



## **2018 Dairy Promotion Order Annual Report**

The Division of Milk Control and Dairy Services is responsible for the administration of the New York State Dairy Promotion Order (NYSDPO)<sup>1</sup>. The NYSDPO was proposed and approved by a referendum vote by New York dairy producers to promote the consumption of New York milk and dairy products. The NYSDPO collects an assessment of 10 cents per hundredweight of all milk produced in New York State. This is an offset to New York dairy producers from their obligation to the National Dairy Research and Promotion Program assessment of 15 cents per hundredweight. An Advisory Board (*Dairy Promotion Advisory Board*) that is comprised of New York State dairy producers advises and recommends to the Commissioner of Agriculture and Markets how these funds are spent, with the overall goals<sup>2</sup> of:

- Encouraging the consumption of milk and dairy products by introducing consumers and others with the nutritional value and economic benefits of consuming these products,
- Protecting the health and welfare of consumers by assuring an adequate supply of safe milk and dairy products,
- Providing for research programs designed to develop new and improved dairy products, and
- Providing for research programs designed to acquaint consumers and the public with the positive health impacts of milk and dairy products.

According to the US Department of Agriculture (USDA), United States per capita consumption of dairy products is increasing. However, the per capita consumption of fluid milk products continues to decline.

### **US Per Capita Consumption of Fluid Milk and Dairy Products (pounds)**

	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>	<b>% Change 2013-2017</b>
Fluid Milk Consumption	165	159	156	154	149	-9.7%
Dairy Product Consumption (Including Fluid)	607	616	630	645	643	+5.9%

<sup>1</sup> Urban Development Corporation Law, Section 16-x

<sup>2</sup> Ibid

The regulations<sup>3</sup> require that an annual report be prepared each year for the benefit of the producers. Specifically, this report “shall contain information on the promotion programs carried on during the preceding year, expenditure of funds for each program and such other information as may be of benefit to producers.”

During 2018, the NYS Dairy Promotion Order collected just over \$15.2 million. From these funds, the Advisory Board recommended contracting for promotion and research programs in the amount of \$15.6 million.

## **Promotional Contracts for 2018 Calendar Year**

**American Dairy Association and Dairy Council (ADADC)** (\$11,385,775 in total, individual amounts listed below.) [www.americandairy.com](http://www.americandairy.com)

ADADC works on behalf of New York dairy farmers to build demand, sales and consumer trust in dairy products and dairy farmers. ADADC is dairy farmer-directed and implements local programs to drive milk and dairy sales at retail outlets and in schools, along with outreach to environmental organizations. The organization also conducts consumer education about dairy through events, traditional and social media, and in collaboration with health professionals through National Dairy Council®. It works closely with Dairy Management Inc.™, the national dairy checkoff organization, to support nutrition research and develop export markets for dairy to bring a fully integrated promotion program to the region.

ADADC is organized along four key program areas:

1) **RETAIL MARKETING (\$595,407)**

ADADC’s retail marketing strategy brings attention to the dairy aisle through the Dairy Aisle Reinvention (DAR) program. It engages shoppers to spend more time in the dairy aisle and purchase more dairy products. DAR improves hygiene and presentation conditions in the dairy cases to increase sales.

Forty-nine stores in New York benefited from the DAR program in 2018. Program additions to New York stores consisted of:

- yogurt dividers in 49 stores;
- cheese pushers in 52 stores, with one account increasing chunk cheese sales 14.2 percent; and
- three new farm-to-table campaigns to connect shoppers with local dairy farm families.

Through its Retail Marketing and Merchandising Program, ADADC conducted 2,650 store audits in New York. Retail also included quarterly chain-wide secondary placements of dairy items with over 693 placements in 330 supermarkets.

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<sup>3</sup> 1 NYCRR Part 40

Highlights in New York include seven remodels in a major grocery retailer, which resulted in increased dairy space and double-digit sales growth in the dairy department. All seven stores benefited from the DAR program components, including the farm to table campaign, yogurt dividers, cheese pushers and protein snacking section. Another retail chain saw two stores with 5.4 percent and 6 percent growth in dairy sales after they implemented the DAR program. A New York-based retailer kicked off the Great American Milk Drive, which saw \$35,761 in donations and 8,962 gallons of milk donated to food banks. The retail team collaborated with the New York State Department of Agriculture and Markets and its New York State Grown & Certified program, placing decals in supermarkets in over 50 stores to promote local New York dairy products.

