

Moving Forward Together For Success:



Pacific Coast Coalition Dairy Business Innovation Initiative (PCC-DBII)

Presented at CCOA: A Vision for Continued Leadership and Financial Success

Dr. Susan M. Pheasant (PCC-DBII "Cowkeeper")



Today's Take-Aways:

1. Snapshot of DBIIs

(Where, why, how)

1. USDA Mandates -

Our Purpose

(Grants, collaboration,
technical assistance)

1. Action Items

(Working together)

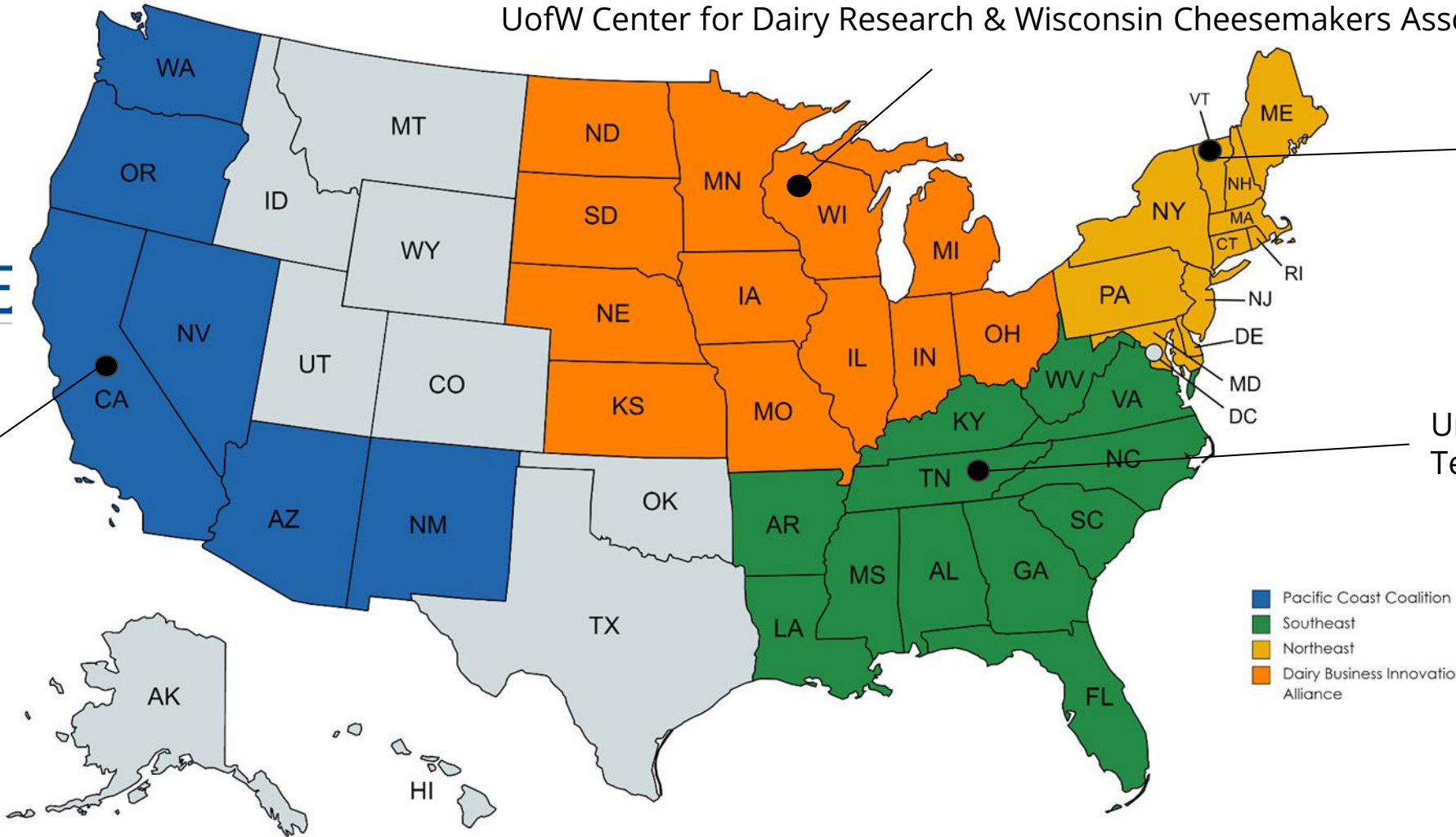


1. **SNAPSHOT OF DBIIs**



1. SNAPSHOT: DBIIs (Who's Leading Each)

UofW Center for Dairy Research & Wisconsin Cheesemakers Association



Vermont Agency of Agriculture, Food and Markets

University of Tennessee

FRESNO STATE
Jordan College of Agricultural Sciences and Technology

NEWEST:
California State University, Fresno

Pacific Coast Coalition - DBII

Thank you, USDA!

Trained Workforce

Conferences, workshops, seminars, webinars

