



Mid-Year Update

New York Dairy Promotion Advisory Board

American Dairy Association North East is a dairy farmer-funded and directed organization, using checkoff dollars to deliver a strategic, comprehensive marketing plan on behalf of dairy farmers.



AMERICAN DAIRY
ASSOCIATION NORTH
EAST

Amidst the COVID-19 pandemic, American Dairy Association North East immediately intensified its focus to helping our dairy farmers, industry partners, and local communities during the time of uncertainty and quarantine. Our programs targeted the following areas:

- Ensuring students have access to milk and dairy products in school meals
- Promoting our educational goals with online farm and cooking series
- Assisting our retail partners in stocking shelves to prevent purchase limits
- Partnering with dairy cooperatives to help distribute milk to families in need
- Ramping up consumer communications to assure them the dairy supply is safe and abundant

In these unprecedented times, our programming looks slightly different, but the goals remain the same—increase sales and trust in dairy.

Overview - We changed the tactics but not the strategy

- When 2020 began, we were on target to reach the goals outlined in our strategic plan. But in March everything changed. That's when ADA North East immediately shifted its tactical focus.
- How can we best serve our customers – which will then serve our farmers?
- Most of our team already worked in a home office
 - We were used to working from home and had the necessary technology already in place to do our jobs
- **We changed the tactics but not the strategy**

COVID-19 Has Impacted Every Facet of Everyone's Lives

From this

- Working parents in office during the day
- Kids at school/daycare
- Fully stocked supermarkets
- Foodservice accounts for 50% of cheese sales, 60% of butter sales
- Media coverage on-site at events

To this

- 14% unemployment
- Schools close, affecting 7% of milk sales
- Dairy sales up 44% in supermarkets
- Restaurants close. Foodservice sales down 30% to 60%
- News reporters began working from home and looking for story angles tied to COVID-19



Comprehensive Youth Sales and Trust Initiative

Project background:

- The youth market is a priority for ADA North East based on their current consumption and their future potential to the dairy industry.
- ADA North East concentrates on schools to maximize the efficiency of farmer dollars.

Project goal:

- Increase the consumption of New York milk and dairy products by youth (lunches, breakfasts, and other offerings).

Schools in the region

- 1,141 Districts
- 6,684 Schools
- 3,764,672 Students



January and February 2020: Increase the consumption of New York milk and dairy products by youth

- Staff works with schools with highest student enrollment to ensure greatest return of dairy farmer dollars.
- Staff is enrolling schools in programs proven to sell more milk and dairy products
 - Yogurt smoothies and Cheese-centric recipes
 - Hot chocolate milk and Lattes (each use 8 ounces/milk)
- Plans underway for
 - "Cafeteria makeovers" (creating a more welcoming atmosphere for students)
 - Annual conferences with School Food administrators and food directors
 - Western NY test on milk dispenser (vs milk cartons)
- Schools have begun testing milk temperatures as part of the annual Milk Temperature Study – ensuring milk is kept at optimum temperature
- Fuel Up to Play 60
 - Enrolling schools and engaging students with health and wellness activities

Fuel Up to Play 60

Fuel Up to Play 60 (FUTP60) program opens the door for ADA North East staff to implement meal strategies that increase dairy sales. It was the first comprehensive school wellness program that combined physical activity with a nutritious diet.



Ali from Hannibal, NY (with her advisor on the left), started Fuel Up to Play 60 as a 1st grader, now as a 6th grader (right), she has been nominated and given the title of NY State Ambassador.

High School Sports Partnerships

Through partnerships with the New York State Public High School Athletic Association and Public Schools Athletic League, ADA North East sponsored all championships and sent positive dairy messaging to 7,700 coaches.

Provided chocolate milk for athletes at Winter Championship events:

- Boys/Girls Skiing
- Duel Wrestling
- Boys Swimming/Diving,
- Competitive Cheer
- Boys/Girls Indoor Track/Field



REFUEL WITH
CHOCOLATE MILK



COVID-19 Hits – Constant Change

March 12: NY Schools begin receiving public pressure to close



March 27: School closures extended through April 15



May 1: Schools to remain closed through the end of the academic year



March 18: All NY schools close for two weeks

April 6: School closures extended through April 29



Continuing to Help Schools Keep Kids Fed

Meal Equipment Provided to

- 38 school districts in 749 schools with 250,511 total enrollment

Provided

- Milk coolers
- Insulated breakfast bags
- Reusable bags

School Nutrition Care Package

- ADA North East hand sanitizer "care packages" sent to school nutrition directors to share with staff





Using our school contacts to keep milk-on-the-menu - Two examples of assistance to schools

- Niagara Falls School District:
 - Superintendent not allowing milk to be included with meals
 - ADA North East spoke with neighboring school district staff to have them explain how they were handling issue
 - Within a day, Niagara Falls was back to serving milk
- Geneseo School District:
 - Alerted by farmer that district was not accepting milk for the meals
 - Issue was a concern regarding proper refrigeration on bus
 - ADA North East provided insulated breakfast bags for bus
 - Helped them arrange better delivery schedule with processor



Mark Bordeau, NY School Nutrition Association President thanked ADA North East for:

- Coolers to keep dairy items cold at sites where there is no refrigeration. We are serving a lot of dairy items, including-milk, cheese, yogurt, sour cream and cottage cheese.
- Weekly email updates about new waivers approved
- Tips to keep dairy products ice cold.
- Keeping us UpToDate on grants available to buy equipment to better serve the kids during this pandemic
- Arranged a donation of 16,000 gallons of milk to give out to my families in need

"It has taken a whole community to successfully execute and serve our families in need. I am forever grateful that your team is part of our community. Thank you"



Supporting Schools to Keep Kids Fed

- Original plans for an in-person conference with School Administrators and School Food Service Directors became a webinar, where leadership shared best practices
- **Sample results:**
- Newark, N.J. – began sending bulk meals home with instructions for families on how to prepare. This allowed for better menu options (pizza, chicken parmesan vs cold sandwiches, which helps increase meal participation)
- Union City, N.J. – in addition to breakfast and lunch, they added dinner, which allowed them to feed more children.



Brandon Lipps
Deputy Under Secretary
for Food, Nutrition &
Consumer Services



Tracy Cashin
NYC Dept. of
Education
.Office of Food Nutrition
Services

"ADANE was the first during this pandemic to do a ZOOM Call/webinar with the key stakeholders... Now other organizations like SNA are following your lead."

Mark Bordeau
Senior Foodservice director
Broome Tioga BOCES
NY School Nutrition Association President

GENYOUth – Bringing in Other People's Money to Support Our Work in Schools

- **GENYOUth** is a 501(c)3 nonprofit organization that creates healthier school communities – created by dairy farmers to bring in additional money from companies outside the dairy industry
- Grants provided up to \$3,000 per school to provide equipment
 - Coolers, insulated bags
 - Materials for food service sanitation and safety
- Total of \$222,200 awarded to 129 schools



AMERICAN DAIRY
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EAST

COVID-19 Emergency School Nutrition Program Funding

GENYOUth Foundation is offering COVID-19
Emergency School Nutrition Funding

Thank you for the continued support of our children and communities during this [pandemic](#).

We're here for you!

GENYOUth is providing grants of up to \$3,000 per school to supply much-needed resources for meal distribution and delivery efforts to get food to students during COVID-19. Please select link below to fill out application.

[Emergency School Nutrition Funding](#)



ADA North East Helped Schools Adapt to Ever-changing Rules from USDA

- Promoted waivers allowing schools to send home gallons/half gallons rather than individual cartons to increase total milk distribution
- Provided educational "Strive for 35°F" program materials to ensure milk is stored and served at optimal temperature based on less-than-optimal serving conditions (outside the cafeteria)



USDA Extends School Meal Flexibilities.
Three new nationwide waivers were just announced, continuing through August 31st. [FULL DETAILS HERE.](#)

USDA Guidelines Ensure Children Get Their 9 Essential Nutrients!



The ruling states that, if at least 8 ounces of milk is provided with each meal, the milk may be in a larger bulk container.

[Download details here](#)
(See Question 18)

We're all in this together.



Do the Math: Determine Your Bulk Milk Breakdown.

Use our easy new calculator to accurately plan how much milk you'll need and what size containers will be most efficient. Try it right now!

[USE MILK CALCULATOR](#)

If you're experiencing challenges serving cold milk with meals, let us know. We want to help!

Contact us at Schools@Milk4U.org or call 609-871-0471 with any questions or additional needs.

