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July 1, 2020

NYS Dairy Promotion Order Advisory Board Members,

We appreciate the opportunity to submit a mid-year report outlining progress against our 2020 NY DPO contract. Enclosed you will find the mid-year report, along with a financial update and the measurement grid.

As background for new board members, for the past 100 years New England Dairy & Food Council and New England Dairy Promotion Board have been conducting dairy promotion in five New England states: Connecticut, Massachusetts, New Hampshire, Rhode Island and Vermont. Our 13-member Board of Directors includes dairy farmers from throughout New England and New York, who review and approve our programming and budgets.

New England as a market for New York milk

New England is home to over 13 million consumers, with the largest population centers being in Boston, MA; Hartford, CT; and Providence, RI. Despite Vermont's local reputation for being a dairy state, New England's dairy farmers do not produce anywhere near enough milk to meet local demand. We are fortunate to be located next to New York, the fourth largest milk-producing state and a state that currently produces more milk than its local population is able to drink and eat. In fact, more than 10% of New York's milk flows into New England processing plants to be sold in New England schools, at retail, foodservice and other locations.

As New York dairy farmers continue to be growth-oriented and want to find a home for their milk, New England will continue to be a convenient location to ship milk and reach a large consumer base.

As New York milk crosses into New England to be sold, it needs marketing and promotion dollars and support behind it if New England is to continue to be a viable market for New York milk. Our work on behalf of New York dairy farmers is to market New York milk in New England, where our organization is well established.

Our Programming in New England

For 100 years, NEDFC/NEDPB has worked with New England schools, health professionals and media to promote the science-based health benefits of dairy.

We take a comprehensive approach to growing sales, trust and demand for dairy. Our staff is spread throughout New England and understands their local market and consumers. Each New England state is unique, but there are also many similarities that allow for a regional approach and collaboration to provide the most efficient use of dairy farmer resources and funding.

Our work benefits NYS Dairy Producers and the NYS Dairy Industry through a comprehensive education, marketing and communications strategy that addresses the needs, concerns and interests of a broad range of consumers in New England, a key expanded market for NYS dairy products.

Our three areas of focus (Integrated Marketing Communications, Sustainable Nutrition and Youth Wellness) each target an important group of consumers to build trust, sales and a positive image of dairy products and dairy producers.

One of our greatest strengths is being part of a national network of 16 dairy promotion organizations across the country (known as United Dairy Industry Association). This network allows local dairy farmers to benefit from best practices across the country.

Our national organization, Dairy Management Inc., provides a Unified Marketing Plan to bring all 16 dairy promotion organization together under one plan to best utilize dairy farmer resources.

I appreciate the Board's review of our mid-year report and look forward to answering any questions you might have.

Best Regards,

A handwritten signature in black ink that reads "Jenny Karl". The signature is written in a cursive, flowing style.

Jenny Karl
Chief Executive Officer
New England Dairy & Food Council
New England Dairy Promotion Board

2020 NYS Dairy Promotion Order Mid-Year Report
Executive Summary
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2020 has been a year like no other. We had a 2020 plan we were excited about with grassroots consumer events, farm tours, an Olympics partnership, innovative programs for schools and top-notch speakers to address our key health professional audiences at conferences.

While 2020 has not rolled out as expected, our organization has made the most of the opportunity to leverage our relationships to help dairy farmers move milk to market, while fulfilling our 2020 New York goals to grow trust and sales in dairy.

In our 2020 contract, we focus on three of the NY Board's priority areas:

Priority 1: Increase consumption of NY milk and dairy products by youth

Priority 2: Improve image of dairy products and/or farmers among consumers

Priority 3: Participate in national programs influencing an increase in consumption of milk and dairy products

For each of these priority areas, we address the following in this mid-year report:

- Our original 2020 goals
- Summary of activities/accomplishments (prior to pandemic, current and future plans)
- How COVID-19 has changed our plans
- Any amendments requested

High-Level Overview: Goals remain the same, how we get there has changed

Despite COVID-19, our priority areas and high-level goals to grow dairy consumption and trust remain the same. What has changed is the way we go about reaching these goals due to COVID-19. Instead of our planned in-person farm tour events, we have shifted to virtual farm tours. Instead of in-person presentations and health professional conferences, we've shifted to webinars. Instead of piloting milk dispensers in school cafeterias, we've shifted to supporting dairy consumption at emergency feeding sites. In this report, we outline the specific shifts that have been made in each priority area to accomplish our 2020 goals.

2020 Financials: Spending is on target

We have included a summary of our Year to Date (through 5/31/20) spending vs. Budget. We are on budget at this point of the year and intend to be on budget through the rest of the year. If this changes at any point, we will proactively inform the board with a request for changes.

Measurement Grid

The final pages of this mid-year report include the contract measurement grid, which outlines our progress towards the 2020 goals we set in September 2019.

Amendment Requests

When we created our initial 2020 proposal in September 2019, we envisioned the environment in 2020 to be similar to prior years. However, COVID-19 has dramatically changed the environment in which we operate. As such, we are requesting amendments to our 2020 goal measurements to more accurately reflect the new reality of COVID-19. For instance, instead of measuring in-person events, we'd like to

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measure number of people reached (could be online, in-person). Below is a summary of the amendments we are requesting and they are also noted in the measurement grid:

Priority #1: Priority: Increase the consumption of New York milk and dairy products by youth

Measurement Amendment:

In addition to the current measurement framework for this area, add:

- Support a minimum of 50 school districts with grants or equipment to protect milk within school meals. (Note: We will measure impact with the number of meals and pounds of dairy being served in the schools we support)

Measurement Amendment:

Instead of measuring number of events, change to students reached:

- Reach a minimum of 5,000 students at live or virtual events featuring a local dairy farmer.

Measurement Amendment:

Instead of measuring number of events, change to:

- Reach minimum of 100 students through Dairy Innovation Challenge Events and resources

Priority #2: Improve image of dairy products and/or farmers among consumers

Measurement Amendment:

Change engagement measurement to:

Increase engagement by 5% on owned digital and social assets (~2,300)

Measurement Amendment:

Instead of measuring the growth in the number of events change to:

Connect 5,000 consumers with dairy farmers

Measurement Amendment:

Instead of measuring # of Academy of Nutrition and Dietetics conferences:

Reach 5,300 RDs through mail outreach.

We appreciate the opportunity to share our work with you and welcome any questions you have on this mid-year report.

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NY Priority #1: Increase Consumption of NY Milk and Dairy Products by Youth

Meaningful and timely opportunities exist to increase consumption of New York dairy among New England youth. Increasing student participation in school meal programs is a cost effective and proven method to increase consumption of milk, cheese and yogurt among students at almost 4,800 schools in New England. Our research shows that driving dairy sales in schools is inextricably linked to trust. Students (and school-based staff/administration) must trust the product, the farmer and on-farm practices in order to be moved to sales. Through our Youth Wellness Program, we build trust and sales in dairy among students, today's youngest consumers who also represent 100% of our future market.

