PROACTIVELY PROTECTING AND PROMOTING DAIRY
<table>
<thead>
<tr>
<th>No.</th>
<th>Target Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>School Aged Children: K-12</td>
</tr>
<tr>
<td>02</td>
<td>Generation Z</td>
</tr>
<tr>
<td>03</td>
<td>Millennial Parents of Young Children</td>
</tr>
<tr>
<td>04</td>
<td>Socially Diverse Consumers</td>
</tr>
<tr>
<td>05</td>
<td>Retail Consumers &amp; Foodbanks</td>
</tr>
<tr>
<td>06</td>
<td>New York’s Farmers</td>
</tr>
</tbody>
</table>

Direct our marketing campaigns to the people most likely to influence purchases of New York dairy, and those with the largest impact on dairy’s reputation and sales.
PROACTIVELY PROTECTING AND PROMOTING DAIRY

Increase Youth Consumption and Dairy Sales in Schools

Develop school marketing and sales programs that target youth, Pre-K through 12, resulting in increased dairy sales.

Promote Dairy Consumption to Gen Z

Implement marketing programs that promote N.Y. dairy to Gen Z consumers.

Link Socially Diverse Consumers to Dairy

Create marketing strategies to this multicultural target audience that increases consumption of milk and dairy products.

Proactively Improve the Image of Dairy Products and Producers

Enhance the narrative surrounding dairy products with an emphasis on locally grown and environmentally friendly.

Increase sales throughout the Entire Food Supply Chain

Market and promote the uniqueness of NY dairy products through retailers, e-commerce, and foodbanks (including state and federal grants).

Improve Communication to Dairy Producers and Stakeholders

Develop programs to assist dairy farmers with communicating to consumers.
TODAY’S PRESENTERS

- Expertise
- Experience
- Highly Credentialed
- Results Oriented
- Partnership Driven

Lindsay Juliano
Emma Andrew-Swarthout
Patrick Carney
LaChell Miller-Gayle
Nick DePalma
Tim Cooley
Kelsey O’Shea
YOUTH SALES & MARKETING:
PROACTIVELY PROTECTING AND PROMOTING DAIRY IN SCHOOLS K-12
School meals are an important source of nutrition and have proven to reduce food insecurity and improve student's mental and physical health.

ADANE assists and will continue to help schools implement proven strategies such as alternative breakfast, lunch and summer service models to ensure all students have access to school meals.

Promoting dairy provides the opportunity to improve children’s nutrition, and physical and mental health and keeps dairy in the enviable position as a proven solution to multiple health benefits and disease prevention.

Protecting and promoting dairy in schools, keeps dairy on school menus, builds dairy sales, and contributes to building lifelong generations of healthy dairy consumers.

It’s Important for Children

- School meals are an important source of nutrition and have proven to reduce food insecurity and improve student’s mental and physical health.
- ADANE assists and will continue to help schools implement proven strategies such as alternative breakfast, lunch and summer service models to ensure all students have access to school meals.

It’s Important for Dairy

- Promoting dairy provides the opportunity to improve children’s nutrition, and physical and mental health and keeps dairy in the enviable position as a proven solution to multiple health benefits and disease prevention.
- Protecting and promoting dairy in schools, keeps dairy on school menus, builds dairy sales, and contributes to building lifelong generations of healthy dairy consumers.
PROACTIVELY PROTECTING AND PROMOTING DAIRY IN SCHOOLS K-12

How?

DAIRY OPTIMIZATION...

School Nutrition Meal Participation
Provide hands-on guided support to school district to increase school breakfast, lunch, and summer meal program participation

Dairy-Centric Menu Amplifications
Develop student-approved recipes for schools to add to their menu rotation to keep dairy on school menus and increase dairy sales

Amplified Awareness
Deliver support and strategic communication to generate awareness to support the benefits of dairy in child nutrition programs and increase dairy sales

Strategic Alliances
Continue to build strategic relationships in support of dairy in school meals. Deploy constant relevant communication and outreach for mutual partnership gains

More for Gen Z
Continue fostering trust with students and key stakeholders through education and transparency keeping us credible, giving Gen Z what they desire to keep dairy a key part of their food choices
PROTECTING AND PROMOTING DAIRY ACROSS TARGET NY SCHOOL MARKETS...

• ADANE’s targets districts - largest by enrollment to maximize impact and reach... will receive direct hands-on support to reach 1.4 million students

• Non-target districts will continue to receive support including marketing materials, promotional campaigns, menu amplification strategies and more, designed to proactively promote and protect dairy

• Rationale...anti-dairy advocates have adopted similar strategies to target the largest districts to limit and/or remove dairy from school menus

+1.4M Students
+2.4K Schools
THREATS TO DAIRY IN SCHOOLS...
Amidst pandemic struggles, supply chain issues, and increasing food insecurity rates, several anti-dairy advocates have been pushing for adding more vegan meals to school menus.

- Vegan advocates are pushing agendas such as “Vegan Fridays”
- AT RISK: Yogurt, Cheese, and Chocolate Milk
2022 POWERFUL RESULTS

• Delivered positive outcomes for the proposed banning of chocolate milk in schools and students being allowed to select the nutritious dairy foods they want...particularly yogurt and cheese

• As of March, we have facilitated districts’ meal participation increases to provide meals to 69,236 additional students for breakfast and lunch

  *additional data pending end of 2022

2023 STRATEGIC DIRECTION

• Add more yogurt and cheese to school menus for incremental dairy sales increases

• Maximize student participation across school meal programs to increase milk sales

• Educate students and key stakeholders on the benefits of dairy
Keeping Milk and Dairy at the Core of School Nutrition Programs

IMPORTANT

• Simply increasing school meal participation does not necessarily increase dairy sales, especially if dairy is not on the menu.

• ADANE’s signature programs keep dairy on school menus and add incremental sales growth.
New for 2023
MENU AMPLIFICATION

BROWN COW COFFEE BAR

Coffee is very popular with high school students and provides another on-trend vehicle adding incremental milk sales while keeping milk on the menu with every meal

- Step-by-step service
- Recipes for hot and iced lattes
- Promotional and marketing material

BETTER TOGETHER: DAIRY & PLANTS

Recipe ideation and development sessions with students and school nutrition

- Dairy-centric — plant-forward recipes. Our goal is to show these foods are mutually inclusive in imparting health benefits
- Provides proactive protection against pressures to remove dairy from plant-forward school meal plans
THREATS TO DAIRY IN SCHOOLS CONTINUED...
Today’s students are concerned about health, wellness, diversity, inclusion, equity, and sustainability.