Our special informational website is still available with resources to assist you. [Check it out anytime.](#)



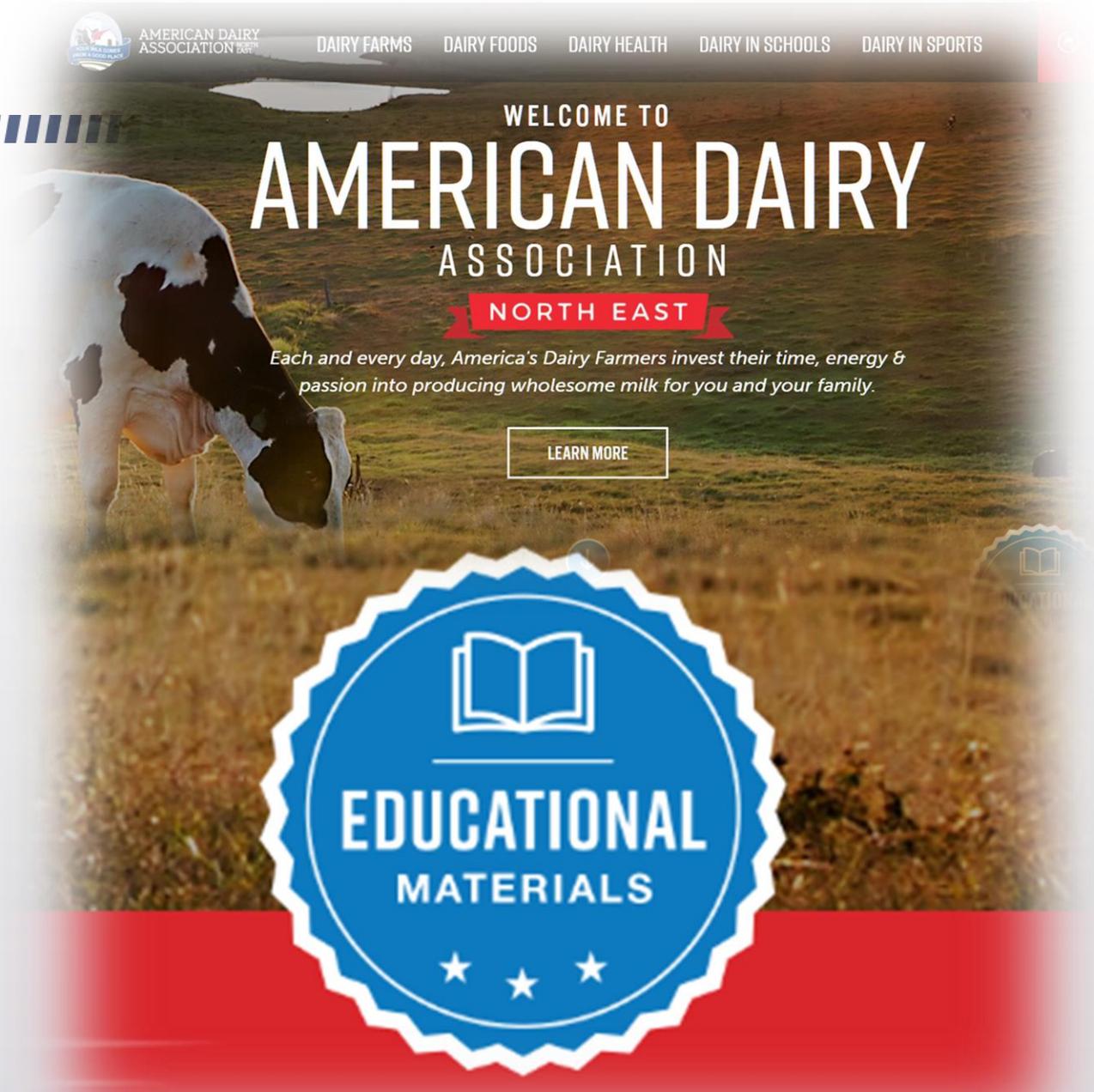
AMERICAN DAIRY ASSOCIATION NORTH EAST

In partnership with local dairy farmers.

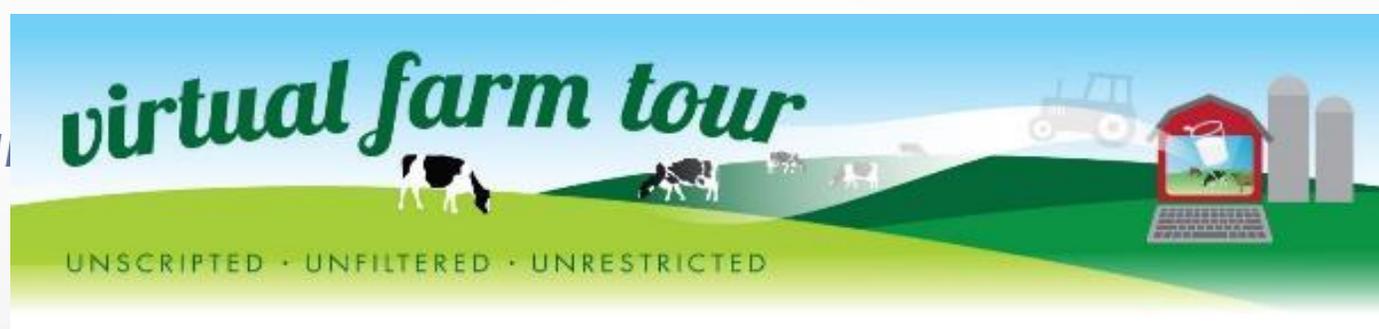
With schools closed and kids at home... parents needed help

Parents looked for ways to keep their children engaged and entertained, so ADA North East:

- Used its social media channels to promote the availability of recorded Virtual Farm Tours and on-line educational materials.
- Created a new daily online "Fun on the Farm" Facebook video series featuring dairy farmers.



COVID-19



Educating and Entertaining Kids: Virtual Farm Tours

More than 230,000 views by consumers



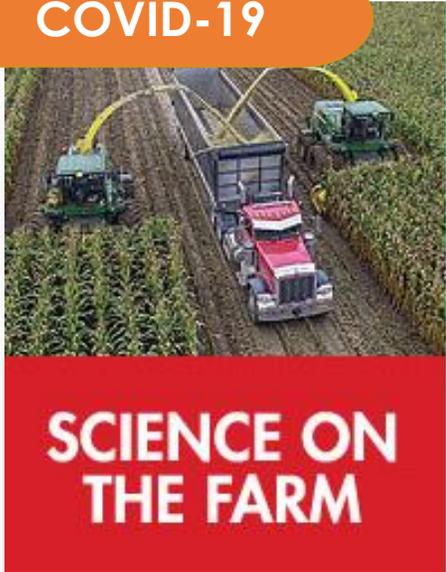
Nate Chittenden
[Dutch Hollow Dairy](#)

Click to watch



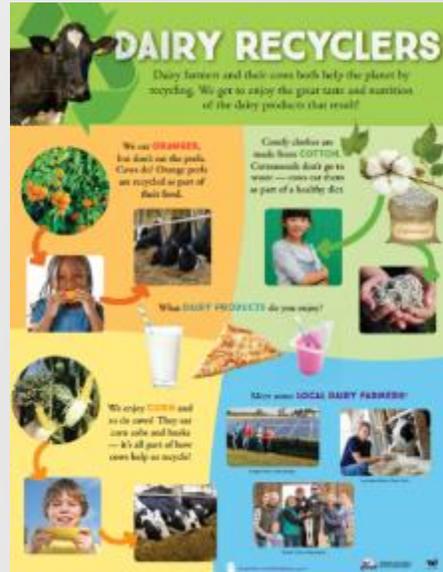
Hannah Worden
[Will-O-Crest Dairy](#)

COVID-19



Educating and Entertaining Kids: Dairy Lesson Plans

Science on the Farm
Middle School



Since 2013 ADA North East has offered free online dairy education curriculum, developed by educators.

- STEM
- Environmental Science
- Biology

Regular plans called for these to be distributed to teachers throughout the region.

Our COVID-19 shift led to offering them online to “new homeschoolers”



Dairy Recyclers
2nd-4th grade

Farming for the
Future
High School

Educating and Entertaining Kids: New program • 2.2 Million views
“Fun On the Farm” Facebook videos launched March 23



Farmer Johanna and daughter Brynley shared their sustainable dairy farming practices and gave us a peek behind-the-scenes at [Barbland Dairy](#).



Farmer Kelsey from [Mapleview Dairy](#) had a fun-filled week full of dance 'mooves' and mini-lessons on how she uses technology on her dairy farm.

Click the farm names to watch the video

Keeping Students Engaged : Fuel Up to Play 60:

- E-blasts sent to over 6,500 physical education teachers and school administrators to help them keep their students healthy with eating and physical activity strategies.
- Student ambassadors created dairy farmer encouragement videos,
- NFL player ambassadors thanked “frontline” school nutrition workers as heroes



We're ready to help!

Look to us for
valuable resources
to serve your
student community.

During these difficult times of school closures, we want to assist in any way we can. We've assembled resources, official updates, informational links and helpful tools you can use and share with staff, parents and students.