Technical Assistance and Consultancies to Dairy Businesses

Culturally Diverse Value-Added Products

Milkulture Institute

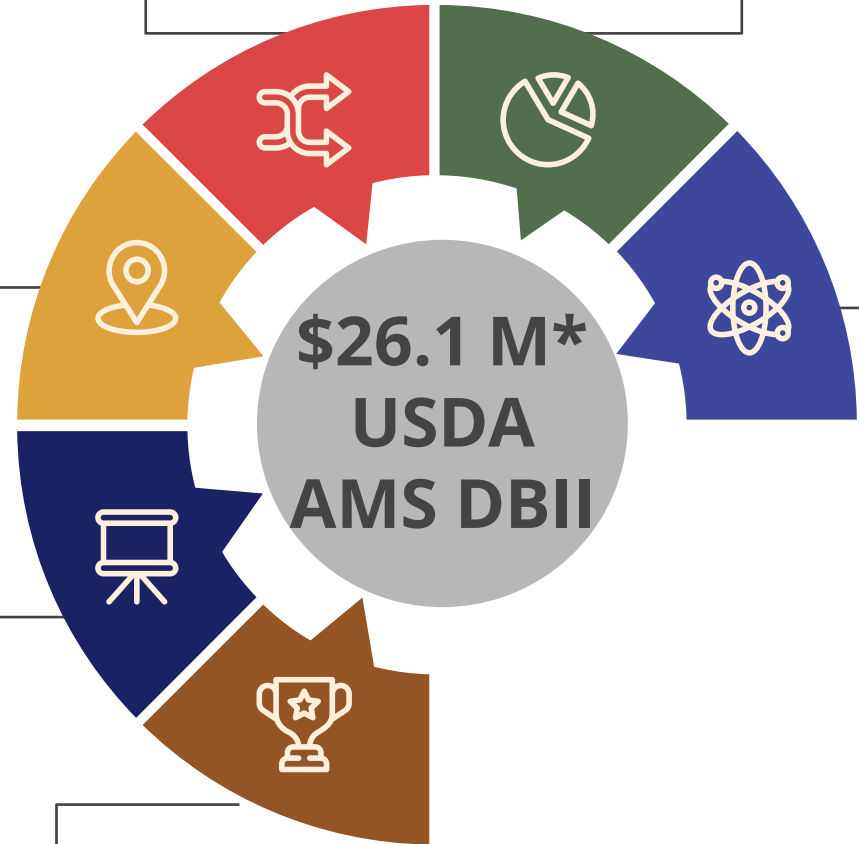
Grants to Dairy Processing Businesses

More than \$12.3 M*

Internships and Industry Networking

Undergrad/Grad students

HEI Hands-on Pilot Plant Instruction



\$26.1 M*
USDA
AMS DBII

* Includes current proposal of \$1.8m

2. USDA Mandates - Our Purpose

(Grants, collaboration, technical assistance)



2. USDA MANDATES: Our Purpose - GRANTS

Grant Funding for Dairy Farms/Businesses

Focus on products and methods connected to:

- Value-added product development,
- Product line expansion,
- Alternative processing technologies
- Sustainability enhancement methods that increase profitability.

FIRST ROUND, announced January 2023: EIGHT winners, \$300K total

SECOND ROUND announced any day now: Nearly THIRTY winners, \$4.1M total

NEXT rounds coming later this year!

