



2021 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 AmericanDairy.com for a map of the territory.

Grants will be awarded in 2021 on a first-come, first-serve basis, providing that goals and objectives of the program are met. One grant per farm business or organization per year.

What is the application Process?

Complete the attached form and return to:

American Dairy Association North East
Attn: Reegan Domagala
100 Elwood Davis Road
North Syracuse, NY 13212
Email: rdomagala@milk4u.org

Proposals for the 2021 grant program can be submitted at any time during 2021. 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 Reegan Domagala at rdomagala@milk4u.org or 315-472-9143.



2021 Local Dairy Promotion Mini Grant Application
(all fields required)

Date of Application: _____

Contact Name: _____ **Phone:** _____

Farm Name/Organization 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:** _____

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

<u>For Office Use Only:</u>	
Approved: _____	Date: _____
Comments: _____	
