New York State DPO Mid-Year Update
**LEGEND:**
Green = On Target
Yellow = Needs attention
White = Programs beginning in Qtr. 3 & Qtr. 4

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

<table>
<thead>
<tr>
<th>Category</th>
<th>Description of Goal</th>
<th>DPO Regional Goal</th>
<th>Actual DPO Result</th>
<th>% of Goal Achieved</th>
</tr>
</thead>
<tbody>
<tr>
<td>School Breakfast &amp; Lunch</td>
<td>Additional students participating in the school breakfast program</td>
<td>50,000</td>
<td>18,546</td>
<td>62%</td>
</tr>
<tr>
<td></td>
<td>Additional students participating in the school lunch program</td>
<td>60,000</td>
<td>25,575</td>
<td>42%</td>
</tr>
<tr>
<td>Menu enhancement and Sales</td>
<td>Aggregate increase in cheese sales across 18 districts</td>
<td>8%</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Aggregate increase in yogurt sales across 18 districts</td>
<td>50%</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Districts participating in hot chocolate milk program</td>
<td>8%</td>
<td>8%</td>
<td>100%</td>
</tr>
<tr>
<td></td>
<td>Districts participate in the Strive for 3SF cold milk program</td>
<td>275</td>
<td>275</td>
<td>100%</td>
</tr>
<tr>
<td>Summer Meals</td>
<td>Households with children made aware through publicity of the summer meals program</td>
<td>10,000,000</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Strategic Partnerships</td>
<td>Ads placed supporting core school programs</td>
<td>12</td>
<td>6</td>
<td>50%</td>
</tr>
<tr>
<td></td>
<td>Feature articles placed supporting core school programs</td>
<td>12</td>
<td>6</td>
<td>50%</td>
</tr>
<tr>
<td>Health influencer Outreach / Metric for Patient Reach</td>
<td>Develop and build relationships with thought leaders with the region’s top six health associations to reach 100,000 consumers.</td>
<td>100,000</td>
<td>5,900,000</td>
<td>3900%</td>
</tr>
<tr>
<td>Classroom curriculum</td>
<td>2nd to 4th grade teachers provided standards based dairy education curriculum</td>
<td>28,260</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>Middle school teachers provided standards based dairy education curriculum</td>
<td>17,275</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>
### Increase the consumption of New York milk and dairy products by youth (lunches, breakfasts, and other offerings)

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</thead>
<tbody>
<tr>
<td><strong>Virtual Farm Tours</strong></td>
<td>High school teachers provided standards based dairy education curriculum</td>
<td>12,250</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td></td>
<td>Students and teachers reached by virtual farm tours</td>
<td>25,000</td>
<td>9,375</td>
<td>38%</td>
</tr>
<tr>
<td><strong>Dairy Ambassador Programs in Schools</strong></td>
<td>28 New York County Dairy Princesses and Ambassadors will conduct in-school promotions (face-to-face or virtual) reaching a total of 25,000 students</td>
<td>25,000</td>
<td>9,978</td>
<td>40%</td>
</tr>
<tr>
<td><strong>NY Thursdays</strong></td>
<td>Schools participating in NY Thursday's program and video contest</td>
<td>1,700</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Fuel Up to Play 60</strong></td>
<td>Schools enrolled in FUTP60 program</td>
<td>4,540</td>
<td>5,439</td>
<td>120%</td>
</tr>
<tr>
<td><strong>High School Sports</strong></td>
<td>Championship events sponsored</td>
<td>32</td>
<td>123</td>
<td>384%</td>
</tr>
<tr>
<td></td>
<td>Disseminate virtual marketing content to 7,000 coaches monthly to reach at least 90,000 athletes.</td>
<td>7000</td>
<td>7,000</td>
<td>100%</td>
</tr>
<tr>
<td></td>
<td>Reach at least 87,500 athletes Monthly</td>
<td>87,500</td>
<td>85,000</td>
<td>97%</td>
</tr>
<tr>
<td><strong>Sports Nutrition Advisory Panel (SNAP):</strong></td>
<td>Deliver 12 pieces of content to NY high school athletes, measured by number of pieces created and distributed.</td>
<td>12</td>
<td>6</td>
<td>50%</td>
</tr>
</tbody>
</table>
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.

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<tbody>
<tr>
<td>E-Commerce expansion</td>
<td>Achieve over 11.5 million positive impressions with ADADC retailers</td>
<td>11,500,000</td>
<td>11,008,321</td>
<td>95%</td>
</tr>
<tr>
<td></td>
<td>Return on Ad Spend (ROAS) at 8 or above (above 4 is very good)</td>
<td>8% or higher</td>
<td>5.6</td>
<td></td>
</tr>
<tr>
<td>Dairy Aisle Reinvention</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Signage/Local Farms</td>
<td>New retail locations receiving installations and increasing category sales and consumer satisfaction</td>
<td>70</td>
<td>48</td>
<td>69%</td>
</tr>
<tr>
<td>Yogurt Dividers</td>
<td>New retail locations receiving installations and increasing yogurt category sales and consumer satisfaction</td>
<td>50</td>
<td>34</td>
<td>68%</td>
</tr>
<tr>
<td>Cheese Pushers</td>
<td>New retail locations receiving installations and increasing cheese category sales and consumer satisfaction</td>
<td>25</td>
<td>14</td>
<td>56%</td>
</tr>
<tr>
<td>Cross Merchandising</td>
<td>New secondary placements increasing sales &amp; paired cat. sales</td>
<td>800</td>
<td>572</td>
<td>72%</td>
</tr>
<tr>
<td>Local farmer image signage and public relations</td>
<td>New retail locations receiving sign packages increasing consumer trust and satisfaction</td>
<td>80</td>
<td>159</td>
<td>199%</td>
</tr>
<tr>
<td>Processor Engagement</td>
<td>New locations processor – initiated retail programming increasing dairy category sales and consumer satisfaction</td>
<td>10</td>
<td>6</td>
<td>60%</td>
</tr>
<tr>
<td>Dairy Aisle Performance Program</td>
<td>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</td>
<td>3,800</td>
<td>2,013</td>
<td>53%</td>
</tr>
<tr>
<td>Food Bank Sales and Image Enhancement</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food Banks</td>
<td>Sign up 15 new NY food pantries with cold infrastructure</td>
<td>15</td>
<td>8</td>
<td>53%</td>
</tr>
<tr>
<td>Fill-a-Glass-With Hope</td>
<td>Sell in FGWWH to 2+ retailers totaling $50,000 raised</td>
<td>$50,000</td>
<td>$63,996</td>
<td>128%</td>
</tr>
<tr>
<td>CFAP &amp; TEFAP</td>
<td>TEFAP 10% over 2021, to be determined based on how many federal dollars are available</td>
<td>217,800</td>
<td>107,550</td>
<td>49%</td>
</tr>
</tbody>
</table>
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

