



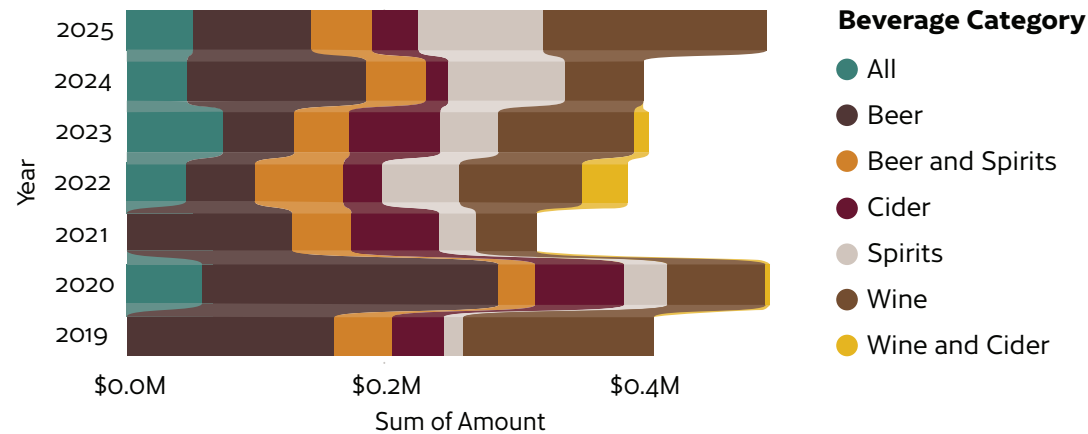
RESEARCH DASHBOARD

\$2.52M Total Research Investments

Data through Jan. 1, 2025

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

Research Dollars Invested by Segment



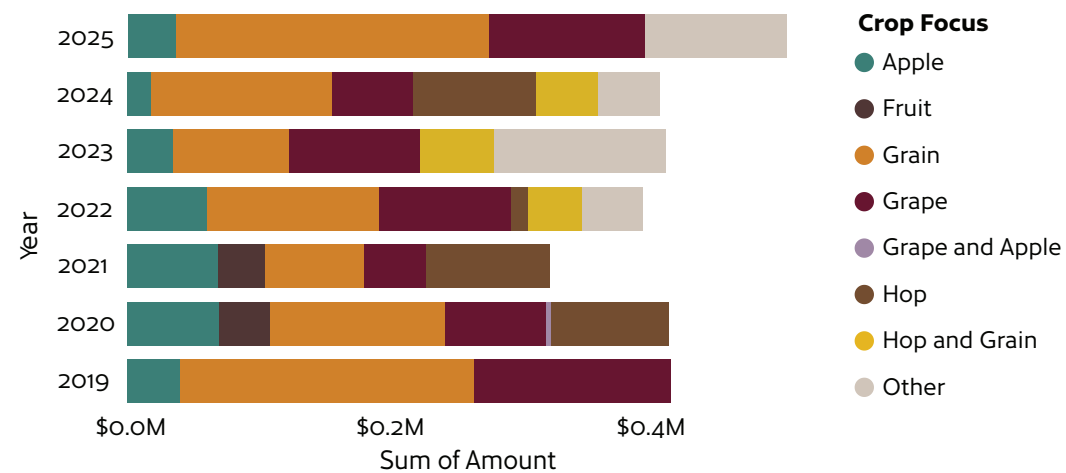
Research Percentage by Segment

Year	All	Beer	Beer and Spirits	Cider	Spirits	Wine	Wine and Cider
2025	10.27%	18.63%	9.34%	7.34%	19.45%	34.89%	-
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 (%)	9.47%	29.47%	11.09%	11.40%	12.70%	24.16%	1.73%

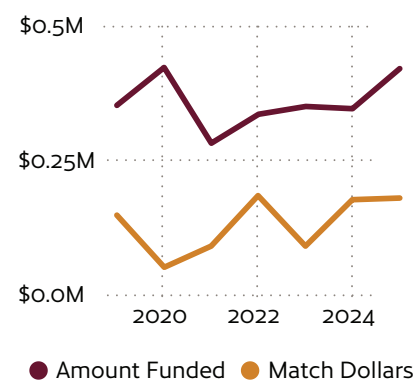
Percentage Funded by Year

Year	Projects Funded	Projects Submitted	Percentage Funded
2025	19	22	86.36%
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%

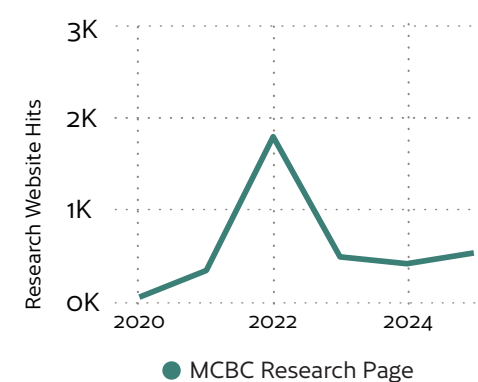
Research Dollars Invested by Crop



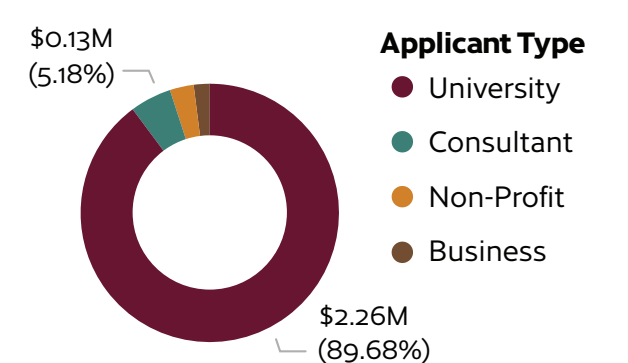
Funding Trends by Year



Utilization of Online Resources



Research Dollars Invested by Applicant Type



Research Dollars Invested by Priority

Crop quality, new varieties, flavor analysis (73.51% of funding)

\$1.85M

Climate change impacts (11.36% of funding)

\$0.29M

Water use and wastewater discharge projects (9.55% of funding)

\$0.24M

Increase use of MI ag including market research (3.82% of funding)

\$0.1M

Benchmarking best practices (3.67% of funding)

\$0.09M

Education (1.27% of funding)

\$0.03M