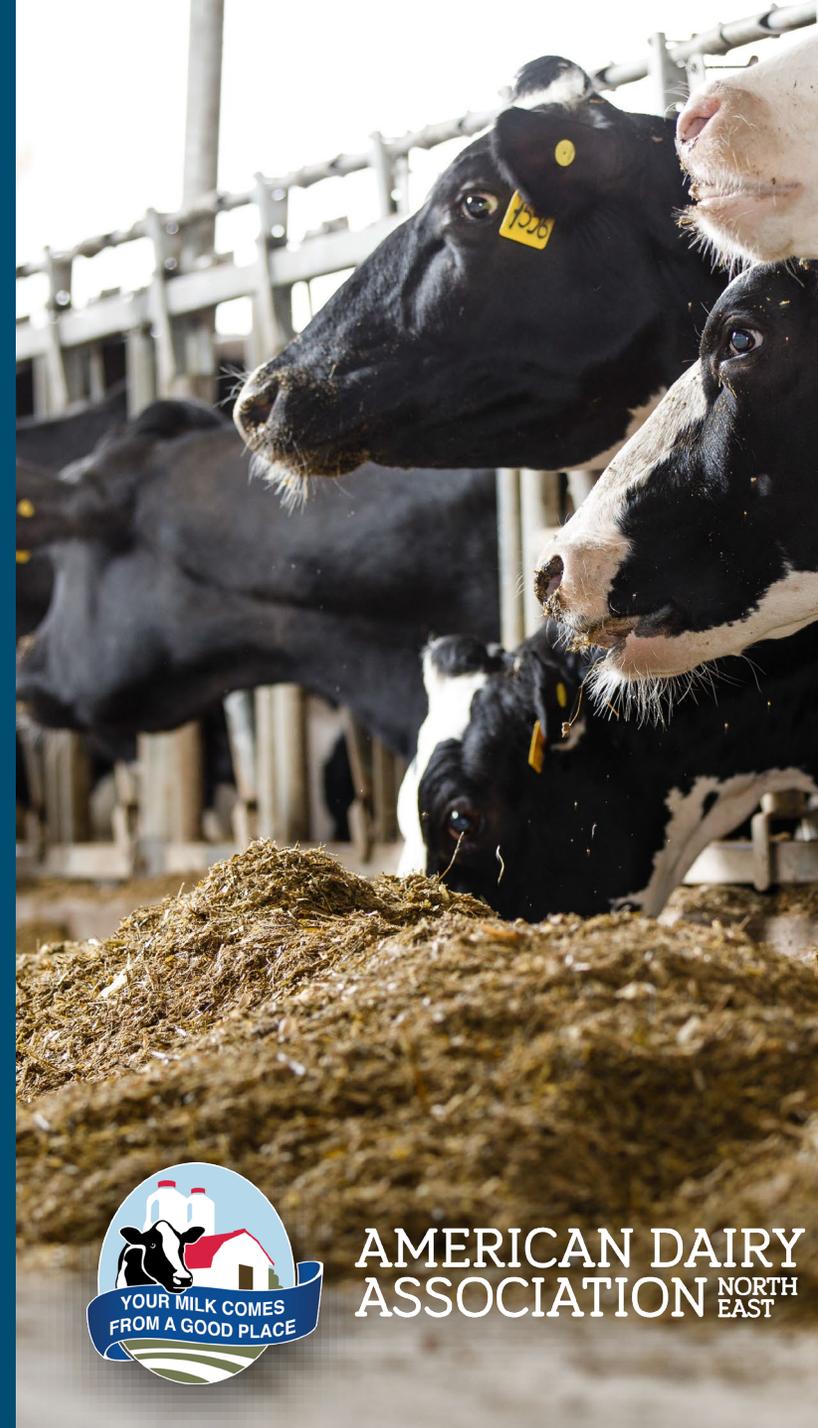


2021 Results



AMERICAN DAIRY
ASSOCIATION NORTH
EAST

Project 1 - Increase the consumption of New York milk and dairy products by youth (lunches, breakfasts, and other offerings)

Goal	Results	% of Goal
30,000 Additional students participating in the school breakfast program	131,400	438%
58,000 Additional students participating in the school lunch program	192,268	331%
8% aggregate increase in cheese sales across 15 districts	45%	563%
50% aggregate increase in yogurt sales across 15 districts	348%	696%
8 districts participating in hot chocolate milk program	18	225%
250 districts participate in the Strive for 35F cold milk program	315	126%
6M households with children made aware through publicity of the summer meals program	11,966,141	199%
4 educational meetings held	4	100%
12 ads placed supporting core school programs	12	100%
12 feature articles placed supporting core school programs	12	100%
6 Develop and build relationships with thought leaders with the region's top six health associations.	6	100%

Project 1 - Increase the consumption of New York milk and dairy products by youth (lunches, breakfasts, and other offerings)

Goal	Results	% of Goal
28260 2nd to 4th grade teachers provided standards based dairy education curriculum	28,260	100%
17,275 middle school teachers provided standards based dairy education curriculum	17,275	100%
12,250 high school teachers provided standards based dairy education curriculum	12,250	100%
20,000 students and teachers reached by virtual farm tours	30,568	153%
2 consumer views through 12 episodes	1,210,636	61%
1,650 schools participating in NY Thursdays program and video contest	2,172	132%
5,000 schools enrolled in FUTP60 program	5,459	109%
29 championship events sponsored	2,170	7483%
Disseminate virtual marketing content to 7,000 coaches monthly to reach at least 90,000 athletes.	7,000	100%

Project 2 - Promote uniqueness of, and increase sales of, NY milk , dairy products and / or ingredients throughout the entire food supply chain through various distribution channels, including but not limited to retail stores, ecommerce, curb side sales, etc.

