

## **Mid-Atlantic Dairy Association and Pennsylvania Dairy Promotion Program 2012 Grassroots Dairy Promotion Grant Program**

### **What is the Grant Program?**

Mid-Atlantic Dairy Association and Pennsylvania Dairy Promotion Program have established a program to provide grants of up to \$250 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.
- The applicant must be a dairy farmer in the Mid-Atlantic Dairy Association and Pennsylvania Dairy Promotion Program service territory. Visit dairyspot.com for a map of the territory.

Up to 25 grants will be provided in 2012 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:

Mid-Atlantic Dairy Association  
Attn: Grassroots Dairy Promotion Grant Program  
154 Crossroads Church Drive  
Emlenton, PA 16373

**Proposals for the 2012 grant program can be submitted at any time during 2012. The award committee will notify approved recipients shortly after the application is received and reviewed.**

**Award recipients are required to complete an IRS Form W-9 before award checks are mailed.**

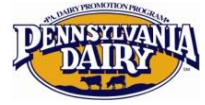
**Award recipients are required to provide a brief written summary of the project or event after completion. If possible, applicants are asked to provide photographs.**

### **For Additional Information:**

Please contact Cindy Weimer at [cweimer@milk4u.org](mailto:cweimer@milk4u.org) or 814-498-2058.

# Mid-Atlantic Dairy Association and Pennsylvania Dairy Promotion Program

## 2012 Grassroots Dairy Promotion Grant Application



Date of Application:

Contact Name:

Phone:

Farm Name:

E-mail:

Address:

City:

State:

Zip:

County:

Where do you ship your milk?

Name of Event or Project:

Project Date:

Description of Event or Project:

How will grant funds be used?

Objectives:

How will you and/or your project or event provide recognition to Mid-Atlantic Dairy Association and Pennsylvania Dairy Promotion Program?

**For Office Use Only:**

Approved: \_\_\_\_\_

Date: \_\_\_\_\_

Comments: \_\_\_\_\_

\_\_\_\_\_