New England Dairy (NED) Goals for this Priority Area

- 1) Optimize dairy consumption in school meal programs
- 2) Connect students to dairy and dairy farming
- 3) Reach future consumers and grow champions for dairy

Activities and Accomplishments for Each Goal (Prior to COVID-19, COVID-19 Response, Look Ahead):

NED Goal #1: Optimize dairy consumption in school meal programs

Prior to COVID-19:

- Our staff continue to work as dairy consultants in schools, supporting school meals by delivering dairy-related solutions to school nutrition directors to increase participation in their programs and drive dairy sales. Prior to COVID-19, New England Dairy provided nearly \$53K* in grants to 31 schools in FY2020. This funding was used toward equipment and marketing support to increase participation in school meals and optimize dairy being served. Below is a breakdown of the total grants provided:
 - Breakfast Expansion: \$26K to 9 schools
 - Smoothies: \$18K to 16 schools
 - Hot Chocolate Milk: \$9K to 6 schools*NY dairy farmers contributed \$19K toward these grants.
- We collect pre-and post-implementation data at approximately 3 and 12 months to measure the impact of the grants we provide. We paused data collection when schools closed due to COVID-19. We are in the process of resuming, but we don't currently have data from schools who received the grants above in 2020 due to the interruption in data collection.
- Preliminary data collection from schools granted in FY2019 shows that the 2019 investment by NY dairy farmers led to an increase of 70,418 additional breakfasts and 52,864 milk pounds. This is a 24% increase in breakfast participation and a 12% increase in milk sales in granted schools. Results from our total granted schools include more than 195,000 additional breakfasts and almost 147,000 additional milk pounds. These numbers will increase as the remainder of schools report their final data

COVID-19 Response:

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- School closures required school nutrition directors to develop and execute new service models for emergency school meals. Due to COVID-19, emergency school meals are distributed as a unit, so every meal provided includes at least 8 oz of milk per USDA guidelines. However, schools can apply for a waiver through their state Department of Education if they can demonstrate supply disruptions or the inability to serve milk safely (ex. lack of coolers, inadequate refrigeration). We were in close communication with our state Departments of Education to identify and support schools facing challenges supplying or serving milk safely.
- Our goal is to prevent schools from requesting waivers that would allow them to skip serving milk with their meals. In our conversations with schools and partners, we were made aware of the overwhelming need for portable coolers and cold storage to continue serving milk safely to students. New England Dairy acted quickly to protect milk in emergency school meals.
- New England Dairy, with the support of partners, has provided \$255K in equipment and grants to 125 school districts across our region to ensure milk can continue to be served safely with emergency school meals.
 - New England Dairy purchased a total of 1,675 portable coolers for 88 school districts across our region to help keep milk cold. NY dairy farmers provided \$28K toward these coolers (total NED investment \$80K).
 - New England Dairy worked with local and national foundations to increase our capacity to provide grants to schools. We were able to secure \$175K to support emergency school meal grants in 90 schools in New England.
 - The schools we've supported are serving a combined total of one million meals and milks per week to the students in their communities. A word of appreciation from Karyl Kent, a Food Service Director in VT, "Thank you so much for the coolers! There are so many moving pieces every day and it is partners like you that help keep us moving in a positive direction! We all really appreciate it!"
- On Thursday, May 21st, New England Dairy teamed up with Worcester Public Schools, the Patriots Foundation, Mass Military Foundation, The Guy Family Foundation (Lawrence Guy, defensive star for the New England Patriots) and Dairy Farmers of America to provide meals and milk to families in need throughout the City of Worcester. Parents were able to pick up their children's breakfast and lunch through the school's ongoing remote feeding program, plus a gallon of milk (courtesy of DFA) and a week's worth of groceries (courtesy of the Guy Family Foundation). As part of this program, "Groceries with the Guys" donated nearly 850 boxes of groceries and Dairy Farmers of America donated 1,900 half gallons.
 - There were 13 separate media hits from this event, resulting in 374,000 media impressions (broadcast and online). Examples include:
 - [Lawrence Guy of Patriots to give out food to families](#)
 - [Patriots player helping to get food, milk to families in need](#)

Looking Ahead:

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- As we plan for the rest of 2020, our focus will be on increasing participation in school meals and making sure that milk, cheese, and yogurt remain a core component of the meals being served. We are working closely with our state Departments of Education and through school nutrition partnerships as everyone navigates what back to school will look like and how meals can be served safely to students. We've already heard from several districts that they will be transitioning to meals served in the classroom or to grab and go carts. Many school districts anticipate using a mixture of different service models and will continue to adapt to changing guidelines as the school year progresses.

We have announced a grant opportunity to help support schools with equipment needed to safely serve milk and meals to students this fall. We will also promote grab and go menu options featuring dairy to ensure that milk and other dairy foods are a core component of the meals being served. As more schools transition to serving meals in the classroom in response to COVID-19, we hope this will be an opportunity to continue these models into the future. With school breakfast, this is a proven strategy for long-term increases in meal participation and dairy sales.

NED Goal #2: Connect students to dairy and dairy farming

Prior to COVID-19:

- For Dairy Harvest of the Month in March, we sent out an email promotion and mailer to over 900 Harvest of the Month enrolled schools in MA and RI, offering our dairy education materials to help students understand where their milk comes from and the role dairy farm families play in producing a wholesome, local and nutritious product.
- We had a total of five farmer events and farm tours with students and educators in 2020 (prior to COVID-19), reaching 3,150 students. The investment of NY dairy farmers helped us to host 2 farmer events, reaching over 1,100 students. These events included dairy farmers at school kick-off events for hot chocolate milk and breakfast to help promote the new programs and connect students to local dairy farmers.

COVID-19 Response:

- With families being home, parents and teachers are looking for activities for students. We have a variety of digital resources and activities we promoted through our blog, social media and in partner communications. We also continued to promote the resource catalog noted above to schools across New England. To date, we've had 237 schools order dairy education and marketing resources. These schools have a combined enrollment of over 110,000 students.
- New England Dairy previously created three 360° dairy farm tour videos focused on sustainable practices, cow care, and environmental stewardship. Since COVID-19, we have promoted these videos through partners and on our social channels. The three videos have had almost 1,600 views--more than three times the views they had the months prior. This shows that parents, educators, students, and consumers are

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continuing to look for these virtual experiences, providing an opportunity to educate the public about dairy farming while we can't do in-person farm tours and events.

Looking Ahead:

- We will continue to promote existing digital farm tours, curricula and activities for educators, parents and students. This fall, we will be hosting three, live virtual farm tours during National Farm to School Month. The target audience for the three farm tours will be elementary, middle, and high school students. While we can't bring students to the farm or invite dairy farmers into schools, this provides an opportunity to educate students about where their favorite dairy foods come from, and we can reach more students compared to an in-person event. Our goal is to reach a minimum of 15,000 total students through virtual farm tours. The investment of NY dairy farmers will help us to reach about 5,000 students.