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</thead>
<tbody>
<tr>
<td><strong>Place Milk, Cheese and Yogurt Stories throughout the year in traditional and social media</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Website Visits</td>
<td>Website visits</td>
<td>750,000</td>
<td>691,551</td>
<td>92%</td>
</tr>
<tr>
<td>Social Media Impressions</td>
<td>Social Media Impressions</td>
<td>38,000,000</td>
<td>36,850,544</td>
<td>97%</td>
</tr>
<tr>
<td>Social Media Engagement</td>
<td>Social Media Engagement</td>
<td>1,000,000</td>
<td>1,381,944</td>
<td>138%</td>
</tr>
<tr>
<td>Search Engine Marketing Impressions</td>
<td>Search Engine Marketing Impressions</td>
<td>750,000</td>
<td>1,108,611</td>
<td>148%</td>
</tr>
<tr>
<td>Savor Recipes</td>
<td>New Savor Recipes</td>
<td>60</td>
<td>80</td>
<td>133%</td>
</tr>
<tr>
<td></td>
<td>New Savor Blogs</td>
<td>10</td>
<td>8</td>
<td>80%</td>
</tr>
<tr>
<td></td>
<td>Creative a “Healthy Eats” Category</td>
<td>1</td>
<td>1</td>
<td>100%</td>
</tr>
<tr>
<td><strong>Consumer media outreach (earned news impressions)</strong></td>
<td>Build relationships with local television, radio and newspapers to reach 25,128,000 consumers through credible news sources.</td>
<td>118,000,000</td>
<td>108,067,945</td>
<td>92%</td>
</tr>
<tr>
<td>News Story Placements</td>
<td>Place 1,700 stories in local media outlets</td>
<td>1,700</td>
<td>720</td>
<td>42%</td>
</tr>
<tr>
<td><strong>RD Culinary Team</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Create five (5) on trend recipes from various cultural cuisines</td>
<td>5</td>
<td>21</td>
<td>420%</td>
</tr>
<tr>
<td></td>
<td>Create 25 dairy heavy recipes</td>
<td>25</td>
<td>25</td>
<td>100%</td>
</tr>
<tr>
<td><strong>3rd Party Spokespersons &amp; Content Creators</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Recruit and engage 10 New York-based content creators</td>
<td>10</td>
<td>8</td>
<td>80%</td>
</tr>
<tr>
<td></td>
<td>Produce 25 pieces digital content</td>
<td>25</td>
<td>25</td>
<td>100%</td>
</tr>
<tr>
<td></td>
<td>Recruit and engage five (5) New York-based spokespersons</td>
<td>5</td>
<td>5</td>
<td>100%</td>
</tr>
<tr>
<td><strong>Virtual &amp; Face-to-face Consumer Events</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Produce and manage a minimum of 25 quality events</td>
<td>25</td>
<td>27</td>
<td>108%</td>
</tr>
<tr>
<td></td>
<td>Involvement in 2 Marathons</td>
<td>2</td>
<td>0</td>
<td></td>
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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.

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<td>25</td>
<td>25</td>
<td>100%</td>
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<td>5</td>
<td>5</td>
<td>100%</td>
</tr>
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<td>Virtual &amp; Face-to-face Consumer Events</td>
<td>Produce and manage a minimum of 25 quality events</td>
<td>25</td>
<td>27</td>
<td>108%</td>
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<tr>
<td></td>
<td>Involvement in 2 Marathons</td>
<td>2</td>
<td>0</td>
<td></td>
</tr>
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<td>% of Goal Achieved</td>
</tr>
<tr>
<td>Environmental Outreach &amp; Consumer Education</td>
<td>Third Party &amp; Comm Org - Develop and enhance 6 relationships</td>
<td>6</td>
<td>3</td>
<td>50%</td>
</tr>
<tr>
<td></td>
<td>Participate in 4 environmental events</td>
<td>4</td>
<td>5</td>
<td>125%</td>
</tr>
<tr>
<td></td>
<td>Host 2 virtual and/or in-person farm tours</td>
<td>2</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Crisis and Issues Planning and Communications</td>
<td>Analyze potential issues within two hours of notification and recommend appropriate actions</td>
<td>8</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Hold one crisis training exercise for ADANE staff</td>
<td>1</td>
<td>1</td>
<td>100%</td>
</tr>
<tr>
<td></td>
<td>Weekly communications —with key Dairy Management Inc. Staff regarding ongoing issues response and preparation</td>
<td>52</td>
<td>31</td>
<td>60%</td>
</tr>
<tr>
<td></td>
<td>Lead quarterly meetings of the New York Dairy Issues Team</td>
<td>4</td>
<td>2</td>
<td>50%</td>
</tr>
<tr>
<td></td>
<td>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</td>
<td>42</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your New York Dairy Farmer</td>
<td>Consumer views through 6 episodes</td>
<td>1,100,000</td>
<td>0</td>
<td>0%</td>
</tr>
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4. Improve communication to dairy producers to inform them how they can assist in improving the consumption of New York milk and dairy products