## 2) INTEGRATED MARKETING COMMUNICATIONS (\$2,645,930)

These programs work to bolster the image of dairy farmers and dairy foods through increased quality media placements. In 2018, 801 media placements in New York State garnered over 62.5 million impressions.

Website and Social Media: In 2018, the ADADC increased online presence through daily organic postings, new content generation and targeted paid digital advertising on Facebook and Twitter social media platforms. ADADC website traffic increased by 39 percent, overall social media impressions by 368 percent, and social engagement by 389 percent over 2017.

Nutrition: To increase dairy consumption and emphasize nutritional and health benefits of milk and priority-dairy products, ADADC secured support for Breakfast After the Bell and flavored milk in schools from the region's top 10 health professional partners. Support letters were written by six key New York health organizations supporting Breakfast after the Bell and five organizations supporting flavored milk. Working with retail dietitians, 92,500 consumers were reached with dairy messaging through their retail social media and traditional retail advertising circulars.

Sports: Through ADADC's sports marketing program, the organization sponsored 38 New York State championship events and reached 11,935 high school athletes with the Refuel with Chocolate Milk message, with a social media/digital reach of about one million. Frequent communications to the state's 6,500 coaches contributed to an additional reach of 238,000 athletes. Chocolate milk is the official beverage for several sports in the New York State Public High School Athletic Association Championships and the Public Schools Athletic League championships. ADADC actively worked with New York dairy processors and manufacturers to secure and donate chocolate milk to support these events. Another 9,700 athletes were reached through sponsorships of the Wineglass and Rochester Marathons, along with the Double Dutch Championship held in New York City.

Speakers: ADADC maintains a Speakers Bureau of health and nutrition professionals/influencers, including registered and retail dietitians, to advocate for dairy as it relates to child nutrition, food insecurity and lactose intolerance. More than two dozen health professionals promoted dairy to athletic associations and

retail consumers on their social media platforms and in editorial responses. Health professional consumer communications shared messaging to 4,566 participants at health association events and 43 million consumers were reached by proactively engaging food bloggers at ADADC's annual "Farm to Table" conference.

Influencers: ADADC galvanized key influencers such as health professionals, professional and amateur athletes, and school administrative professionals to support school milk programs, including Fuel Up to Play 60 (FUTP60), Breakfast After the Bell, Breakfast in the Classroom, Refuel with Chocolate Milk and flavored milk in schools. Staff health professionals hosted and/or participated in the Healthy Choices for Children Conference in New York City and dairy tours.

### 3) INDUSTRY RELATIONS (\$954,329)

ADADC communicates regularly with dairy farmers about the various programs and activities they fund through their dairy checkoff investment. The organization sent a quarterly direct-mail newsletter to all New York dairy farmers, and 13 electronic updates to New York dairy leaders (industry and farmers.) ADADC regularly supplies articles to dairy cooperatives and farm organization publications and issued more than 25 news releases to dairy trade press.

Consumer interest in how and where their food comes from continues to grow. In 2018, ADADC trained 62 dairy farmer spokespersons for Driving Dairy Discussions, a program developed to prepare farmers to have positive and effective conversations with consumers about the dairy industry. DairyFAN (Dairy Food Advocacy Network) is a social media advocacy program that helps farmers to learn to effectively share stories of farm life and how milk is produced. DairyFAN has 44 active members, including 32 from New York, who had over 1.5 million impressions on Facebook, Instagram, and Twitter. We also expanded the Dairy Farmer Speakers Bureau to New York in 2018 with six New York farmers participating. The Dairy Farmer Speakers Bureau provides training and resources to farmers to give presentations to local groups. In 2018, the six New York Speakers Bureau members gave 24 presentations, reaching 668 consumers with dairy messaging.