NED Goal #3: Reach future consumers and grow champions for dairy

Prior to COVID-19:

- We had several dairy innovation events with students planned in our target districts. These events were an opportunity to connect students with a dairy farmer and educate them about dairy farming and nutrition. The students were going to have an opportunity to offer innovative ideas to increase dairy consumption in their school.
- We also planned a pilot New England Dairy Innovation Kit for educators to lead discussions with their students. We recruited 20 schools for this pilot to reach around 300 students.

COVID-19 Response:

- Due to school closures, we had to cancel all future events for now. We've also postponed the kit pilot until this fall. We are in the process of revamping the kit to ensure it will be able to work in a virtual or in-person classroom setting.

Looking Ahead:

- We will pilot the New England Dairy Innovation Kit with educators this fall to engage students in solution-oriented conversations about how they can improve the dairy experience in their school. NY Dairy Farmers investment will allow us to reach an additional 100 students with this resource, for a total of over 300 students across our region. After the pilot phase, we will distribute the resources more broadly to educate students about dairy and dairy farming and get them thinking about changes they can make to increase dairy consumption in their school. As we assess the future environment related to COVID-19, we will revisit hosting in-person events to engage students as well.

Assessment of Goals and Strategies: Impact of COVID-19 on Expected Outcomes

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COVID-19 has impacted all aspects of our programming. We continue to support school meals and educate students about dairy farming to increase sales of and trust in dairy. However, some of our specific tactics have been adjusted to meet the reality of the school channel due to COVID-19 restrictions.

We anticipate that some of the limitations due to COVID-19 will prevent us from reporting on the 2020 measurement goals as they were written in September 2019. In some instances, we would like to amend the metrics we will use to report the impact of the work we are doing in the current situation. Details are provided below:

Goal 1: Optimize dairy consumption in school meal programs (original metrics are below)

- a. Increase regional school breakfast participation by 1%
- b. Increase breakfast participation in granted schools by 20%
- c. Increase milk sales in granted schools by 15%

We will continue to support schools with the goal of increasing school meal participation and ensuring that dairy is a core component of all meals being served. As we continue data collection, we anticipate it will be difficult to match current data with the goals set pre-COVID-19 based on percent increase. While most schools have continued to serve meals, they may be serving fewer meals than when students were at school. In addition, some of the strategies to increase milk sales, like smoothies and hot chocolate milk, may not be currently feasible. We are tracking the number of meals and milks served through the emergency feeding programs we've supported.

As we plan for our back to school grants, we will continue to collect data from schools to be able to measure the number of meals and pounds of dairy served. Interpreting data from granted schools will look different than it has in the past because it's difficult to look at data from one year ago with all the changes that have happened since. Our focus will remain on increasing participation in all school meals (breakfast, lunch, supper) and ensuring milk and dairy foods remain a core component of the meals being served.

Measurement Amendment: In addition to the current measurement framework for this area, add:

- Support a minimum of 50 school districts with grants or equipment to protect milk within school meals.
(Note: We will measure impact with the number of meals and pounds of dairy being served in the schools we support)

Goal 2: Connect students to dairy and dairy farming

- a. 1,800 unique visitors to the school section of our website
 - We will continue to drive traffic to our website to share New England Dairy resources and expect to exceed this goal.
- b. 11 events featuring local dairy farmers

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- With limitations around in-person events, we do anticipate it will be difficult for us reach our original goal of 11 farmer events this year. But we feel confident we will reach just as many students, if not more, with the virtual farm tour experiences (live and recorded) we are providing to educators and students.

Measurement Amendment: Instead of measuring number of events, change to students reached:

- **Reach a minimum of 5,000 students at live or virtual events featuring a local dairy farmer.**

Goal 3: Reach future consumers and grow champions for dairy

- a. 25,200 students enrolled in active Fuel Up to Play 60 schools
 - We were on track to reach this goal based on engagement from previous years, but when schools closed in March, there were significantly fewer educators reporting involvement in Fuel Up to Play 60 on the website. This isn't surprising given the scramble to adopt virtual learning and other responsibilities. We will continue to promote Fuel Up to Play 60 and the resources it provides through the summer and as school resumes this fall in hopes to engage students and educators. We do recognize that traditional participation in Fuel Up to Play 60 may not be as high this year as in year's prior since educators and students aren't able to work together in the school building like they usually would, but we are working on resources like the Dairy Innovation Kit mentioned below that will help educators engage students in different ways.
- b. Dairy Innovation Challenge Events
 - Progress: We had several Dairy Innovation Events planned for March and April. As a reminder, the purpose of these events was to engage students in solution-oriented conversations where they could share their ideas for dairy marketing or increasing the consumption of dairy in their schools. With the uncertainty of when we'll be able to resume in-person events in schools, we've shifted our focus toward a resource that educators and school nutrition directors can use on their own to engage students in these discussions. The New England Dairy Innovation Kit will provide the opportunity to continue to engage students in these discussions, and we look forward to the pilot this fall. NY's investment in this project will allow us to reach an additional 100 students.

Measurement Amendment: Instead of measuring number of events, change to:

- **Reach minimum of 100 students through Dairy Innovation Challenge Events and resources**

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NY Priority #2: Improve image of dairy products and/or farmers among consumers

The public trust in companies and brands is more complex than ever especially when it comes to food. Consumers are looking for food to deliver good nutrition while providing sustainability benefits— good for me and good for the planet. They are looking for food producers and companies to align with their personal values so that they can feel good about choosing a certain food or beverage. This complex intersection of what people want and expect from food—the underpinning of trust — is stretched in new ways as we persevere through the pandemic and social unrest fueled by racial inequity.

Our dairy trust efforts have remained true to the core benefits of dairy while pivoting to meet the unique needs and challenges presented at this time. We have continued to present and position dairy farming, milk, and dairy foods as nutritious, delicious, and sustainable food choices. We have aligned with thought leaders and experts to reinforce dairy’s sustainable nutrition story and to influence their food recommendations. Within the current context, we’ve pivoted our programs. Since the onset of the pandemic, there has been increased consumer interest in information about nutrition and storing and cooking with dairy. Health professionals have been seeking out virtual continuing education opportunities since all in-person conferences continue to be cancelled. Previously planned live farm tours—for consumers and health professionals— were converted into virtual farm tours to bring the farm into people’s homes. We re-engaged with retail partners and tapped the public’s interest in helping others in need through a milk donation campaign.