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<tr>
<td>Spokesperson Training, Advocacy Support and Farmer Engagement</td>
<td>Train and support 40 dairy farmers and advocates to serve as spokespersons to champion dairy with consumers</td>
<td>40</td>
<td>27</td>
<td>68%</td>
</tr>
<tr>
<td>Dairy FAN (American Dairy Engaged)</td>
<td>Social media to reach a combined audience of 1.5 million media impressions with positive messaging by five farmer influencers</td>
<td>1,500,000</td>
<td>742,479</td>
<td>49%</td>
</tr>
<tr>
<td></td>
<td>American Dairy ENAGED group membership will grow to 1,000 members.</td>
<td>1,000</td>
<td>939</td>
<td>94%</td>
</tr>
<tr>
<td></td>
<td>Group posts will reach an average engagement of 50 percent. The goal will be measured by group membership and post reach.</td>
<td></td>
<td>300</td>
<td>32%</td>
</tr>
<tr>
<td>Farm Tours</td>
<td>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.</td>
<td>50</td>
<td>44</td>
<td>88%</td>
</tr>
<tr>
<td>Local Dairy Promotion Grants</td>
<td>Ten local dairy promotion grants will be awarded on a first-come, first-serve basis, according to grant parameters. The goal will be measured by tracking the grants awarded.</td>
<td>10</td>
<td>3</td>
<td>30%</td>
</tr>
<tr>
<td>Dairy Ambassador Program</td>
<td>25 county Dairy Ambassadors will recruit participation in designated and approved ADANE retail, school or Fuel Up to Play 60 programs.</td>
<td>25</td>
<td>13</td>
<td>52%</td>
</tr>
<tr>
<td>Social Media Posts</td>
<td></td>
<td>800</td>
<td>201</td>
<td>25%</td>
</tr>
<tr>
<td>Raise $8,000 for the Fill a Glass with Hope® campaign, which creates new milk sales through food banks</td>
<td>$8,000</td>
<td>$2,500</td>
<td>31%</td>
<td></td>
</tr>
<tr>
<td>Informational and Farm Meetings</td>
<td>Host face-to-face or virtual informational meetings to reach at least 100 key dairy farmer leaders.</td>
<td>100</td>
<td>66</td>
<td>66%</td>
</tr>
<tr>
<td></td>
<td>Involve dairy farmers in a meaningful role at 75 ADANE Program Events</td>
<td>75</td>
<td>69</td>
<td>92%</td>
</tr>
</tbody>
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Improve communication to dairy producers to inform them how they can assist in improving the consumption of New York milk and dairy products

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</thead>
<tbody>
<tr>
<td>Producer Newsletters</td>
<td>Communicate with all dairy farmers at least three times per year through direct mail</td>
<td>3</td>
<td>1</td>
<td>33%</td>
</tr>
<tr>
<td></td>
<td>75 placements submitted in dairy trade publications.</td>
<td>75</td>
<td>32</td>
<td>43%</td>
</tr>
<tr>
<td></td>
<td>Monthly targeted social media post</td>
<td>12</td>
<td>8</td>
<td>67%</td>
</tr>
<tr>
<td></td>
<td>Distribute digital news updates.</td>
<td>52</td>
<td>57</td>
<td>110%</td>
</tr>
</tbody>
</table>

5. BUILDING TRUST AND SALES WITH GEN Z

<table>
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<tr>
<td>Gen Z Digital impressions -</td>
<td>Reach a goal of 12.5 million social media impressions for this demographic in 2022.</td>
<td>12,500,000</td>
<td>1,297,681</td>
<td>10%</td>
</tr>
<tr>
<td>using a variety of digital</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>marketing analytics tools</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>including Sprout Social,</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook Business, TikTok</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ads Platform and Google</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Analytics.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
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### Building Trust and Sales with Hispanic Consumers

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</tr>
</thead>
<tbody>
<tr>
<td>Cultural Diversity</td>
<td>Develop 2 culturally relevant blog articles per month to add to the website. This content will be developed using research on key words and searches from Hispanics in the service territory</td>
<td>24</td>
<td>12</td>
<td>50%</td>
</tr>
<tr>
<td></td>
<td>Develop 100 Spanish-language social media posts.</td>
<td>100</td>
<td>108</td>
<td>108%</td>
</tr>
<tr>
<td></td>
<td>Develop 3 Spanish-language Pinterest boards</td>
<td>3</td>
<td>3</td>
<td>100%</td>
</tr>
<tr>
<td></td>
<td>Transcreate and post 3 recipes / month in 2022</td>
<td>36</td>
<td>61</td>
<td>159%</td>
</tr>
<tr>
<td></td>
<td>Garner 2 million impressions from Google display advertisements</td>
<td>2,000,000</td>
<td>8,044,954</td>
<td>402%</td>
</tr>
<tr>
<td></td>
<td>Create a monthly calendar featuring culturally relevant content for posts with a focus on key communication pillars, as well as blog/articles, recipes, sweepstake, etc.</td>
<td>12</td>
<td>6</td>
<td>50%</td>
</tr>
<tr>
<td></td>
<td>24/7 monitoring of pages for comments and engagement. Tracking, reporting and audience segmentation strategies (characteristics, geographies, etc.)</td>
<td>ongoing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Create a series of videos</td>
<td>Agency will provide monthly analytics reporting and ongoing optimization to meet goals and ADADC staff will verify their proof of performance</td>
<td>12</td>
<td>6</td>
<td>50%</td>
</tr>
<tr>
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<td>5 x 1-minute Q&amp;A style videos with nutritionist focused on key issues/topics</td>
<td>5</td>
<td>3</td>
<td>60%</td>
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<tr>
<td></td>
<td>3 x 1-minute Q&amp;A style videos with farmer focused on key issues/topics</td>
<td>3</td>
<td>1</td>
<td>33%</td>
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<td>Place 12 story placements in media outlets</td>
<td>12</td>
<td>7</td>
<td>58%</td>
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</table>
Update:
Building Trust and Selling More Dairy in Schools
Presenting Today...

