



# MORRISON

## IN THIS ISSUE:



### NAVIGATING NONPROFITS

Nonprofits face many of the same challenges as for-profit organizations, with some additional twists. Learn more about some of the nonprofits Morrison has assisted.



### GETTING TO KNOW JUSTIN WEBB

Learn more about Morrison Business & Accounting Advisory Consultant Justin Webb.



### MORRISON SNAPSHOTS

Check out some of our highlights from this past season.



### CLIENT CORNER

There is always something new going on, so get caught up with our latest client news.



## LEADING DAIRY INNOVATION: CSU FRESNO LAUNCHES \$1.8 MILLION EFFORT TO SERVE DAIRY BUSINESSES

Recognizing the significant challenges facing dairy producers in California, Oregon, and Washington, California State University, Fresno knew that to meaningfully spur change and protect and promote the dairy industries in each of these states, convening a collaborative effort toward innovation was needed.

To that end, California State University, Fresno (Fresno State) – led by Dr. Carmen Licon Assistant Professor, Department of Food Science and Nutrition – pursued and recently announced the receipt of a \$1.8 million three-year grant award from the United States Department of Agriculture’s Agricultural Marketing Service to create a Pacific Coast Coalition, in partnership with the California Dairy Innovation Center, to support regional dairy businesses in the development, production, marketing, and distribution of dairy products.

With this grant funding, Fresno State — one of the 23 campuses of the California State University system — joins the University of Tennessee; Vermont Agency of Agriculture, Food and Markets; and University of Wisconsin as one of just four Dairy Business Innovation Initiatives in the nation.

Fresno State was a natural leading organization to seek grant funding and support the launch of a Dairy Business Initiative to support dairy producers in California, Oregon, and Washington. The university boasts a 388-acre main campus and 1,011-acre University Farm and is home

to the Jordan Agricultural Research Center, a 30,000 square foot world-class research facility, in addition to a dairy processing plant and dairy unit. It is also home to the Institute for Food and Agriculture, one of three centers responsible for the coordination and administration of research, outreach, and training at the Jordan College of Agricultural Sciences and Technology.

Through the grant-funded Dairy Business Innovation Initiatives effort, Fresno State and collaborating institutions will deliver hands-on technical assistance to dairy businesses, providing access to laboratory space and equipment to facilitate development and innovation.

The project has a strong focus on education as well offering learning opportunities on technical topics and related areas of interest such as supply chain innovation, distribution, packaging, marketing, and branding strategies.

Developing the regional workforce by offering online and bilingual programs will be key to providing opportunities for growth to the region’s diverse population while meeting the dairy industry’s needs. Recognizing the necessity of collaboratively addressing the significant issues facing the Pacific Coast region’s dairy industry, Fresno State will leverage its technical expertise and research capabilities in value-added

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## LEADING DAIRY INNOVATION, CONTINUED ▼

dairy innovation with a remarkable set of academic and business partners.

These partners include the California Dairy Innovation Center and collaboration with California State Polytechnic University, San Luis Obispo; the University of California, Davis; California State Polytechnic University, Humboldt; and Oregon State University. The California Dairy Innovation Center and its steering committee will serve as an advisory board to the effort, bringing a comprehensive business perspective, and assisting with a sub-awards program which will make \$300,000 in grant funding available to regional dairy businesses for innovation-related investments annually for three years.

Morrison was honored to assist Fresno State in developing their competitive grant application through the United States Department of Agriculture's Agricultural Marketing Service Dairy Business Innovation Initiatives grant program, providing additional support to best position the application for a successful grant award.

Morrison had the opportunity to work directly with the talented team at Fresno State and the California Dairy Innovation Center, with the Morrison team contributing its strong history and knowledge of the dairy industry and competitive grant programs to the collective effort.

We look forward to supporting Fresno State, the California Dairy Innovation Center, and the collaborating partners as they work to implement this critical project for the dairy industry.

