

# MILK FOR HEALTH

on the Niagara Frontier Inc.

## July 2020 Update

This past year has been one of the most uncertain times for the dairy industry and the world. No one expected the COVID-19 pandemic to alter our plans and initiatives as it has through the last several months and looking forward for the remainder of 2020. Many of our scheduled programs were cancelled or postponed but new ideas and programs came about because of the situation.

### Cooking Classes

Milk for Health had 30 cooking classes scheduled for seventh and eighth grade students across Western New York. They were scheduled for March-early June. The first school we attended asked to do two different classes, a nutrition centered, science based class and a cooking class. Several days after our first class the initial school closings due to COVID-19 occurred.



This first class we did was an experiment to show the kids how much sugar is in their favorite drinks; milk, flavored milk, juices, sodas, water, and sports drinks. The kids were in shock that the flavored milks had less sugar than many of their favorites. All the kids left with a better understanding of the health benefits of milk, flavored or not, and an excitement to learn more. We have used 29% of our allocated cooking class funds, the majority of that being used in the time to plan and schedule. We have been in

contact with the schools that were scheduled in the spring and it appears that we will be able to reschedule these for late fall as long as schools resume classes. With this program being an in class program with small numbers it should not be affected by COVID-19 restrictions.

### Luncheons

The two farmer luncheons we planned for 2020 were a huge success! We had a goal of 50 attendees and had a total of 52 farmers from all over Western New York. Attendees were provided a delicious meal and took part in a conversation addressing the hard questions we as dairy farmers face every day. Much of the conversation ended up being about how to handle social media and the negativity that can come from it. Eileen Jensen from NYAAC joined in helping with both “Chat and Chews”, giving two different perspectives to our attendees. Many of the farmers requested that Milk for Health continued the series and have them again in the fall. Following the luncheons we saw many of the attendees social media pages take it up a notch. We did exceed our budget by \$1,368. This was due to having more people than expected and not accounting for gratuities and tax when budgeting the initial meal.



**MILK FOR HEALTH**  
on the Niagara Frontier Inc.  
*Presents*  
**CHAT & CHEW**

Come enjoy a casual, delicious meal while discussing and learning how to address those hard to answer questions presented by the public every day.



<b>Arcade</b> <b>11am</b> <b>Wednesday, February 12th</b> <b>Turkey Run Golf Course</b>	<b>Batavia</b> <b>11am</b> <b>Thursday, February 13th</b> <b>Terry Hill Golf Course</b>
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**\*Limit of 2 Guests per Farm\***  
**RSVP By February 5th to**  
**Bethany Beiersdorf**  
**(716)353-3095 or milkforhealthwny@gmail.com**



## Arcade & Attica Railroad

COVID-19 put a hold on all railroad activities for 2020. Our planned events, Farm Days on the A&A, Kids Days, wine and cheese, and the other specialty events have all been cancelled for the year. Starting in June 27<sup>th</sup> the train will begin running regular runs, but with the restriction on numbers for social distancing it will not be worth the funds to sponsor those rides. We are still planning on teaming up with them for the Polar Express train ride in November and December, which in the past has been upwards of 20,000 riders, but the event is pending the continued opening of New York State.

## School Assemblies and Olcott Park

Our 2020 school assembly program began in early January. Rob Allen preformed at 64 schools, reaching 57% of our 2020 goal before the school closures in March. Rob continues to bring the magic of milk to schools as he has for decades for Milk for Health. Included below are just a few of the many teacher comments we receive every year about the show!

*"Thank you for bringing your Healthy Choices Assembly to our school! The funny and intriguing show kept the kids engaged through the entire performance... and that is not an easy feat! Milk magic is a great way to teach students about the benefits of including dairy products in their diet."*

*--Angela Manella, Principal—Abate Elementary, Niagara Falls*

*"This is my favorite assembly of the year! Funny, educational, light-hearted and just MAGICAL!"*

*--Teacher, Grade 1-- Windom Elementary, Orchard Park*

*"We look forward to Rob & Carol's Magic Show every year! They do such a great job performing magic and teaching the kids about how healthy dairy products are. The kids love them!"*

*--Ann Marie Lange, KDG Teacher—Grabiarz Elementary, Buffalo*



Unfortunately with the COVID-19 pandemic all performances from March on had to be cancelled and because of the nature of the assemblies we will not be able to resume them in the fall being that they are a larger gathering.

