



Dairy Promotion Grant
2022 Request for Proposals
Due January 13, 2022

Connecticut Milk Promotion Board's mission is to promote the sales of dairy in Connecticut while building trust in dairy and dairy farming among Connecticut consumers and working with farmers to tell their stories. We celebrate all things Connecticut dairy—farming, food, nutrition, and wellness.

Rooted in our missions, Connecticut Milk Promotion Board and New England Dairy are proud to announce that we are offering a competitive dairy promotion grant program to Connecticut dairy farm families and employees. Funding for this project was paid for by the Connecticut Milk Promotion Board.

Funded projects will be eligible for grant funds of up to \$5,000 annually to improve public perception of dairy farming and/or increase consumption of local dairy products. The total grant funding available is \$15,000. Grants are available for projects that will be completed before May 13, 2022.

What is Allowed:

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

Programs that bring the public to a farm or bring dairy cows to the public. These can be in-person, in accordance with 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 Connecticut. Applicants must complete the online Connecticut 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 CT Dairy logo or funding statement must be included within your program on printed material, social posts, and digital communications when space allows. 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 \$5,000 per applicant per calendar year. Decisions on grant awards will be made by a committee of New England Dairy staff and reviewed by the CT Milk Promotion Board. 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 by May 27, 2022 to remain eligible in the next calendar year. The report will include a brief description of your project, the project outcome, the number of consumers reached, and a photo. New England Dairy and CT Dairy reserve the right to share a photo and a brief summary of your project on our websites and social media pages. New England Dairy will also informally check-in on the status of your project at the mid-way point.

Application requirements and timeline:

Please complete the online application by January 13, 2022. The form includes a place to upload your itemized budget.

- 1) [Application Form](#)
- 2) Upload itemized budget including funding amount requested and other funding source(s) if applicable.

Approval/ Denial

Applicants will be notified electronically within 20 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.

If you have questions, contact Jennifer Schenkel at JSchenkel@NewEnglandDairy.com.