



2021 New York Dairy Innovation Competition

Meet the Team



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Food & Ag Innovation
Program Director



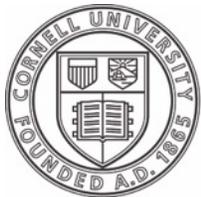
Martin Wiedmann,
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Safety and Lead, Dairy
Extension



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Rob Ralyea, Senior Dairy
Extension Associate



Cornell University
Center for Regional
Economic Advancement

Cornell CALS
College of Agriculture and Life Sciences



Cornell University
Cooperative Extension

Industry Support

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SINCE 1933

Wegmans

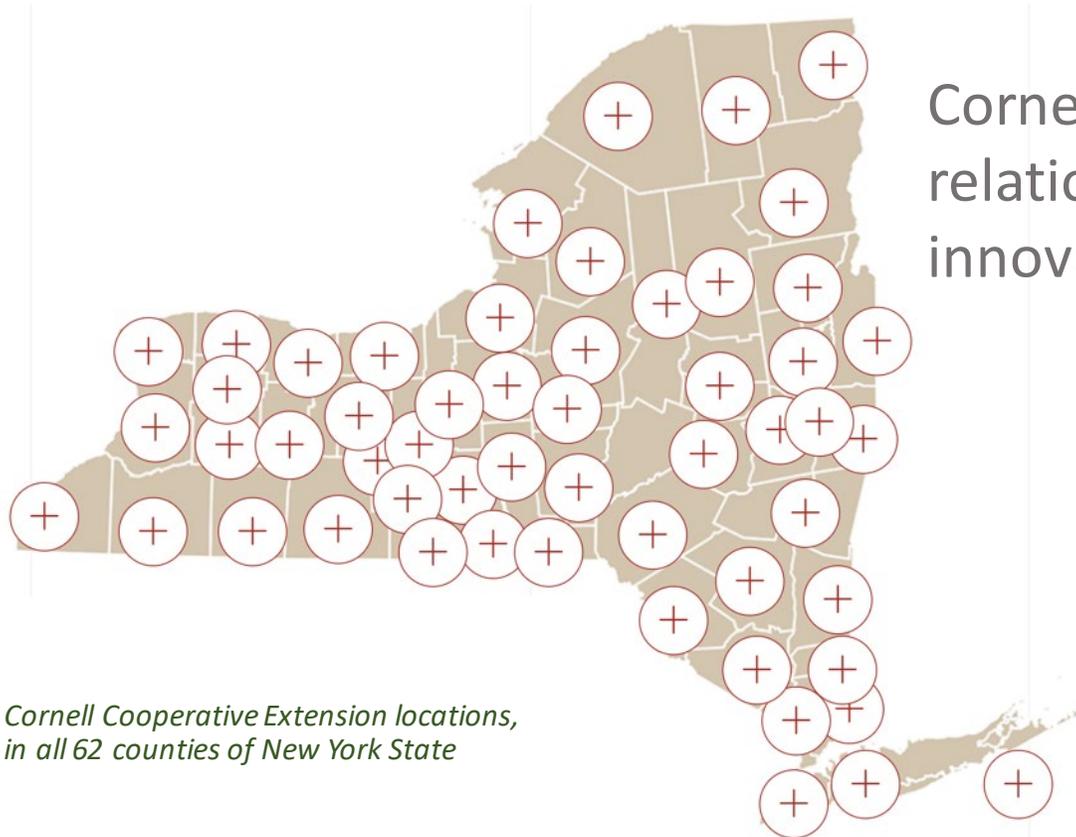


Dairy Farmers of America



Northeast Dairy Foods
Association, Inc.

Why Our Proposal Matters



*Cornell Cooperative Extension locations,
in all 62 counties of New York State*

Cornell's network of in-state dairy supply chain relationships and track record of cultivating innovation...

...increases the likelihood of competition winners' long-term success and scalability here in NYS,

resulting in increased utilization of NY Dairy, and sustainable regional opportunity creation.

Cornell Food Science – the Center of Dairy Expertise in NY

- Cornell Food Science faculty and staff have expertise in the areas of dairy foods processing, finished product quality and safety, sensory evaluation, chemistry, engineering and more
- State of the art 10,000 sq ft pilot facilities available for prototype development, scale up and initial contract manufacturing
- Access to innovative students to hire for product development or business planning





CREA Competitions Work

Competition Overview



Competition Overview:

Lead Generation

- Promotion of the opportunity across multiple channels including social, education of prospective applicants through info sessions and 1:1 outreach, and acceptance of applications into tried-and-true software.



Competition Overview:

Round One Judging

- Selection of up to 6 high-potential competitors as finalists in the inaugural competition



Competition Overview:

Finalist Business Development

- Technical and business mentorship and exploration of NY dairy resources



Competition Overview:

Live Pitch & Awards

- Pitches will articulate business plans and opportunity creation, including targets for NY milk and dairy ingredients to be utilized, and give NY Dairy center stage



Competition Overview:

Winner Maturation

- Ongoing technical and business support from Cornell staff and faculty, growth in the NYS dairy industry, and elevation of NY dairy products in the consumer imagination.



Specific Goals of Our Proposal

- Design and execute a new dairy production competition aimed at attracting new manufacturing of innovative dairy products for general consumers, youth, and export, using raw milk and/or dairy ingredients produced in NY
- Support winners of product competition to rapidly develop viable products and business plans and execute them.
- Develop dairy innovation workforce
- Position New York as a leader in dairy innovation and entrepreneurship

NY Dairy Innovation Competition Success Indicators

- Media hits
- Social reach
- Applications
- Points of connection between finalists and dairy industry partners
- Negotiation and execution of agreements with startups including milestone opportunity targets
- Achievement of milestones
- Dispersal of \$200K prize money
- Utilization of NYS milk

Anticipated Outcomes of NY Dairy Innovation Competition

1. A robust new pipeline for innovative dairy products in NY
2. Production of new dairy products and new dairy processing facilities in NY
3. Increased utilization of NY milk and dairy ingredients

Thank you!

NY Dairy Innovation Competition Contact:

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