Olcott Park is closed for 2020 resulting in all of Rob Allen's performances being cancelled. We look forward to resuming them again in the summer of 2021.

### **Movie Previews**

Our movie preview contract for 2020 started January 1. For 2020 our *Milk is Amazing* ad is being played in 11 theaters throughout Western New York. The preview is aired within two minutes of the movie starting which is within the time frame that the majority of the viewers are seated. Before the closing of the theaters in mid march they had a combined attendance of 300,000. Pecan Pie Productions, the company we contract through, has agreed to extend our contract to make up for the months missed because of the COVID-19 shutdown. We do not know what the final number will be until the theaters reopen.

### **Explore & More Children's Museum**

Before being forced to close their doors in March, Explore and More Children's Museum had 131,143 visitors, reaching 53% of our goal for 2020. Since the closure Explore and More has been extremely active on social media and has included. Dairy farmers have been included in their Virtual Story time for dairy month and there are two more to be shown sometime this summer.



Milk for Health was a big player in their "Find a Truck" event that was held June 27<sup>th</sup>. 400 families preregistered for the drive through scavenger hunt that took place on canal side in Buffalo. Participants searched throughout Buffalo for different trucks in order to win a grand prize. Milk for Health brought in a milk truck, a tractor, and a cattle truck and trailer with a live Jersey cow! We handed out over 1,500 half pint chocolate milks donated by Upstate Farms with color changing MFH straws while staying socially distant. Batman made an appearance for the day and reminded all the kids (and parents) to drink their milk! Several cars came back to our lot a second time just to see April the cow again and to ask questions. We had many walk ups also of people that were not part of the event, just residents of the city who had never seen a cow up close. The week leading up to the event Explore and More posted preview videos of the equipment that the kids would see. You can see our videos on their Facebook page. <https://www.facebook.com/ExploreAndMore>



Explore and More has a reopening date of July 8<sup>th</sup> and will follow the NYS guidelines for reopening. We have several events planned with the museum for the remainder of the year.

- July 19<sup>th</sup>- National Ice Cream Day – handing out icecream for visitors near our dairy exhibit
- October 12<sup>th</sup>- National Farmers Day- hosting an event in the outside area of the museum with farmers, several animals, dairy activities, photo booth, dairy story time, and some more activities that are still in the works.
- Virtual videos and posts
  - National Cow Appreciation Day- July 14<sup>th</sup>
  - Story Hour
  - Farm Tours
  - Cooking Lesson Videos
- Thanksgiving and Christmas break weeks –Magician Rob Allen and Batman will preform walk arounds throughout the museum

In 2019 we utalized Rob Allens talents for walk arounds at the museum and it was a huge hit. He primarily stationed himself in the 4<sup>th</sup> floor near our dairy barn exhibit and used our prize wheel with questions about dairy. He offered the kids a “Trick or a Treat” where he helped them answer a question about dairy, showed the kids a small magic trick, and gave them a prize. YTD Rob was only able to preform once at the museum for 2020, but has scheduled 6 more shows for the remainder of the year which will excede our goal of 5 shows.



## Fairs & Events

We were devastated by the cancellation of each county fair in Western New York. Our plan before COVID-19 was to attend each of the 8 county fairs with our booth and Milk Carton Photo booth with the new custom photo booth application we had created at the end of 2019. As each of these cancelled we were forced to find other events to promote dairy.

- The WNY Youth in Ag Bonanza- a “reduced spectator” series of livestock and animal shows that will take place on the Erie County Fairgrounds over the course of three weekends in August (8/6-8/8, 8/13- 8/15, 8/20-8/22). The goal of the program is to provide youth, who have had limited opportunities this summer to show and compete with their animals, a venue to keep the ag community growing during 2020. The show will take place in the designated agricultural zones on the Fairgrounds and will be open to all youth competitors from the eight Western New York Counties. These include Erie, Chautauqua, Cattaraugus, Allegany, Genesee, Orleans, Niagara and Wyoming. Competitors will be able to compete in livestock judging and showmanship with dogs, horses, dairy cattle, dairy goats, poultry, rabbits, beef cattle, llamas, swine and sheep. Milk for Health has signed on as a presenting sponsor which includes for all three weeks:
  - 2 full pages in the show program
  - Mentions on the audio loops and video monitors
  - Live stream advertising
  - Advertising on the website
  - Advertising and pr
  - Banners
  - Allowing us to have handouts
  - Our logo on the shirts
  - We will be hosting the FB live and live stream broadcast



