



# Jefferson County Dairy Promotion Funding Application

**The Jefferson County Farm Bureau administers funding for Jefferson County area 4-H, FFA, dairy farms or others to conduct promotional events in support of the dairy industry.**

Jefferson County Farm Bureau receives support from the Wisconsin Milk Marketing Board to help promote the dairy industry. The funding cycle is open year-round from January 1-December 31 for promoting dairy in Jefferson County, but, funds are awarded on a first come, first served basis.

**Promotional events must focus on at least one of the following criteria:**

Enhancing the awareness of the nutritional and health benefits from dairy products

Increase knowledge of the dairy industry

Advance the image of the dairy industry and public trust

Individuals, groups or organizations may submit multiple applications toward the purchase of dairy products and Wisconsin Milk Marketing Board promotional items.

Dairy promotion money CANNOT be used to purchase items for resale or to be used at profit-generating or political events.

## **Eligibility**

Applicants must be from Jefferson County.

Applicants must submit at least two event photos from their event of participants receiving or eating dairy products.

## **Selection Process**

Eligible applications will be reviewed and awarded on a first-come first serve basis.

Applicants will receive an email or written notification regarding approval within 10-15 business days of when the application was submitted.

## **Reimbursement Process**

The request for dairy promotion reimbursement must be submitted within 30 days following the scheduled promotional event.

Farm Bureau will issue payment within 30 days of receiving original receipts and two photos.

Return this form to:

Jefferson County Dairy Funding  
C/O Melissa Gross  
1523 Radhika St.  
Fort Atkinson, WI 53538  
mgross43@yahoo.com

Name of individual, group or organization \_\_\_\_\_

Address \_\_\_\_\_

Primary phone number \_\_\_\_\_ email address \_\_\_\_\_

Event title \_\_\_\_\_

Event date \_\_\_\_\_

Event description \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Event objective \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Event activities \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

What dairy items to be served? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Funding request \$ \_\_\_\_\_

List additional funding support (if applicable) \_\_\_\_\_

**For office use only**

Date approved  
Approved by board action or name of board officer  
Comments

Amount approved