Lindsay Juliano
Youth Programs
Senior Director of Youth Nutrition Services
Building Trust and Selling More Dairy in Schools

Project Background:

- Schools are a major source of demand for milk, needed to provide calcium and other nutrients of concern that kids need.
- ADADC efforts are targeted at maximizing student participation, ensuring that dairy is and remains an integral part of all school meals.

Project Goal:

- Increase sales of milk and dairy products in schools
- Building trust and dairy sales, keeping us credible with access to students
- Creating life-long dairy consumers
Selling More Dairy in Schools

BREAKFAST & LUNCH

Strategic Action
Our team’s extensive knowledge and operational expertise support districts to help them expand meal access, awareness and other impediments to participation.

Outcome:
Meal participation increases and more dairy is offered on the menu featuring the popular foods students love.

Breakfast Update: 18,546 additional students

Lunch Update: 29,575 additional students
Selling More Dairy in Schools

In Action

Buffalo City School District

Increased breakfast participation by 5,628 students from Jan to March

“Thanks to the support provided from ADADC we were able to reach more students this school year and introduce new menu items to drive excitement. When we needed to serve breakfast and lunch in various new school locations, ADA was there with solutions and equipment support to help meet the need of our students! Our longstanding partnership with ADA is invaluable when it comes to supporting food service operations”

Bridget O'Brien Wood
School Nutrition Director

Increased Meal Access
Provided strategic direction to add new serving lines, which increased participation

Breakfast & Lunch Resources
Added yogurt kiosks to 5 secondary schools along with marketing support

Dairy Centric Menus
Implemented recipes with Gen Z appeal i.e., walking taco & yogurt smoothies

Staff Developments
Conducted training for 400 food service employees to help motivate and re-engage staff after the pandemic.

More Dairy in Schools
Selling More Dairy in Schools

MENU ENHANCEMENT PROGRAMS

More Dairy On Menus
Menu enhancement programs give Gen Z students what they want, increase meal participation, and dairy sales

Actions & Outcomes
Created popular dairy-centric and kid-tested recipes to keep dairy a part of school meals.
Our school marketing programs ensure that milk, yogurt, and cheese are available to students every school day.

Our programs increase incremental dairy sales!
*data pending or yogurt and cheese this fall

**Mt. Vernon CSD**
“Used the cheese warmer at the salad bar for the Fiesta Salad implemented at breakfast. Also, implemented “tator tots” drizzled with cheese sauce. High School we saw a 6% increase and at STEAM Academy we saw a 16% increase.”
Amanda Plummer, General Manager

**Baldwinsville, CSD**
“Students love the yogurt smoothies we have been offering for breakfast. We appreciate the support from ADADC”
Brian Wright, School Nutrition Director

**Kenmore Tonawanda UFSD**
“This promotion was a huge success at with 1 school adding 140 more students daily for breakfast! The cafeteria Monitors could not believe how nice the students loved it! We are now offering to all schools in the district”
Kim Roll, School Nutrition Director
<table>
<thead>
<tr>
<th>February</th>
<th>April</th>
<th>May</th>
</tr>
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<tbody>
<tr>
<td><strong>New York City schools want to ban chocolate milk</strong></td>
<td>ADADC engages with city stakeholders to protect milk and dairy</td>
<td>NYC mayor won’t ban chocolate milk from schools yet, report says</td>
</tr>
</tbody>
</table>

ADADC third-party supporter letter

To editor

KEITH-THOMAS AYOOB, EdD, RD, FADA

In Latest Poll, Parents Tell Schools to Leave Chocolate Milk on the Menu

8 in 10 New York City and NJ Voters Support Keeping Low-Fat Flavoured Milk on School Menus

It’s critical in engaging our nation’s largest school system to take a holistic approach that supports the health and well-being of all students. Students of all ages rely on school breakfast and lunch for their daily recommended intake of crucial nutrients.
Building Trust & Selling More Dairy

Giving students what they want and how they want it...

Strive for 35, cold milk program, with over 2,100 participants annually

98% of participants’ data within proper temperature zone
- Minor correction after years of program implementation

Strategic Action
- Keeping milk essential to school meals
- Protect the quality of school milk.
- Ensure milk variety including flavors

ADADC partners with school nutrition
- Ensure districts use our Strive for 35 program as a HACCP training tool and serve milk at optimum temperature
- Add milk variety to school milk bids

Winning Outcomes
- Protects school milk
- Creates positive milk experiences for students...building lifelong consumers...Kids love cold milk!
HEALTH POWER PARTNERS

Partners
- NYC School Nurses
- African American Physicians
- Pediatricians
- Family Physicians
- Registered Dietitians

Patient Reach
3.9 Million

Digital Activations
- Invite all health professionals to Rally Webinars for FREE professional development
- Promote webinars and educational resources through banner ads, social media, and flyers

Networking
- Support annual meetings through meal sponsorships, educational resources, and keynote speakers
- Sponsor leadership dinners for prominent health professionals like the former US Surgeon General
Selling More Dairy

STRATEGIC PARTNERSHIPS

Shared resources to extend reach: Support child nutrition programs, communicate core program benefits and work towards mutual gains.