- The North American Open Dairy Cattle Show – Due to COVID-19 the World Dairy Expo was cancelled in Wisconsin but lucky for Western New York it is coming to the Erie County Fair Grounds October 13-18<sup>th</sup>. We are anxiously waiting on details and advertising opportunities from the fair association. They will be released sometime in July. This is a huge opportunity to show off dairy in Western New York to the world and also will bring in a lot of spectators from the Buffalo area.



- Willow Bend Farms-
  - July 6<sup>th</sup>- Berries and Cream Ice Cream Drive through. We will be providing support and branded color changing spoons to go along with the ice cream
  - August 15<sup>th</sup>- A Farm to Table event (Name TBA) We will be making butter with kids and have our milk carton photo booth set up
  - October 3<sup>rd</sup>- Pumpkin and Spice Dairy Day
- Geneseo Hunt Races – October 10<sup>th</sup> Setting Up a booth and photo booth in the Agriculture display tent and using our dairy facts signs throughout the grounds
- Livingston County Farm Days September (pending COVID-19)

## **Television**

In response to the COVID-19 crisis we quickly created a new video which we used for a temporary TV commercial and used on our social media pages. It follows the same script as our radio ad listed below and ensures the public we are still here and the milk you are drinking is still safe, just as always. You can view the video on our YouTube channel or at the top of our Facebook page.

Just as with radio we utilized our non-profit status to obtain discounted and no cost spots which helped exceed our goal of 1550 spots by 76% as of May. With the highest percentage of tv views being in the fall we see no problem to reach our goal of 8 million impressions by the years end.

As planned, we are currently creating a new television commercial for 2020. This commercial will highlight the journey milk takes to get from farm to table. It is going to be geared towards both children and adults. The estimated release date of the new commercial is August.

We are currently on the waiting list to begin advertising on Hulu and Sling TV which is becoming more popular as standard cable and local TV phases out.

In June we signed on with Bone Cold TV. This is a nationally ranked hunting show starred in and produced by good old boys from Western New York. For \$4,900 for the year we will have the following:

- 2 channels on the Buffalo Market which includes Toronto-Hamilton Area
  - Buffalo- 586,930 households
  - Toronto-Hamilton- 2,890,000 households
  - Airs 52 weeks per year
- 7 Digital channels on the National Market
  - Carbon TV, Hunt Channel, Gen7, Pride Outdoor Network, YouTube, Hunting Film Network, Hunterbids.com
  - Reaching over 4,000,000 local market households
  - Airs 52 weeks per year

The hunters on the show will be drinking milk on each show before, after, during hunts. Their main target audience is teenage boys-middle aged men. With this contract the stars of the show will also make appearances at several of our events. They are local stars. We are very excited for the potential of this partnership and to see how successful it will be as we move forward.

## Radio

Once the COVID-19 pandemic began we worked quickly to create a new radio ad to reassure the public that dairy farmers are still here, still making a safe, healthy product that is never touched by human hands.

*On behalf of all your Western New York dairy farmers, we assure you that our job has not changed. We are still caring for our animals as we do every day and we are still producing a clean and healthy product that you can feel safe serving to your family. Our ad campaigns strive to convey the truths about milk and other dairy products. Products that are essential to our health and everyday life. Pure, natural, delicious. So, with no shortage of milk or dairy products, perhaps now is the time to try one of our mouthwatering recipes like Meatless Cheesy Lasagna, Broccoli Cheese Soup, Easy Mac 'n Cheese, Pizza Fondue or even Homemade Butter In A Mason Jar! Find those and more at MilkForHealth(dot)org. And remember, all the dairy products that reach your table are also on our own table; never touched by human hands, and from the farm to the grocery store within 48 hours...365 days a year... We promise.*

Our total radio spots as of May 2020 is 188 on two local radio stations. WYRK which is our largest reaching station is also spot lighting Milk for Health on their social media pages and running advertising Milk for Health posts on their Facebook page.

