



## **Michigan Craft Beverage Council 2025 Research Grant Priorities**

### **MCBC FY25 Research Priorities:**

- Climate change impacts affecting Michigan's craft beverage agricultural supply chain and sustainable craft beverage business development
- Crop quality, new varieties, and flavor profile analysis for hops, grapes, fruit, small grains, or other agricultural inputs that are used in craft beverage production and can be grown in Michigan.
- Sustainable water-use and wastewater/process water discharge projects; focused on the characterization of wastewater/process water from multiple facilities for each craft beverage business type in Michigan, effective wastewater pretreatment strategies, and development of a best management practices for each sector.
- Increasing use of Michigan agricultural products in craft beverage production, better insights through market research, utilization strategies, and/or promoting value to consumers and producers
- Proper quality control and quality assurance methods to maintain or extend the flavor, shelf life, and packaging integrity of craft beverages grown and manufactured in Michigan, including the rapidly growing canned RTD segment.

Proposals with other focus areas will be accepted.

### **Proposals Will Be Evaluated on the Following Criteria:**

- Project purpose
- Measurable outcomes
- Relevance to MCBC research priorities
- Workplan & budget
- Demonstrate engagement with and relevance to industry and practical application of research findings
- Match dollars leveraged