THREE MORRISON CLIENTS AWARDED
ORGANIC MARKET DEVELOPMENT GRANTS

Three Morrison clients were among the 60 Organic Market Development Grant (OMDG) recipients receiving more than $40 million nationwide. U.S. Department of Agriculture Deputy Secretary Xochitl Torres Small and Under Secretary for Marketing and Regulatory Programs Jenny Lester Moffitt made the announcement on March 14, 2024 at the Natural Products Expo West in Anaheim.

"This round of awards through the Organic Market Development Grant program will address critical needs within the nation's growing organic industry – funding projects that further our goals of creating and expanding markets for producers," said Under Secretary Moffitt. "The program is a key component of USDA's Organic Transition Initiative and will increase value added agricultural opportunities for organic producers in rural America."

Morrison is proud to have worked with these extraordinary partners, who collectively will receive $7.5 million in USDA funding, nearly 20 percent of the federal grant funds awarded in this OMDG round:

RUMIANO CHEESE COMPANY, WILLOWS, CALIF.

Expanding Market Opportunities for Organic Dairy Producers in Northern California Through Value-Added Processing and Marketing

This project seeks to expand Rumiano's in-house processing capacity to make and market innovative, high-demand organic dairy products in channels that offer a higher price premium over fluid milk. With OMDG grant and match funding, Rumiano plans to install a state-of-the-art processing line to upcycle organic cheese trim into value-added sauces, dips and spreads; acquiring additional equipment to create artisanal specialty cheese wheels in-house; and expanding marketing, sales, and innovation to gain retail access and build consumer demand for the expanded volume produced through this project. This venture will benefit 27 Northern California pasture-based organic dairy producers during the project period.

LUNDBERG FAMILY FARMS, RICHVALE, CALIFORNIA

Expanding the United States Organic Rice Market by Investing in Production, Processing, and Marketing Infrastructure

Lundberg Family Farms will overcome barriers to organic rice production expansion by launching a comprehensive effort to support current and transitioning organic producers in increasing organic rice production. Project activities include grower outreach and technology adaptation, expanding processing capacity to create more and better markets for organic producers, and executing marketing and promotional activities that will help to build commercial markets for US organic rice products.

GRANGE COOPERATIVE SUPPLY ASSOCIATION, WHITE CITY, OREGON

Expanding Processing and Marketing Capacity for Organic Grain for Livestock Feed

U.S. imports of grain feed have steadily increased over the past decade, growing from 40% in the 2011/2012 crop year to 60% in the 2021/2022 crop year (The Organic Center). This is primarily due to the major barriers that exist to producing, processing, and marketing organic grain feed, namely higher costs of production and lack of processing and marketing infrastructure. To meet current U.S. consumer demand and grow opportunities to build the U.S. organic grain feed market, Grange Co-op will expand its processing capacity to create more and better markets for organic producers, and execute marketing and promotional activities that will help to build commercial markets for U.S. organic grain feed products.