Influencing today’s students for the future generations of dairy consumers.

Providing youth with facts about dairy:

• Helps increase consumption and protect dairy sales in schools, homes, and communities

Educate students, key stakeholders, and communities on the importance of dairy through proven farm-to-school campaigns:

• NY Thursdays
• Virtual Farm Tours
• Milk2Metro
• Revised/Refocused Education Curriculum
NEW PROMOTION AND MARKETING INITIATIVES
REACHING STUDENTS & FUTURE GENERATIONS

BETTER TOGETHER
Dairy & Plants

THE PERFECT POWER COUPLE

Dairy: Good for You, Good for the Planet, Good for School Meals

Experiential interactions between students and stakeholders to provide an understanding of where their food comes from!

Knowing their food comes from a good place
More
VIRTUAL FARM TOURS
PROACTIVELY PROTECTING AND PROMOTING DAIRY

LIVE VIRTUAL FARM TOURS
- Feature two real New York State dairy farmers who each lead an elementary school and middle/high school tour with content tailored to those age groups.
- Full list of curriculum standards-approved lesson plans provided with the tours to promote participation and provide added value.

PRE-RECORDED VIRTUAL FARM TOURS
- Feature one New York State dairy farmer who will lead an elementary school and middle/high school tour as a pilot program. This tour format allows easier access for teachers with limited classroom time, as well as an improved quality experience for schools with limited internet.
- These tours will be evergreen and provide curriculum standard-approved lesson plans.
LESSON PLANS

PROACTIVELY PROTECTING AND PROMOTING DAIRY

Standards Approved

Virtual Tours

- Target grades: 2, 4, 6-8
- Curriculum Standards – verify the educational standards each program will meet
- Cross promoting and posting lesson plans and standards-approved tours to teachers across platforms

Curriculum Standards

Approved Lesson Plans

- Redesigned Dairy Education with approved curriculum standards will target and reach the “Big 5” largest NYS school districts by enrollment:
- New York City, Buffalo, Rochester, Syracuse, and Yonkers, which are routinely the targets for many anti-dairy activities, as well as Albany as an area of influence
New York dairy farmers visiting schools in target metro markets educating students about where their dairy products come from, to positively influence future generations.

ADANE’s strategy is to provide schools with a variety of offerings to connect and reinforce the full circle of dairy; from key messages about dairy farming to key nutrition messages, to real healthy dairy options in schools.

Milk 2 Metro
- Taking New York dairy farmers into NYC schools to deliver key dairy messages.
- Engaging, interactive experiences that tie in both farming practices, and key nutrition messages to address Gen Z concerns.

Dairy Ambassadors in Schools
- Hands-on, interactive activities
- One-on-one interaction and learning
- Supporting and implementing existing programs of virtual farm tours and classroom lesson plans and Fuel Up to Play 60 engagement
Fuel Up to Play 60 program provides access to students and facilitates additional support for our strategies designed to protect and promote dairy in schools.

Building trust in dairy products to positively influence future generations.

**Student Leaders**
Providing students, a platform for what they want in school which allows for in-school dairy promotion.

**Menu Advocates**
Students are the official ‘taste testers’ to increase dairy sales on school menus.

**Strategic Playbook**
Fuel Up to Play 60 Playbook provides strategies to help students eat healthy and get active

*Key Play-Farm to School
POWERFUL PARTNERSHIP BETWEEN DAIRY FARMERS & THE NFL TO REACH TODAY’S STUDENTS

• When NFL players talk, Gen Z listens!
• This partnership presents a meaningful way to deliver messaging about key issues for students, including:
  • Where their food comes from
  • Sustainable practices of dairy farmers
  • How dairy can contribute to their health and wellness
  • Tailoring school meal programs to be on trend and meet their needs and wants

PROACTIVELY PROTECTING AND PROMOTING DAIRY
Alliances are critical to ADANE’s in-school and community success as they provide support for the placement of our in-school sales programs.

ADANE will connect with key influential partners through industry association publications to keep them aware of opportunities and mutually relevant programs.

ADANE’s programs are being utilized with equipment suppliers. Cambro equipment is encouraging school districts across their sales network to adopt a Hot Chocolate Milk Program.

Alliances in school nutrition, child health and wellness, and anti-hunger

NOTE... ADANE is the only advocate for dairy in schools
2023

KEY SALES AND MARKETING STRATEGIES
PROACTIVELY PROMOTING AND PROTECTING DAIRY

Q1
- Latte Program
- School Meals Support
- Cheese Program
- Hot Chocolate Milk
- Yogurt Program
- School Admin Meetings
- Strive For 35° F
- National School Breakfast Week
- FUTP60 Activations
- Refuel Campaign

Q2
- School Meals Support
- Cheese Program
- Yogurt Program
- Strive For 35° F
- School Summits
- School Admin Meetings
- FUTP60 Activations
- Farm To School Activations
- Summer Meals
- NY Thursdays

Q3
- School Meals Support
- FUTP60 Activations
- Summer Meals
- SNA Conferences
- National School Lunch Week
- NY Thursdays
- NFL Hometown Grants
- Hot Chocolate Milk
- Recipe Ideation
- Refuel Campaign
- Strive For 35° F

Q4
- School Meals Support
- FUTP60 Activations
- SNA Conferences
- NY Thursdays
- NFL Hometown Grants
- Hot Chocolate Milk
- Latte Program
- Cheese Program
- Strive For 35° F
- Farm to School Activations
## Key Performance Indicators

