Growing Sales and Trust in New York Dairy in New England

Erin Wholey, Director, Youth Wellness
Michael DeAngelis, VP Integrated Marketing Communications
Lisa Robinson, VP Operations

Mid-Year Update
July 25, 2022
Three-Year Strategic Goals

**Goal 1:** Accelerate incremental dairy sales inside and outside of schools

**Goal 2:** Build dairy trust (of products, farmers and farming) in New England target audiences

**Goal 3:** Deliver exceptional farmer relations
Measuring Success: Metrics at a Glance

- **Reach:** Count of individual people who see, hear, or receive content or a communication.
  - Each unique person reached. Only count once, regardless of how many times they view content.

- **Impressions:** Eyes and ears seeing and/or hearing content.
  - It can be the same person seeing or hearing the content more than one time.

- **Engagement:** When a person takes action on our communication and/or event.

- **Activation:** When an organization or thought leader works together with us on a project.
Goal 1: Accelerate incremental dairy sales to youth in schools
DPO Priorities

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

• Develop and implement marketing strategies that are inclusive of the socially diverse population to increase the consumption of NYS milk and dairy products.
## Goal 1: Accelerate incremental dairy sales to youth in schools

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Results</th>
<th>% of Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,600 schools reached with NED resources and programming</td>
<td>337</td>
<td>9%</td>
</tr>
<tr>
<td>5% increase in dairy sales in granted schools</td>
<td>Data pending from 2022 granted schools</td>
<td>---</td>
</tr>
<tr>
<td>5% increase in meal sales in granted schools</td>
<td>Data pending from 2022 granted schools</td>
<td>---</td>
</tr>
</tbody>
</table>
School Meals Update

• Free meals for all students extended in VT for 2022-23 school year
  • MA budget is pending

• Increased reimbursement rates for 2022-23
  • Breakfast $.15
  • Lunch $.40

• Meal pattern flexibilities continue to allow for supply chain challenges
2021 Grant Results (to date)

- 56 grants provided
- 80% submitted results
  - 48% increase in dairy pounds sold
  - 43% increase in meals sold

Results are better than expected due to the dramatic changes in school meals programs during the pandemic.
2022 Grants Provided (to date)

- $120,000 provided
- 65 schools/districts
- Impacting almost 57,000 students
Goal 2: Build dairy trust in New England target audiences (Gen Z, Millennial Moms, Thought Leaders)
DPO Priorities

• Create target marketing to promote the consumption of NYS Milk and dairy products to Gen Z (10 to 23 years old).

• Proactively improve the image of dairy products and/or dairy producers’ farming practices among consumers, thus improving the acceptance and consumption of New York milk and dairy products.

• Develop and implement marketing strategies that are inclusive of the socially diverse population to increase the consumption of NYS milk and dairy products.
<table>
<thead>
<tr>
<th>Objectives</th>
<th>Results</th>
<th>% of Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 M impressions generated through outreach and events that target Gen Z in and out of schools</td>
<td>908,469</td>
<td>45%</td>
</tr>
<tr>
<td>30,000 youth engaged through programs, outreach and events in and out of schools</td>
<td>126,542</td>
<td>422%</td>
</tr>
</tbody>
</table>
Goal 2: Build Trust in New England Target Audiences- Gen Z, Millennial Moms, and Thought Leaders

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Results</th>
<th>% of Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>85% positive perception of dairy following events</td>
<td>96%</td>
<td>113%</td>
</tr>
</tbody>
</table>
Adopt a Cow 2021-22 Update

• Live Chats:
  • 4 host farms
  • Recordings on the Dairy Excellence Foundation’s YouTube channel

"Thank you. Mrs. Allard's class has loved participating in this program. We learned a lot, especially as students in an urban community who don't see these things every day."

"Thank you so much for sharing your farm with us. We loved seeing Peanut! ~ K. Pregano’s class"
## Adopt a Cow 2021-22 Survey Results

<table>
<thead>
<tr>
<th>Statement</th>
<th>Before Program</th>
<th>After Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teachers that agree or strongly agree their students trust the care dairy farmers provide their cows</td>
<td>53</td>
<td>96</td>
</tr>
<tr>
<td>Teachers that agree or strongly agree their students trust that milk is safe to drink</td>
<td>24</td>
<td>96</td>
</tr>
<tr>
<td>Teachers that agree or strongly agree their students trust that milk is safe to drink</td>
<td>78</td>
<td>97</td>
</tr>
</tbody>
</table>

The diagram shows the percentage of teachers who agree or strongly agree with the statements before and after the program. The bars indicate a significant increase in trust and agreement from the program.
Celebrating Earth Day with Gen Z

- Instagram Live and TikTok with Indiana and Maggie
Reaching Gen Z (ages 13-18) on TikTok
Marketing Agency – 9Rooftops

• Phase 1 – Late July to Fall 2022

• Gen Z TikTok creator approach to reach peers in a meaningful and authentic way

• Build an audience on TikTok to support trust in dairy products and dairy farmers
## Goal 2: Build Trust in Millennial Moms

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Results</th>
<th>% of Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 M impressions generated through marketing communications and events that target millennial moms</td>
<td>7,677,000</td>
<td>128%</td>
</tr>
<tr>
<td>5% increase in engagement on digital platforms that target millennial moms</td>
<td>9%</td>
<td>180%</td>
</tr>
</tbody>
</table>
Celebrating Earth Day & National Dairy Month

- Amanda Freund and DMI Satellite Media Tour
- Influencer content
- Our content focus:
  Environment/climate change
Q2 Digital & Social Media Update

- Engagement on our social channels and website is up 9% vs. Q2 2021

Compared to 2007, producing a gallon of milk uses:

- 21% LESS LAND
- 30% LESS WATER
- 19% SMALLER CARBON FOOTPRINT

Did You Know

By 2060, U.S. Dairy will achieve carbon neutrality or better while improving water use and quality.

