

Dairy Business Innovation Act

Sponsored by Senator Baldwin

Bill would promote dairy product innovation,
provide technical assistance and grants to dairy businesses

The *Dairy Business Innovation Act* would establish regional initiatives to spur innovation in dairy businesses, foster the development of new and innovative dairy products, modernize existing dairy plants, and support new dairy entrepreneurs. These initiatives can help to add more value to the milk farmers produce and expand uses for milk to help address oversupply.

Each regional initiative would provide technical assistance and grants for the purpose of:

- **Supporting new and expanding dairy businesses**—Initiatives would provide assistance with business plan development, accounting, market evaluation, and strategic planning
- **Promoting innovation in dairy products**—Dairy businesses could get assistance with product innovation, marketing and branding, packaging, distribution, supply chain innovation, food safety training and consultation, dairy product production training
- **Assisting with dairy plant modernization and process improvement**—Dairy businesses could get assistance with processing facility improvement, including assistance with plant upgrades, food safety modernization, energy and water efficiency, byproduct reprocessing and use maximization, and waste treatment

What types of assistance would be available?

Technical assistance could include:

- Assistance developing business plans, marketing materials, dairy products
- Expert private consultation tailored to the dairy business
- Publically available trainings, conferences, plant tours, field days, informational websites tailored to the needs and interests of dairy businesses and entrepreneurs

Grant assistance could include:

- Dairy farm updates, including modernization, specialization, and grazing transition
- Dairy processor updates, including value chain and commodity innovation, facility and process improvements

Who could apply?

Dairy Business Initiatives could be hosted by state departments of agriculture, non-profits, universities or cooperative extension services, and they could partner with foundations and dairy checkoffs, if approved by the checkoff.

The Dairy Business Initiatives would serve prospective and established businesses that produce a product made from milk from a dairy animal, including farms with their own dairy production facilities and dairy processors including cheese plants, ice cream manufacturers, and milk bottlers.