

# Value-Added Dairy Professional Development Scholarship Program

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## Overview

Through USDA Dairy Business Innovation Initiative resources, UT Extension is pleased to provide opportunities to value-added dairy producers or key personnel in Kentucky, North Carolina and Tennessee to participate in a premier professional development opportunity. Approximately nine individuals will receive up to \$2,000 to help defray registration and selected travel expenses to attend the 2022 NAFDMA Agritourism Convention and Expo near Atlanta, Georgia February 3-7, 2022. The conference and expo provide opportunities to producers to improve direct farm marketing operations through educational sessions, farm tours and networking events.

Learn more about the NAFDMA Agritourism Convention and Expo at [www.nafdmaconvention.com/](http://www.nafdmaconvention.com/).

## Eligibility Requirements

Owners, managers or key personnel of the following operation types located in Kentucky, North Carolina and Tennessee are eligible to apply:

1. Existing, permitted value-added dairy (cattle, sheep or goat) operations.
2. Operations working toward permitting value-added dairy operations within the next 12 months.

## Benefits and Requirements

- Up to \$2,000 will be reimbursed to scholarship recipients following the conference in accordance with University of Tennessee travel policy.
- Recipients will be invited to attend a pre-conference orientation webinar and meet and greet event during the event to help them get the most out of the experience.
- Recipients may be asked to share lessons learned through the conference during an educational webinar for other producers and industry partners.
- Conference-related expenses eligible for reimbursement include:
  - Conference registration: Must register for and participate in February 6-7 Education Sessions. (May choose to register for and participate in Option 1 or Option 3 bonus day on-site workshops or farm tours on February 3, farm tours on February 4, and/or expo on February 5.) Registration fees range from \$795 to \$1,790 depending on NAFDMA membership, event selections and date of registration.
  - Lodging: The conference hotel is the Atlanta Evergreen Marriott Conference Resort at Stone Mountain. The conference hotel room rate is \$143 plus taxes per night. Rooms must be booked by January 11, 2022 to receive the room rate.
  - Lesser of mileage or economy airfare (Current mileage reimbursement rate is \$0.47 per mile.)
  - Parking fees
- NAFDMA membership fees and meals are not reimbursable.
- Recipients are responsible for registering for the conference and making hotel reservations.
- Recipients must attend and participate in the conference and submit a post-conference evaluation to the scholarship committee prior to reimbursement.
- Reimbursement request must be submitted by February 23, 2022. Instructions will be provided to recipients.

## Application Process

Complete the brief application form online at [tiny.utk.edu/scholarship](http://tiny.utk.edu/scholarship). The scholarship selection committee will begin evaluating applicants on November 15, 2021. Scholarship recipients will be notified via the email address provided in their application once selections are made.

The application requests contact information and for applicants to briefly describe:

- Their existing or developing value-added dairy operation
- Their role within the value-added dairy operation
- How they expect this opportunity will help them improve their operation
- An estimate of expenses that will likely be submitted for reimbursement (example provided to right.)

I expect to request reimbursement for \$2,000 to cover the following expenses in part:

1. → Conference registration for complete convention and expo plus bonus day workshop for NAFDMA members registering by November 15 = \$1,290
  2. → Airfare = \$0
  3. → Mileage for 285 miles \* 2 \* \$0.47 per mile = \$267.90
  4. → Parking = \$0
  5. → Lodging = (\$143 per night, estimate 20% tax, 5 nights) = \$858
- Total expected expenses for these items = \$2,415.90

## Selection of Scholarship Recipients

Priority of selection will be given to existing, permitted value-added dairy operations. Efforts will be made to select one or more recipients from each state (Kentucky, North Carolina and Tennessee), representatives from as many operations as possible, and different species of dairy livestock (cattle, sheep, goats).

## Questions?

Contact Megan Bruch Leffew at [mleffew@utk.edu](mailto:mleffew@utk.edu) or Hal Pepper at [hal.pepper@utk.edu](mailto:hal.pepper@utk.edu) or either by calling 931-486-2777.



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