With [one click](#), you can:

- Retrieve vital school information from the CDC
- Download remote lesson planning assistance
- View a virtual Farm Tour that parents and students can use at home
- Access family activities to encourage fitness and health away from school
- See the latest COVID-19 updates from every State Education Department in the American Dairy Association North East territory



Spreading the word about the Summer Meals Program: Selling Milk outside of School

- Summer foodservice program provides meals to all children age 18 and under.
- More students who eat these meals = more milk and dairy products sold
- ADA North East provides:
 - Insulated bags
 - Milk coolers
 - Digital/Social Media support
 - Targeted ads based on zip codes so families know where to go for free meals



Student Engagement, Fuel Up to Play 60

- ADA North East will conduct a virtual summit for students to support their continued participation and success in the program because traditional in-person event was canceled
- Spring FUTP 60 Touchdown events will be converted to virtual “events” during the fall and will be individualized based on NFL markets
- Students to receive digital banners for creating virtual playbooks about their efforts to promote dairy in schools
- With high school sports championships cancelled, student research indicates students are missing student activity and sports involvement, virtual programs using high school coaches and the Sports Nutrition Advisory Panel will be implemented.





Keeping dairy on the school meal menu

- Unsure what fall semester will look like for students
 - Combination of in-school and virtual learning
 - Eating in classrooms instead of cafeteria
 - Staggered attendance
 - Limited sports and extra-curricular activities
- **Schools are counting on ADA North East to help them keep kids fed**



Back to School: Fall 2020

Enhanced dairy focused menus for yogurt and cheese to support an increase in dairy sales across all meal programs, as well as ensuring fresh dairy milk is available with all meals.

- Menus to address a variety of potential options
 - On site feeding
 - Grab-n-go
 - In the classroom
 - Cafeteria
 - Other designated school areas
 - Take-home meals and more

- Change in delivery method led to the same meals being served over and over
 - ADA North East to provide Menu “monotony breaker” ideas, as children and families grew tired of a limited menu, as well as information on serving hot and cold meals with food safety guidelines, per new TBD federal guidelines.



Back to School: New York Thursdays

In-school program created by NY Department of Agriculture to help draw attention to NY-produced foods on the school menu and the farms who supply schools

Program moved from Spring 2020 to Fall 2020

FROM
NEW YORK FARMS
TO YOUR SCHOOL
EVERY THURSDAY

Terri DiNitto - DiNitto Farms
Marcy, NY

Watch a Fun
Farm Video for a chance to win!

Be here every day – and especially Thursdays – for farm-fresh milk, cheese, yogurt, fruits and vegetables. **Give your school a chance to WIN PRIZES!**
Go to MilkVids.com!

Download the free **Dairy-X** app,
then point your phone at this poster



Bret Bossard
Barbland Farms, Fabius, NY



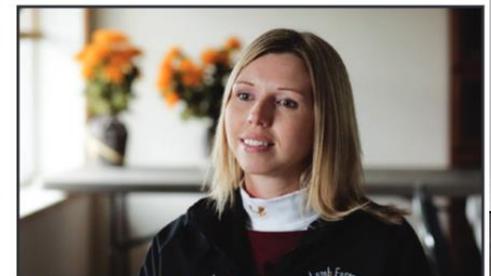
HelmHaven Farm
Chateaugay, NY



Terri DiNitto
DiNitto Farms, Marcy, NY



Chuck Luchsinger
Silver Spring Farms, Syracuse, NY



Kendra Lamb
Lamb Farms, Oakfield, NY



Comprehensive Retail Sales and Trust Initiative

Project background:

- 77% of all milk, 71% of yogurt, and 33% of cheese is sold at retail locations.
- ADA North East concentrates on the outlets with the highest return to maximize the efficiency of farmer dollars.

Project goal:

- Increase sales of milk and dairy products at retail locations
- Increase fluid milk supply at Food Banks

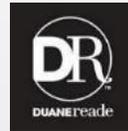
Pre-COVID-19

Retail Programs

Work with retail chains that represent 82% of dairy market share



Dairy Farmers of America



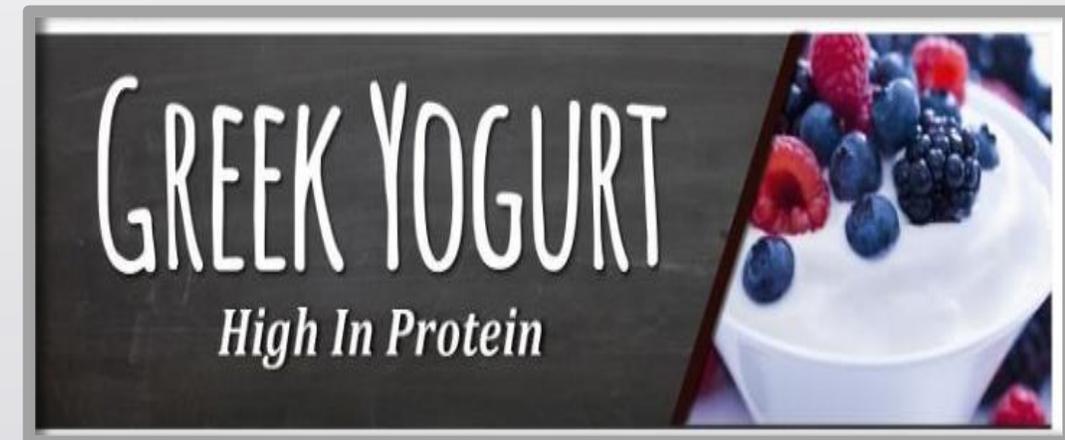
Retail Programs: Work with both Retail Corporate Headquarters and Individual Stores

- Headquarters – to sell-in new concepts, pilot tests, approval of best practices
- Store level – train staff on best practices in dairy case management
 - Hygiene
 - Stock rotation
 - Merchandising
 - Proper stock levels
 - Optimum temperatures for dairy storage

Retail Programs

Dairy Aisle Reinvention

- Install signage and apply merchandising techniques to change shopper perceptions from “Old Fashioned” to modern, relevant, fresh, and new
- Inspire shoppers by communicating the value, benefits and usage occasions of dairy products
- Slow down shoppers by highlighting all relevant sections of the dairy case
 - Leads to impulse buys = more sales!



Retail Programs - Farm-to-Table Signage

Farm-To-Table signage pictures dairy farmers and connects shoppers with the farmers who produce the milk they purchase

Farms Featured in Stewarts

Saratoga County:

Koval Brothers Dairy
Stillwater, NY 12170

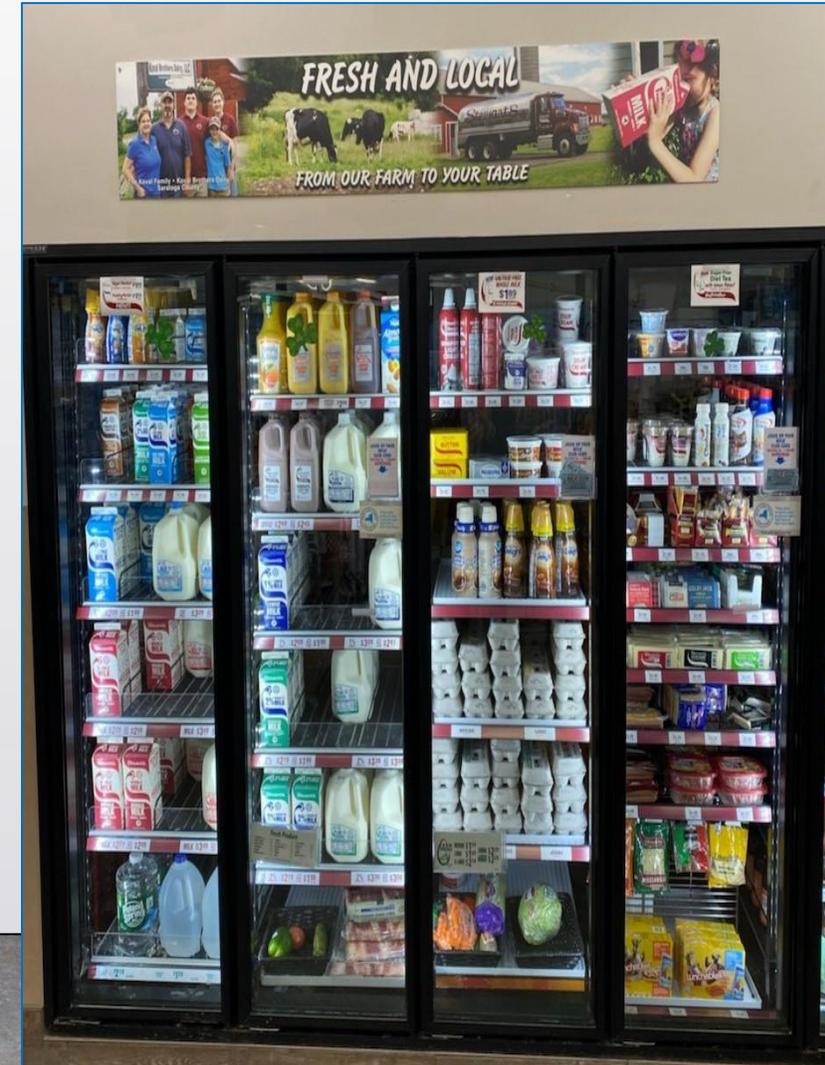
Washington Country:

Durkee Farm
Fort Ann, NY 12827

Rensselaer County:

Elm-Spring Farm
Eagle Bridge, NY 12057

Signage installed in 330
Stewarts Shops in 2020



Retail Programs - Yogurt Dividers and Cheese Pushers

- ✓ Reduce Labor Costs – Makes shelf stocking easy
- ✓ Increase sales by reducing "out of stocks" and help shoppers easily find products



Retail: Cross Merchandising drives impulse sales by placing dairy adjacent to complementary products in other sections of the store

Key Food - Staten Island, NY
Shred Cheese with Hot Dogs



Acme - Manahawkin, NJ
Shred and Sliced Cheese with Ground Meat



Tops - Syracuse, NY
Shred Cheese with Salad Bags



Retailers feel the effects of COVID-19 in early March

- Shoppers stocking up/hoarding household staples
- Stores begin to run out of products/limit purchases
- Stores shorten operating hours so they have time to restock shelves/clean
- Multiple processors not producing any quarts or flavored milk so they can keep up with gallons and 1/2 gallons of white milk production
- Cheese manufacturers reduced cheese varieties available on the shelf

Immediate shift in focus to support retailers

When COVID -19 hit, we suspended our traditional audit process to assist stores in restocking dairy aisle as quickly as possible



Pre COVID: January 1 – March 13=

- ✓ 8,159 units of Milk
- ✓ 1,320 units of Yogurt

March 16 – June 29 =

- ✓ 94,227 units of Milk
- ✓ 6,152 units of Cheese
- ✓ 9,480 units of Yogurt

Total YTD = 119,338 units

WalMart Buffalo, NY



Wegmans Rochester, NY



Before and After
Units Restocked





Response to Dairy Product Limitations

- ADA North East is uniquely qualified to respond based on corporate relationships and store level staff
 - Proactively asked for people to report out-of-stocks/limitations, with date, time, location
 - More than 600 consumer/farmer calls and emails
 - Received corporate correspondence on dairy product limitation policies to help enforce changes requested at store level
 - Field staff worked diligently to have limitation signs removed

Reinforcing importance of milk with retail consumers

Created an infographic door cling for the dairy case to relay how milk is Affordable, Nutritious and Accessible, which are top of mind for consumers

- Recently installed in 140 stores with more being added each day

WHAT'S IN YOUR GLASS OF MILK?
AFFORDABLE + NUTRITIOUS + ACCESSIBLE

AFFORDABLE
Only **\$0.26** per serving!
Get the recommended 3 servings of dairy a day for **under \$1.00.**

NUTRITIOUS
Milk contains essential nutrients like high-quality protein, calcium, vitamin D & more.

ACCESSIBLE
You can buy milk at local grocery or convenience stores all year long!

AMERICAN DAIRY ASSOCIATION NORTH EAST
americandairy.com

*Data Source: National Dairy Council (NDC)

Testimonials from the stores

“That's awesome! We truly appreciate the help! We can't thank you enough!”

John Koch
ShopRite, Surge/Initiative
Analytics

“I just want to say thank you to your team for all the hard work you do for us.”

Catherine Magistrelli
Vice President
Dairy/Frozen Division
Wakefern Food Corp

“Thank you so much for all you and your teams have done to support Weis! It is greatly appreciated!”

Michelle Dorin - Weis
Director of Vendor
Relations/Merch
Communications



Increasing Dairy product availability at food banks

- ADANE moved rapidly to provide support to the hunger channel based on established relationships with area food banks through programs, such as Fill A Glass With Hope® and the Great American Milk Drive.
- With a rapid decline in food service availability, surplus dairy products were available
 - ADA North East staff helped move milk, yogurt, sour cream and other dairy products from Cooperatives and Processors that normally were used by retail and foodservice establishments.
- In May, amidst growing unemployment numbers large quantities of milk were made available through the USDA's Coronavirus Food Assistance Program (CFAP) and New York's "Nourish NY" programs.
- ADA North East has been instrumental in organizing large-scale milk distribution events throughout the region.

Milk Donation Events - 277,000 Gallons

Upton, N.Y. 6,000 Gallons



101,000 Gallons – DFA Program
176,000 Gallons – CFAP* Program

ADA North East handles logistics, volunteer recruitment, pre-publicity and on-site media coverage.

Syracuse, N.Y. 6,000 Gallons



Watertown, N.Y. 4,000 Gallons



NO Dairy farmer dollars have been used to pay for milk/dairy product donations

Oneida, N.Y. 8,000 Gallons



*USDA's Coronavirus Food Assistance (CFAP)



The New Normal for Retail

- Standard store visits will continue at normal frequency and work tasks.
- Continued focus on ensuring stores have replenished as much milk product as possible during our store visits.
- Continued support of Dairy Aisle Reinvention with measurements and installation of adding merchandising signage (49 stores) and Farm-to-Table signage (379 stores)
 - Store measurement and sign development was completed during COVID-19
- Correction of hygiene issues and education of best practices
- Implement secondary placements utilizing new themes for dairy pairings for at home family dining.



Promoting Dairy's Image through Traditional and Social Media and Enlisting Dairy Farmers to Tell their Story

Project background:

- **Enhance dairy product/producer image and usage through traditional and social media**
- **Help farmers serve as advocates to increase consumption of New York dairy products**

Project goal:

- **Improve the image of dairy products and dairy producers among consumers, thus improving the acceptance and consumption of New York milk and dairy products**
- **Provide training and support to farmers and dairy princesses to reach consumers with positive dairy messages**

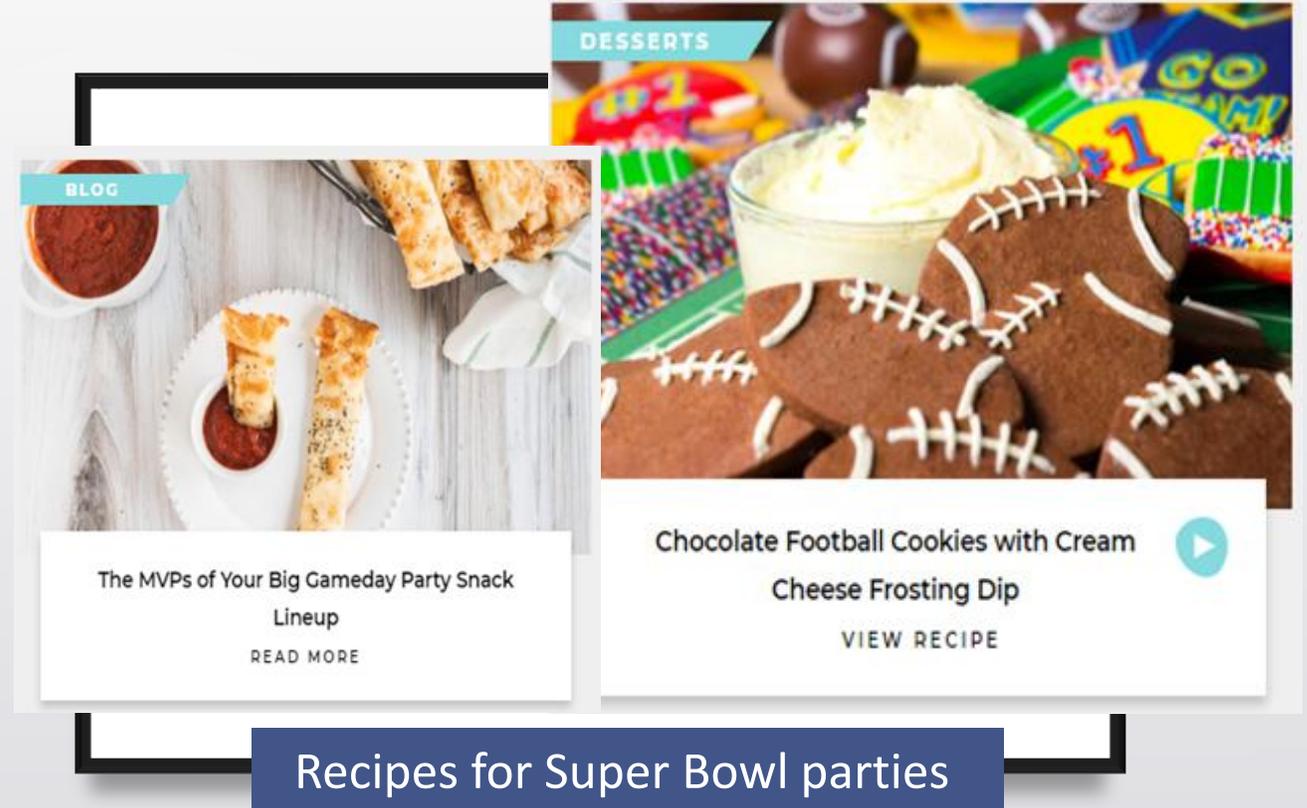


Providing dairy recipes and meal ideas to consumers via SavorRecipes.com

Use social media to distribute dairy-centric recipes to consumers thru our new website.