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

<table>
<thead>
<tr>
<th>Breakfast &amp; Lunch</th>
<th>Cheese</th>
<th>Yogurt</th>
<th>Coffee Program</th>
<th>Strive for 35</th>
<th>Summer Meals</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 57,000 additional meals for breakfast</td>
<td>• 10% aggregate increase in cheese sales in 15 school districts</td>
<td>• 50% aggregate increase in yogurt sales in 15 school districts</td>
<td>• 2 school districts will test and implement a coffee program</td>
<td>2,000 schools will participate in the Strive for 35 program</td>
<td>• 8 million impressions</td>
</tr>
<tr>
<td>• 42,000 additional meals for lunch</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fuel Up to Play 60</th>
<th>NY Thursdays</th>
<th>Virtual Farm Tours</th>
<th>Milk 2 Metro</th>
<th>Classroom Lesson Plans</th>
<th>Strategic Alliances</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 3,769 total schools enrolled in the Fuel Up to Play 60 program in NY State</td>
<td>• 1,700 schools enrolled in NY Thursdays program</td>
<td>• 4-Live Virtual and 2-Pre-Recorded Premier Virtual tours</td>
<td>• 25,000 students reached with messaging to promote dairy in schools</td>
<td>• Standards-Based Dairy Education Curricula</td>
<td>• 10,000 health influencers reached</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>• 4,000 school administrators including school nutrition directors reached,</td>
</tr>
</tbody>
</table>

**TOTAL PROJECT COST** $2,513,930
2023

PROACTIVELY PROTECTING AND PROMOTING DAIRY TO TARGET CONSUMER AUDIENCES
PROACTIVELY PROTECTING AND PROMOTING DAIRY IN Gen Z POPULATIONS

GOAL: “Connecting with Disconnected Gen Z to Grow Trust and Sales”

Why? It’s Important for New York Gen Z

• When it comes to gaining knowledge or making decisions, Gen Z prefers visual platforms such as TikTok, Instagram, YouTube and Snapchat.

• Using these platforms, this project will build trust, which is tied to sales among Gen Z consumers in New York, while inspiring them to include more dairy in their diets.

Why? It’s Important for Dairy

• Reaching consumers at an early age with positive dairy messaging allows us to shape consumer opinions of dairy positively for a lifetime.

• Members of Generation Z (Gen Z) not only represent about 20% of the population, but their spending power grows dramatically each year as more young people enter the workforce.
CONNECTING DISCONNECTED ADOLESCENT CONSUMERS TO DAIRY

e-Sports and Gaming
Provide dairy a presence in the fast-growing world of e-Sports.

Dorm Room Dairy
Deliver dorm-ready recipes to college students across New York State.

Social Media
Distribute key messages and recipes on social platforms relevant to Gen Z.

High School Athletes
Reach high school athletes, coaches, and parents with content about dairy and athletics.

Learn Through Play
Sponsorship at The Strong Museum of Play to reach Gen Z and Gen Alpha kids.
87% of Gen Z consumers play video games weekly.

E-Sports has grown by 50% in the last 4 years.

1.27 Million Gen Z gaming fans in New York State.
"I believe e-Sports will rival the biggest traditional sports leagues in terms of future opportunities, and between advertising, ticket sales, licensing, sponsorships and merchandising, there are tremendous growth areas for this nascent industry."

–Steve Borenstein, Former CEO of ESPN, and NFL Network
New
POWERED BY
CHOCOLATE MILK
SPONSORSHIPS

1. Teams
2. In-person/Live Stream Tournaments
3. Camps
4. Facilities
5. Social Media from teams and players
6. Influencer partnerships
New CONNECTING DAIRY & e-Sports

Messaging:
- Beat the Lag Messaging
- Nutrition and Energy

Product at Events

Gamer Recipes
DORM ROOM DAIRY

This geo-targeted campaign will market attainable dairy centric recipes to students in colleges throughout New York State

Ideal College Student Recipes:

- Inexpensive
- Minimal Appliances
- Easy to Make
- Social Media Worthy

MICROWAVE BACON JALAPEÑO MAC AND CHEESE
DELIVERING DAIRY RECIPES TO COLLEGE STUDENTS
More

GEN Z INFLUENCER MARKETING

HAVING A PULSE ON WHAT YOUNG CONSUMERS WANT BY PARTNERING WITH POPULAR GEN Z INFLUENCERS

WHERE is GEN Z?
• TikTok
• YouTube
• Pinterest
• Snapchat
87% of Gen Z work out three or more times a week. ADANE promotions give teens a reason to buy chocolate milk over alternative recovery beverages.

NYSPHSAA sponsorship puts “Refuel With Chocolate Milk” branding at New York State championships and in the hands of athletes.

Through our “Refuel Zone Café presented by Chocolate Milk” sponsorship, chocolate milk is sold to hundreds of high school athletes every week at practices and competitions. Branding features elite runner and dairy farmer Elle St. Pierre.
ADANE will secure an exclusive position as “Post Race Party Sponsor” at the Rochester Marathon to provide strong presence as runners cross the finish line.

Refuel with Chocolate Milk messaging amplified pre-during-and post race via TV, digital, and on-site amplification.

Celebrate at the finish line with chocolate milk distribution and an interactive experience to engage runners.

Dairy Ambassadors onsite to help hand out 3,000+ chocolate milks to athletes.
SPORTS NUTRITION & ACTIVE LIFESTYLE CAMPAIGNS

• Engage Gen Z athletes and active lifestyle consumers (13 thru 17-year-old) to build trust and inspire consumer passion for products like milk, yogurt, and cheese.

• Leverage trusted Gen Z influencers with unique messaging (ICEED – Immunity, Calm, Energy, Environment, and Digestive Health), and content about how dairy fuels performance.

• Use local Gen Z focus group research to create engaging social media campaigns and develop an Instagram/TikTok strategy for each campaign.

• Campaigns will leverage regional Gen Z athlete/active lifestyle influencers to create content (static posts and videos).
SPORTS NUTRITION CONTENT SHARED WITH COACHES & PARENTS

Reaching high school coaches, trainers, and parents each week, and ultimately the Gen Z student athletes – through high school athletic associations partnerships.

• Collaborating with external sports partners and on ADANE social media platforms.

• Providing health information about key nutrients found in dairy products how they can support athletes’ growth, development, and performance.
LEARNING ABOUT DAIRY: THE STRONG MUSEUM OF PLAY

1. Enhanced decals and signage with positive dairy messaging
2. Inclusion of lactose free dairy
3. 4-foot-tall chocolate milk glass installed
4. Presenting sponsor at Healthy Kids Day
5. In person events
CREATE TARGET MARKETING TO PROMOTE THE CONSUMPTION OF NYS MILK AND DAIRY PRODUCTS TO GEN Z (10 TO 23 YEARS OLD).