Goal	Results	% of Goal
900,000 consumers positively influenced through e-Commerce and partnerships with 3 key retailers	15,476,404	1720%
80 new retail locations receiving installations and increasing category sales and consumer satisfaction	90	113%
50 new retail locations receiving installations and increasing yogurt category sales and consumer satisfaction	42	84%
25 new retail locations receiving installations and increasing cheese category sales and consumer satisfaction	31	124%
800 new secondary placements increasing sales and paired category sales	612	77%
80 new retail locations receiving sign packages increasing consumer trust and satisfaction	82	103%
10 new locations processor - initiated retail programming increasing dairy category sales and consumer satisfaction	7	70%
225,000 Consumers reached through partnerships with retail Registered Dietitians to build and increase consumer trust and nutritional knowledge about dairy products.	450,312	200%

Project 2 - Promote uniqueness of, and increase sales of, NY milk , dairy products and / or ingredients throughout the entire food supply chain through various distribution channels, including but not limited to retail stores, ecommerce, curb side sales, etc.

Goal	Results	% of Goal
3,800 annual retail visits to 950 stores to increase dairy category sales and consumer satisfaction through space allocation, merchandizing principles, in-stock conditions, and dairy case management education	4,157	109%
50,000 gallons of increased sales through food banks and 501c3	47,000	94%
5,000 gallons of milk purchased and distributed through retail check-out programs	6,662	133%
100,000 gallons of milk purchased and distributed through food banks	226,500	227%

Project 3 - Improve the image of dairy products and / or dairy producers among consumers, thus improving the acceptance and consumption of New York milk and dairy products

Goal	Results	% of Goal
Build relationships with local television, radio and newspapers to reach 25,128,000 consumers through credible news sources.	266,773,009	1062%
Place 1,633 stories in local media outlets	2,780	170%
Produce and manage a minimum of 32 quality events	52	163%
48 brand ambassadors (serving as on-site dairy advocates)	130	271%
Recruit and engage 18 Health Influencers to act as third-party spokespersons for ADANE (a minimum of two health influencers per market area – Syracuse, Rochester, Buffalo, Albany, Long Island, Metro NYC, Northern NJ, Northern, PA) as measured by an increase in social media content and engagement, educational outreach, media appearances and/or response (i.e., letters to the editor to reach at least 100,000 consumers.	18	100%
	304,802	305%

Project 3 - Improve the image of dairy products and / or dairy producers among consumers, thus improving the acceptance and consumption of New York milk and dairy products

Goal	Results	% of Goal
Third Party & Community Org - Develop and enhance 6 relationships	6	100%
Participate in 4 environmental events	4	100%
Host 2 virtual and/or in-person farm tours	2	100%
808,400 website visits	1,252,204	155%
36,300,000 Social Media Impressions	81,166,300	224%
950,000 Social Media Engagement	4,204,125	443%
Analyze potential issues within two hours of notification and recommend appropriate actions.	83 issues tracked	
Hold one crisis training exercise for ADANE staff	1	100%
Weekly communications –with key Dairy Management Inc. Staff regarding ongoing issues response and preparation.	yes	
Lead quarterly meetings of the New York Dairy Issues Team	4	100%
Media Tracking-Maintain local and national 24/7 social and traditional media issues tracking that could impact the dairy industry in the short-or long-term	83 issues tracked/media monitored	

Project 4 - Improve communication to dairy producers to inform them how they can assist in improving the consumption of New York milk and dairy products

Goal	Results	% of Goal
Train and support 25 dairy farmers and advocates to serve as spokespersons to champion dairy with consumers	27	108%
Social media to reach a combined audience of 2 million media impressions via four DairyFAN (American Dairy Engaged) influencers and 45 DairyFAN members (American Dairy Engaged)	1,430,000	72%
Support 50 grassroots farm tours hosted by New York dairy farmers by providing resources on how to conduct effective farm tours; also provide signage and promotion materials to enhance the tours to align promotion messages and consumer-facing outreach with ADA North East goals and programs.	63	126%
28 Dairy Princess conduct in school programs reaching 25,000	25	89%
School programs reaching 25,000	25,810	103%
Raise \$10,000 for the Fill a Glass with Hope® campaign, which creates new milk sales through food banks	\$2750	28%

Project 4 - Improve communication to dairy producers to inform them how they can assist in improving the consumption of New York milk and dairy products milk and dairy products

Goal	Results	% of Goal
Host face-to-face or virtual informational meetings to reach at least 100 key dairy farmer leaders.	121	121%
Involve dairy farmers in a meaningful role at 45 American Dairy Association North East program events.	158	351%
Communicate with all dairy farmers at least three times per year through direct mail	3	100%
35 placements in dairy trade publications.	69	197%
Provide weekly digital news updates to dairy farmers and industry leaders.	101	194%