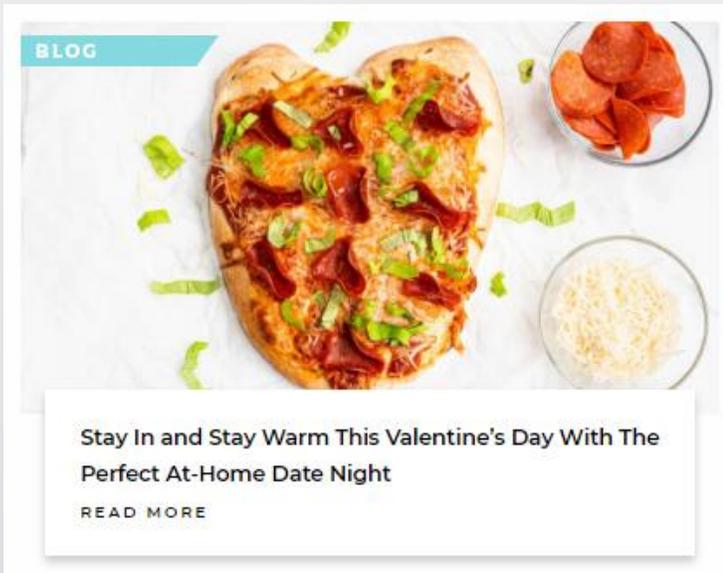
SavorRecipes.com appeals to consumers who love to cook or bake and who are looking for meal solutions or recipe inspiration.

- Hundreds of dairy-centric recipes
- “How-to” demonstration videos
- Digital cookbooks
- Professional food photography
- Partnerships with food bloggers and social media influencers



Reaching consumers on social/digital media

SavorRecipes.com published 27 new recipes and 9 blog stories before COVID-19.



BOND OVER DAIRY LEADS TO LOVE AND A DIAMOND

Author: Ania Stilwell | February 11, 2020



Cupid's arrow solidified its mark on Courtney Luskin and Duncan Bailey one Sunday afternoon in February 2018. Duncan was working on the dairy farm where he grew up, in Fillmore, New York. "While they no longer milk cows, we still raise heifers there – those are dairy cows that haven't had a calf yet," explains Courtney. One heifer in particular, an [Ayrshire](#), has a special place in their hearts.

AmericanDairy.com published 11 blog stories before COVID-19.

Traditional Media Placements

“Fueling Young Athletes” – New York City

- One-minute segment featured ADANE spokesperson Heather Mangieri on
- WCBS in NYC, Jan. 24 & 26
- **500,000 media impressions**



Nutrition Messages



NY State Dairy Princess Pageant Syracuse Feb. 18

Stories ran throughout region

King Dairy donates milk to Schuylerville Youth Center

By Wendy Liberatore on January 10, 2020 at 5:21 PM



King Brothers Dairy - Food Bank Cooler & Milk Donation – Albany Jan. 10

- Media stories featured in [Albany Times Union](#), [The Saratogian](#), [Troy Record](#), and [Spectrum News Capital Region](#).

Farmer Image Messages

National Ag Week Dairy Farmer Letters to the Editor (March 2020)

- ADA North East farmers submit letters
- Over 130,000 media impressions throughout New York

Letter: Celebrate agriculture, and support local dairy farmers

Ensuring our cows are healthy and comfortable is more than a job, it's a labor of love — a love for our animals, our way of life, and our community. We're continually looking for ways to improve what we do on the farm by supporting practices that help the environment and are socially responsible, such as reducing energy, reusing water, and recycling manure. -Rachel Holtz, Willow Bend Farm



Developing Dairy Advocates: Driving Dairy Discussions

Consumer research shows that nearly 50 percent of adults would ask a dairy farmer about their farming practices, if given the opportunity.

We help farmers develop their core story and initiate influential consumer conversations.

- Being consumer focused; Start with the farmer's WHY
- Developing farmers "Core Story" for consumers
- Best practices for how dairy farmers can answer difficult questions
- Technical information and resources for farmers use
- Practice consumer interactions



Pre-COVID-19

February 10, 2020

Developing Dairy Advocates – Media Spokespeople



2 million
plus
viewers!

When actor Joaquin Phoenix, used his Oscar speech to share his extremist animal rights opinion, Fox News' Laura Ingraham show jumped at the opportunity to prolong the controversy by inviting a dairy farmer to join her live – with just a few hours' notice

5:30 PM: ADA North East receives call

6:30 PM: Nate Chittenden confirms interview

8:00 PM: Call with Nate to practice talking points during his drive to the Albany NY studio for a 10:00 PM interview

Developing effective spokespersons is key!

It takes a special skill level to handle a live media interview on a controversial topic and not get sidetracked.

During the interview, when Ingraham asked Chittenden if cows are in distress, he answered, **“Everything we do on our farms every day is to keep those animals as calm and as comfortable as possible.”**

Ingraham’s retort, **“Easy for you to say”**

Chittenden response **“Actually it IS easy for me to say. I feed and take care of every single newborn calf that’s on my farm. Literally an hour ago before I came in here for this interview, I was feeding a brand new calf that was just born with its mother right there with me. Our cows see us farmers as part of their herd.”**



New York farmer defends dairy farming to millions on Fox News

Dairy FAN – Dairy Food Advocacy Network

An innovative leadership and social media advocacy outreach program designed for young dairy professionals, dairy farmers and other advocates interested in advancing their knowledge and ability to engage on social media in the growing dialogue surrounding farms and food.

Trainings:

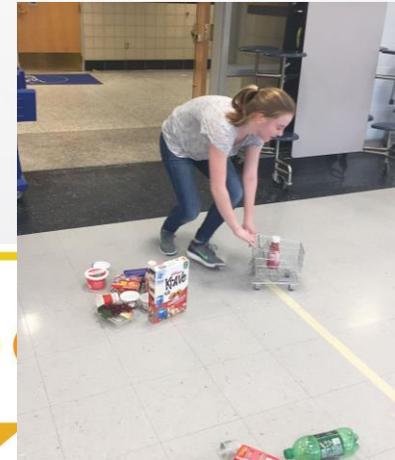
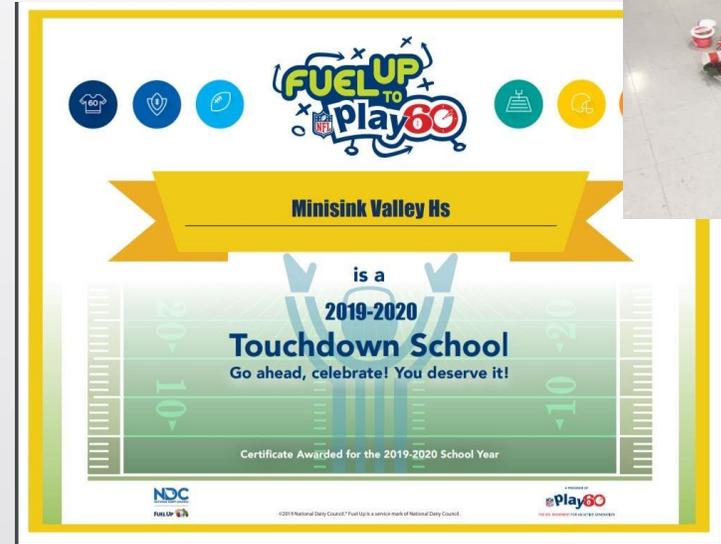
- How to run a farm Facebook page
 - How to capture farm video and photo for social media
 - Guest speakers
 - Running a paid social media campaign
-
- Activities Include:
 - Twitter parties
 - In-person meetings
 - Webinar trainings
 - Networking with fellow Dairy FAN members





NYS Dairy Princess Pageant
Feb. 18, 2020

Fill a Glass with Hope®
\$3,183 has been raised by
dairy princesses
so far in 2020.



Orange County achieved a Fuel Up to Play
60 Touchdown School

PRE-COVID: 19 – ADA North East Registered Dietitians Connect at Medical Conferences

New York State Academy of Family Physicians

- Conference Sponsor, January 23-26, 2020 in Lake Placid
- Host of Leadership dinner for 20 Physicians
- Exhibited to 200 physicians practicing in NY State
- Supporter of Breakfast After the Bell and Flavored Milk