GRANT AWARDEES, Round 1: \$300K

JG Weststeyn
Dairy
Willows CA

HPP Milk Production

- New processing tech
- sustainable packaging

WonderCow,
Madera CA

Colostrum Infused Beverage

- Value-added product innovation

Central Coast
Creamery,
Paso Robles CA

Wheel Coating Machine

- Market expansion
- Automation

Foggy Bottom
Boys,
Ferndale CA

Soft Serve Ice Cream

- Diversification
- Net-zero commitment

Schoch Family
Farmstead,
Salinas CA

Butter Churn

- \$ resiliency
- butter=ST cash
- cheese=store \$

Lady Lane,
Mulino OR

Ice Cream Batch Freezer

- Supply resilience
- Product line expansion

Blue Silo
Creamery,
Jefferson OR

Drinkable Yogurt

- \$ resiliency
- Regional product innovation

Clover Mountain
Dairy,
Chewelah WA

Milk Tanker

- Regional rural infrastructure

Grant Funding -- SUCCESS STORIES

Two from Paso Robles, CA



Reggie Jones (Central Coast Creamery) and his equipment funded by PCC-DBII.
He also helped his colleague, Niccolo Lekai, apply and receive funding for Leo Leo Gelato.

USDA MANDATES: Our Purpose

COLLABORATION WITH STRONG PARTNERS

WHO: Dairy industry resources, including institutions of higher education; state dairy promotion programs; research organizations; and industry stakeholders

HOW: Assisting dairy businesses in developing higher value uses for their milk, diversifying their markets and income, and realizing increased returns

WHAT: Directly assisting dairy with workshops, education, research, and other expertise, including sharing strategies and upcoming opportunities

LED BY California State University, Fresno



CALIFORNIA
DAIRY
INNOVATION
CENTER

8+ higher education collaborators
7+ initial industry partners
Who's missing?



Cal Poly
Humboldt.



Oregon State
University

WASHINGTON STATE
UNIVERSITY

 CHAPMAN
UNIVERSITY

UC DAVIS
UNIVERSITY OF CALIFORNIA



California State
University **Chico**

USDA MANDATES: Our Purpose

Education & Training Opportunities

<p>Sales Go-To-Market Strategy: Best Practices for Launching and Growing a Higher Value Dairy Product Webinars August-September 2023</p>	<p>Dairy Packaging 101 Webinars October-November, 2023 PCC-DBII</p>	<p>Hands-On Ice Cream Workshop November 2023 Food Innovation Center OSU</p>
<p>Hispanic Cheeses and Functionality Short Course June 21-23, 2023 Cal Poly SLO, Fresno State, CDIC</p>	<p>Pasteurization Workshop July 25-27, 2023 Washington State University</p>	<p>Dairy Products Innovation Mini Conference & Workshop Sept 7, 2023 Fresno State, CDIC</p>
<p>Frozen Desserts Innovation from Gelato to Novelties September 19-20, 2023 Cal Poly SLO, CDIC</p>	<p>Coffee, Tea, and Creamer Short Course January 2024 Chapman University</p>	<p>Product, Process and Packaging Innovation Conference February 2024 CDIC, Cal Poly SLO</p>

As Requested:

[Sales Go-To-Market Strategy: August-September 2023 Free Zoom Webinars, Will Be Recorded](#)



*Led by Felice Thorpe,
sales strategy consultant for
cheese and dairy brands*

- 1. AUG. 24. Product:** Where does your product fit in today's marketplace? SWOT analyses to determine viability
- 2. AUG. 31. People:** What "people power" is needed? How AI (artificial intelligence) can enhance sales duties
- 3. SEPT. 7. Process:** How is your dairy product getting from Point A to B? Logistical options, omnichannel distribution
- 4. SEPT. 14. Pricing:** What's the best way to set your price? Determining costs of goods sold, distribution, demand
- 5. SEPT. 21. Placement:** Where are you going to sell? Determining the best dairy product placement
- 6. SEPT. 28. Promotions:** What's the best strategy? Plus, differences between trade /brand promotions and why dairy needs both

NEW! From Oregon State

New Certificate Programs Responding to Industry Need!