New England Dairy (NED) Goals for this Priority Area

1. Create a positive image of dairy through media relations and digital content development
2. Grow consumer trust in dairy by connecting them with dairy farmers
3. Raise consumer awareness of dairy’s sustainability and nutrition benefits
4. Build trust with thought leaders on dairy’s position as essential to health and sustainable food systems
5. Build trust in pre-professional health professionals and environmental leaders on

Activities and Accomplishments for Each Goal (Prior to COVID-19, COVID-19 Response, Look Ahead):

NED Goal #1: Create a positive image of dairy through media relations and digital content development

Prior to COVID-19:

- Latte Love Event - On February 8 we held an event called “Latte Love for Real Milk” at Ogawa Coffee, a popular coffee shop in downtown Boston. The event's purpose was to reinforce with digital influencers that real milk is the best choice in coffee drinks when it comes to taste, nutrition and sustainability. We invited 8 social media influencers from throughout New England to take a latte art making class with a professional barista who spoke about why whole dairy milk is best for making lattes and cappuccinos and have

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their dairy questions answered by a New England Dairy registered dietitian and Massachusetts dairy farmer Nicole Fletcher.

The dairy nutrition and sustainability content from the influencers and coffee shop reached about 50,000 people. Post-event survey results showed they would be *more likely* to recommend dairy milk/foods to others. Additionally, on National Latte Day (Tuesday, February 11), Ogawa Coffee offered free drink upgrades for customers who ordered their latte with whole milk (in partnership with New England Dairy) resulting in higher customer traffic.

- Social content - We generated social content on celebrating farming, food, and nutrition. For example, in February and March, we celebrated National Ag Day by thanking farmers, St. Patrick's Day with an adult milk shake, and National Registered Dietitian Day with a fun collage of our staff. Based on our continuous monitoring of the social media environment and best practices, we are working with a group of digital influencers on a strategic, targeted basis, tapping the right influencer for the right need. This means our content is less diffuse and more meaningful to our target audiences.
- Media relations - Our media outreach focused on telling the dairy farmer story—how they are producing nutritious milk sustainably, giving back to their communities—and sharing insight into the dairy industry and dairy's role in food enjoyment. At the onset of 2020, we generated coverage of our programs, National Milk Day, no-till seeder and other sustainability practices, and our work in schools from new yogurt parfait programs to bulk milk pilots.
- Issues Management - Our issues management work helped farmers protect their reputation and maintain the trust of the public. The past six months have presented labor protesters, animal activists, and anti-dairy voices calling for the end of a “dying industry.” In February, for example, Migrant Justice staged a protest (inviting VT media) over a dispute about a dismissed farm worker's alleged outstanding wages. We worked with the farm and the farm's dairy cooperative to create a written statement for the family to provide to media and advised the family not to engage with protesters. While the protest was intense, we worked with the reporter to ensure that the dairy farmer's statement was included in the account of the protest and dispute. We are continuing to watch Migrant Justice activity.

COVID-19 Response:

- Social content - As the pandemic ramped up, our content in April shifted. People had a greater interest in dairy recipes and nutrition, and our content addressed this need. We also shared information about milk distribution events—milk drive-throughs and pick-ups for food pantries and service agencies—to increase participation in these events and to share how dairy farmers are giving back to the community. Blogs on our website addressed storing dairy and our work in supplying schools with cooler bags to serve

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meals. This was also shared on our social channels driving people to our website for more information and resources.

- Media relations - In March, our media efforts began to shift as the COVID-19 pandemic started reaching its peak. We pitched stories to showcase the support and goodwill our local dairy farmers are providing to their communities, while responding to media inquiries about how dairy farmers are adapting and striving to persevere through tough times. To date, New England Dairy has generated 75 earned media hits resulting in more than 1.84 million impressions (eyes and ears seeing, hearing and reading our content) through radio, broadcast, print and online news. Without the support of New York dairy farmers, more than 26 media placements and 645,000 impressions would have been lost. Media relations is an efficient and effective means of supporting a robust regional market for New York milk.

Some Recent Hits:

- (Farmer Op/Ed) [Ayer: Challenges Facing Dairy](#) – Times Argus
 - [Oasis Food Pantry Receives Milk to Help Feed Families](#) – The Springfield Republican
 - [Food, milk being distributed to Worcester families in need](#)—WCVB (ABC)
 - [Litchfield County 4-H Club distributes more dairy products to food pantries](#)—Waterbury Republican (CT)
- Vermont Breakfast on The Farm - New England Dairy sponsored and managed logistics for Vermont Breakfast on the Farm’s virtual farm tour at Newmont Farm in Bradford, VT. This event was originally scheduled as a live, in-person event with breakfast and a farm tour. New England Dairy provided and executed the marketing plan, Zoom webinar platform support, educational materials for attendees, day-of moderation/videography of the tour, and the attendee survey. The tour was attended by 1,850 people, 78% from New England or New York. Preliminary survey results show that 30% of attendees report they will purchase more dairy because of their experience. After the tour, 75% of attendees had higher agreement that dairy farmers provide excellent care to their animals. [Watch the tour recording](#).
 - Issues Management - Dairy Management Inc., our national checkoff partner, alerted us to animal activists capitalizing on the dairy challenges during the pandemic to protest farms and call for an end to animal agriculture. Project CounterGlow is one activist initiative that maps locations of farms, shares images of the farm, and encourages protests. We are monitoring activist organizations and checking with farmers regarding any suspicious activity. At the same time, anti-dairy voices are actively advocating for the government to let the dairy industry “die” in the midst of the pandemic. We have worked with dairy farmers and our staff counter this narrative via social media content and op-eds.

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Looking Ahead:

- Social Content - We will focus on seasonal content such as holidays and activities in the summer and fall. We will also promote 100 Milk Moments as part of our 100th Anniversary campaign. Consumer events often fuel much of our content; this will be reduced until we are able to hold public events. Our digital influencers will be tapped on a rolling basis to generate new, fresh content linked to seasonal themes like back-to-school, farm topics, recipes, and summer activities.
- Media relations - Activities in media relations include writing more farmer op/eds on the essential role dairy and dairy farming play in our local communities; stories about cooler bag donations to schools to support meal efforts funded by dairy farmers; and placing stories about dairy farmers' resilience during these difficult times. In the fall, media outreach will include back-to-school resources and meal tips (including distance learning considerations) and farming sustainability around harvest.
- Grassroots events - We are hoping to resume some grassroots events in the late summer or fall. Our mobile dairy bar (milk dispenser van) will be completed this summer and ready to attend farmers' markets, road races, or other events as they become feasible. With these events, we will tie in social media and farmer engagement.

NED Goal #2: Grow consumer trust in dairy by connecting them with dairy farmers

Prior to COVID-19:

- Farmer Training - In February, we led a 90-minute media training with approximately 50 DFA YCs in Burlington, VT. YCs divided into groups to practice the skills they learned and took part in mock media interviews. The training was rated a 4.75 out of 5 in the farmer evaluations.
- Farmer presence at events - We invite farmers to participate in our events to connect with consumers and put a face to dairy. We had seven events featuring farmers prior to the pandemic closures. These events ranged from the Latte Love influencer event (Nicole Fletcher- MA) to a hot chocolate milk kickoff in Williston, VT (Allison Conant-VT) to the Chariho Milk Dispenser Pilot kick off (Maggie LaPrise- RI).

