



Dairy 30x20 Grants Available for Farmers to Become More Profitable

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MADISON – The Grow Wisconsin Dairy Team at the Department of Agriculture, Trade and Consumer Protection (DATCP) has been working for dairy farmers for years, and now there are new grants available to do more. The Grow Wisconsin Dairy Producer Grants offer technical assistance to dairy farmers to help them meet the state’s goal of the Dairy 30x20 Initiative.

“Governor Walker recently announced the Dairy 30x20 Initiative and his commitment to the long-term viability of the state’s \$26.5 billion dairy industry,” said DATCP Secretary Ben Brancel. “The Grow Wisconsin Dairy Producer Grants are a new tool available for producers to retain farms, facilitate operational changes and improve profitability. By helping each farm become profitable, Wisconsin will produce 30 billion pounds of milk annually by 2020.”

The grant will be flexible and customizable to meet the needs of individual farms. Monies from the grant will be used by farmers to hire consultants and build a team of experts with a broad range of expertise to address specific business needs on their operation.

Two types of grants are available:

- **Planning & Preparation Teams:** Up to a \$5,000 grant to be applied towards business development and expansion needs. Examples include business planning, financial analysis, transition planning and farm transfers. The grant money can also provide assistance with professional services costs related to dairy farm modernization and expansion efforts such as siting, engineering, design, layout of new barns, parlors or farm structures.
- **Dairy Profit Teams:** Up to a \$5,000 grant to develop an on-farm management team to assist dairy producers in improving management of existing operational systems and identify opportunities to improve profit. Topics include new or appropriate technology implementation, farm growth, financial success, long-term sustainability, and production enhancing measures.

Cost share payments by the farmer are required at 20% of the grant amount. A grant request for proposals for the Grow Wisconsin Dairy Producer Grants includes a one-page pre-application that covers contact information, farm information, business goals and project area(s) of focus.

These grants were created by the ATCP 161.60 emergency rule, which authorizes DATCP to award grants and loans to dairy producers for projects designed to promote the growth of the dairy industry. When the former Dairy 2020 Program transferred from the then Department of Commerce to DATCP with Wis. Act 32, the budget act also transferred an annual appropriation of \$200,000 for each year of the biennium.

The Grow Wisconsin Dairy Producer Grants are part of the Dairy 30x20 Initiative, which grew out of months of discussions between DATCP staff and dairy industry leaders across the state. Representatives from the Dairy Business Association, Cooperative Network, Professional Dairy Producers of Wisconsin, Wisconsin Farm Bureau Federation, Wisconsin Farmers Union, Wisconsin National Farmers Organization, Wisconsin Cheese Makers Association, Wisconsin Dairy Products Association, GrassWorks Inc, UW-Extension, Wisconsin Center for Dairy Research, Wisconsin Center for Dairy Profitability and the Wisconsin Milk Marketing Board worked with DATCP staff and determined Wisconsin needed more milk to meet the growing demand of the marketplace.

To access the grant application materials, visit GrowWisconsinDairy.wi.gov. To contact the Grow Wisconsin Dairy Team, call toll-free 1-855-WIDAIKY (943-2479) or email GrowWisconsinDairy@wi.gov. You can also connect with DATCP on Twitter at twitter.com/widatcp or Facebook at facebook.com/widatcp.

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