

PA-Preferred Grant Opportunities Available from the Center for Dairy Excellence



Background: The Pennsylvania Department of Ag Bureau of Market Development is working with the Center for Dairy Excellence to support marketing and promotion efforts within the dairy category associated with PA Preferred products.

Objective: Leverage partnerships with dairy processors and retailers to bring additional marketing and promotion support while promoting the PA Preferred program.

Offer: Program includes two grant opportunities.

1. Up to four (4) \$2,500 grants are available from the Center for Dairy Excellence for first-time participants to support marketing and/or promotion efforts that align with PA Preferred messages.
2. Up to ten (10) \$1,000 grants are available for participants who received a grant in 2014-15 from the Center for Dairy Excellence to support marketing and/or promotion efforts that align with PA Preferred.

Guidelines: Dairy processors or retailers applying for the grant must meet the following criteria:

- 1) To qualify, the dairy or retail outlet must complete an application (on page 2) and submit it to the Center for Dairy Excellence, along with a one-page synopsis describing how the funds will be expended and what the expected outcomes are as a result of the investment. The grants available on a first-come, first-serve basis, as long as all qualifications are met in the application.
- 2) Any qualifying dairy or retail venue must have milk labeled as PA Preferred. Applicants must be current PA Preferred member in good standing with licensing and food safety.
- 3) Activities must be marketing or promotional effort that includes PA Preferred component. Ideally, it must also include a “from your local farmer” message.
- 4) Activities could include:
 - a. Labeling changes
 - b. Point of Sale Pieces
 - c. Print ads or circular placements
 - d. Decals for delivery or shipping vehicles
 - e. Radio or other forms of advertising
 - f. Others subject to review, including social media campaign and/or school education promotion materials.
- 5) Direct cost associated with the activity must be equal or greater to the total of the grant. Grants will be paid as a reimbursement once the activity is completed and the invoice is submitted to the Center for Dairy Excellence. Along with an invoice, a summary described below must also be submitted for final reimbursement.
- 6) Upon completion, the dairy or retail venue must be willing to submit photos or examples of the marketing activity and a one-page summary of the activity and what impact it made in their stores or related to sales. Results do not have to correspond with increased sales. However, if there is any increase in sales associated with the activity, it should be documented in the summary.
- 7) Activities must be completed between July 1, 2016, and May 31, 2017, to qualify.

To Submit Application:

Complete the application included on page two of this document and submit it as soon as possible to the contact person below. Grant applications will be considered on a first-come, first-served basis, with approval to the amount of the grants.

By Mail: Center for Dairy Excellence
Attn: Stephanie Roscinski
2301 North Cameron Street
Harrisburg, PA 17110

By Fax: 717-705-2342

By Email: sroscinski@centerfordairyexcellence.org



PA Preferred for Dairy Grant Opportunity – Application

Complete this application and attach a one-page synopsis detailing how the grant funds will be expended and expected outcomes as a result of the investment.

Name of Company: _____

Contact Name: _____

Job Title: _____

Address: _____

City: _____ **State:** PA **Zip Code:** _____

Phone No.: _____ **Email Address:** _____

PA Preferred Products Marketing Through Dairy/Retail: _____

Marketing Reach (Include Counties in PA, Other States): _____

Total Milk Volume Marketing through Retail/Dairy Outlets in PA: _____

Describe Activity Below:

Describe Activity: _____

Describe Venue/Location for Activity: _____

What is the estimated reach/impact of activity? _____

How will the activity promote the PA Preferred message or brand? _____

Describe the timeline for the activity: _____

Please check all that apply:

We would like the Center for Dairy Excellence’s help in developing the materials or design used in this effort.

The Center for Dairy Excellence will be able to review the concept in draft form before the finished product is developed to ensure the PA Preferred message is present and highlighted.

We are willing to provide photos and/or examples, along with a summary of the project and its results, once the activity is completed.

Please sign and date this application below:

Signature: _____ **Date:** _____