COVID-19 Response:

- Virtual Farm Tours - Farm tours are an effective way of building trust in dairy by connecting people with dairy farmers and giving them a first-hand view of what life on the farm is like. Due to COVID-19, we pivoted to live virtual farm tours, a real-time video tour and chat with a dairy farmer. Using video chat technology, people are able to hear from a dairy farmer about how they care for their cows, the land and environment, and their communities by producing a safe and nutritious product and have their questions answered through a chat function. We held a health professional farm tour in June; the details are covered under the thought leader outreach section below.
- "Give A Gallon" Campaign - Amid the COVID-19 pandemic, we know that people want to find ways to help - donating milk helps dairy farmers by securing a market for their milk *and* families who are struggling with food insecurity. We launched a regional

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marketing campaign asking New Englanders to donate milk to their local food bank through [GiveAGallon.com](https://www.giveagallon.com). This program, run by MilkPEP, collects donations to be given to food banks linked to the zip codes of donors, ensuring donations are focused on helping food banks locally.

Our campaign ran throughout the month of May and included digital and four days of [TV advertising](#), shareable social media content, newsletter articles, and a page on our website. The campaign reached more than 5 million people leading to more than \$22,433 in donations or about 6,000 gallons of milk to local food banks. Your funding was essential to securing ads in the Boston/Manchester media market.

- Retail outreach amid milk and dairy restrictions - We do not have a retail program or dedicated staff for retail activation, however when we began to learn about milk and dairy restrictions at retail, our marketing communications team shifted focus to connect with corporate offices of retail markets and calling local stores to encourage removal of restrictions. We collaborated with American Dairy Association Northeast (ADANE) to gain intelligence on the actions of retailers like Hannaford at the corporate level.
- VT Food Bank Donation- NED helped convene a working group of partners to send milk and yogurt to the [Vermont Foodbank](#) to help those in need. The partners included [Green Mountain Creamery](#) (Produced by Commonwealth Dairy LLC), [HP Hood](#), [Vermont Agency of Agriculture](#), [The Vermont Community Foundation](#), [Dairy Farmers of America, Inc.](#), and Vermont dairy farm families. Beginning in early May, milk was processed and donated to the VT Foodbank in amounts of 1,152 gallons of milk per week for 10 weeks and 3,500 cases of yogurt throughout the month of May. The Vermont Foodbank, which serves more than 153,000 individuals each year, has seen food demand increase 100% since mid-March due to the COVID-19 pandemic.
- Dairy Donation and Distribution Events- We played a supporting role in six dairy donation events in the last two months as co-ops, brands, and organizations came together to support dairy farmers and their communities. Our role in each event differed depending on the needs and strengths of our partners. Our team coordinated press and outreach for donations, volunteered during distributions, organized event logistics, and brought partners together to ensure impactful donation events.

At events specifically, we played a role in the donation and distribution of the equivalent of 20,535 gallons of milk and 3,500 cases of yogurt to communities in need across the region.

- Litchfield County, CT – April 22, 2020 – 1,440 half gallons
- Vermont Food Bank – May through June – 11,520 gallons and 3,500 cases of yogurt
- Worcester, MA – May 21, 2020 – 1,990 half gallons
- Cranston, RI – June 1, 2020 – 7,500 half gallons (details below)
- Brooklyn, CT – June 3, 2020 – 1,550 gallons

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- Essex, VT – June 26, 2020 – 2,000 gallons

On June 1, in honor of World Milk Day, we partnered with Stop and Shop (donated the milk) and the United Way to deliver 7,500 half gallons of milk to 52 non-profit agencies in RI. This model of working with partner agencies enabled us to more efficiently move a large amount of milk, build strength in existing partner relationships, and expand new partnerships for future collaboration while demonstrating dairy farmers' continued support of local communities.

Looking Ahead:

- Virtual Farm Tours - Four Virtual Farm Tours will be held in the coming months for the general public and students. We will archive the farm tour videos to expand our reach beyond the day-of event. In July, we will have a virtual farm tour open to the public at Freund's Farm in East Canaan, CT.
- Webinar trainings - We are developing webinar-based trainings for dairy farmers on communication topics such as managing social media, working with the media, and handling difficult conversations. The webinars will be recorded and available on-demand through our website.
- Farmer Section on website - In July, we will launch the new farmer section of our website. The site will provide information and resources for dairy farmers to learn what local and national checkoff is doing, how to get involved, and we can support them. Farmers can obtain resources for how to host a farm tour or can order promotional items for events on their farm.
- Farmers at events - As events are planned in the community, at schools, or at consumer/media events, we will identify farmers to participate and bring their voice to educate and engage people. We will continue to track the guidelines for each state and work with our partners to create safe and effective events, as feasible. However, we do expect the overall annual events and appearances will be less than in previous years.

NED Goal #3: Raise consumer awareness of dairy's sustainability and nutrition benefits

Prior to COVID-19:

- Sustainable Nutrition website - The New England Dairy website (NewEnglandDairy.com) was launched in 2019 with a new look and content. We recognize the increased interest in the intersection of sustainability and nutrition, so we needed to expand the content in this area. The refreshed section on our website has new features and updated resources such as dairy's role in plant-based diets and a continuing education section where health professionals can earn credits while learning about dairy science. Similarly, our social media channels featured content on nutrition with the new year and National Nutrition Month in March. We also shared how farmers care for their cows during the cold months and prepare for the spring.
- Updated Resources - Several resources were updated and made available through our website. The updated resources allowed us to ensure the latest information is provided

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to those seeking information about nutrition ([Make the Most of Your Dairy](#)) and sustainability ([Value of Dairy in Connecticut](#)).

COVID-19 Response:

- During the pandemic, consumer research shows that people are more interested in healthy eating, wellness, and cooking at home. The content developed with our sustainable nutrition affairs team more heavily focused on healthy eating and personal wellness and tips for storing and cooking with dairy. This content was shared digitally via blog posts and social media. Examples include [how to make kefir at home](#), [freezing cheese](#), and [eating a dairy-enhanced plant-based diet](#).

Looking Ahead:

- As we enter the back half of 2020, we will integrate nutrition and sustainability messaging and programming into three focus areas: back-to-school, re-emergence of outdoor activities and sports, and dairy farming. This may take the shape of more virtual farm tours or the return to in-person tours. As farmers' markets open and organized outdoor activities and sports resume, we will have prime opportunities to engage around sustainable dairy farming, nutrition, and performance.

NED Goal #4: Build trust with thought leaders on dairy's position as essential to health and sustainable food systems

Pre-COVID-19:

- Health Professional Survey on Plant-Based Diets - Conducted a survey with registered dietitians to assess their understanding of plant-based diets and the nutritional value/environmental impact of cow's milk versus plant-based beverages. Results are being used to better craft health professional communications and resources for the remainder of 2020 and into 2021. While many aspects of this topic were analyzed, results showed that dietitians (and other health professionals participated), don't recognize MyPlate recommendations as a plant-based diet. And 52% of responders consider environment when making beverage choices.