However, ADADC is the only advocate specifically for dairy in schools ensuring dairy remains integral to all child nutrition program meals.

Update: 6 featured ads, and 6 featured articles placed in partner publications
DAIRY IN THE CLASSROOM

• Spring 2022 - 9,378 Students @ Reyncrest Farm in Corfu, N.Y.
• Each tour complements a classroom lesson

Virtual Farm Tours

Classroom Lesson Plans

• 5 Past recorded Farm Tours get Curriculum Standards Approvals

Dairy Ambassadors Reached 9,978 school students YTD
• Curriculum provided to them to participate and guide during classroom visits!

Ambassadors in the Classroom
Youth Consumption: Sales & Trust Coming Up...

1. Summer Meals
2. NY Thursdays/World School Milk Day
3. Just Say Cheese
4. Yogurt All Ways
5. Education Programs
6. School Nutrition Association Conferences
7. FUTP60 Back to School Reconnect
8. Power Partnership Meetings
Presenting Today...

Tim Cooley

Chief Operating Officer
Comprehensive Retail Sales & Trust Initiative

Project Background:

• 80% of milk, 71% of yogurt and 33% of cheese is sold at retail locations

• ADADC focuses on stores with the highest return and local community retailers to maximize the efficiency of farmer dollars

Project Goal:

• Increase sales of milk and dairy products at retail with creative messaging and merchandising tactics

• e-Commerce

• Increase fluid milk supply and distribution at food banks
Sales Trends for Retail

**Total Brick & Mortar Dairy Sales**
- Volume for most dairy products are down to ‘20 and ‘21 COVID periods. However, compared to 3 years ago most dairy products are seeing growth.
- Lactose free milk has grown double digits for last 6 years and has doubled overall.
- Plant-based milk alts. are -2% in 2022 YTD vs. last year.

**SRS ShopRite**
- 34 New York stores have increased dairy sales by over $8.5 million versus prior year, 9.4% increase yr. over yr.
- These stores are fully developed with ADADC programs.
- Primary account to test new ADADC concepts.

Source: DMI-IRI data
Source: SRS Shoprite
1. Annual online grocery sales reached $97.7 billion in 2021
   a. ~12% of all grocery sales are on-line

2. Online sales first 6 months in 2022 are -1.0%
   a. $48.8 billion last year to $48.3 billion this year
   b. Out of stocks and substitutions dissatisfied on-line consumers
   c. Inflation has some consumers cutting costs by shopping instore
      i. Pick-up service +1.0%, Delivery +10.2%
      ii. Ship to home category is -20% YTD (shipped by FedEx, USPS, UPS etc.)
         i. Doesn’t significantly affect dairy sales

3. 68% of U.S. households (90+ million) received one or more orders in 2022
   a. 95% of e-commerce grocery shoppers will continue purchasing on-line
e-Commerce Programs “Lactose free”

**Lactose free**: Goal to drive new users by targeting plant-based beverage consumers with this nutritional message

1. **Timing**: March 1-30th and June 16-30th, 2022
2. **Landing page** (targeted items to sell) contained only locally produced lactose free milk products
3. In the Northeast has 8.4% volume share and ties to plant-based consumers

**March results:**
- Impressions: 1,300,000
- Consumer sales: $145,368

**June results:**
- Impressions: 476,742
- Consumer sales: $247,386
e-Commerce  

“got milk?”

Goal to drive sales of white milk with nutritional messaging to consumers of all other beverages.

1. Using loyalty card users and off-site media for each chain
2. Timing: June 1-30th, 2022
3. Landing page (targeted items to sell) contained only locally produced white milk

ShopRite Results:
• Impressions: 3.5 million
• Consumer sales: $366,829

Tops Results:
• Impressions: 3.1 million
• Consumer sales: $180,020
Dairy Aisle Reinvention

48 stores completed to date with nutritional messaging

Account Breakdown:
• Tops
• ShopRite
• Grand Union
• Key Food
• Fairway Markets

Retailer studies show:
Shoppers perception of the dairy aisle improved by 8.3% post installation
Increased milk-based product sales between 1.2 and 10.8%
Yogurt Dividers

34 stores completed to date
• Price Chopper
• ShopRite
• Key Food
• Grand Union
• King Kullen
• Independent retailers

Video detailed the study on the sales results
Yogurt Dividers

After the initial test in 2021, Price Chopper committed to investing $480,000 to roll out yogurt dividers chainwide.

A total of 110 stores will have the yogurt divider system by end of 2022.
Cheese Pushers

14 stores completed to date
• Tops Markets
• ShopRite
• Giant Markets
• Grand Union
• Key Food

Retail studies show:
• Product rotation time cut by 31%
• Shelf replenishment time reduced 26%
• Average sales increases of 4% after installation
Cross Merchandising

572 secondary placements in stores

Chainwide programs include:

• ShopRite – “Fill the Grill” cheese with burgers/hot dogs
• Tops – cheese with hamburgers
• Tops – additional on-the-go endcaps with multiple dairy products
• Weis – single serve milks in deli beverage coolers

Great way to build incremental sales!

Acme selling 2-3 additional crates per week of sliced cheese due to this display
Fill the Grill at ShopRite

Ex. of partnership: ADADC developed signage

ShopRite funded:

- Social Media posts
- Installation of all POS material
- Placement in weekly circular
- In store cross merchandising
Farm to Table

159 stores completed with signage

- ShopRite
- Tops
- Grand Union
- Key Food
- Independents

Willow Bend Farm in Shortsville, NY

Tops featuring 1 of 8 farms more next slide...
June is Dairy Month

Tops is a huge advocate for dairy month!

