

Transcript of PCC Informational Video - Fall 2023

We're the Pacific Coast Coalition, the Dairy Business Innovation Initiative on the West Coast.

We offer grant funding to dairy processors, provide educational resources and pathways into dairy careers for students, and strengthen regional university and industry networks.

PCC programs focus on these six states, all of which have different climates that affect milk, ranging from chilly ocean breezes to dry valleys.

Our dairy producers are deeply connected to their lands and pride themselves on creating innovative products with PCC support.

Over the next few years, \$12.3 million will be awarded directly to businesses focused on dairy product innovation, economic sustainability, and education.

We also offer webinars and workshops, plus other resources in our eLearning HUB.

Dairy businesses learn how to create higher value uses for their milk, diversify, and realize increased returns.

This virtual Certificate in Dairy Food Manufacturing was created by Oregon State University to upskill workers, strengthening the industry.

Also new: MILKulture -- an interdisciplinary academic initiative about dairy and ethnic cultures.

Finally, our industry and academic partners connect to subject matter expertise in processing, marketing, packaging, communications, and business strategy.

PCC funding helps to support this growing network with university pilot plant creameries, sensory facilities for new product development, plus shelf life studies and sensory evaluation

We are the Pacific Coast Coalition, and we support dairy processors, universities, and the industry through funding, education, and partnerships.

Learn more at [@DairyPCC](#) and [DairyPCC.net](#)