COVID-19 Response:

- Academy of Nutrition & Dietetics Conference Outreach - With the cancellation of five state dietetic conferences this past spring, we pivoted to achieve the same impact of this goal through a different approach. To educate dietitians about sustainable nutrition and the benefit of milk over plant-based beverages, we reached out to 5,300 registered dietitians through a mailing highlighting our newly developed sustainable nutrition web pages, newly developed continuing education page for health professionals and an educational resource comparing milk to plant-based beverages.
- Educational Sessions - Early in 2020 we successfully placed an expert speaker at each of our five state dietetic conferences. However, with social distancing requirements only one of those conferences is moving forward in a virtual format, the rest were cancelled.

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We placed sustainability expert Don Layman, PhD at the virtual conference of the RI Academy of Nutrition & Dietetics.

- With the inability to convene in-person educational sessions at conferences, we are hosting a 2020 webinar series for health professionals enabling them to earn continuing education credits. This virtual education opportunity has been very successful especially for dietitians (RDs) seeking out necessary credits to remain credentialed. All three webinars in the lineup were approved by the Academy of Nutrition & Dietetics providing an even greater marketing advantage for us as more RDs are seeking prior approved education during a time when their traditional methods of getting credits has disappeared.
 - In April we launched our first webinar, “Plant-Based Diets for Children: Potential Promises and Pitfalls” with nationally known child nutrition expert Jill Castle, MS, RD with 428 health professionals attending (majority registered dietitians). Watch the [recording of the webinar here](#).
 - In June we presented the second in our webinar series with our live, virtual farm tour with over 290 health professional attendees (majority registered dietitians). Attendees “toured” Freund’s Farm, with Amanda Freund and New England Dairy registered dietitian Hilary Walentuk and were able to ask both dairy nutrition and dairy farming practice questions. After the tour, 71% of participants reported their opinion of dairy as very positive compared to 27% pre-tour. And 94% of tour participants are more likely to recommend dairy foods after attending the tour. Watch the [recording of the tour here](#).
- Thought Leader Database Development - We are developing a thought leader database and have to date over 400 health professionals as contacts. An initial communication was deployed to the list in May to promote our live virtual farm tour. In July our regular communications will begin, and we will share scientific updates, blog posts, and continuing education opportunities.
- Health & Wellness Group - Due to COVID-19, we will not be able to convene our Health & Wellness Group in person. However, we are working on plans to convene the group in a collaborative effort in a Q&A style blog post. In addition, we will be using this group to further explore new avenues to position dairy in food assistance programs. These efforts will enable us to continue to leverage the insights of these experts.

Looking Ahead:

- With the success of our first two webinars for health professionals, we are adding three more to our series in Q3 and Q4 of 2020. This enables us to tap into a need of this audience and will help us meet our goals until in-person conferences resume.
- We will develop graphics comparing milk to plant-based beverages to use in upcoming webinars, social content, blog posts and at conference exhibits when in-person conferences resume.
- We have developed a plan to further position New England Dairy as a food access partner with the 8 largest food banks in our region and other food assistance programs.

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We are developing best practice protocols to share with agency partners and dairy partners and are seeking funders and in-kind contributions to move dairy into food assistance programs. These pathways will enable us to continue to position dairy farmers as committed to nourishing people and communities in these times of need.

- We are currently working with a hunger relief organization in western MA to move \$10,000 of milk to food assistance agencies. Funding from a local foundation has been secured, which will allow farmers to sell their milk instead of donating it.

NED Goal #5: Build trust in pre-professional health professionals and environmental leaders on dairy's position as essential to health and sustainable food systems

Pre-COVID-19:

- We hosted two dietetic interns during Q1, each toured a dairy farm and completed dairy-centric projects (such as blog posts, creating TV interview message points, and a sports nutrition presentation) to facilitate our work.

COVID-19 Response:

- Dietetic internship programs and undergraduate and graduate dietetic programs – We promoted the virtual farm tour for health professionals to all dietetic internship programs in our region. In addition to individual interns attending, we are aware that University of New Haven had their entire class of dietetic interns attend the virtual farm tour as a substitute for the previously scheduled live farm tour that was cancelled due to COVID-19.

Looking Ahead:

- Dietetic internship programs and undergraduate and graduate dietetic programs - Due to universities across the region moving to a virtual classroom starting in mid-March, we lost opportunities to conduct farm tours and in-classroom education. However, we are confident in achieving our goals by year end as universities are currently planning to resume some form of on-campus education. Should guests not be allowed on campus, or if campuses are forced to resume remote education again, we will be educating classrooms virtually via live zoom sessions and pre-recorded trainings.
- University relationship - With each university creating a unique plan for how to resume in the fall, dining services and athletic programs will be functioning in reduced or altered capacities. Therefore, the goal for one new university activation is ambitious in the format it was written. However, we will continue to pursue this goal with a new tactical approach. With limited access to universities, we will be concentrating on reaching out to our five land grant environmental science programs with our recording of the June virtual farm tour and Q&A response to the tour. We will also reach out to each of the land grant university athletic programs promoting our September 30 webinar with nationally renowned sports nutritionist Nancy Clark. Activation will be measured by how

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the university utilizes the resources with their students and the relationship development with department heads supporting faculty/staff.

Assessment of Goals and Strategies: Impact of COVID-19 on Expected Outcomes

1. Create a positive image of dairy through media relations and digital content development

- a. Objective: Earn 1,062,000 media impressions by pitching/sharing content and topics. On target for 2020.
- b. Objective: Generate 531,000 impressions related to digital influencers. On target for 2020.
- c. Objective: Increase engagement by 15% on owned digital and social assets (~7,080)
 - Many consumer-facing events that generate content have been canceled for 2020 including the Olympics, Kiss Concert, the Boston Marathon, and agricultural fairs. Others are paused or on hold like farmers' markets and sporting events. This will have an impact on the number of consumer events and digital and social content development through our owned channels. To compensate for these changes our Mobile Dairy Bar and experiential marketing team is developing a plan for public events to include sampling with social distancing and safety procedures in place. In light of this changing environment and contingency plans, we are proposing an amendment to our engagement metric.

Measurement Amendment: Change engagement measurement to: Increase engagement by 5% on owned digital and social assets (~2,300)

2. Grow consumer trust in dairy by connecting them to dairy farmers

- a. Objective: Convene 2 trainings with a minimum of 12 participants in each. On target for 2020.
- b. Objective: Achieve an average 90% positive post farm tour perception score among consumers. On target for 2020.
- c. Objective: Increase consumer events with farmer participation by 7% (~ 4 additional events)
 - Consumer events are changing their form and shape in this pandemic environment. Many are moving to virtual which means each farmer engagement can reach a significant number of consumers through fewer events. We are proposing an amendment to this metric to focus on the number of consumers that we connect with dairy farmers through events whether virtual or in-person.