Media: In 2018, ADADC placed a total of 43 stories in the Top 100 New York media markets of New York City/New Jersey, Buffalo, Albany, Rochester, Syracuse and the areas of Auburn/Cayuga County and Batavia/York/Geneseo.

Dairy Princesses: Ninety-five percent of dairy princesses in New York reached base requirements for the incentive program. Thirty percent participated with FUTP60 and recruited ten schools that reached "Touchdown" status, which means they completed the six required steps, which include healthy eating and physical activities, to earn prizes and rewards.

Core Crisis: In 2018, ADADC monitored 85 separate potential issues, including product recalls, on-farm situations, and activist activity, identifying action steps and potential escalation points for each. A full-scale crisis drill, involving members from

throughout the industry chain, was held as well as an internal training session with members of the ADADC communications team.

Environment: ADADC works with environment-focused organizations to bridge understanding and trust of dairy farmers' environmental stewardship. The organization developed and implemented the Partners for Healthy Watersheds initiative in the Owasco Lake area in conjunction with the Northeast Dairy Producers Association, New York Farm Bureau and New York Animal Agriculture Coalition. The multi-faceted campaign included radio and print advertising, social and digital media and public forums in the Owasco Lake region. ADADC also sponsored programming with Genesee River Watch.

Coalition: ADADC worked with the Choose Clean Water Coalition to participate in the Upper Susquehanna Watershed Forum and with Hobart and William Smith Colleges to host environmental science professors and students on a dairy farm tour in New York.

#### 4) YOUTH PROGRAMS (\$3,106,747)

Youth Nutrition Programs enhance school meal opportunities to maintain and increase milk and dairy sales in schools. Through the Breakfast After the Bell initiative, ADADC reached 40,231 additional New York State students daily in 2018. More than 2,400 New York State schools participated in the annual Milk Temperature Survey, indicating that milk is being served between 35-40°F.

Fuel Up to Play 60: The dairy checkoff partnership with the National Football League to promote healthy eating, including milk, cheese and yogurt, along with 60 minutes of physical activity each day, is active in more than 11,500 public schools under the USDA Child Nutrition Programs. Approximately 4,200 schools were enrolled in the program in New York State in 2018. Fuel Up to Play 60 helps ADADC to gain access to schools and school decision-makers to implement strategies that optimize dairy sales in schools. ADADC's yogurt program has increased yogurt sales by 221 percent in 36 targeted school districts by adding yogurt smoothies or parfaits to menus. The cheese program increased sales by 18 percent across 36 participating school districts.

Breakfast After the Bell: An additional 144,466 students were reached with the Breakfast After the Bell program, which equates to approximately 108,350 half pints of milk. ADADC conducted and participated in six on-going major events in New York State, including Fuel Up to Play 60 "Touch Down Rewards" and Big "30" School Nutrition Directors' forum with New York schools. ADADC activated Fuel Up to Play 60 student ambassadors and adult program advisors to serve as dairy advocates in schools.

Strategic Partnerships: ADADC works with strategic groups like Share Our Strength and New York City Coalition Against Hunger in addition to leading New York school meal coalitions to obtain additional resources and in-kind support to implement core

dairy optimization programs. ADADC also coordinated efforts for National School Breakfast Week. It collaborated on the breakfast and lunch mandates in New York State by forming the Breakfast Club taskforce to provide support, tools and resources to the schools under the State's Breakfast After the Bell program.

Wellness: ADADC is vigorous in providing program-specific materials, science-based research and staff assistance to help schools transition to a healthy school environment that includes dairy as a key part of wellness. ADADC sent digital communications to close to 1,800 school districts on regulatory change to include one percent flavored milk, in addition to a direct mail campaign to 573 districts impacted by various state mandates and initiatives in support of Breakfast After the Bell. The organization also helped develop educational materials about farm environmental practices related to water use through Young Minds Inspired to create a free educational outreach program for teachers. The program materials were distributed to 52,500 second to fourth grade teachers in 10,500 schools in the Northeast territory, including all New York schools. The program has been downloaded more than 6,400 times. Demonstrating to school administrators the connection between good nutrition and student academic achievement helps encourage these leaders to implement school feeding programs – such as Breakfast After the Bell – that boost dairy product sales.