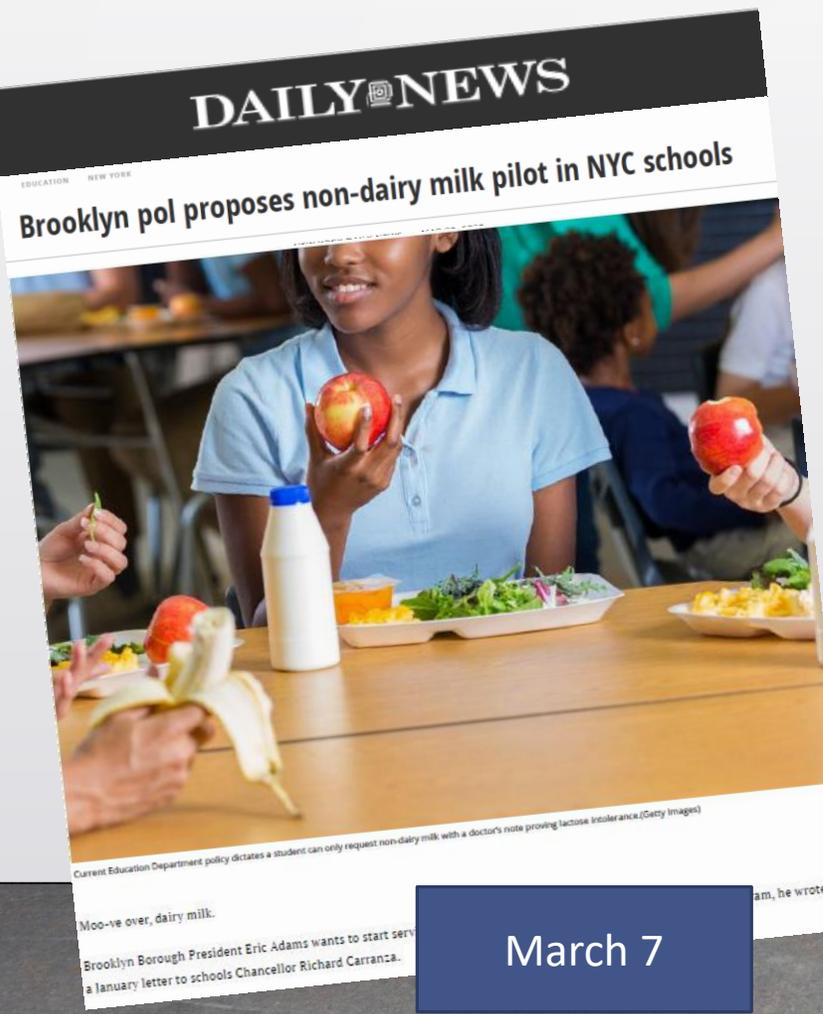


Pre-COVID-19

Speaking Out for Dairy

Over 2.5 Million Media Impressions

ADA North East arranged for third-party spokesman Dr. Keith Ayoob (pediatric nutritionist and clinical practitioner) to Challenge “Fake News” in the NY Daily News



March 7

DAILY NEWS NYDailyNews.com

Saturday, March 7, 2020 21

VOICE OF THE PEOPLE

Email to voicers@nydailynews.com, or send fax to (212) 643-7831, or post your letter to Voice of the People, Daily News, 4 New York Plaza, New York, NY 10004. Please include full name, address and daytime phone number. The Daily News reserves the right to edit letters.

Adams is dead wrong on cow milk

Manhattan: As a registered dietitian-nutritionist who has worked with inner-city children and families for over 30 years, I feel compelled to respond to “Nondairy milk pushed for schools” (March 4). I pride myself on providing sound nutrition information that is evidence-based, and supported by the U.S. Dietary Guidelines for Americans. I don’t know where Eric Adams gets his information, but it’s wrong.

Milk has no added trans-fat – the only type of concern – and milk in New York City schools is either low-fat or non-fat. Moreover, even full-fat dairy foods are now associated with positive – not negative – health outcomes.

Although a small percentage of the population is choosing to move towards plant-based dairy alternatives, an “alternative” is not an “equivalent” and does not necessarily serve the needs of children. None have the nutrient composition and quality of protein that approaches the level of dairy milk. Check labels.

No borough president, or any politician, should try to exploit and falsely victimize the health needs of children based on personal opinion to advance his profile and political career. Look to pediatricians and registered dietitian-nutritionists for sound dietary and healthy eating advice, especially when it comes to our children.

Dr. Keith Ayoob



DAILY NEWS
NYDailyNews.com

Get your flu shot!

Manhattan: People die every day of common influenza in

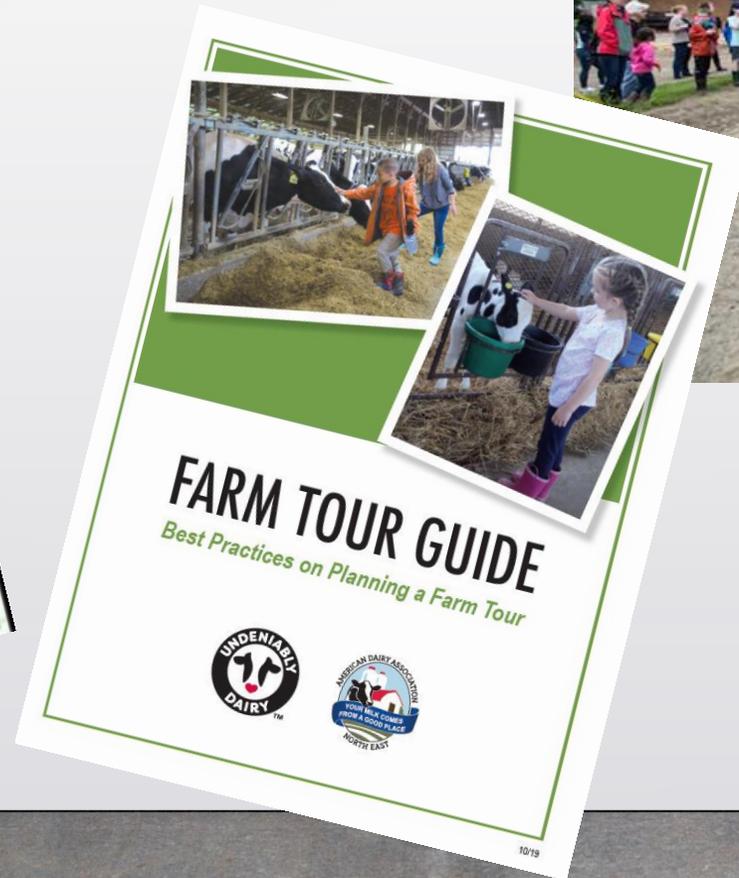
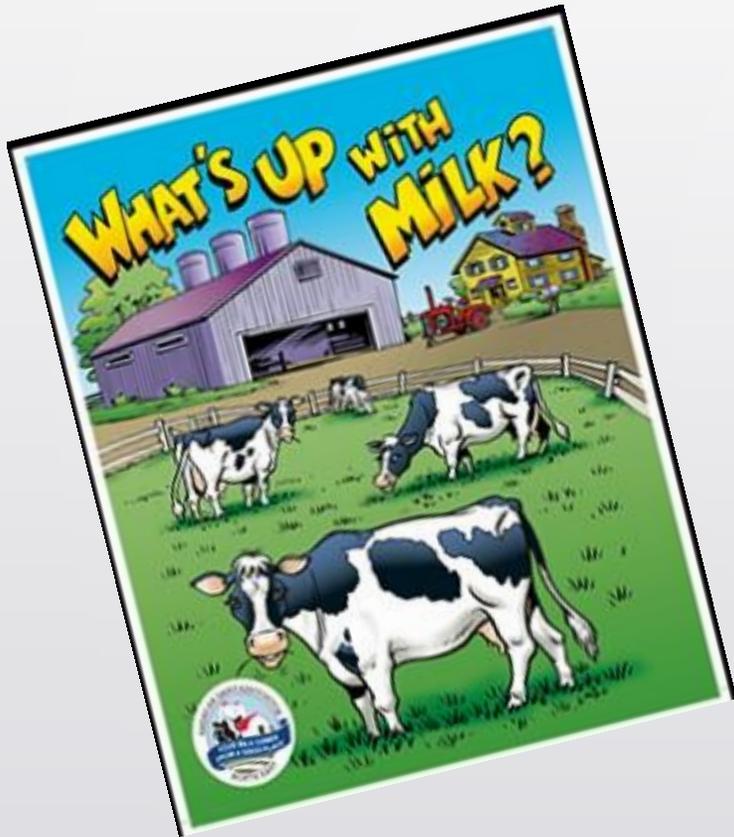
fortifying those institutions.”

Really? The truth is that it took months and lots of

Pre-COVID-19

Farm Tours

Promotional materials, signage and “How-to” resources for farmers and dairy promoters



ADA North East Maintains a Comprehensive Issues Management and Crisis Preparedness program

Issues monitoring and daily tracking of hot-button, consumer-relevant subjects:

- **Animal care** (e.g., cow living conditions, large farming)
- **Food safety** (e.g., antibiotics, GMOs, pathogens)
- **Dairy in the diet** (e.g., protein, lactose intolerance, full-fat dairy)
- **Sustainability** (e.g., responsible farming, environment, nutrition/healthy food, recycling)
 - Monitoring 7 days a week
 - Determine reach and impact
 - Recommend response strategy
 - Share information – help everyone “speak with one voice”



Issues and Crisis Preparedness

Regular training and testing to ensure we are ready to respond



- Crisis situations don't observe the 9-5 workday or shut down when staff is traveling or out of the office
- To test our staff, our protocols, and our technology, ADA North East held a **Virtual Crisis Drill on February 28**
- Timing turned out to be fortunate!

Farmer Communications

- Presentations at cooperative and industry meetings
- Weekly Eblasts
- News releases to trade media
- Dairy farmers involved in ADA North East events



Checkoff Check-In
Check out how checkoff bolsters dairy image and sales



This month, McDonald's is launching its new low-fat chocolate milk – with 25 percent less sugar. The recipe was formulated with dairy checkoff's help to offer kids another milk option – and to help boost fluid milk sales.