**Key Performance Indicators**

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Engagements</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 13 Million Impressions</td>
<td>• 500,000 Social Media Engagements</td>
</tr>
</tbody>
</table>

**TOTAL PROJECT COST**  
$383,330
PROACTIVELY PROTECTING AND PROMOTING DAIRY TO SOCIALLY DIVERSE CONSUMERS

GOAL: “Grow Trust and Sales in a Multicultural Society”

Why? It’s Important to Reach These New York Consumers

- We want EVERYONE to purchase and consume dairy products, hence “Dairy is for Everyone” campaign focus.
- Focusing on the largest minority population in New York City, Hispanics represent:
  - 30% of yogurt drink sales
  - 13% of milk sales
  - 13% of yogurt sales

Why? It’s Important for Dairy

- By ensuring that people of all cultures and ethnicities understand how dairy can be a part of their everyday lives, cultures, and important religious celebrations, they will purchase more dairy products.
  - 12% of natural cheese sales
  - 9% of ice cream sales
CONNECTING DISCONNECTED SOCIALLY DIVERSE ADOLESCENTS & MILLENNIAL PARENTS TO DAIRY

Hispanic Marketing
Collaborate with online influencers to build trust in the nutrition and versatility of dairy products by creating relevant and accurate content.

Digital Marketing - Let’s Get Cooking!
Develop and distribute dairy content that is relevant to New York consumers’ interests, goals, and needs.

Multicultural Influencers
Build dairy’s reputation, engage consumers and inform New York dairy’s target audiences about new dairy product uses, sustainability practices and dairy farmer influencers.

Experiential Marketing
Host immersive, live, and memorable events that allow consumers to interact with dairy producers and dairy products without distractions.

PROACTIVELY PROTECTING AND PROMOTING DAIRY
WEBSITE GROWTH

1. Dedicated Spanish-language blog
2. Grow our Spanish-language, dairy-centric recipes
3. Improved search engine optimization (SEO) for our Spanish-language content
Traditional Hispanic Media Growth

1. Develop new relationships with NYS Spanish-language media
2. Ensure Spanish-speaking consumers see key messages in traditional media
DIVERSE INFLUENCERS & KEY THOUGHT LEADERS

**New**

Chef Influencers

Diverse “All Star” Chef Team to create culturally relevant and authentic dairy centric recipes for SavorRecipes.com

Culinary Influencers

The culinary creators that we have forged partnerships with for our multi-cultural marketing have a combined following of over 2.5 million consumers

Registered Dietitian Thought Leaders

Hispanic Registered Dietitians to assist in video content and media statements for Hispanic Marketing efforts
Let’s Get Cooking!

1. 6 live and interactive cooking and baking classes
2. Diverse recipes and influencers to increase authenticity
3. Own all content rights
DEVELOP AND IMPLEMENT MARKETING STRATEGIES THAT ARE INCLUSIVE OF THE SOCIALLY DIVERSE POPULATION TO INCREASE THE CONSUMPTION OF NYS MILK AND DAIRY PRODUCTS.

Key Performance Indicators

- 32.5 Million Impressions
- 500,000 Social Media Engagements

TOTAL PROJECT COST $404,886
GOAL: “Connect with Disconnected Millennial Parents to Increase Dairy Sales”

Why? It’s Important for NY Consumers

ADANE will reach New York consumers who are:
• Disconnected from agriculture
• Overwhelmed by misinformation concerning the health benefits of dairy
• Clueless how dairy gets from the farm to the grocery store

Why? It’s Important for Dairy

ADANE will:
• Invigorate New York dairy’s image with consumers,
• Enhance consumer perception of dairy as a healthy source of nourishment, and
• Underscore dairy farming as an environmental solution in consumer mindsets.
CONNECTING DISCONNECTED MILLENNIAL PARENTS TO DAIRY

PROACTIVELY PROTECTING AND PROMOTING DAIRY

Influencer Marketing
Collaborate with online influencers to build trust in the nutrition and versatility of dairy products by creating relevant and accurate content.

Digital Marketing & Searchable Content
Develop and distribute dairy content that is relevant to New York consumers’ interests, goals, and needs.

Multimedia Marketing Campaigns
Build dairy’s reputation, engage consumers and inform New York dairy’s target audiences about new dairy product uses, sustainability practices and dairy farmer influencers.

Traditional Media
Provide news media and thought leaders with disruptive proof points on dairy’s sustainably-produced nutrition in venues where dairy’s benefits and progress are underrepresented.
Connecting Disconnected Millennial Parents To Dairy

**Nutrition-Focused Partners and Alliances**
Partner with the most important leading New York area health & wellness organizations whose endorsements and recommendations can solidify dairy’s essential role in personal wellness, food security and a healthy world population.

**Environmental Sustainability - Focused Partners and Alliances**
Inform consumers of dairy’s sustainability story, including steps farmers take to reduce greenhouse gas emissions, protect water quality, and conserve natural resources while supporting local economies and producing nutritious foods essential to human health.

**Reputation Management and Issues and Crisis Leadership**
Protect the image of dairy producers, dairy foods and farmer’s right-to-farm through a comprehensive plan that monitors the news 24/7 (including Internet “social listening”) and employs a pre-emptive assessment of issues before crisis stage.

**Social & Traditional Listening**
Leverage technology to harness intelligence, insights and resources that enable critical opportunities to protect and promote dairy’s reputation.

PROACTIVELY PROTECTING AND PROMOTING DAIRY
TRADITIONAL NEWS MEDIA

Remains a trusted source for information. When it comes to the news, there is no substitute for a factual, balanced story.

1. Builds and maintains longstanding relationships with key and influential news people to tell dairy’s story, from great taste to sustainability practices.

2. Develops creative story ideas that positively promote dairy producers and dairy foods to build trust and encourage sales of dairy.

Emily Lampa takes us inside the "Moo-ternity" Ward & Baby Barn!
"Workin' It" on a Local Farm for National Ag Week!

Check out the cuteness inside the Baby Barn & "Moo-ternity" Ward!

By: Emily Lampa
MEDIA MONITORING

• Utilize news monitoring technologies to analyze consumer trends, access relevant dairy industry news and provide 24/7 updates.

• Evaluate news trends when developing potential story ideas.

