



Celebrating COVID's heroes:

Dairy promotion partnership with leading
emergency food providers during
a national crisis

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Center for
Agricultural Development
& Entrepreneurship

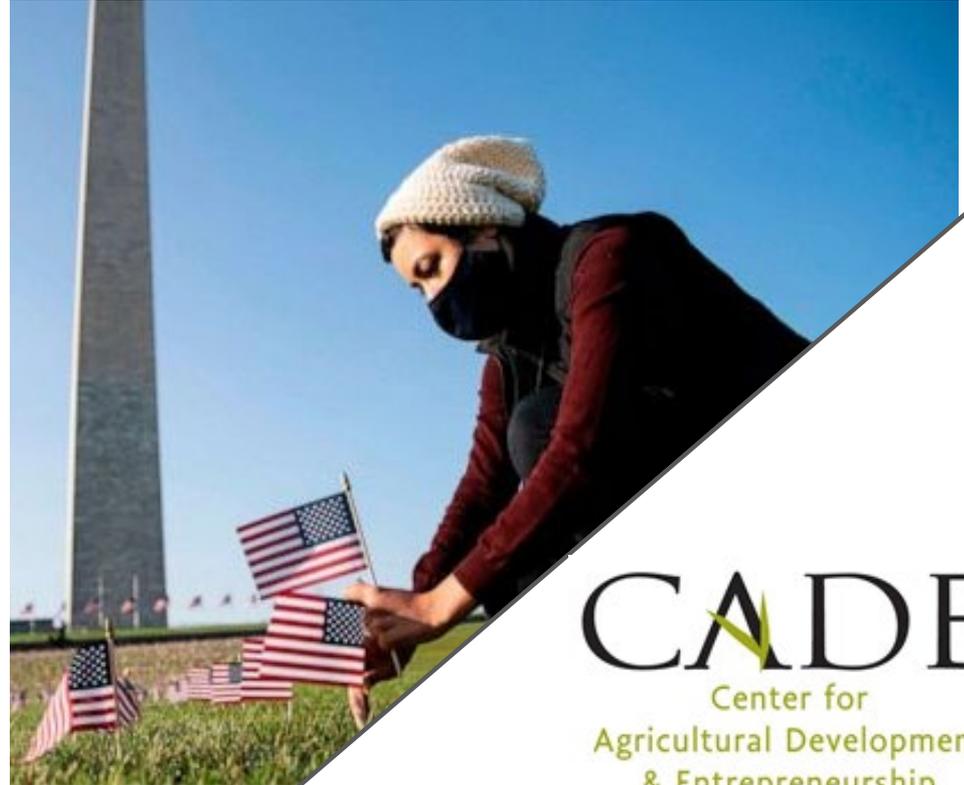
Overview

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The Context: COVID

- More than 40 million people have applied for **unemployment** benefits.
- 1 in 8 U.S. adults say their households don't have enough to eat.
- Transformation of the **school** system – from kindergarten to college – which **remote** learning predominating.
- **Restaurants** across the state have attempted to reopen – in NYC with outdoor dining only – with mixed success. Many restaurants may only be open for take-out this winter.



Changing educational, social and eating norms

- K-12 public schools have been delayed and remote learning is increasing.
- NYC public schools will provide students SNAP benefits instead of providing meals at school.
- Colleges across the state have responded to virus outbreaks by closing on-campus classes and meals.



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Emergency Food Providers

- The pandemic has caused a **spike in EFP demand**
- EFPs typically allow consumers to receive food only once a month
- Typically, food pantries not in the vicinity of a dairy processing plant **rarely receive donated dairy**
- Federal funding sources only allow pantries to purchase 1% or non-fat milk.
- Many food pantries are only able to stock shelf stable milk.



Nourish NY and Food Pantries



In April, Gov. Cuomo launched Nourish NY to provide \$25 million for EFPs to purchase products made by NY farmers, with the plan to spend half on dairy products alone.

Project Activities

- Build off of these new relationships and strengthen the promotional efforts.
- The coalition will be able to continue to promote dairy products directly to EFP consumers by introducing them to NY dairy brands and providing educational materials that encourage the increased consumption of dairy.



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Recipe Cards, Magnets & Website



- Dairy-centered recipes cards with kid-friendly recipes featuring NY products.
- Refrigerator magnets highlighting dairy nutrition benefits.
- Both print materials will drive consumers to a promotional website for continued engagement and data collection.

Project Goals

- Increase **brand awareness** of dairy products made in New York
- Increase customer awareness and **image** of New York dairy farmers as a reliable and caring provider of nutritious food
- **Educate consumers** about the nutrition benefits and ways to incorporate milk and other dairy products into a healthy diet
- Identify ways to **overcome existing obstacles** for EFPs to purchase milk from New York dairy plants
- **Strengthen relationships** between institutional purchasers, public funders and the NYS Dairy Promotion Advisory Board

Partners



United Way
of New York City



Impacts

- **525,000 recipe cards or magnets** distributed alongside dairy product samples.
- Build relationships with procurement teams at **6 major organizations serving 1800 EFPs**, such as food pantries, shelters and senior centers
- **\$1.5 million in sales** to NY dairy manufacturing plants during a year of uncertainty
- Our coalition collectively serves over **2 million people**
- Identify **new market opportunities** as a result of EFP-specific, strategic research on shelf stable milk, etc.

About CADE

- Established in 1991, **CADE's mission is to increase the number and diversity of successful farm enterprises in NY.**
- **CADE and SUNY Cobleskill** run a Farm & Food Business Incubator, providing business assistance and connecting farmers to consumers locally and in the NYC market.
- **CADE's Farm to School program** is building infrastructure to connect farmers to school food procurement staff in order to increase participation in the NY Farm to School incentive.
- In response to Covid-19, **CADE's farm-to-pantry program** in the Southern Tier provides market matchmaking and distribution.



CADE's Impact

- Secured nearly \$400,000 for capital expansion projects for **5 food processing facilities** in 4 counties
- Facilitated more than \$450,000 in public and private **investment** to nearly 50 farm businesses in 5 counties
- Facilitated 8 **new value-added food** products
- Helped sustain approximately 25 farm **jobs**
- Organized 25 producers to utilize food hubs for **NYC** distribution, which now represents 50-90% of their gross income



Contact Us

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