• In store event in Warsaw, NY, with Dairy Ambassadors, kicked off June Dairy month promotion

• Weekly social media dairy trivia – chance to win $100 Tops gift card

• Local farmer interviews featured on Tops website

• Ad circulars featured 8 dairy farms based on locations of NY stores

• County dairy promotion committees are conducting in-store promotions with milk sampling, giveaways, and nutritional handouts

• In-store signage to call out local dairies are permanent placements in the case
Processor Engagement at Retail

6 independent stores completed with signage
- Martin’s Market - Lisbon
- Big M - Oswego
- Parkway Country Store - Ogdensburg
- Franklin Market - Watertown
- Buckingham Market - Constantia
- Jim’s Great American – Prattsville
- More in the pipeline

Processor communication increases: share our activities, inform them on any opportunities and to be a resource on industry trends
Dairy Aisle Performance Program

Program is on pace to hit its goals, completed YTD:

- Visits - 2,013
- Stores – 959

Stock level issues addressed and communicated to all levels.

Hygiene – 41% of problem stores corrected any issues between first and second visit. By end of June, 76% of stores on program were clean representing a 2% continuous improvement!

Expanded coverage with small format grocery stores in Metro New York and independent grocers in Upstate NY

“As a company, we participate in the ADADC’s store DAPP program. Quarterly, this program has an ADADC representative visit our dairy departments to see where we are succeeding, and where we need to improve. This may include pricing, sign work issues, cleanliness, tie-ins, merchandising etc. I have asked for the report to be sent to the Supervisor team. I have also asked ADADC to work with our department managers on any issues or concerns as soon as they walk into our stores. This is a team effort. I have specifically asked for the ADADC to focus on cleanliness issues. I think this can only help us raise our game.” Perry Platt, Wakefern Owner Group, Village Markets

Dairy Aisle Performance Program (DAPP) is a retail audit and assessment program that addresses execution at store level. This includes stock levels, cleanliness of shelves and products, proper rotation, and proper cooler temperatures.
Feeding NY

• Added 8 food bank locations with 8 cooler placements YTD
• Feeding America Boundless grant / Feeding NY program supported the purchase of 24,000 gallons of milk YTD
  • Grant has phase 2 when approved supports $800,000 in infrastructure and would allow expansion with coolers into additional food pantries

TEFAP (The Emergency Food Assistance Program – Federal Gov’t)

• Supported the purchase of 107,550 gallons YTD for distribution through food banks
Fill a Glass with Hope®

Program raises money through consumer monetary donations that are used for fluid milk purchases by food banks. Performed through incremental retail programs, processor engagement, and corporate sponsorships.

We sell in the concept, advise on how to run program and assist with the promotion of a kick-off event. We turn a small investment into over ~$85,000+ in milk sales.

Chains participating in 2022:
• Price Chopper – repeating program
• Grand Unions – new in Sept.
• Fairway, Gourmet Garage, ShopRite-33 stores
  • Raised $64,000 / 14,000 gallons donated!

Amani Toomer (NY Giants-13 yrs.) and Oreo cookies supported this NYC kick-off event.
BUILDING TRUST TO INCREASE DAIRY CONSUMPTION

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.
Presenting Today...

Gail Street-Ward
Integrated Marketing Communications
Senior Vice President
Reaching Today’s Consumers

- Focus on Trending and Relevant Stories & Hot Topics
- Identify local connections to broader dairy news stories throughout New York State’s various media markets.
- Partner with established influencers and third-party experts to add credibility to dairy’s story.
• We’ve prioritized being present when consumers search dairy topics and seek recipe inspiration.

• We need to be present on Google – where consumers seek information.

• Ranking higher than our competitors ensures a more accurate representation of the dairy industry.

• Since launching our new website in June 2021, sessions have increased 32%.
Search Engine Marketing

Reaching New Consumer Audiences

• Search engine ads place our pages to the top of Google’s results.

• 1.3 Million views of our ads this year.
Influencer Marketing

- Developing meaningful relationships and partnerships with powerful influencers

- Food Bloggers / Cookbook Authors
- Registered Dietitian Culinary Team
- Content Creators – Blogs, Social Content, Media Spokespersons
- Sports Nutrition Advisory Panel
- Gen Z Influencers
**Strategy:** SavorRecipes.com partnered with American Dairy and local dairy farmers in honor of National Dairy Month.

**Call to Action:** Include Dairy in Your Recipes
- A 5-episode, educational series.
- Feature our Dairy Dream Team, a culinary influencer and registered dietitian nutritionists

**Campaign Results:**

**Social Media**
- 1.26 M impressions
- 526 K video views
- 9.1 K engagement

**Broadcast Media**
- 211 Story Placements
- 1.9M impressions
- $126,367.52 Media Value
Digital/Social Media

- Impressions/Reach: 36,850,544
- Total Engagement: 1,381,944
- Engagement Rate: 3.63%
- Website Visits: 691,251
**Strategy:** Increase awareness of the virtual farm tours (traditional) and send consumers to view the tours (digital/social).

**Call to Action:** Learn Where Your Food Come’s From

- Produce a 30-second promo spot in-house to air on local television stations in Buffalo, Rochester, Syracuse and Albany, which aired 97 times
- Statewide media tour: AM Buffalo, Good Day Rochester, Bridge Street- Syracuse, WWNY - Watertown
- Provide extensive pre-tour publicity from a variety of Upstate New York media outlets
- Coordinate an in-school media opportunity with a Western New York school that participated in the live tour

**Results:**
- Story Placements: 107
- TV Impressions: 1.08 M
- Potential Online Reach: 3.98 M
Strategy: Improve the image of dairy farming among consumers

Call to Action: Unlock Milk’s Journey from the Farm to Your Table

- Partner with AM Buffalo and host Emily Lampa for the stations’ recurring segment “Working It”
- Coordinate five episodes for the weeklong series that showed a behind-the-scenes look at different operations of a local dairy farm.