More Students Consuming Milk, Cheese and Yogurt in New York Schools – Sales Increase!

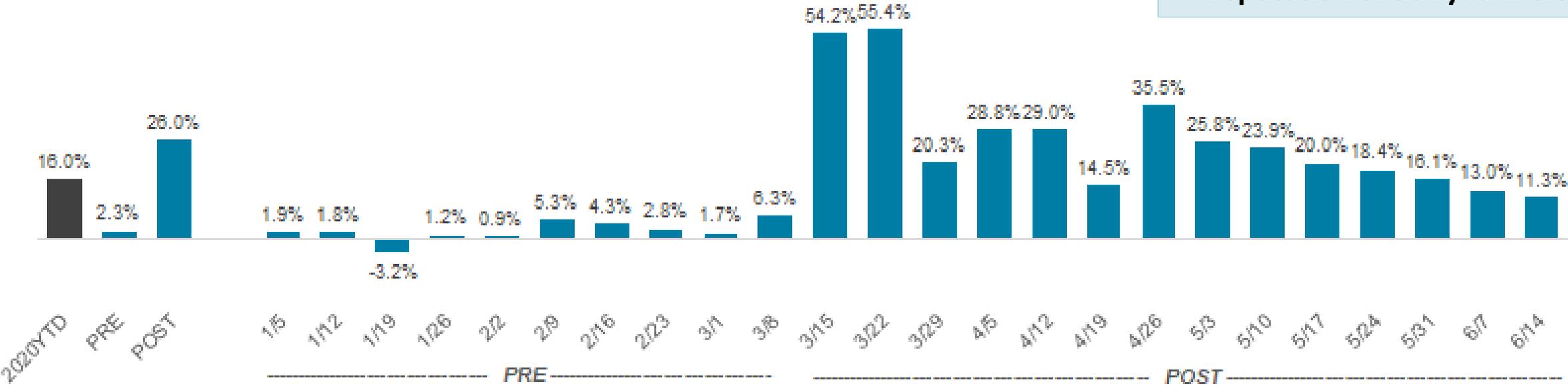


Two young girls are sitting at a round table in a school cafeteria. The table is decorated with a large sign that says "DAIRY" in the center, surrounded by the words "protein", "smoothies", "milk", "vitamin d", "potassium", "calcium", and "cheese". The girls are smiling and looking at each other. One girl is holding a red chair. There are other students and tables in the background.

Total Dairy* Dollar Sales Surged in Mid-March and Continue to Grow at Moderated Pace

- Milk and other dairy products were being limited in stores, while consumers were seeing media stories of milk being dumped
- ADA North East moved swiftly to provide explanation, resources and protect the good reputation of dairy farmers

TOTAL DAIRY
% Dollar Change vs. Same Period Year Ago



Source: IRI/DMM/MIK/PEP/DPW/QMAB custom database
 2020YTD through 6/14; PRE-Pandemic = Jan 2020 through 3/8; POST = 3/9 to 6/14
 Total Dairy = Milk, Natural + Processed Cheese, Butter + Butter Blends, Yogurt, Ice Cream/Sherbet, Dairy Cream, Half & Half, Sour Cream, Cottage Cheese
 Note Easter 2020: 4/12, Easter 2019: 4/21

Providing Consumer Solutions

ADA North East promoted virtual dairy farm tours, dairy recipes, and tips to increase in-home dairy consumption on our websites and social media channels: Pinterest, Instagram, Facebook and YouTube.

15,563,215 Social Media Impressions

March 6

When media stories ran about rise in 'oat beverage' sales, we shared how families could freeze real dairy milk to stock up.

Web Traffic | 53,400

Social Impressions | 395,000



CAN YOU FREEZE MILK?...

How to safely freeze milk if you're stocking up on groceries....

March 15

Helping families find meal locations since schools closed.

Web Traffic | 18,100

Social Impressions | 18,700



FREE MEALS FOR KIDS DURING...

Find locations where schools are offering free meals to students affected by the Coronavirus school closures....

March 15

Promoting Virtual Farm Tours since kids are at home

Web Traffic | 232,000

Social Impressions | 185,000

Video Views | 226,000



VIRTUAL FARM TOURS WHILE...

A fun activity for kids at home during school closures...

'Letter to the Editor' Addressed Supply Chain Disruption and Milk Purchase Limits

16 Story Placements in New York including:

- Auburn, NY
- Batavia/Geneseo, NY
- Buffalo, NY
- Utica, NY
- Watertown, NY

Livingston County News

auburnpub.com

THE BUFFALO NEWS



Letter: Rick Naczi,

2020-04-09 LoudounNow 1 Comment

Editor: On behalf of the 10,000 dairy farm families that I have the privilege to represent, I want to acknowledge how difficult this time is for everyone. Our prayers are especially with those families whose health has been affected by the coronavirus.

Our dairy farm families are committed to providing wholesome dairy products to feed our communities, especially during these challenging, changing times. And even though times are tough—we are in this together—stronger together.

While consumers are facing unprecedented changes in the way they live their lives, dairy farmers are affected as well. With dramatic shifts in the distribution network, school and restaurant closures, the dairy supply chain has been disrupted.

Half of all the cheese that's produced is normally consumed through restaurants, and about seven percent of the milk that's produced is used for in-school meals. And while school meals are still being provided to families, it's not nearly as much as when school is in session.

The good news is that more consumers are preparing meals at home, so the demand for milk at grocery stores has skyrocketed. Initially, panic-buying led to limited availability in stores; however, the distribution system is catching up, products are becoming more readily available, and supply limits are few.

Rest assured that there is no shortage of milk. Farmers will continue to produce a product that is safe and nutritious. Consumers can continue to support the local economy and farmers by purchasing dairy as a part of their regular groceries.

Rick Naczi, CEO
American Dairy Association North East

Observer-Reporter

Washington County Greene County Mon Valley

NNY 360

Powered by Watertown Daily Times and Northern New York Newspapers

COVID-19



119,200 views

"STRONGER TOGETHER"

Dairy Farmer Social Media Video

"Dairy farm families, like mine are committed to providing wholesome dairy products to feed our communities, especially during these challenging, changing times. While consumers are facing unprecedented changes in the way they live their lives, dairy farmers are affected as well.

Rest assured that there is no shortage of milk. Farmers will continue to produce a product that is safe and nutritious.

Consumers can continue to support the local economy and farmers like me by purchasing dairy as a part of their regular groceries.

As families eat meals together, our hope is that our farmers' products will continue to fill their glasses and nourish their families.

And even though times are tough—we are in this together."

[Click here to see video](#)

Not only were parents interested in the Virtual Farm Tours, the media picked up on the story as well



News anchor comments after interview with George Andrew, El-Vi Farms, Newark, N.Y.

“Why would you ever watch a TV show when people like George exist in this world. I want to hang out with him so badly. He’s the greatest. As soon as the pandemic is over, I’m going to wherever his farm is and I’m going to do a whole piece on George because I love him. I just want to do a piece on his voice. That’s the best voice I’ve ever heard in my life.”

[Click here to watch interview](#)

Correcting misinformation in the media

- When a story ran on Spectrum News in Albany that claimed dairy farmers were dumping milk as part of an effort to increase their price, ADA worked collaboratively with NY Farm Bureau to get the misinformation corrected.
- The station stopped running the incorrect story and ran an interview featuring Nate Chittenden and Steve Ammerman explaining the current situation.

**SPECTRUM
NEWS**



Providing Consumers Solutions

10,980,000 Consumers Reached Via Television & Radio News

syracuse.com

Coronavirus

Farmers donate 7,700 free gallons of milk at Destiny USA dairy drive (video)

Updated Apr 22, 2020; Posted Apr 22, 2020



Dairy giveaway during coronavirus shutdown

News Releases Picked Up by Media

- Can You Freeze Milk?
- ADANE Offers Virtual Farm Tours/Media Interviews
- [Milk Home Delivery Services](#)
- Facebook Farm Fun Series
- Food Banks Need Help
- [Nate Chittenden Video Response to Sick Child](#)
- Dairy Farmer Pizza “Thank You” Campaign
- Tips to De-Stress including Moon Milk
- Milk Disposal Explanation -Letter the Editor (Rick Naczi)/Media Interviews
- [Dairy Farmer Organization Milk Donations](#)

Dairy FAN – Dairy Food Advocacy Network

- Virtual program – unaffected by COVID-19 closures
- Dairy Advocates helped to spread positive messages about dairy
- DairyFAN Members have reached a combined audience of over 5,000,000
- 30 active NY based DairyFAN members
- Webinars:
 - Telling your story with a Virtual Farm Tour
 - Social Media Crisis Management and Preparedness



Pictured: Barbland Dairy, DairyFAN member Johanna Bossard, runs these pages and #FutureFarmHer segment with her girls.