Dairy Foods Manufacturing Certificate and
Continuing Education Series



[Home](#) / [Essentials Certificate](#) / [Advanced Certificate](#) / [Micro Certificates](#) ▾

DAIRY FOODS MANUFACTURING CERTIFICATE

Oregon State University Arbuthnot Dairy Center

- ✓ No prerequisites
- ✓ 100% online for maximum flexibility
- ✓ Created by industry experts and designed to give you needed skills

What's one thing that can benefit employees AND employers?

Hint: upskilling.

Technical, scientific, and regulatory knowledge that is created in partnership with some of the biggest U.S. dairy companies

23 learning modules (each 1 – 2 hours in length), which can be taken alone or as part of certificates, including:

- Dairy Manufacturing Essentials
- Advanced Certificate in Dairy Manufacturing
- Quality Individual Micro Certificate
- Dairy Quality Micro Certificate
- Dairy Foods Micro Certificate
- Fermented Dairy Products Micro Certificate
- Dried Dairy Products Micro Certificate

Accessible: Highly modular, interactive, on-demand, fully online, a Spanish version in 2024. Designed for new plant personnel, existing personnel, and supervisors.

COMING SOON: Milkulture Institute

Building DAIRY Into Interdisciplinary Efforts for a New Generation of Dairy Allies Beyond Ag!



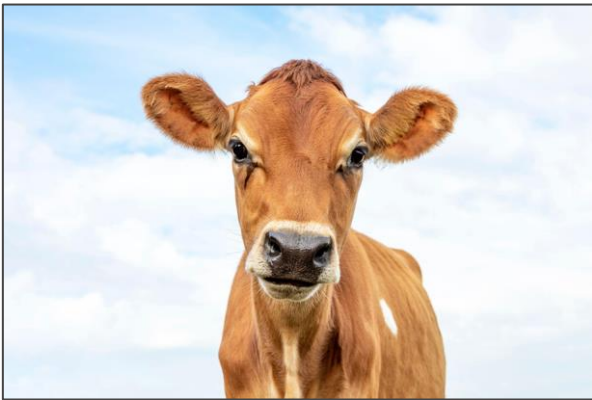
Example:

Fresno State MCJ students create social media posts celebrating everything from #National Dairy Month to #WorldMilkDay and even #NationalStrawberryIceCreamDay

3. ACTION ITEMS: CRITICAL...



**First...
Something To
Moo About ...**



**\$620
Billion**

Overall Economic Impact of the U.S. dairy products industry

**3
million**

Number of jobs in the U.S. dairy industry

619%

Increase in U.S. exports since 1995

- #1 Milk Producing State**
- #2 Cheese Producing State**
- #1 Hispanic-Style Cheeses**
- #1 Mozzarella Cheese**
- #1 Monterey Jack**

- Milk = OR's official beverage**
- 70% consumed outside state**
- #4 most valuable ag commodity**

- #10 Milk Producing State**
- WA's #4 export**
- #2 state milk produced/cow**

BUT... Dairy pipelines and support are failing...and that's where we must work together.

Gaps at Plant Creameries

(Before We Can Grow, We Must Recognize Challenges)

WSU
(faculty opening)

