



AMERICAN DAIRY ASSOCIATION NORTH EAST

## 2018 Local Dairy Promotion Mini Grant Program

### What is the Grant Program?

American Dairy Association North East has established a program to provide mini grants to aid in local grassroots promotion of the dairy industry to consumers.

### What are the criteria for selection?

Applications will be evaluated on the following:

- The project's capacity to enhance knowledge of the dairy industry and/or the health and nutrition benefits of milk and dairy products.
- Must be a consumer-focused event or project aligned with American Dairy Association North East programming (Fuel Up to Play 60, Refuel with Chocolate Milk, Farm Tours, or School Programs).
- The applicant must be a dairy farmer, dairy promotion committee member or dairy princess in the American Dairy Association North East territory. Applicants must be 18 years of age or older. Visit [dairyspot.com](http://dairyspot.com) for a map of the territory.

Grants will be awarded in 2017 on a first-come, first-serve basis, providing that goals and objectives of the program are met.

### What is the application Process?

Complete the attached form and return to:

American Dairy Association North East  
Attn: Dawn Houppert  
100 Elwood Davis Road  
North Syracuse, NY 13212  
Email: [dhouppert@milk4u.org](mailto:dhouppert@milk4u.org)

You may also choose to submit an [online application here](#).

**Proposals for the 2017 grant program can be submitted at any time during 2017. The award committee will notify approved recipients shortly after the application is received and reviewed.**

**Award recipients are required to provide a brief written summary of the project or event after completion. If possible, applicants are asked to provide photographs.**

### For additional information:

Please contact Dawn Houppert at [dhouppert@milk4u.org](mailto:dhouppert@milk4u.org) or 315-472-9143.



# 2018 Local Dairy Promotion Mini Grant Application

AMERICAN DAIRY ASSOCIATION NORTH EAST

**Date of Application:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Farm Name:** \_\_\_\_\_ **Herd Size:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**County:** \_\_\_\_\_ **Where do you ship your milk?** \_\_\_\_\_

**Name of Event or Project:** \_\_\_\_\_

**Event/Project Date:** \_\_\_\_\_ **Amount of Grant Funding Requested: (maximum \$250)** \_\_\_\_\_

**Description of Event or Project:** \_\_\_\_\_

**How will the grant funds be used?** \_\_\_\_\_

**Objectives of the Event or Project:** \_\_\_\_\_

**How will you and/or your project or event provide recognition to American Dairy Association North East?** \_\_\_\_\_

If appropriate, would you like assistance promoting your event through social media? (ie: Facebook) YES  NO

|                             |             |
|-----------------------------|-------------|
| <b>For Office Use Only:</b> |             |
| Approved: _____             | Date: _____ |
| Comments: _____             |             |
| _____                       |             |