



CENTER FOR  
**Dairy**EXCELLENCE

## For Immediate Release

**Media Contact:** Emily Barge, 717-346-0849; [ebarge@centerfordairyexcellence.org](mailto:ebarge@centerfordairyexcellence.org)

October 22, 2024

### **MARKETING AND BRANDING CONSULTING SERVICES GRANT APPLICATIONS DUE OCTOBER 31**

*Dairy Farmers in the Value-Added Space Are Encouraged to Apply for the Grants*

**Harrisburg, Pa.** – The deadline is approaching for the Center for Dairy Excellence’s Marketing and Branding Consulting Services Grants. This is a competitive grant program for value-added dairy businesses looking to build their brand, create a marketing plan, and identify appropriate strategies to increase product sales and consumer access. Leveraging funds provided by the Northeast Dairy Business Innovation Center, the Marketing and Branding Consulting Services Grants provide funding to work with consultants who have experience in the dairy value-added space and funding for direct implementation of the consultants’ recommendations.

These are competitive grants available to dairy farms and small-scale dairy businesses in Pennsylvania, Maryland, Delaware, and New Jersey. Up to 9 grants will be awarded for up to \$6,150 in funds for marketing and brand development assistance. Farms will receive up to \$3,750 to work with a consultant and up to \$2,400 for direct implementation of the consultant’s recommendations. The application period runs from September 15 through October 31, 2024.

The consultants can work one-on-one with dairy business owners on a variety of projects, including:

- **Making business decisions for generating revenue.** "Thanks to this grant, I could work with the consultants and they helped me make decisions. I’ve had a better balance in my bank account. We ran some metrics to quantify how the [decisions] have impacted us. Based on items sold, we saw a 23% increase in revenue." -Ariel Herrod, Clear Spring Creamery, Maryland dairy farmer and grant recipient
- **Brainstorming signage and logos.** "I needed a fresh pair of eyes and people to say, ‘Did you try this?’ and maybe explain our logo, encourage us to try certain kinds of signage, and just give a fresh perspective." -Kendra Nissley, Jubilee Dairy LLC, Pennsylvania dairy farmer and grant recipient
- **Strategizing on the best platforms.** "We struggle trying to figure where to put our marketing dollars, because things are so different now. Do you go social media, radio, podcasts or television? We wanted to get some new eyes on our situation and some new ideas." -Brooks Long, Deliteful Dairy, Maryland dairy farmer and grant recipient

- **Making marketing a priority.** "This grant is a chance to learn as much as you can and soak up as much advice from the experts. Otherwise, I would probably put certain projects on the back burner again." -Amy Brickner, Destiny Dairy Bar, Pennsylvania dairy farmer and grant recipient

This is a competitive grant, so winning grant award recipients will be notified by November 15, 2024, with expenses/invoices due by June 15, 2025. Visit [www.centerfordairyexcellence.org/marketing-branding-grant](http://www.centerfordairyexcellence.org/marketing-branding-grant) to apply for a grant. A \$100 application fee is required but will be reimbursed if the application is not accepted.

The Marketing and Branding Consulting Services Grant program is designed to provide financial assistance to help value-added dairy business owners access the private consulting resources they need to build their brand and to help cultivate our regional food economy, strengthen our regional dairy food processing capacity, improve consumer access to locally-produced foods, and create and improve economic opportunities for individual dairy producers and food businesses.

To participate in the grant program, dairy farms or businesses must complete an application by October 31, 2024. Visit [www.centerfordairyexcellence.org/marketing-branding-grants](http://www.centerfordairyexcellence.org/marketing-branding-grants) to apply online or download a printed application. Contact Melissa Anderson at [manderson@centerfordairyexcellence.org](mailto:manderson@centerfordairyexcellence.org) at 717-788-0296 with questions.

###

The Center for Dairy Excellence is a non-profit organization initiated by the Pennsylvania Department of Agriculture in 2004. Bringing together people from more than 40 different dairy organizations in Pennsylvania, the Center's mission is to enhance the profitability of the dairy industry by empowering people, creating partnerships, and increasing the availability and use of resources. Learn more at [centerfordairyexcellence.org](http://centerfordairyexcellence.org).

**Center for Dairy Excellence ▼ 2301 North Cameron St., Harrisburg, PA 17110 ▼ 717-346-0849 ▼**

**[www.centerfordairyexcellence.org](http://www.centerfordairyexcellence.org)**