

Wisconsin Cheese Makers Association: Applauds \$23 million in funding for dairy innovation

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MADISON, WI – The Wisconsin Cheese Makers Association (WCMA) today praised the allocation of \$23 million in continued federal funding for four programs supporting dairy business innovation, including the Dairy Business Innovation Alliance (DBIA) run by WCMA and the Center for Dairy Research (CDR).

U.S. Senator Tammy Baldwin (D-Wisconsin) first secured funding for these programs as part of the 2018 Farm Bill and has helped to secure over \$150 million for the programs in the past four years.

The DBIA offers product research and development, technical assistance, education, and grants to dairy farmers and processors in Illinois, Iowa, Indiana, Kansas, Michigan, Minnesota, Missouri, Nebraska, Ohio, South Dakota, and Wisconsin.

“The Dairy Business Innovation Alliance has created valuable opportunities for Midwestern dairy businesses to thrive. We’re pleased to continue that important work, and we thank U.S. Senator Tammy Baldwin for her impactful leadership and support of the dairy industry,” said WCMA Executive Director John Umhoefer.

The new funding, administered by the U.S. Department of Agriculture, will be awarded noncompetitively to the four existing programs. The DBIA will be eligible for approximately \$7 million to continue assisting dairy farmers, manufacturers, and processors with business plan development, marketing and branding support, and access to capital for innovative projects. More information on DBIA is available at cdr.wisc.edu/dbia.