Campaign Results:

- Broadcast Impressions: 35,000
- Story Placements: 10
- Online Potential Reach: 2.6M
- Publicity Value: $20,000
- 17 posts across WKBW’s social platforms.
- Additional Ag Week segment featured on Bridge Street in Syracuse
**EARNED MEDIA MARKETING**

**NATIONAL SCHOOL BREAKFAST WEEK**

**Strategy:** Stress the Importance of School Breakfast during National School Breakfast Week

**Call to Action:** Explore in-school breakfast menus

Stories appeared on:
- ABC - Buffalo
- CBS - Buffalo
- Spectrum News - Buffalo
- CBS - Binghamton
- ABC - Binghamton
- CBS - New York City

**Campaign Results:**
- Broadcast Impressions: 1.02 M
- Story Placements: 72
- Online Potential Reach: 47 M
CONSUMER MEDIA OUTREACH

**Paid**
- **Impressions**: 3,105,511
- **Potential Online Reach**: 4,848,054
- **Stories Placed**: 327
- **Media Value**: $196,734.97

**Earned**
- **Impressions**: 2,291,784
- **Potential Online Reach**: 97,822,596
- **Stories Placed**: 393
- **Media Value**: $325,205.69
NEW YORK DAIRY EXPERIENCES

On-Site + Virtual Events

27

Reach

26,345
RAPID RESPONSE TO DAIRY ISSUES

Protecting the image of dairy farmers, dairy foods and farmers’ right to farm

- Consistent (24/7 Monitoring) – social, digital, TV, print
- Established plans, protocols, best management practices for response that resonates with consumers
- Consumer-tested messaging
- Local/national partnerships

Results:
- Crisis Drill Held – 1
- Issues Tracked – 31
- Issues Needing Action – 8
- Meetings of NY Issues Team - 2
RAPID RESPONSE: 2022 EXAMPLES

Strategy: Have systems in place to plan for and provide rapid response to negative news stories

Calls to Action:

1. **Batavia Daily News** – story questioning nutritional value of milk on May 27, 2022
   - Contacted third-party expert from the Batavia area for response
   - Rebuttal letter submitted 2-1/2 hours during Memorial Day weekend
   - ADANE Letter to Editor published same week

2. **Tops Supermarket** - Considered entire news cycle when planning for possible negative press at Buffalo Fuel Up to Play 60 event being held down the street from the store

3. **New York State Fair**
   - “Reactive Response Guidelines” - planning in place for handling issues surrounding on-site activations – both ours and others
   - Create and provide sample talking points, statements for staff on-site and social media
Image: What's Next?

1. Summer Meals Promotions & Events
2. This American Dairy Farmer – New York – 6 videos
3. National Ice Cream Month
4. Award Winning #MakeMilkMoments Campaign
5. New York State Fair – Butter Sculpture/Booth/Dairy Day Activities
6. “Wholesome Eats” Section – SavorRecipes.com
7. Health Influencer Webinar: Milk Production 101 – Farm to Table
FOCUS: Improving communication to producers and stakeholders to increase consumption of New York milk and dairy products by highlighting the sustainability story.
Presenting Today...

Emma Andrew-Swarthout
Industry Relations
Director of Dairy Industry Image
DEVELOPING EFFECTIVE SPOKESPERSONS

- Consumer-tested key messages
- Language to use or avoid & hot topics
- How to say it so it’s remembered
  - Animal care
  - Health and nutrition
  - Environmental stewardship

27 spokespersons YTD
DAIRY FARMER VOICES ONLINE

- American Dairy ENGAGED
- American Dairy ENGAGED #Influencer

6 New York Influencers
942 Active Group Members
GRASSROOTS DAIRY PROMOTION

- Grassroots Farm Tours
- Promotion Materials
- Local Promotion Grants

44 Farm Tours YTD
3 Local Promotion Grants YTD
19 County Dairy Ambassadors 2022-23
13 ADANE retail & FUTP60 programs YTD
FARMER VOICES IN PROGRAMS & EVENTS

69 New York Dairy Farmers Involved in ADANE Events YTD

- Amazon Fresh Farm Tour
- Fuel Up to Play 60 Events
- This American Dairy Farmer
- National Dairy Month SM
- Media Interviews
8 Social Media Posts

32 Placements in Dairy Trade Publications

57 Digital News Updates

Annual Report + 1 Newsletter
BUILDING TRUST AND SALES WITH GEN Z

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

Goal: 12.5 Million Consumer Impressions
Presenting Today...

Jordan Camacho
Integrated Marketing Communications
Gen Z Content Marketing Specialist

Patrick Carney
Integrated Marketing Communications
Senior Director of Digital Marketing & Strategy
STRATEGY + TACTICS

Q1
- Gen Z Content Specialist to focus on Gen Z
- Recruited Gen Z Influencers via TikTok partnership

Q2
- First collection of content created
- Contracted popular Gen Z influencers
- TikTok + Gen Z content launched end of Q2

Q3
- "Gen Z Nutrition" Focus Groups
- Geo-targeted University campaigns
- ADANE and Savor TikTok campaigns

Q4
- YouTube creator campaign
- Super Awesome Young Gen Z (ages 10-13) Fall Campaign
- Year-end holiday campaigns
Campaign Content Includes:

- Popped videos (Food moves)
- ASMR videos (Sound effects)
- Voiceover videos (Narrator)

Campaign Results:

- 1.8 million video views
- 40k engagement
CAMPAIGNS INFLUENCER

New in 2022

PARTNERSHIPS WITH POPULAR GEN Z CREATORS

- Cheat Day Eats
- Jamdown Foodie
- Jordan Ramsey

Call to Action: Buy it here!
New in 2022

Campaign Content Includes:

- Educational, short form videos for TikTok, Instagram, and YouTube. Topics include:
  - Dairy farming
  - Sustainability
  - Health and wellness
  - Sports nutrition
- Partnerships with Gen Z influencers.
National Dairy Month

#NextGenFarmers

LAUNCHED Q2

CAMPAIGN CONTENT INCLUDES:

• 5 short-form videos for TikTok, Instagram, and Facebook
• A way for next generation consumers to connect with next generation farmers
• Highlights diversity in farming/ Farmers are well-educated

Campaign Results:

• 111,646 impressions
• 21,009 video views
• 1,445 engagement
RALLY WEBINAR
GEN Z FOCUSED

WEBINAR CONTENT INCLUDES:

• Latest research on Gen Z wellness priorities: immunity, calm, sustained energy, and digestive health – with a focus on dairy products

• Shared with physicians, dietitians, and school nurses throughout New York State for FREE continuing education

Webinar Results:

• 535 live attendees
• 452k promotion impressions
• 544 promotion engagement
The purpose is to educate on dairy's role in optimal sports performance for student athletes.

Content targets high school coaches, trainers, and parents to share with Gen Z (13-18 years old) student athletes.

SNAP content to date (6 blogs) has garnered 197,681 impressions and 16,528 engagement.

Content Results:

- 196.7k impressions
- 216.5k engagement
NEW IN 2022

• ADADC TikTok Launch
• ADADC and Savor TikTok Campaigns
• Gen Z Recipe Content
• Gen Z Influencer Marketing
• YouTube Creator Activation
• University Campaigns
Gen Z: What's Next?

1. Strong Museum of Play
   Dairy Partnership w/Wegmans

2. Gen Z Health Influencers

3. Gen Alpha – Young Gen Z Fall Campaign

4. Gen Z: Sports Influencers

5. Sports Marketing Marathon Sponsorships

6. Gen Z College Age (Out-of-Home) Geofencing Campaign
MULTICULTURAL DIVERSITY MARKETING

Develop and implement marketing strategies that are inclusive of the socially diverse population to increase the consumption of NYS milk and dairy products.

Goals:
- 2 million impressions
- 24 blog articles
- 100 social media posts
- 8 videos
- 3 Spanish-language Pinterest boards
- 36 trans-created recipes
- 12 story placements in media outlets
HISPANIC MARKETING

Content Includes:

- Our Leche Auténtica social channels engages with Spanish-speaking consumers across NYS.

- Our content focuses on 2 calls to action for consumers:
  - Trust dairy producers and products (nutrition, sustainability, animal care).
  - Increase dairy consumption (recipes, videos, influencer content).

Results to Date:

- 24.3M impressions
- 223K engagements
Content Includes:

- Celebrating Mother’s Day with Dairy Recipes
- Enjoying Dairy with Lactose Intolerance
- How Milk Goes from Farm to Table
- Promoting Summer Meals
- Inspiring with Dairy-Centric Recipes
HISPANIC MARKETING
SOCIAL POSTS

Content Focus:

• Promote trust in dairy with Hispanic consumers
• Inspire Hispanic consumers to utilize more dairy in their diet
• Engage Hispanic consumers with our content by using clear calls to action.

Social Media Results:

• 11.3 Million Impressions
• 223,000 Engagements
HISPANIC MARKETING
PINTEREST

New in 2022

Content Includes:

• Dairy-centric recipes to inspire consumers to cook and bake more with dairy ingredients

• We ensure that our recipes highlight all types of dairy products

• Our recipes are selected in coordination with our Hispanic marketing agency to ensure each recipe will be well received by this audience
DAIRY IS FOR EVERYONE

MULTI-CULTURAL CELEBRATIONS

Content Includes:

**Strategy:** Through Savor Recipes, show that dairy is a part of all cultures.

**Call To Action:** Make our delicious dairy-centric, multi-cultural recipes.

- Recipes and blogs developed by Registered Dietitian/ Chefs celebrating culturally relevant, healthy foods.
- A few of the multi-cultural campaigns we’re running in 2022 include:
  - Cinco de Mayo
  - Hanukkah
  - Diwali
  - Eid al-Adha
  - Christmas
  - St. Patrick’s Day
  - Easter
  - Regional Asian Cuisine
  - Ramadan
  - Dominican Recipes
  - Pride (Diversity & Inclusion)
CULTURALLY DIVERSE INFLUENCERS

- Influencers of different ethnicities appeal to diverse subgroups directly, influencing those consumers to engage.
- They reach a broader, more defined audience, creating more authenticity and reliability within the campaigns.
- Influencers part of our multi-cultural marketing efforts have a total social media following of nearly 650k.
HISPANIC MARKETING VIDEOS

Content Includes:

- Spanish-speaking nutrition experts
  - Lactose Intolerance and Dairy
  - 13 Essential Nutrients and Benefits
  - Importance of Breakfast with Dairy

- On-farm sustainability practices and cow care
  - Protecting Waterways with Riparian Forest Buffers

Results to Date: 4 videos
**HISPANIC MARKETING TRADITIONAL MEDIA PLACEMENTS**

**Content Includes:**

- Consumer media placements featuring influencers, recipes, nutrition and sustainability information.
- Nutrition stories include quotes from nutritionist Diana Rodriguez and recipes from Savor Recipes.
- On farm sustainability efforts are highlighted in Earth Day feature.

**Broadcast Media Results:**

- 28 stories placed
- 13-million media impressions
Cultural Diversity: What's Next?

1. Regional Asian and Hispanic themed recipes
2. Monthly digital marketing campaigns based on key themes and messages
3. Hispanic Heritage Month
5. Ongoing social campaigns on Facebook, Instagram and Pinterest
6. Continued emphasis on Gen Z market
Thank You