• Review news highlights and disseminate to internal staff and external partners.
SEARCHABLE CONTENT

Search Engine Optimization
1. Develop new content to meet search interest
2. Regularly audit all pages to ensure optimization
3. Improve rankings to be seen above sites with an anti-dairy bias

Search Engine Marketing
1. Use paid Google ads to “jump the line” on search results pages
2. Respond to key, relevant topics
3. Quick, agile approach to gain more web traffic
SAVOR RECIPES FEATURING “WHOLESALE EATS”

- New and Exciting Dairy-Centric Recipes
- Distributed via different channels for different audiences
- Leverage Registered Dietitians for health content and amplification
- Nutritional Analysis for each recipe highlighting the benefits of dairy
SELLING DAIRY THROUGH E-COMMERCE CONNECTION
NEW YORK STATE FAIR

Butter Sculpture Unveiling

Dairy Day

Butter Sculpture Recycling
Dairy has an incredible story to tell, but not every farmer has time to share their story.

This “day in the life” video series about dairy farmers bridges the gap with consumers.

Messages about sustainability, animal care and technology are creatively weaved into these heartfelt stories.

Viewers grow an understanding that their milk comes from a good place.
Utilize a variety of multimedia consumer-focused campaigns to amplify dairy’s share of voice and proactively improve the image of dairy products and/or dairy producers.

- This American Dairy Farmer
- Good for you. Good for the Planet.
- #MakeMilkMoments
- Dairy is for Everyone
- Let’s Get Cooking!
- Powered by Chocolate Milk
- Wholesome Eats
- New York State Fair
- Fill a Glass with Hope®
Environmental Outreach

1. Engage with the environmental community to increase understanding of — and appreciation for — on-farm environmental practices, challenges farmers face, and opportunities for farmer-environmental community collaboration.

2. Provide dairy producers and stakeholders with relevant information and science and communications support that they can use to engage with anyone who has questions about dairy’s environmental footprint.

3. Inform consumers of dairy’s sustainability story by delivering key messages to consumer audiences via social media throughout the calendar year.

Genesee River Watch

OWLA

Partners for Healthy Watersheds

Owasco Watershed Lake Association

Alliance for the Chesapeake Bay

Proactively Protecting & Promoting Dairy
Issues Management & Crisis Leadership

1. Protect dairy’s reputation through social and traditional media monitoring—Provide 24/7 “trend alerts,” relevant news highlights, and issue insights to internal support staff and external partners.

2. Create "Rapid Response" protocol by analyzing potential issues within two hours of notification and recommending actions.

3. Create and execute crisis drill training; work with power partners listed here as appropriate.
Good for you. Good for the Planet.
Rochester Campaign – Best Practices

- Nutrition Education
- Genesee Dietetics
- School Nutrition Programs
- Fuel Up to Play 60
- Retail Activations
- eCommerce
- Digital/Social Media
- Traditional Media
- The Strong Museum of Play
- Rochester Marathon
- Experiential Marketing
- Farmer Outreach
- Sports Marketing
eSports
- Multicultural Programs
- Processor Activations

PROACTIVELY PROTECTING AND PROMOTING DAIRY
# Key Performance Indicators

**PROACTIVELY IMPROVE THE IMAGE OF DAIRY PRODUCTS AND DAIRY PRODUCERS' FARMING PRACTICES AMONG CONSUMERS, THUS IMPROVING THE ACCEPTANCE AND CONSUMPTION OF NEW YORK MILK AND DAIRY PRODUCTS.**

<table>
<thead>
<tr>
<th>Digital &amp; Social Media</th>
<th>Multimedia Campaigns</th>
<th>Experiential Marketing</th>
<th>Traditional Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 60 Million Impressions</td>
<td>• This American Dairy Farmer</td>
<td>• 25 Virtual &amp; In-person Events</td>
<td>• 1,570 story placements</td>
</tr>
<tr>
<td>• 2.23 Million Engagements</td>
<td>• Good for you. Good for the Planet.</td>
<td>• 2 Marathons</td>
<td>• 215 Million Media Impressions</td>
</tr>
<tr>
<td>• 1.25 Million Search Engine Marketing Impressions</td>
<td>• #MakeMilkMoments</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• 1 Million Website Traffic</td>
<td>• Dairy is for Everyone</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Fill a Glass with Hope®</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Let’s Get Cooking!</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Powered by Chocolate Milk</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Wholesome Eats</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Virtual Farm Tours</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
PROACTIVELY IMPROVE THE IMAGE OF DAIRY PRODUCTS AND DAIRY PRODUCERS' FARMING PRACTICES AMONG CONSUMERS, THUS IMPROVING THE ACCEPTANCE AND CONSUMPTION OF NEW YORK MILK AND DAIRY PRODUCTS.

**Environmental Sustainability**
- 6 Community and Environmental-Focused Meetings
- 4 Events
- 2 Farm Tours
- Deliver environmental messaging

**Nutrition-Focused Partners, Alliances and Though Leaders**
- Actively engage with members of New York State health associations and New York City Office of School Health
- Engage with a refined Health Influencer Advisory Panel

**Issues & Crisis Leadership**
- 2-hour notification and recommended actions.
- One crisis training
- Weekly communication with national partners
- Quarterly meetings of New York Dairy Issues Team

**Social & Traditional Media Monitoring**
- Provide 24/7 “trend alerts,” relevant news highlights, and issue insights to internal support staff and external partners as needed.

**TOTAL PROJECT COST** $1,717,974
CONNECTING DISCONNECTED
MILLENNIAL PARENTS WITH DAIRY AT
RETAIL

PROACTIVELY PROTECTING AND PROMOTING DAIRY IN RETAIL

**Why?** Continually building on programs proven to grow dairy sales!

<table>
<thead>
<tr>
<th>E-Commerce Programs</th>
<th>Foodbank Channel</th>
<th>Fill a Glass with Hope®</th>
<th>Retail Consumer Outreach</th>
<th>Dairy Aisle Reinvention</th>
<th>Dairy Aisle Performance Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-line grocery sales have increased to 12+% of all grocery sales and we reach the consumer through multiple platforms with our marketing.</td>
<td>ADANE shares and reapply best practices in purchasing, distribution, cold infrastructure, fundraising, and processor engagement with top food banks</td>
<td>Program raises consumer monetary donations for fluid milk purchases by food banks through incremental retail programs, processor engagement, and corporate sponsorships</td>
<td>We provide the nutritional consulting and support to retail dietitians with the science needed for these health professionals to continue to support dairy nutrition</td>
<td>A unique in-store program that creates the best dairy shopping experience for retail customers to increase dairy sales and consumption.</td>
<td>A retail audit and awareness program designed to address quality issues in the dairy aisle.</td>
</tr>
</tbody>
</table>
1. Online sales July YTD in 2022 are even with 2021 at $55.5 billion
   a. ~12% of all grocery sales are on-line, balance at brick & mortar stores
   b. Breakout of business and YTD versus last year sales $
      • Pick-up service at 46% of sales / +2.8%
      • Delivery service at 36% of sales / +12.2%
      • Ship to Home service at 18% of sales / -17.7%
         ○ Products shipped by FedEx, USPS, UPS etc. (Does not significantly affect dairy sales)