Measurement Amendment: Instead of measuring the growth in the number of events change to: Connect 5,000 consumers with dairy farmers

3. Raise consumer awareness of dairy's sustainability and nutrition benefits

- a. Attract 1,416 unique visitors (minimum) to Sustainable Nutrition page on our website. On target for 2020.
- b. Create 4 social posts per quarter across owned channels providing content on sustainable nutrition. On target for 2020.

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- c. Develop/adapt 1 sustainable nutrition resource for consumer communications shared through our website and social channels. On target for 2020.

4. Build trust in health, wellness and environmental thought leaders in dairy's position as essential in health and sustainable food systems

- Attend 2 Academy of Nutrition and Dietetics conferences, sharing messages with ~230 registered dietitians.
 - **Measurement Amendment: Instead of measuring this goal through number of conferences, our new goal is to reach 5,300 RDs through mail outreach.**
- Convene 3 educational sessions reaching 212 thought leaders. Will achieve this goal by conducting additional webinars in place of in person conferences.
- Add 106 thought leaders in database for direct communications. This goal is not impacted by COVID-19.
- Convene the Health & Wellness Advisory Group one time this year. The purpose of this goal is to activate these experts which we will do through utilizing them in a blog post Q&A.

5. Build trust in pre-professional health professionals and environmental leaders on dairy's position as essential to health and sustainable food systems

- Present to 6 dietetic internship programs with sustainable nutrition messages reaching ~ 63 interns. While we had 5 cancellations in the spring semester, we expect to achieve this by extra activity in the fall and will work through virtual education if universities do not allow guests on campus.
- Reach 2 undergraduate and graduate dietetic programs with sustainable nutrition messages. We expect to achieve this goal in the fall and will work through virtual education if campuses do not allow guests on campus.
- Activate 1 new university relationship. We have a strategy in place to achieve this goal through a new tactic as is outlined above.

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NY Priority #3: Participate in national programs influencing an increase in consumption of milk and dairy products

Your Dairy Checkoff includes 16 state and regional promotion organizations (including NEDFC/NEDPB and ADANE), a national checkoff (DMI) and several other organizations designed to meet the most pressing needs of dairy farmers. Coordination across these entities allows us to work more collaboratively and cohesively to drive sales and build trust for dairy.

To maximize dairy farmers' return on investment, the Checkoff is committed to work as one team with one plan and one voice. Through this commitment to collaboration, we can maximize our collective impact at local, national and global levels—now and in the future.

While we began 2020 with a clear tactical plan, we immediately adapted to respond to the impacts of COVID-19 on communities, farmers and the dairy supply chain. We created Emergency Action Teams of national and regional staff with the goal to limit milk disposal and other negative dairy industry impacts by repairing channels and counseling the industry on how to redirect supply. The impact of this work is included in the following plan and progress to date.

Emergency Action Teams

- Schools: Ensure school children continue to receive milk and dairy as part of school meals
- Hunger: Redirect excess milk and dairy to food banks and meet urgent demand to prevent food insecurity
- Partners: Convene partners across the supply chain to realign the supply of dairy products to those in need and support dairy at retail.

Goals for this Priority Area

- 1) Build trust with youth and the conflicted health seeker (consumer trust, schools)
- 2) Accelerate incremental sales growth (retail, foodservice, schools)
- 3) Position Dairy in a global food system (international, sustainable nutrition)
- 4) Enhance dairy farmer relations and engagement

Activities and Accomplishments for Each Goal (Prior to COVID-19, COVID-19 Response, Look Ahead):
Goal #1: Build trust with youth and the conflicted health seeker (consumer trust, schools)

Progress to date:

- Farmers Role as Essential: Showing dedication to people, communities, animal care and planet.
 - FOX & Friends integration
 - [Interview](#) with dairy farmer Katie Dotter Pyle on Fox & Friends
 - :30 video produced by FOX shared on network and available to dairy community

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- Co-branded Milk Processors Education Program (MilkPEP) TV [spot](#) to run on FOX, CBS and NBC streaming TV: 23.3M impressions and 4.5M YouTube views
- Farmers Lending a Hand
 - Produced Undeniably Dairy video [series](#) showcasing commitment to food production and thanking educators, food bank workers.
 - Celebrated farmers' commitment to nourishing planet and communities in special Earth Day [video](#)
 - Running on Facebook, Instagram and YouTube: 20M impressions and 2.5M video views
- Getting Food to People Who Need It: Reinforcing commitment to nourishing communities, schools and food banks.
 - In Schools and Food Banks
 - Mobilized GENYOUth COVID-19 fund to get dollars and dairy to schools in need
 - Matched processors, farmers and food banks to move product and get food to those who need it most
 - Offered Food Truck to serve as delivery and distribution vehicles to schools and food banks
 - Recognized essential workers by delivering dairy to their work
- Cementing Dairy's Role in Home
 - Shared variety of dairy-centric recipes for the growing number of "at home" cooks across the country
 - Helped educators and parents keep kids active and learning via virtual farm tours and online Fuel Up to Play 60 activities
 - Teamed up with Pizza Hut to celebrate High School Seniors by giving away 500,000 one-topping pizzas
 - Jimmy Fallon announced partnership on [The Tonight Show](#) and on social media (combined potential reach of 45 million)
 - Media such as People, Newsweek, Yahoo and Business Insider covered the news
 - Within hours, more than 100k pizza coupons were downloaded. All coupons were distributed within days.

Looking ahead:

- Focus on millennial Conflicted Health Seeker parents
 - Those with young children offer the greatest area of opportunity and impact for dairy. We will further integrate our Conflicted Health Seeker and youth plans.
 - Support parents and teachers when it comes to e-learning resources and more
- Evolve our content and channel strategy
 - Simplify and saturate by hyper-targeting each audience through the right channel with memorable content that reinforces dairy's critical messages
- Stay culturally in-tune

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- Leverage culturally relevant themes throughout summer and fall to maintain dairy's relevancy in daily conversations. For example, celebrate back to sports, back to the farm (National Farmers Day), etc.
- Commit to ongoing action
 - Keep driving innovation, stewardship commitment, community commitments (i.e. actions that reinforce the essential role dairy and dairy farming play)

Goal #2: Accelerate incremental sales growth (retail, foodservice, schools)

Progress to date:

