption of dairy
- Providing information and education to government or policy leaders upon request
- Equipment for milk dispensing and distribution (bulk milk dispensers, refrigeration, etc.)
- Dairy product donations (must include a dairy promotion component)

Prohibit

- Disparage other foods or agricultural products
- Branded advertising – unless approved by National Dairy Board and USDA
- Activity to increase production – on farm or processing
- Programs that directly affect or target on-farm or retail pricing
- Promotion for non-human consumption of dairy
- Influencing government policy or action at any level
- Using funds for buildings and/or capital equipment

The New England Dairy logo or funding statement must be included within your program in some way. Proudly let others know that dairy is responsibly produced, nutrient-rich, locally driven and delivers real enjoyment.

These are competitive grants. Funding will be available up to \$1,500 per applicant per calendar year. Decisions on grant awards will be made by a committee of New England Dairy staff. Applications will be evaluated based on information provided in the application and alignment with identified eligibility requirements. There is no guarantee that full funding will be received with your application.

Grant recipients are required to submit a grant report within 30 days of program completion to remain eligible in the next calendar year. The report will include the number of consumers reached, a brief description of your project, the project outcome, and a photo. New England Dairy reserves the right to share a photo and a brief summary of your project on our website and social media pages. New England Dairy will also informally check in about the status of your project at the mid-way point.

Application requirements and timeline:

Please complete the online application by April 30, 2021.

- 1) [Application Form](#)
- 2) Email your itemized funding request (outline how the up to \$1,500 of grant funds would be used) to info@NewEnglandDairy.com. Please include any additional contributions or funding sources.

Approval/ Denial

Applicants will be notified electronically 30 days after the application deadline of approval or denial. If approved, applicant will also be notified of funding amount as the full request is not guaranteed.

Funding

Approved applicants will receive funding approximately 45 days after the application deadline (mid-May).

If you have questions, contact Laura Hardie at lhardie@newenglanddairy.com.