Outreach: ADADC participates annually in New York School Nutrition Association conferences and the New York City Elementary and Middle School Principals Association Conference to tout the benefits of milk and dairy foods in schools.

## 5) OTHER

Other programs include Unified Marketing Plan with national programs (\$3,466,444); Export programs through the US Dairy Export Council (\$200,000); and administration (\$416,919).

### **New England Dairy Promotion Board (NEDPB) (\$1,914,255)**

<https://www.mustbethemilk.com/>

This organization promotes consumption of milk in New England, where New York-produced milk is marketed.

In 2018, NEDPB promoted nutrition through the 'Fuel up to Play 60' program. This is a comprehensive child nutrition and fitness initiative in partnership with the National Football League and National Dairy Council. NEDPB also operated programs related to nutrition marketing and public affairs on behalf of dairy farmers to build dairy advocates through communications and relationships.

NEDPB maintained consumer communications through a variety of communication and marketing vehicles, including social media, traditional media, newsletters, and events to build trust and advocacy among consumers and other stakeholders that help protect and grow dairy sales and demand.

NEDPB operated integrated communications programs, including the production of an annual report, funding of individual volunteer / producer-led state groups and distribution of communication materials to producers in the region at various meetings.

### **Milk for Health on the Niagara Frontier (MFH) (\$472,515)**

[www.milkforhealth.org](http://www.milkforhealth.org)

In 2018, MFH maintained marketing efforts, including production and airing of television and radio ads as well as education and outreach at schools and county fairs. MFH also published advertisements and stadium signage at major sport events, including the New York Buffalo Bills and at local college basketball and football games.

### **Cornell University, Research Projects (October 2017 – December 2018)**

(\$1,851,670 in total, individual project amounts listed below.)

[www.foodscience.cals.cornell.edu/research](http://www.foodscience.cals.cornell.edu/research)

#### Milk Quality Improvement Program (MQIP) (\$545,750)

The Milk Quality Improvement Program (MQIP) provides comprehensive support to the New York State dairy industry throughout the farm to processing continuum. In addition to this funding, which provides support for research and targeted outreach, the MQIP secured additional funding of approx. \$1.05 million for dairy-related research and training in New York through (i) a fee-based dairy food extension program; (ii) fee-based pilot plant and product development projects; (iii) additional research funding, and (iii) industry gifts.

Dairy farmer investment in MQIP has allowed development of unparalleled dairy expertise at Cornell, which creates new knowledge, provides support for new product development and expansion of dairy processing capacity, and guides continuous improvements in the quality and safety of New York dairy products. Importantly, the MQIP maintains strong partnerships with dairy industry stakeholders, including regulatory agencies, animal health agencies, diagnostic and industry organizations, and facilitates multi-dimensional, collaborative efforts to advance the New York State dairy industry.

The Voluntary Shelf-Life (VSL) Program is a critical component of the MQIP, serving a number of purposes, including monitoring the quality of raw and pasteurized fluid milk in New York State, identifying acute and long-term quality issues in the New York State fluid milk supply and responding with extension outreach, identifying potential research needs, and forming strong relationships with New York State fluid milk processors. The VSL program has also developed into the core overall dairy foods program at Cornell and in New York, providing support for all types of dairy products (including cheese, powder etc.); specifically, VSL staff are regularly re-assigned and utilized for deployments to support dairy products beyond fluid milk. In addition, many fluid milk processors also produce many other dairy products, often in the same facilities where fluid milk is produced, allowing VSL staff to support these other products during VSL visits.

### MQIP Supplementary Projects (\$417,720)

Additional research conducted by the MQIP team include the following supplemental projects.