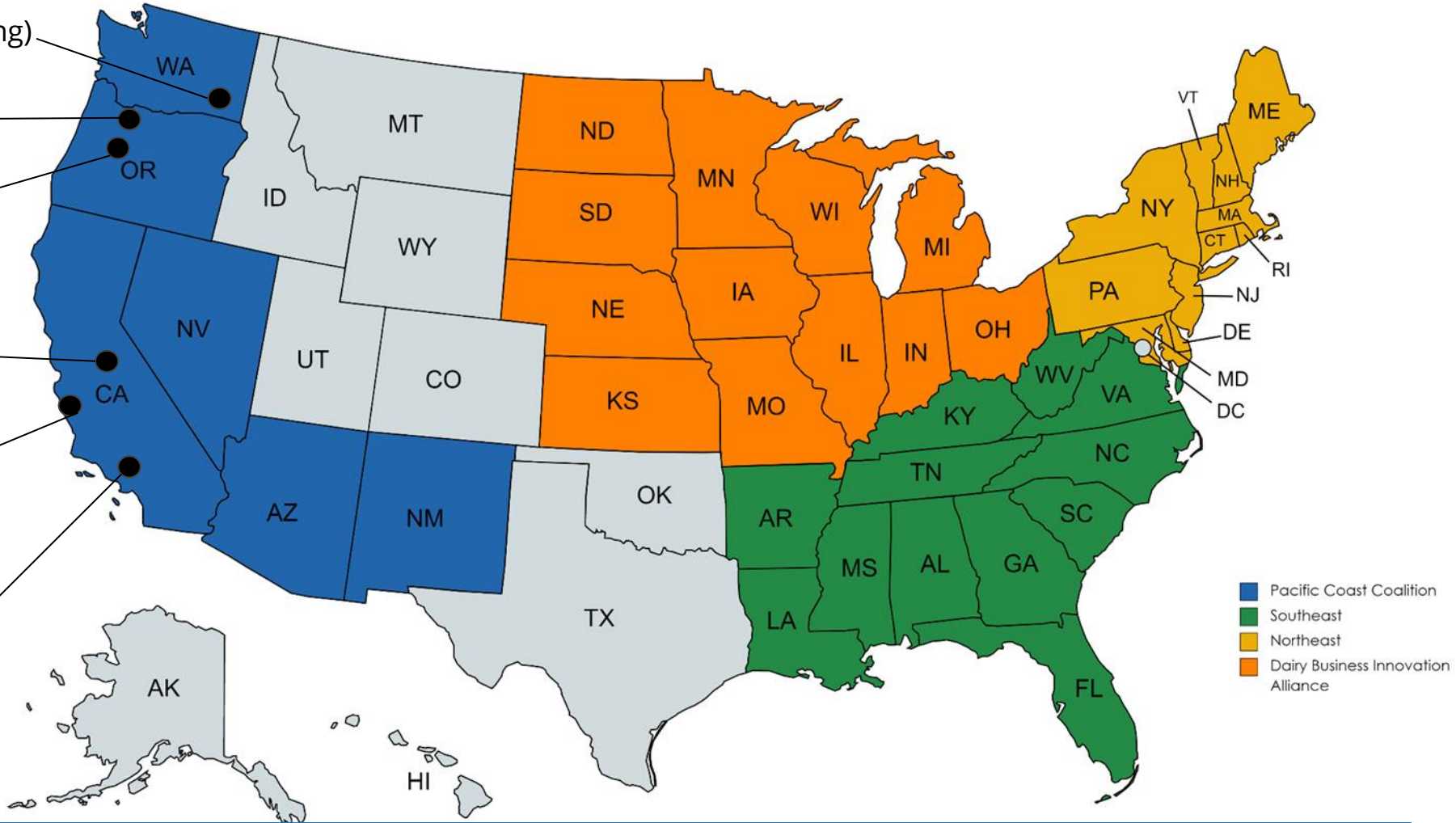
**Food Innovation
Center OSU**
(product dev/research)

OSU
(\$70m; coord, tech)

Fresno State
(new equipment,
techs, faculty
opening)

Cal Poly SLO
(director, techs)

Chapman
(tech)



CALIFORNIA ONLY: Missing critical equipment, directors, tech, faculty, SUPPORT

PLUS -- We Must Remedy Outdated DBII Congressional Funding

Original language of *section 12513 of Public Law 115-334*, has not been updated to reflect the addition of PCC to the other three DBIIs.

From USDA AMS: *"... Secretary shall take measures to ensure an equal distribution of funds between these three regional innovation initiatives"* (And now we are FOUR)

SO, the original three DBIIs have been eligible for >\$7M each last year and again this year while the PCC-DBII was awarded only \$1.7M last year and is eligible to apply for \$1.8M this year.

Note: Last year, we thought awards were fiscally cautious since we were relatively new.

NOW,

we must lobby Congressional delegates

to equitably include the West Coast

What's next?

LET'S KEEP TALKING, PLEASE!

- **Have a conversation with Carmen, Susan, Nancy**
 - Investments, education and training, interns, collaborations
- **Talk to your Congressional Delegates**
 - Update the appropriations language to include the West Coast
- **Talk to your University Partners**
 - Share your needs for new employees, infrastructure, new product development and testing, research (as see in previous slide)

<https://www.dairypcc.net/>

**Thank you,
California Creamery
Operators Association!!**



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