- Schools: Convene and activate dairy industry, USDA, foodservice partners and others
 - GENYOUth COVID-19 Emergency School Nutrition Fund
 - For School's Sake Campaign raised \$3.36M to date with 1,500 grants distributed
 - \$2M in funds requested by 713 schools in New York
 - USDA waiver: Provided voice for dairy to maintain milk in schools by helping to secure waivers for fat levels and sizes
- Hunger: Redirecting excess milk and dairy to food banks to prevent food insecurity
 - Feeding America partnership
 - State and regional checkoff staff quantified demand for milk in local food banks and pantries, then connected available milk supply to need, resulting in hundreds of thousands of gallons of milk processed for the Feeding America system
 - Helped secure funding across networks for refrigeration and transportation assets and partners to get product to food banks and store it.
 - Worked with Feeding America to identify and propose pilots for a more consistent source of food in the network. We know these solutions must be economically viable for farmers and dairy companies in order to be sustainable. Worked on economic models that demonstrate this can be a viable business proposition for farmers, processors and food banks.
- Partners: Driving sales in foodservice and addressing challenges at retail
 - Foodservice
 - Pizza: Worked with major chains to leverage pizza as a catalyst for impact on sales (25% of all cheese is used on pizza)
 - Pizza Hut: Celebrated the Class of 2020 Pizza Promotion
 - Domino's: Launched contactless car-side delivery
 - Papa John's: Added 2 oz of cheese to pizzas, estimated 2 million pounds of extra cheese
 - Taco Bell: Developed and launched Pineapple Whip Freeze (dairy creamer)
 - Retail
 - Contacted virtually every retail corporate office to ensure the removal of any dairy case signage limiting purchase (local and national coordination)
 - Created signage at retail to promote dairy
 - Partner Sales Updates and COVID-19 Plan

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- Domino's:
 - Q1 2020 cheese sales +3.7%.
 - April/May same store sales +14%. Sales growth unprecedented.
 - Immediately instituted contactless delivery and updated advertising accordingly
 - "Feed the Need" Program – donation of 200 pizzas per store, adds up to 10MM slices of pizza donated
- McDonald's
 - Q1 dairy volume -4.7%. Same store sales -13.4%
 - Most restaurants have drive-thru and delivery only
 - Donated more than \$1.5M in dairy donations and over 10 million meals
- Taco Bell
 - Q1 sales grew 4%
 - Drive-thru is now 100% of Taco Bell sales
 - Partnering with Food Donation Connection for food donations
 - Taco Bell's taco truck has been deployed to hospitals and served thousands of meals to medical professionals.
 - Donated \$1M to No Kid Hungry campaign run by Share Our Strength
- Pizza Hut
 - Reported Q1 (7%) decline in sales growth for Q1
 - Has generated strong growth with digital and delivery orders in recent weeks, as well as contactless carryout orders.
 - The company recently set a digital sales record, doing more business on a typical Friday than during either of the past two Super Bowls.
 - Contactless Curbside Pick-Up and Tamper proof safety seals for all pizza boxes – National launch on April 16th
 - Launched [Read & Feed](#), donating 250,000 Personal Pan Pizzas and will provide \$500,000 in education grants

Looking ahead:

- Continue to build upon a successful catalytic partnership model in priority channels
- Increase pre-competitive work to influence more dairy innovation
- Enable path to market for non-traditional dairy players and focus on emerging dairy growth opportunity platforms (e-commerce, etc.)

Goal #3: Position Dairy in a global food system (international, sustainable nutrition)

Progress to date:

- Environmental Sustainability: Finalized and announced 2050 environmental stewardship vision and [goals](#)

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- [Dietary Guidelines](#): Monitored and participated in the public comment process, coordinating with other dairy industry groups
- Food Safety: Shared critical [resources](#) with industry and consumers
- Sustainability Awards: [Celebrated](#) the great work of dairy farmers, companies and partners, including Twin Birch Dairy of Skaneateles, NY.
- Nutrition Research: 80% of nutrition research continued without interruption. Engagements and presentations moved to virtual platforms

Looking ahead:

- Continue outreach and communication to engage the dairy community with the 2050 environmental stewardship goals
- Utilize industry-wide collaboration to build momentum and accelerated progress at the field test farms and processor-level and the strategy to report on those goals

Goal #4: Enhance dairy farmer relations and engagement

Progress to date:

- Engaged farmer spokespeople in national media opportunities
- Hosted Open Mic calls for farmers to receive checkoff and COVID-related updates from checkoff leadership
- Launched new [website](#) for dairy farmers to learn more about their dairy checkoff

Looking ahead:

- Continue to engage dairy farmers in their dairy checkoff program

Assessment of Goals and Strategies: Impact of COVID-19 on Expected Outcomes

Current goals and strategies as outlined are on target with expected outcomes.

New England Dairy Food Council/New England Dairy Promotion Board
 NY Contract Mid-Year Financials
 Thru 5/31/20

Priority Area: Increase the Consumption of New York milk and dairy products by youth (lunches, breakfasts, and other offerings)	YTD Spending Thru 5.31.20	2020 NY Budget
Program costs	99,004	205,062
Salaries/Benefits	98,281	220,376
Travel Costs	3,204	13,206
Operating Expenses	21,200	65,196
Total:	221,689	503,840
Priority Area: Improve the image of dairy products and/or dairy producers among consumers.		
Program costs	56,433	205,456
Salaries/Benefits	189,703	407,734
Travel Costs	3,876	15,873
Operating Expenses	17,103	77,410
Total:	267,115	706,473
Priority Area: Participate in National Programs		
NY part of UDIA Dues:	19,257	44,300
NY part of UMP pool:	171,875	395,387
Total:	679,936	1,650,000

New England Dairy Promotion Board

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Goal	Description of Goal	Actual Result	% of Goal Achieved	Budgeted Cost	% of Contract Budget Identified to a Goal	Assessed Value of Goal
Grow consumer trust in dairy by connecting them to dairy farmers	2 # trainings with a minimum of 12 participants in each	1	50%			
	90 % average positive post farm tour perception score among consumers	98	109%			
	7 % increase in consumer events with farmer participation (~ 4 additional events)		0%			
	5,000 # consumers connected with dairy farmers <i>Requested Amendment:</i>	2150	43%			
Raise consumer awareness of dairy's sustainability and nutrition benefits	1,416 # unique visitors (minumum) to Sustainable Nutrition page on our website	771	54%			
	# social posts per quarter across owned channels providing content on sustainable nutrition	16	400%			
	# new/adapted sustainable nutrition resources for consumer communications shared through our website and social channels	3	300%			
Build trust in health, wellness and environmental thought leaders in dairy's position as essential in health and sustainable food systems	# Academy of Nutrition and Dietetics conferences, sharing messages with ~230 registered dietitians <i>Due to cancellations, this goal should be revised. New goal: Reach 5,300 dietitians through mail outreach</i>	0	0%			
	3 # educational sessions reaching 212 thought leaders	1	33%			
	106 # thought leaders in databse for direct communications	148	140%			
	1 # times convening Health & Wellness Advisory Group	0	0%			
Build trust in pre-professional health professionals and environmental leaders on dairy's position as essential to health and sustainable food systems	# dietetic internship programs presented with sustainable nutrition messages reaching ~ 63 interns	1	17%			
	# undergraduate and graduate dietetic programs reached with sustainable nutrition messages	0	0%			
	1 # new university relationships activated	0	0%			