2. 68% of U.S. households (90+ million) received one or more orders in 2022
   a. Monthly order frequency edged up 3% as Monthly Average Users (MAUs) received 2.8 online grocery orders in July 2022, the highest since December 2021.
Programs in 2022 / Strategies for 2023:

1. Nutritional messaging with white milk and importance of chocolate milk on multiple platforms
2. Target plant-based beverage users and similar consumers with lactose free nutritional messaging
3. Target other snack users with brick cheese, sliced and string cheese for different occasions

Results 2022 YTD:

• Impressions: 14,936,500
• Sales tied to programs: $2,228,413

Results above goals for the 2022 year.

More!

2023 goals adjusted to the expected 2022 results. Also, in 2023 will review opportunities for yogurt.
Nourish NY Grant– state funded
• $25 million annually to food banks - all products purchased from NY
• Food banks buy local dairy: examples - DFA, Upstate, Cabot, Lactalis, etc.

Feeding America Boundless Grant–federal funded
• $1 million total: $200k in 2022 / $800k 2023-24
• Phase 2: $800k in 2023/24 supports infrastructure (i.e., coolers, etc.)
  • Approval expected in September 2022
Feeding America Boundless Grant / Feeding NY program supported the purchase of 26,700 gallons of milk (229,620 lbs.) YTD.
• 5 food banks involved with Boundless grant with 30+ food pantry locations

The Emergency Food Assistance Program (TEFAP) (federal grant)
• Supported the purchase of 107,550 gallons (924,930 lbs. of milk) delivered to food banks

In 2023...
• Sign up 15 additional NY food pantries with cold infrastructure.
• Work with NY Food Banks to buy more milk through Nourishing NY / Hunger Prevention and Nutrition Assistance Program (HPNAP) with goal of $250,000. (~511,000 lbs. of Milk)
PROCESSOR COMMUNICATIONS

Processor communications cover:

- Communicate on retailer programs
- Share food bank information and needs, coordinate Fill a Glass With Hope sales to food banks
- Meet with largest processors to share ADANE activities and accomplishments
- Identify top independents stores for Dairy Aisle Reinvention (DAR) projects

More!

Expanding to include:

- Improve our contacts with ALL processors, not just the largest
- Emphasize MilkPEP programs available
- Share the ‘Check-off Check-in’ information and accomplishments
- Share category insights and trends to all ‘push in the same direction’ at retail to drive dairy sales

PROACTIVELY PROTECTING AND PROMOTING DAIRY AT RETAIL
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.

participants in 2022:

- grand unions – new in september
- price chopper – $25,537 donated
- shoprite, fairway, gourmet garage - 33 stores
  - raised $63,996 / 14,000 gallons donated!
  - raised ytd $89,533 / 20,831 gallons/ 179,146 lbs.
- for every $1 spent, a return of $14

more!

in 2023, we will add weis to this list for a total of 4 chains and raise over $100,000 for milk purchases
Health and Wellness trends are expanding in the retail sector through the addition of in-store and corporate retail dietitian programs.

ADANE Registered Dietitians will be a resource to retail Dietitians to help fortify dairy’s image and consumption with retail customers.
SALES, RELATIONSHIPS & EFFICIENCY DRIVES ADANE’S RETAIL PROGRAMS

Dairy Aisle Reinvention
By establishing fully developed programming in retailers throughout the market, we have a relationship with accounts that no one else has!

Dairy Aisle Reinvention (DAR) & Dairy Aisle Performance Program (DAPP) have a symbiotic relationship in building trust with retailers and being highly effective in achieving our goals.

Dairy Aisle Reinvention is implemented by chains that sell over $3.4 billion of dairy products a year.

These programs work together to deliver efficient and valuable results:
- Opportunities to increase sales based upon market trends
- Cause of out of stocks
- Space allocation for products
- Retail Dairy Case Study
- SKU rationalization
- Product merchandising
- Signage measurements & installation during store visits

PROACTIVELY PROTECTING AND PROMOTING DAIRY AT RETAIL
HOW DOES ADANE’S RETAIL PROGRAMMING BENEFIT NY DAIRY FARMERS?

Cross merchandising continued programs
- Store level tests by DAPP team
- ShopRite cross merchandising/Fill the Grill
- Acme Back to School (end cap) and National Farmer’s Day programs
- Tops Loves Local
- Retailer Support, Ad space, social media posts, cross merchandising equates to over $150,000 value at NO COST to ADANE

Our retailer relationships allows us to control the messaging/narrative relayed to consumers through our signage
- Nutritional benefits of dairy
- Refuel with Chocolate Milk
- Local dairy farmer signage
- Good for You, Good for the Planet
- Fill a Glass with Hope®
- NY Certified

Customer experience drives sales by ensuring confidence & satisfaction

PROACTIVELY PROTECTING AND PROMOTING DAIRY AT RETAIL
HOW DID IT ALL BEGIN?

Seeing How the Dairy Aisle is Transformed Helps Illustrate Why the Shopper Response is So Positive and Strong

Before Reinvention

After Reinvention

• In 2008, 5 ShopRite stores were originally tested for Dairy Aisle Reinvention by ADANE

• In 2009, the Worldwide Food Expo audiences in Chicago got their first look at the "Dairy Department of the Future" with a presentation showcasing the results of a dairy farmer-funded project that shaped future of retail dairy aisles

• The coalition learned that in a reinvented dairy department, shoppers spend more time in the aisle, have a more enjoyable shopping experience, and are more likely to purchase additional items with sales lifts between 3-6%

• ADANE has changed the market!
INITIAL DAIRY AISLE REINVENTION SIGNAGE

Old blade signage
COST REDUCTION EQUALS MORE STORES

2008
DMI Test $100k per store

2010
ADANE acquired new design company reduced cost to $41,000 per store

2012–2022
Utilizing new innovations created by ADANE team, cost drastically reduced to $600 - $3,000 per store

2023
Work with local sign company to continue to lower costs, increase efficiency, and creating new concepts

PROACTIVELY PROTECTING AND PROMOTING DAIRY AT RETAIL
DAIRY AISLE REINVENTION
WHERE ARE WE TODAY?

