

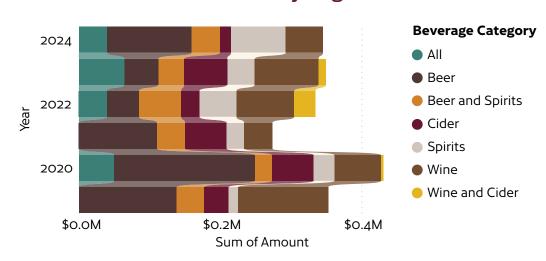
RESEARCH DASHBOARD

\$2.09M Total Research Investments

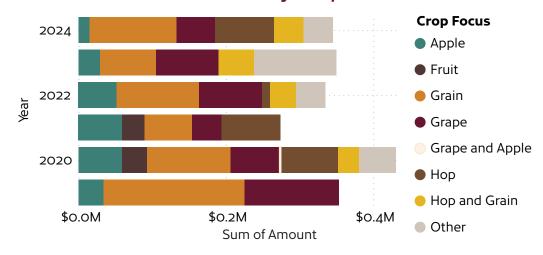
Data through Sept. 30, 2024

This research is funded by the craft beverage industry through non-retail liquor license fees.

Research Dollars Invested by Segment



Research Dollars Invested by Crop



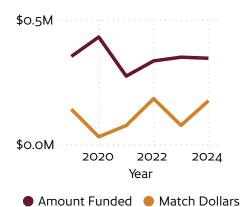
Research Percentage by Segment

Year	All	Beer	Beer and Spirits	Cider	Spirits	Wine	Wine and Cider
2024	11.57%	34.71%	11.57%	4.46%	22.50%	15.19%	
2023	18.41%	13.71%	10.49%	17.42%	11.13%	25.86%	2.98%
2022	11.91%	13.57%	17.80%	7.69%	15.64%	24.45%	8.93%
2021		40.41%	14.48%	21.59%	8.92%	14.60%	
2020	11.60%	46.23%	5.58%	13.80%	6.77%	15.31%	0.72%
2019		39.23%	11.04%	9.73%	3.83%	36.16%	
Total Funding (%)	9.30%	31.69%	11.45%	12.21%	11.31%	21.95%	2.08%

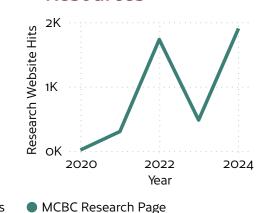
Percentage Funded by Year

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	Year	Projects Funded	-	_					
	2024	12	16	75.00%					
	2023	10	13	76.92%					
	2022	13	14	92.86%					
	2021	9	16	56.25%					
	2020	14	21	66.67%					
	2019	10	28	35.71%					

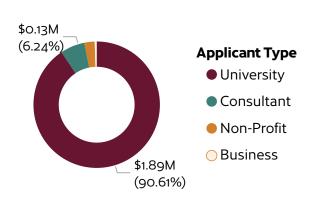
Funding Trends by Year



Utilization of Online Resources



Research Dollars Invested by Applicant Type



Research Dollars Invested by Priority



Climate change impacts (13.88% of funding) Water use and wastewater discharge projects (5.74% of funding)

\$0.12M

MI ag including market research (4.78% of funding)

ncrease use of

M \$0.1M

Benchmarkmarking best practices \$0.09M (4.30% of funding)

\$0.29M

\$1.49M