Post	Date Published	Reach	Impressions	Engagement
 <p>Milk is used in making the most delicious foods – fro... Country 106.5 WYRK Jun 5, 2020, 4:18 PM This post was created on Facebook only as an ad, so there may be...</p>	Jun 5, 2020, 4:18 PM	103.6K	108.5K	168
 <p>A lot of misinformation on the benefits of milk is floati... Country 106.5 WYRK Apr 9, 2020, 11:38 AM This post was created on Facebook only as an ad, so there may be...</p>	Apr 9, 2020, 11:38 AM	124.4K	224.1K	635
 <p>Milk is used in making the most delicious foods – fro... Country 106.5 WYRK Feb 14, 2020, 3:56 PM This post was created on Facebook only as an ad, so there may be...</p>	Feb 14, 2020, 3:56 PM	68K	76.8K	215

We began advertising with a new station this year which is much more inexpensive and has a larger geographic reach but does not cover the city of Buffalo. We negotiated with the stations using our non-profit status and we able to secure many discounted and free spots which has helped us exceed our goal of 100 spots by 88% and our over all impressions by 56% only 5 months into the year!

Originally we were not scheduled to advertise for the month of July on radio but will be doing so to promote our National Ice Cream Month Sweepstakes which I will explain further down. We have decided to move \$5,000 from the Olcott Park budget to radio to cover the costs of increased advertising throughout the COVID-19 crisis and the month of July along with radio ad production.

## Social Media & Web

We have continued to focus most of our attention to our social media especially since the COVID-19 quarantine. Our following continues to steadily and organically grow and we feel we will reach our 2020 goal of 10,000 followers.



Using the month of June as an example, our Facebook posts are averaging 27 shares and 297 engagements. I invite you to scroll through our page and compare the interactions to those of other promotion organizations. We strategically post as to not over post and get scroll bys which would result in our posts not showing up on viewers news feeds.

I have included some of our best posts below:

**Milk For Health**  
Published by Bethany Beiersdorf [H] · June 24 at 5:17 PM · 🌐

Meet Natasha Sutherland and take a tour of Stein Farms in LeRoy, New York! #wnydairyfarmer #milksamazing #knowyourfarmer

13:17

Get More Likes, Comments and Shares  
When you boost this post, you'll show it to more people.

25,800 People Reached | 4,567 Engagements | Boost Post

👍❤️ Phil Haight, Mike Lage and 233 others · 30 Comments · 186 Shares

Like Comment Share

**Performance for Your Post**

25,800 People Reached		
13,284 3-Second Video Views		
1,618 Reactions, Comments & Shares		
994 Like	187 On Post	807 On Shares
241 Love	53 On Post	188 On Shares
2 Haha	0 On Post	2 On Shares
8 Wow	2 On Post	6 On Shares
183 Comments	31 On Post	152 On Shares
190 Shares	186 On Post	4 On Shares
2,949 Post Clicks		
341 Clicks to Play	0 Link Clicks	2,608 Other Clicks
NEGATIVE FEEDBACK		
8 Hide Post	2 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Reported stats may be delayed from what appears on posts

**Milk For Health**  
Published by Bethany Beiersdorf (7) · June 7 at 8:22 AM

The U.S. Dairy Industry contributes less than 2% of total "greenhouse gasses" into the environment, and has reduced its carbon footprint by 60% in the past six decades

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on the Niagara Frontier Inc.

16,080 People Reached    1,030 Engagements    [Boost Again](#)

Boosted on Jun 7, 2020 By Bethany Beiersdorf    Completed

People Reached	6.7K	Post Engagement	505
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[View Results](#)

👍👎🗨️ Karen Stenard, Ed Yauchzee and 357 others    10 Comments    113 Shares

👍 Like    🗨️ Comment    ➦ Share

**Performance for Your Post**

16,080 People Reached

793 Reactions, Comments & Shares

602 Like	332 On Post	270 On Shares
51 Love	26 On Post	25 On Shares
2 Haha	2 On Post	0 On Shares
2 Wow	2 On Post	0 On Shares
3 Angry	3 On Post	0 On Shares
19 Comments	14 On Post	5 On Shares
114 Shares	113 On Post	1 On Shares

237 Post Clicks

66 Photo Views	0 Link Clicks	171 Other Clicks
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**NEGATIVE FEEDBACK**

4 Hide Post    3 Hide All Posts  
0 Report as Spam    0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

**Milk For Health**  
Published by milkforhealth (7) · April 10

This morning (in the snow storm) we teamed up with @upstatefarms to deliver 5000 pints of milk to essential workers and food banks around Western New York.