- Signage customized for each store
  - Demographic focus
  - Nutritional messages
  - Local farms featured

- Program is implemented in new store design concepts
  - Signage
  - Yogurt dividers
  - Cheese pushers
SALES TRENDS FOR RETAIL

ACME

Post Sign Package Install
- Milk +2.3%
- Snack cheese +2.0%
- Butter +8.0%

Source: Acme

SRS SHOPRITE

- 34 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 ADANE programs
- Primary account to test new ADANE concepts

Source: SRS Shoprite

PROACTIVELY PROTECTING AND PROMOTING DAIRY AT RETAIL
REFUEL WITH CHOCOLATE MILK

- Reinforce refuel message on the field and at point of sale
- Repeated messaging *both seen and heard* has a greater impact
- Our retail relationships make this happen at store level

PROACTIVELY PROTECTING AND PROMOTING DAIRY AT RETAIL
In 2023 the DAR program will build on its current success and add another 70+ stores.
• Continue highlighting local dairy farms on all signage

• Work with processors to expand program in smaller outlets (hyper local)

• Updating database detailing local dairy farms featured in store locations for each retailer

Program will maintain and build its execution in 70+ more stores in 2023
NATIONAL FARMERS DAY

Program will run from 10/7/22 – 11/3/22 and again in 2023

- Creative will be in the “ACME Big Book of Ads” along with dairy specials
- King Brother's Dairy, located in Schuylerville, NY signage will be featured in stores
- Social media content included
- Dairy items displayed in feature case with signage
- The QR code links back to This American Dairy Farmer videos
Customized yogurt category shelf merchandising and inventory management system:

- Chains have invested over $7 million to launch chainwide, after our initial test stores
- Over 2,000 stores in ADANE market have implemented this system
- Video sent in July details benefits

**More!**
Program will maintain and build its implementation in 50 additional stores in 2023
Customized chunk cheese category shelf merchandising and inventory management system:

- **Sales increases in stores up to 14%**
- Ensures freshness with easy product rotation
- Keeps product easily shoppable
- Reduces product shrink and saves on labor
- **Over 400 stores in ADANE market have this system**

**More**
Program will maintain and build its implementation in 25 additional stores in 2023
PROMOTING NY PRODUCTS

In 2021, we brought consumer awareness to yogurts produced in NY using QR codes on signage.

**New!**

New for 2023, call out NY state cheese by using divider system with signage.
- Also keeps space allocated & organized.
Amplify chainwide cross merchandising programs with retailers such as:
- Fill the Grill
- Back to School
- Healthy Snacking
- National Farmers Day
- June is Dairy Month
- Flavored milk

Included in these promotional programs by the retailer are:
- Social media posts
- Installation of all POS material
- Placement in weekly circular

Achieved with NO COST to ADANE

In 2023 will add 800 new placements for cross merchandising sales

Cross merchandising can generate 7 to 26% lift in sales
DAPP is a retail assessment that ensures execution of dairy aisle best practices

Our program is the eyes and ears in stores of how your product is being represented to the general public, customers purchase 80% of milk at retail

Dairy Aisle Performance (DAPP) is implemented by chains that sell ~ $6.2 billion of dairy products a year

ADANE merchandising team evaluates:

- **Cleanliness** – advise on pro-active cleaning schedules
- **Stock levels** - monitor out of stocks, supply issues and possible solutions
- **Freshness** - educate the importance of product temperatures
- **Rotation** – training and education for dairy personnel
- **Merchandising** - monitor space allocation, cross merchandising, etc.

In 2023, ADANE will maintain 950 participating stores with 3800+ annual visits
DAIRY AISLE PERFORMANCE PROGRAM (DAPP)

- Replenishment of milk products on shelves – Getting retailers to act in prioritizing category even with labor issues
- e-DAPP best practices: training materials for new employees at e-comm fulfillment center
- Milk affordability door signage
- Gen Z POS material & cross merchandising
- Hyperlocal store visits
- Continue connecting processor to store level issues
- Continue to improve hygiene conditions in problem stores
- Space allocation test with Price Chopper

PROACTIVELY PROTECTING AND PROMOTING DAIRY AT RETAIL
DAPP Reporting Creates New Opportunities

Price Chopper “Dairy Aisle of the Future”

- From reviewing DAPP quarterly reports with category manager, we pointed out issues in specialty milk.
  - Lack of space for sales trends
- ADANE obtained 5 test stores in Albany & Hudson Valley markets to increase in space allocation for lactose free & flavored milk.

Lactose free milk sales are growing and need more space!

- November 2021: Discussed growing sales trends for lactose free & flavored milks
- January 2022: Price Chopper pulled data and showed 13% lift in lactose free. Eye opener - under impression plant based was performing better.
- April 2022: Introduced concept of merchandising based on sales trends. ADANE created template using DAPP platform and data.
- July 2022: DAPP data showed snapshot of store's current case layouts. Eye opener – Stores were under allocated for lactose free. Reviewed templates and approved for 5 test stores to be reset.

COMING SOON!
PRICE CHOPPER CURRENT PLANOGRAM

PRICE CHOPPER 142 NEW WINDSOR - MILK
115 Temple Hill Rd. Ste D
NEW WINDSOR, New York 12550

Alphabetical Department Shelf Allocation vs Gross Profit

Organic
Fluid Milk
Plant Based
Lactose Free/ Flavored
Cream
Creamer

Adjusted Gross Profit Share

Allocated Space vs Gross Profit

6%
19%
25%
13%
38%

6%
44%
10%
19%
22%
Remerchandising milk case based on how customers shop in a vertical flow, keeping dairy milk-based products together, and maintain proper space allocation based upon sales trends.
**2023**