Influential Voices Speaking to Consumers

@AmyWilichowski
Amy Wilichowski

@PrepofBoston
Katherine Casaletto

@TheRealAPBP
Alyssa Pannozzi

@Adriennethe10
Adrienne Smith
Community Engagement:
*Taste. Learn. Experience.*

Touch-A-Tractor at Oakridge Dairy (Ellington, CT)
ECHO, Leahy Center for Lake Champlain Creemee Stand Sponsorship

- Approximately 170,000 visitors annually to the museum

- Partnership includes:
  - NED logo usage on stand
  - Signage directing consumers to web
  - Educational videos on monitor
  - Digital & Social educational opportunities
  - Future NED opportunities and dairy tie-ins
Vermont Breakfast on the Farm

• July 16th at Gosliga Farm, Addison, VT
• 2,000 registered- SOLD OUT
• Multi-channel consumer promotion & outreach
<table>
<thead>
<tr>
<th>Objectives</th>
<th>Results</th>
<th>% of Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,000 thought leaders reached (impressions) with positive messages about dairy nutrition and sustainability</td>
<td>64,972</td>
<td>1,299%</td>
</tr>
<tr>
<td>Minimum 600 thought leaders engaged through programs</td>
<td>2,794</td>
<td>466%</td>
</tr>
</tbody>
</table>
In-Person Education: CT Academy of Nutrition and Dietetics

• Topic: Nutrition Security
• April 28
• 125 registered dietitians
• Position dairy in nutrition security

Clancy Harrison, MS, RD, FAND
Educating School Nutrition Professionals

Free webinar for school nutrition professionals

March 16, 2022
2:00 PM

65 Live Attendees
School Nutrition Experts Forum 2022

• 20 Attendees
• Discussed:
  • Best practices for serving milk in schools
  • Opportunities for future. Including bulk & aseptic
• Concluded with farm and processing tour at Wright’s Dairy in RI

Key learnings:

• Additional education needed on dairy farming practices for school nutrition professionals.

• Schools are still interested in bulk milk and aseptic programs.

• There is a demand for more flavors of milk and lactose-free
Goal 3: Engage dairy farmers and industry stakeholders in dairy promotion program activities
DPO Priority

• Improve communication to dairy producers and dairy stakeholders to inform them how they can assist in improving the consumption of New York milk and dairy products by highlighting the sustainability story.
## Goal 3: Engage Dairy Farmers and Industry Stakeholders in Dairy Promotion Program Activities

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Results</th>
<th>% of Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>10% increase in the number of farmers who are participating in activities</td>
<td>-56%</td>
<td>-560%</td>
</tr>
<tr>
<td>3 new farmer voices activated in spokes-farmer activities</td>
<td>2</td>
<td>67%</td>
</tr>
<tr>
<td>4 media stories placed, generated from farmer-initiated story ideas/leads</td>
<td>2</td>
<td>50%</td>
</tr>
</tbody>
</table>
### Goal 3: Engage Dairy Farmers and Industry Stakeholders in Dairy Promotion Program Activities

<table>
<thead>
<tr>
<th>Objectives</th>
<th>Results</th>
<th>% of Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Gen Z spokes-farmers activated to tell the dairy farmer story</td>
<td>3</td>
<td>100%</td>
</tr>
<tr>
<td>2 strategic partners activated to use key NED dairy insights or resources/assets to drive dairy sales</td>
<td>3</td>
<td>150%</td>
</tr>
<tr>
<td>2 food insecurity partners activated to use NED resources and/or increase quantity of dairy to consumers</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>
#Farm24VT Communication Support

- Held two social media trainings
- Telling your Ag story through social
- Why social media?
  - By 2025, there will be 4.41 billion expected social users globally
Digital Dairy Ambassador Program

**NEW ENGLAND DAIRY DIGITAL AMBASSADOR SOCIAL MEDIA TOOLKIT**

**JUNE: NATIONAL DAIRY MONTH**

**IN THIS TOOLKIT:**
- Social Media Tips
- Sample Content & Messaging
- General Content Ideas
- Image Examples

---

**barstowdairy**

Loved by denisebartowmaz and 29 others

barstowdairy Today is the last day for the Dairy Month Dairy Craze! Thank you so much to our sources New England Dairy, the six participating farmsstands and the team members, and to YOU for supporting local agriculture, keeping your closet local, and listening to the important network of farms close to home. Dairy farms contribute to food security, climate resilience, clean air and our New England heritage - and we wouldn't be here without our supportive community.

It’s time to get your passport turned in, but no need to shun on your ice cream consumption. July is National Ice Cream Month! @dairylove

---

**dolloff849**

Loved by denisebartowmaz and 24 others

dolloff849 For the last day of June is National Dairy Month I thought I’d share some of my favorite things on my farm: 1. One of my favorite pictures taken on the farm... more
Dairy Farmer Promotional Grant Program

Freund Grant- Smoothie taste test at Housatonic Valley Regional High School

Signs for Gosliga Farm as part of VT Breakfast on the Farm
Issues/Crisis Management

• Hood’s IT challenge
• Vorsteveld court case
• Activist “rescuing” cull calves
• Guida’s school milk withdrawal in Camden, NJ
• Garelick’s school milk withdrawal in Boston
Easy Answers for Hard Questions
Goal 4: Support national programs influencing increased consumption of milk and dairy products

Presenter:

PAUL ZIEMNISKY
GROUP EXECUTIVE VICE PRESIDENT
HEAD OF WELLNESS, INSIGHTS, & INNOVATION
DAIRY MANAGEMENT, INC.
Questions?
Thank you