- *Development of a predictive tool to aid in production of extended shelf life fluid milk products with procedures that control outgrowth of psychrotolerant aerobic spore-forming bacteria. (\$121,540)*  
This project is aimed at developing a model to predict outgrowth of psychrotolerant sporeforming bacteria in fluid milk and the corresponding impact on shelf life. The data generation and baseline model development were completed in 2018 and were published in the Journal of Dairy Science.
- *Development and assessment of new tools for raw milk and finished product testing: preparing the New York dairy industry for the future. (\$127,440)*  
This project developed new molecular-based tools for the assessment of raw milk quality and safety. This research uses untargeted sequencing of nucleic acids from organisms present in food with the potential to inform food safety, product tampering, and origin.
- *Control of Clostridium Tyrobutyricum, a reemerging concern in hard cheese production. (\$127,440)*  
This project developed and identified a large collection of Clostridium isolates from raw milk and farm environments. At the completion of this project, the major impacts will be the development of a simulation, which will allow processors to make informed decisions on how to reduce spoilage from late-blowing.
- *Development and deployment of a Rapid Response Team. (\$41,300)*  
This project developed and deployed the Rapid Response Team to producers and processors. The team responded to finished product quality issues reported by processors to identify the root causes.

### North East Dairy Food Research Center (NEDFRC) Research Projects (\$888,200)

- *Conversion of lactose to Galactooligosaccharides (GOS). (\$102,513)*  
This project converts lactose to prebiotics and adds value to whey and permeate by-products.
- *Novel diagnostics for dairy. (\$76,110)*  
Elasto-sense measurement of texture evaluating the elasto-sense as an indicator of incoming milk quality and product shelf life for cheese and fermented dairy producers.
- *Upcycling of acid whey. (\$78,470)*  
Up cycling dairy by-products into a new category of value-added consumer beverage.

- *Transfer of technology for the NEDFRC. (\$51,625)*  
 This project provided technical support to companies implementing ultrafiltration and microfiltration processes to produce milk-based dairy ingredients. The project also implemented a data management method for evaluation of cheese manufacturing performance in two New York State cheese factories.
- *Preparation of minimally astringent whey protein-based beverages. (\$111,363)*  
 This project focused on the mitigation of astringency in whey protein beverages.
- *Novel lactose-driven activation of the Lactoperoxidase system for improved dairy product shelf life. (\$81,734)*  
 This research has shown that the natural enzyme, lactose oxidase, can be used as an inhibitor of common dairy spoilage organisms in fluid milk.
- *Distribution of spores and vegetative bacteria between the skim and cream phases in milk. (\$139,717)*  
 The effect of centrifugation on partitioning of bacteria and somatic cells was studied. Centrifugation lowered the concentration of bacteria and somatic cells in the skim milk.
- *Sources of autoxidized off flavor in milk. (\$119,080)*  
 This project determined the difference in sensory levels of auto-oxidation in milk produced with different feeding treatments and determined the chemical characteristics of the oxidation product as they relate to sensory impact.
- *Functionalization of whey protein by extrusion. (\$127,588)*  
 This project determined the best methods to utilize whey protein in an extrusion process for food manufacturers.

## Dairy Promotion Advisory Board Members 2018

Larry Bailey, Fort Ann, New York (DFA Seat)

Barbara Hanselman, Bloomville, New York (At-large Seat)

David E. Hardie, Groton, New York (New York Farm Bureau Seat)

Jason Kehl, Strykersville, New York (Niagara Frontier Cooperative Bargaining Agency Seat)

LouAnne King, Waddington, New York (At-large Seat)

John Mueller, Clifton Springs, New York (Rochester Cooperative Milk Producers' Bargaining Agency Inc. Seat)

Kim Nelson, West Winfield, New York (At-large Seat)

Christopher Noble, Leroy, New York (At-large Seat)

Mike Nolan, Cambridge, New York (Agri Mark Inc. Seat)

Carroll Wade, Jasper, New York (NYS Grange Seat)

### Dairy Promotion Advisory Board Member Meetings, 2018:

<b>Date</b>	<b>Location</b>
February 16	Syracuse, New York
May 3	Brooklyn, New York
June 15	Ithaca, New York
July 10	Liverpool, New York
July 27	Syracuse, New York
November 30	Syracuse, New York

Dairy Promotion Order Advisory Board meetings are open to the public.

In 2019, David (Skip) Hardie retired from the Dairy Promotion Order Advisory Board. The Department wishes to recognize and thank him for his many years of dedicated service to the NYS dairy industry.