

To: The New York Dairy Promotion Order Board and The New York State Department of Agriculture and Markets

From: Rick Naczi, CEO American Dairy Association North East

The Board and Staff of American Dairy Association North East (ADANE) respectfully submits the following mid-year report of the activities supported by Contract 12484 - Dairy Promotion with The Empire State Development.

Although the pandemic changed the tactics that were used in dramatic ways, ADANE was able to carry out many of the programs outlined in the DPO strategic plan. And—because the majority of ADANE staff were already stationed in home offices and very familiar with virtual meetings and communications, ADANE was able to quickly respond to what is now the “new normal.”

The most dramatic impact on our programming was in the school channel, where school closures required the staff to work directly with School Nutrition Directors to manage a wide variety of take-home meal options. Since feeding children in a greatly reduced number of feeding locations required some cooling and handling equipment to make sure that meals were safely managed, it is our firm belief that the fall school semester will require similar continual adjustments.

In keeping with these changes, ADANE is proposing that \$105,000, which was originally earmarked for school conferences and Strategic Partnerships (saved when conferences went virtual) be repurposed for fall equipment purchases. While the conferences and programs have continued, the expenses were not realized due to the savings on travel costs, speakers and meeting rooms. So, we are requesting that \$68,000 from Breakfast After the Bell summit programs and \$37,000 from Strategic Partnerships, for a total of \$105,000 be reallocated to equipment under Breakfast After the Bell.

Dairy farmers have had a long and productive relationship with school personnel for many years and the programs offered by ADANE during these extremely difficult times have been greatly appreciated by the school channel leadership.

Contained in the following pages is a snapshot of all of the programs that have been carried out and will be implemented during the remainder of the year. Within this document, you will see how your interests have been well represented in schools, retail, foodservice and the media.

We appreciate your support and look forward to answering any questions that you may have regarding your program.