Offered expert advice on “Communicating During COVID-19” to farmers, industry

- Hosted Farmer Webinar: Maintaining Consumer Confidence in Dairy on March 25
- Explained "crisis mindset" of consumers:
 - In a crisis, people are scared and confused. A confused mind says “no”
 - As such, it's more important than ever to share verified, credible information
 - We heard consumer questions like:
 - *“Milk is being dumped? It must not be safe”*
 - *“Cows are vaccinated for Coronavirus? It must be really prevalent in cows, I shouldn’t drink milk”*
 - *“What is dairy's role in a healthy immune system?”*



Capitalized on consumer interest in learning "where their food comes from" by creating additional Dairy Farmer Image Blogs



DAIRY FARMERS: CARING FOR...

In honor of Earth Week, meet some of our region's 10,000 dairy farm families who are dedicated to caring for cows and producing milk while...



EARTH DAY: DAIRY FARM...

From protecting waterways to preventing land erosion, dairy farmers practice environmental stewardship every day. ...



WE ARE STRONGER TOGETHER...

In difficult times, we are stronger together....



BLOG

Baking with Kids

[READ MORE](#)

From baking with the kids...

to adult beverages to unwind at the end of the day.



BLOG

How to Unwind and Relax Yourself Before Bedtime

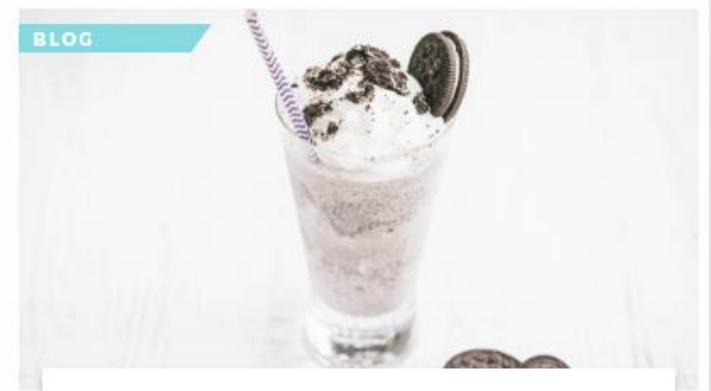
[READ MORE](#)



BLOG

Game Night with DIY Pizza Kits

[READ MORE](#)



BLOG

Happy Hour at The Comfort of Your Home

[READ MORE](#)

No Gym? Virtual Tips for Consumers

U.S. OLYMPIC GOLD MEDALIST ENGLISH GARDNER TALKS KEEPING A POSITIVE MINDSET

Author: Administrator | April 27, 2020



Through a partnership with Milk Processor Education Program, we produced five videos and corresponding blogs with U.S. Olympic Gold Medalist English Gardner. Shared with 15,000+ consumers throughout the territory via ADA North East social media.



ADA North East's Sports Nutrition Advisory Panel, leading sports nutritionists throughout the region, produced videos to share with the high school athletics association partners.



Throwback delivery business booming with people urged to stay home



News story about Trinity Valley Dairy milk delivery, Cortland, N.Y.



The milkman returns: Cortland dairy responds to coronavirus with old-fashioned idea

syracuse.com

Reaching Health Professionals during Lockdown via Webinars

HEALTH PROFESSIONALS GET THE VIRTUAL SCOOP ON DAIRY FROM A NEW YORK FARMER

Author: Administrator | May 12, 2020



ADA North East is adjusting the way we reach the health professional community with dairy nutrition information as face-to-face meetings and trainings have been postponed due to COVID-19.

*“As President of New Jersey State School Nurses Association, I want to thank the Dairy Association for this most informative webinar”
- Dorian Vicente, RN*



“I thought this was one of the best webinars I’ve seen” – Diana Lahaie, MBA, RDN

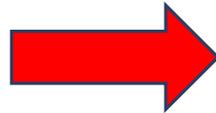
“Thank You for the information shared. It has motivated me to be more proactive in the food distribution at my school and in the community. This webinar was very informative and thought provoking” – Deborah Jackson, RN

Change from In-Person Events to Virtual Events

Before COVID-19

In-Person Events - 7

- Cooler Donation – Schuylerville, N.Y.
- NYS Academy of Family Physicians Conference – Lake Placid, N.Y.
- New York State High School Football Coaches Association 2020 Annual Conference
- Dairy Princess Pageant – Syracuse, N.Y.
- PepsiCo Breakfast Cart Unveiling – Brentwood, N.Y.
- PepsiCo Breakfast Cart Unveiling – Jersey City, N.J.
- PepsiCo Breakfast Cart Unveiling – New York City



During COVID-19

Virtual Events – 30, including:

- Youth Programs School Nutrition Covid-19 Discussion
- Genesee Dietetic Association Webinar- “Intuitive Eating”
- New Jersey Association of School Business Officials
- New Jersey State School Nurses Association

To change the dialogue about milk being disposed, ADA North East proactively placed farmers in stories with positive messaging – like milk donations.



[Watch Lisa Porter interview](#)



[Watch Joel Riehlman interview](#)

ADA North East Created the "Family Kitchen" Cooking Series



200,000
Video
Views

The "Family Kitchen" social media video series brings solutions to families who are cooking at home more than ever before. The series ran for six weeks – April 18 to May 23 – with easy-to-make recipes that are perfect for families with kids at home. Between home-schooling and multi-tasking more than ever, "What can I have for a snack" has become a popular question among many households.



COVID-19

Partner with Retailers to Raise Consumer Dollars for Milk in Food Banks



Fill a Glass with Hope[®] Price Chopper June Dairy Month

**Now more than ever,
families need milk.**



**Round up your
change at checkout.**

Funds raised will be used to provide milk to families in need through the regional food bank in your area.



Farmer Communications



Accelerated news updates to farmers

- Pre-COVID: 2 per week
- COVID: 3+ per week
- Dairy farmers at involved in 23 events

2020

- Email Newsletters: 70
- Press releases to dairy trade media: 41
- 2019 Annual Report



Local Dairy Farmers Help Families in Need Get Milk in Syracuse and Watertown, N.Y.



Plans for Late Summer/Fall

- **New York State Fair activities**
 - Generally one of our biggest opportunities of the year for nationwide media coverage
 - Planning for contingencies
- **Dairying for Tomorrow annual awards to be announced in August**
 - Winners pitched to local media
- **Annual Fall Blogger tour**
 - To be held virtually from Rochester region



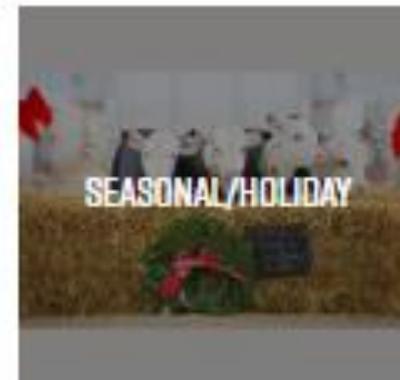
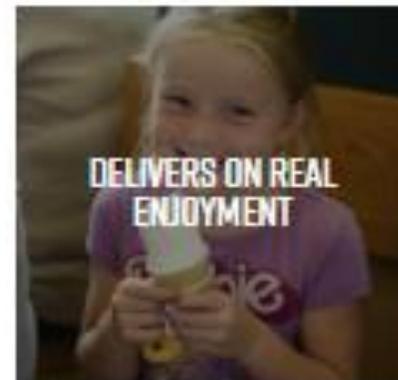
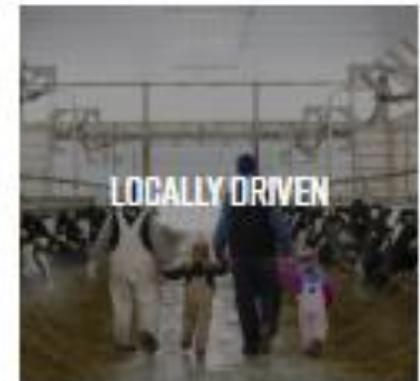
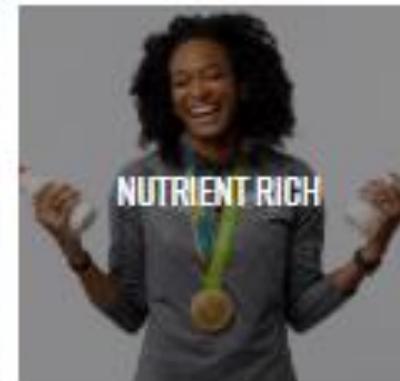


Moving Forward

- Future of in-person events/opportunities is uncertain
- We will continue to develop ways to insert the story of dairy products, dairy farmers and dairy farms into daily news coverage
 - Meeting consumers where they are – virtually
 - Building connections with consumers and farmers, by using dairy farmer voices to share their stories

Creation of a Dairy Cloud

- Launching this summer, the Dairy Cloud will be a digital resource library for dairy farmers and partners to find blogs, photos, videos, suggested copy, and more for farmers to use for their own social media channels.





Moving Forward

**ADA North East will
continue our focus on
building Sales and Trust**

**Delivering a strategic,
comprehensive marketing
plan on behalf of dairy
farmers**



**AMERICAN DAIRY
ASSOCIATION** NORTH
EAST