- 11 Hospitals
- 6 Nursing Homes
- 25 Law Enforcement Agencies
- 3 school programs... See More

**MILK FOR HEALTH**  
on the Niagara Frontier Inc.

Get More Likes, Comments and Shares  
When you boost this post, you'll show it to more people.

**Performance for Your Post**

79,866 People Reached

6,690 Reactions, Comments & Shares

543 Like	543 On Post	0 On Shares
5,522 Love	943 On Post	4,579 On Shares
22 Wow	2 On Post	20 On Shares
1 Sad	0 On Post	1 On Shares
385 Comments	101 On Post	284 On Shares
652 Shares	647 On Post	5 On Shares

9,446 Post Clicks

2,987 Photo Views	0 Link Clicks	6,459 Other Clicks
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**NEGATIVE FEEDBACK**

22 Hide Post    6 Hide All Posts  
0 Report as Spam    0 Unlike Page

Reported stats may be delayed from what appears on posts

**Milk For Health**  
Published by milkforhealth [?] · June 1 at 7:30 AM · 🌐

It's #worldmilkday so fill your glass and enjoy some cold, delicious milk!  
#worldmilkday #worldmilkday2020 #milk #dairy #milkisamazing #dairyfarming

00:16

🟢 **Get More Likes, Comments and Shares**  
When you boost this post, you'll show it to more people.

9,480 People Reached      436 Engagements      [Boost Post](#)

👍❤️👏 57      2 Comments 80 Shares

👍 Like    💬 Comment    ➦ Share    ⋮

**Performance for Your Post**

**9,480** People Reached

**2,047** 3-Second Video Views

**301** Reactions, Comments & Shares 📈

193 Like	55 On Post	138 On Shares
20 Love	2 On Post	18 On Shares
1 Angry	1 On Post	0 On Shares
7 Comments	2 On Post	5 On Shares
80 Shares	80 On Post	0 On Shares

**135** Post Clicks

19 Clicks to Play 📈	0 Link Clicks 📈	116 Other Clicks 📈
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**NEGATIVE FEEDBACK**

6 Hide Post      1 Hide All Posts  
0 Report as Spam      0 Unlike Page

Reported stats may be delayed from what appears on posts

We recently created an Instagram account and began posting stories to both Instagram and Facebook. As you can see on the table below, the majority of our story viewers are watching the entire story and not forward swiping (skipping).

36 Stories Published <a href="#">Add Columns</a>				
Published	Story	Unique Opens 📈	Forward Swipes	Total Engagement
● Ended Jun 24, 2020 8:22 PM		86	53	0
● Ended Jun 10, 2020 11:50 AM		61	0	1
● Ended Jun 10, 2020 11:42 AM		64	0	0
● Ended Jun 10, 2020 11:41 AM		70	1	1
● Ended Jun 10, 2020 11:41 AM		70	1	0
● Ended Jun 10, 2020 11:41 AM		73	0	1
● Ended Jun 10, 2020 11:41 AM		73	0	0
● Ended Jun 10, 2020 11:41 AM		73	0	0
● Ended Jun 10, 2020 11:31 AM		81	0	2
● Ended Jun 10, 2020 11:31 AM		82	2	0
● Ended Jun 10, 2020 11:30 AM		84	1	0
● Ended Jun 10, 2020 11:30 AM		84	0	0
● Ended Jun 10, 2020 11:27 AM		85	0	0
● Ended Jun 10, 2020 11:26 AM		86	0	0
● Ended Jun 10, 2020 11:24 AM		86	0	1
● Ended Jun 10, 2020 11:24 AM		91	4	0
● Ended Jun 10, 2020 11:23 AM		100	2	2

In May we launched our “Dairy Essential” Series where we highlighted essential workers throughout the dairy industry. This series had a combined reach of over 54,000 people! Below are just a few of the posts.



**#DairyEssential**  
**The Delivery Truck Driver**  
The person ensures the finished product is delivered to the grocery store. It only takes 48 hours for milk to go from the farm to the grocery store.



