

Dairy Innovation Hub

Call for Short-Term, High Impact Project Proposals

The new [UW Dairy Innovation Hub](#) is a \$7.8 million per year investment by the State of Wisconsin to build a world-class talent pool and enable bold discoveries to ensure that Wisconsin's dairy farmers, processors, and related agribusinesses will be at the global forefront in producing nutritious dairy products in an economically, environmentally, and socially sustainable manner. The work of the Dairy Innovation Hub focuses on four priority areas (visit the [DIH website](#) for more information):

1. Steward Land and Water Resources
2. Enrich Human Health and Nutrition
3. Ensure Animal health and Welfare
4. Grow Farm Businesses and Communities

As plans for the Dairy Innovation Hub were finalized, the state's [Dairy Task Force 2.0](#) committee was completing their work. In the first year of the Hub, we are prioritizing addressing relevant recommendations approved by the Dairy Task Force 2.0. The full set of recommendations can be found at <https://datcp.wi.gov/Documents/ApprovedRecommendationsFinal.pdf> and example recommendations are listed at the bottom of this document. Additionally, short-term, high-impact projects that will return immediate benefit to the dairy industry or answer a pressing or emerging question, despite not being directly linked to the Task Force 2.0 recommendations, will be considered.

The objective of these short-term, high-impact research and outreach projects is to leverage existing UW-Madison expertise to provide timely products in response to recommendations generated by the Dairy Task Force 2.0 where appropriate and possible, or to address an emerging question.

Proposals for \$10,000 to \$100,000, for up to two years will be considered. We anticipate that the average project would be funded at \$50,000. Funding rate will be dependent on quality and range of proposals. Preference will be given to projects that can show high impact within 1 year.

Proposals must be submitted via WISPER. To be accepted, proposals must have all approvals (Chair/Administrator/Co-PIs) and include the full proposal as detailed below. The Short Title (WISPER) must be "UW Dairy Innovation Hub: Short-Term, High-Impact", document type "grant", and be routed to Casey Hillmer. **Proposals are due by 5pm February 15, 2020, decisions will be announced by May 2020, and funds available July 1, 2020.**

Application materials:

- Cover page and 250-word non-technical summary (Excel tab "cover page"). The cover page must provide the following information: informative title, names of PI and

participating faculty/staff/students participating, and UW Dairy Innovation Hub Priority area(s) the project addresses. Indicate what Task Force Recommendation will be addressed providing the verbatim challenge noted in the document (link above) and the objective of your project. If the proposal addresses an emerging or pressing question not within the Task Force Recommendation list, please clearly state it. Also include a 250-word non-technical summary of the proposed research. The non-technical summary should address the importance of the project, major objectives, the basic methods used to collect and produce data, and the ultimate goals, impacts, and tangible outcomes the project endeavors to achieve.

- A brief (3-page maximum excluding cover page) proposal containing the following should be submitted:
 - Describe how you intend to address the Task Force Recommendation or emerging question including pertinent methodology, resources, prior demonstrations of related or similar tasks (ex. websites, pictures, publications, apps, etc.).
 - List the current personnel available to work on the project and their relevant expertise in the area.
 - Define the target audience and how the solution will be implemented or provided to your target audience.
 - Provide the timeline of work completion.
- Complete a budget form (using the template) and provide a budget justification including the salary and fringe (commiserate with planned effort level), supplies, travel, etc. requested. Given the short-term nature of these projects, preference is for use of current staff or students that can be partially or fully supported through these project grants.

Requirements and outcomes:

- The PI can be faculty OR staff in UW-Madison CALS. Staff members must have Blanket PI status (<https://research.wisc.edu/wp-content/uploads/sites/2/2018/05/Blanket-PI-Status-Request-Form.pdf>) or one-time, Limited PI status (<https://research.wisc.edu/wpcontent/uploads/sites/2/2018/01/Limited-PI-Status-Request.pdf>) for this proposal, prior to submission of application¹.
- Additional team members could be outside of CALS.
- Projects should be able to generate a tangible product (publication, app, video, survey results, briefing paper, etc.) by the end of the proposed timeline (2 years maximum). Preference will be given to projects that can show high impact within 1 year.

Dairy Task Force 2.0 recommendations:

Many of the Task Force recommendations are not things that can be addressed by UW teams; however, several of the recommendations are tasks that we are well suited to address. A few examples are provided below:

- Outreach to encourage young people to pursue ag careers (Recommendation #3)
- Further market understanding of value-added and specialty cheese in Wisconsin (Recommendation #45.1)
- Understand the impact of dairy and agriculture on local communities (Recommendation #5)
- Development of educational programming for non-farm audiences ranging from cow biology to land, water, and crop management (Recommendation #11)
- Creating an app for dairy producers and associates for timely messages on major topics (Recommendation #34)

If you have questions regarding appropriateness or fit of a proposed item to this call, please contact Heather White: heather.white@wisc.edu, 608-263-7786.

¹ To request PI status, contact your department chair. Briefly, the process consists of submitting a completed request form co-signed by your department chair and an up-to-date CV to the CALS Research Division for Associate Dean Bill Barker's approval. Please email required documents to michell.sass@wisc.edu. Requests should be made by February 1, 2020 to ensure they are approved prior to the submission deadline.