**#DairyEssential**  
**The Dairy Farmer**  
A person who works with cows to produce milk. Main responsibilities include producing and distributing feed to the livestock. Providing a safe, comfortable environment for them to live, ensuring herd health, and over-seeing the harvesting of milk.



**#DairyEssential**  
**The Milk Hauler**  
The person who in sun, rain, snow, or pandemic picks up the milk from the farm and brings it to the processor. Without the milk hauler it would be impossible to get the milk to the plant to be pasteurized and bottled or processed into other dairy products.



**#DairyEssential**  
**The Nutritionist**  
A person who develops feeding programs and monitors the condition of dairy cattle to ensure that production and quality goals are met. They are directly involved with the dietary management of dairy cattle herds. The ultimate goal of a dairy nutritionist is to maximize production while maintaining overall herd health.



**#DairyEssential**  
**The Veterinarian**  
The “Cow Doctor.” A person who assists the Farmer in ensuring the animals receive the proper medical care, both routine and emergencies, 24/7- 365 days a year. Veterinarians also can assist the Farmer with cow diets and management practices.

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For July we are launching a National Ice Cream Month Sweepstakes! Contestants will have a chance to win a Rhino cooler filled with prizes including a years supply of milk, 15 gift cards to participating ice cream shops, Milk for Health Swag, and more! All customers need to do is purchase ice cream at one of the 20 participating shops, post a picture of it and use #MilkForHealth. They may enter once at each location. This promotion will run throughout the month of July. We created a new radio ad to advertise the contest on both area stations. We also have secured a 2-3 minute interview on the morning show on WYRK and 5 one minute interviews on the Breeze to promote the contest. The participating shops will be advertising also. This is an opportunity for people to get out and about and have a tasty treat all while supporting the dairy industry.



**MILK FOR HEALTH**  
on the Niagara Frontier Inc.  
Presents

# NATIONAL ICE CREAM MONTH SWEEPSTAKES

July 1st-31st

Enter for a chance to win  
a 45 quart Rhino Cooler full of prizes!

-How to Enter-

1. Visit one of our participating Ice Cream Locations
2. Snap a pic of your ice cream and your shop
3. Use #MilkForHealth in a Facebook Post
4. Like Milk For Health's FB Page

Visit our website for complete  
list of participating  
locations and rules

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



We have been have been busy filming farm tours to use on our social media along with school programs. Our goal is to showcase different types of farms while instilling the family aspect of year. We believe

each farm has its own unique story. We have three completed YTD and have 5 more scheduled to film or currently being edited. The videos can be viewed on our Facebook or Youtube Channel.

We have completed 20 out of our goal of 52 new recipes on the milkforhealth.org website. All the recipes are easy to make, taste delicious, and most importantly use several dairy products! We created 10 new recipe videos, 3 have been released so far; Shamrock Shake, Easter Carrot Cheese Ball, and No Bake orange creamsicle cheesecake.

### **COVID-19**

We are all aware of the chaos the COVID-19 shutdown caused throughout not only the dairy industry but the world. Orders for restaurants, schools, vending machines were being cancelled. Processors had a hard time changing their production lines quick enough to accommodate the change in demand. We teamed up with Upstate Farms to help them find homes for short dated or cancelled products.

We distributed to:

- 11 hospitals including the VA's
- 6 nursing homes
- 5 food banks
- Schools
- 25 law enforcement agencies.

In total we found homes for over:

- 10,500 pints of milk
- 2,358 pounds of yogurt

We also participated in milk drives including one at Willowbend Farm, LLC this past week.

We increased our social media, TV, and radio as people spent more time at home and less time at work and school.

Even though things are beginning to open up it is hard to say how long this situation will last and is difficult to give hard numbers of how money will have to be shifted to cover costs of reactive pandemic actions such as milk drives, event cancellations, and changing of advertising messages.

### **SayYesBuffalo**

We have just recently began working with Buffalo City Schools and their Say Yes Program on their Saturday Academy program which is present in 21 schools across Buffalo and includes over 8000 children. This program brings in organizations such as Milk for Health to provide academic instruction, enrichment, health and wellness, and family fun all at no cost to the families. The goal is to have positive interactions with the students, families, and community. We have rough plans on providing farm tours, cooking classes, and bringing live animals to the city for these Saturday Academies. I will

keep the board informed as we move forward and develop a detailed plan for the 2020/2021 academic year.