**KEY PERFORMANCE INDICATORS**

**BUILDING SALES IN MULTIPLE CHANNELS**

- **How?**
  - **E-commerce**
    - Gain 16.75 million impressions with NY retailers & products
  - **Food Bank Sales and Image Enhancement**
    - Add 15 NY food pantries to distribution service with coolers and improved infrastructure
    - Facilitate sales of $250,000 of milk to food banks with funding by Nourishing NY, Hunger Prevention and Nutrition Assistance Program and other grants
  - **Fill a Glass With Hope®**
    - Execute programs with 4 retailers
    - Raise $100,000 in donations through these retailers
  - **Retail Consumer Outreach**
    - Provide the nutritional consulting and support to retail dietitians with the science needed for these health professionals to continue to support dairy nutrition
  - **Dairy Aisle Re-invention (DAR)**
    - Installation of DAR signage in 70 new retail locations
    - Installation of yogurt dividers in 50 new retail locations
    - Installation of cheese pushers in 25 new retail locations
    - Gain 800 secondary placements (cross merchandising) of dairy products
    - Installation of local dairy farmers with NY dairy products in 70 new retail locations
  - **Dairy Aisle Performance Program (DAPP)**
    - Audit 950 stores
    - Call on 3,800 stores annually
    - Deliver daily/weekly store reports to category managers/buyers
    - Schedule quarterly meetings with category managers/buyers to review quarterly recaps

**TOTAL PROJECT COST** $1,935,029
Amplifying & Sharing Farmer Voices

Developing Spokespersons
Coaching on what to say, what not to say, how to say it, and when to say it.

Defining Key Messages
Communicating science based, consumer tested messages about cow care, sustainability, and nutrition.

Media Interviews
Strategically creating opportunities for farmers to be featured in print, TV, and radio media targeted to consumers.

Social Media
Creating customized toolkits for farmers to use to communicate a consistent message with consumers on social media. Securing dairy farmers and their voices on environmental partners’ social platforms.

Events & Conferences
Bringing farmers to live events where their expertise has meaningful impacts on audiences to improve trust.

EMPOWER & PARTNER WITH DAIRY FARMERS
Why

Consumer-Tested

Key Messages

What are they and why do they matter?

1. Words and phrases that consumers understand

2. Language and examples that speak to their concerns and interests

3. When the media or consumers ask questions, we must respond with correct, consistent answers

4. Drives clarity and helps farmer’s credibility

5. Ensures repetition to get our message across

EMPOWER & PARTNER WITH DAIRY FARMERS
American Dairy

EMPOWER & PARTNER WITH DAIRY FARMERS

INFLUENCER PROGRAM

Designed to be a gateway for more farmers to engage in “influencing,” this program is for those farmers looking to increase and improve their social media engagement.

• 6-8 New York dairy farmers
• Monthly Content Calendars
• Participation in ADANE campaigns
• Additional Resources

FACEBOOK GROUP FOR ALL DAIRY FARMERS

This is an accessible source of up-to-date resources right in farmers existing social media feeds. It is designed to make it easy for farmers to share meaningful content with their consumers to further build trust.

• Easily shareable content that hits on key messages
• Toolkits
• Educational resources on reaching consumers
On-Farm Support

EMPOWER & PARTNER WITH DAIRY FARMERS

LOCAL DAIRY PROMOTION GRANTS
• Small financial aid to help support grassroots promotions
• To amplify local Fuel Up to Play 60, Refuel with Chocolate Milk, farm tours, or school programs
• To enhance the audience’s knowledge of the dairy industry and/or the health and nutrition benefits of milk and dairy products.

LIVE FARM TOUR SUPPORT
Support grassroots farm tours by providing resources including:
• How to conduct effective farm tours
• Training for staff or volunteers
• Signage and promotion materials to enhance tours

We work with national partners to organize and provide “key leader” farm tour experiences by engaging New York dairy farmers to coordinate and deliver these tours.

Key leader groups include: health professionals, environmental experts, school leaders, food bloggers and retail giants.
Diverse, engaged New York youth are given the opportunity and resources to help farmers in their work to build trust with consumers and increase dairy sales.

**County Ambassadors**
- Reinvigorate the New York State Dairy Ambassador Program
- Inspire and coach young dairy advocates and volunteer dairy promotion committee members
- First step for aspiring lifelong dairy promoters!

**State Ambassadors**
- Team of 3 from various counties
- Committed to being leaders and role models for the group as a whole
- Gaining excellent professional development experience and knowledge on dairy marketing and consumer trust.
Farm Meetings & Communications

Communicating the work and value to farmers through their preferred communication channels.

Reaching farmers through:
• targeted digital ads and email communications
• attending, and/or hosting face-to-face or virtual meetings
• digital and printed newsletters and dairy trade placements
## KEY PERFORMANCE INDICATORS

**EMPOWER AND PARTNER WITH DAIRY FARMERS TO PROACTIVELY PROTECT AND PROMOTE DAIRY TO CONSUMERS**

<table>
<thead>
<tr>
<th>Spokesperson Development</th>
<th>American Dairy ENGAGED</th>
<th>Farm Tours &amp; Local Promotion Grants</th>
<th>NYS Dairy Ambassador</th>
<th>Farmer Communications</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Customized message toolkits with 1,000 downloads</td>
<td>• 4 pieces of directly sharable content per week</td>
<td>• Support 50 grassroots farm tours</td>
<td>• Recruit participation in 25 ADANE retail or FUTP60 events</td>
<td>• Engage with 150 key dairy farmers through face-to-face or virtual meetings</td>
</tr>
<tr>
<td>• Media training and reach 300,000 media impressions</td>
<td>• 1 educational &quot;how-to&quot; on social media use per week</td>
<td>• Award up to 6 grants to reach 1,500 cumulative consumers</td>
<td>• Raise $6,000 for Fill a Glass with Hope®</td>
<td>• Two printed newsletters via direct mail</td>
</tr>
<tr>
<td>• Dairy farmers as spokespersons in 75 events</td>
<td>• Grow group participation to 1,200</td>
<td>• Contract with 6 to 8 New York dairy farmers to reach 2 million social media impressions</td>
<td>• Annual report and one newsletter through digital distribution</td>
<td>• 100 digital news updates with an average open rate of 30%</td>
</tr>
<tr>
<td><img src="image1.png" alt="American Dairy ENGAGED" /></td>
<td>• Group posts achieve an average reach of 30%</td>
<td><img src="image2.png" alt="Farm Tours &amp; Local Promotion Grants" /></td>
<td>• Award up to 6 grants to reach 1,500 cumulative consumers</td>
<td>• 75 news releases to dairy trade and generate 1 million impressions</td>
</tr>
<tr>
<td><img src="image3.png" alt="Farm Tours &amp; Local Promotion Grants" /></td>
<td>• Contract with 6 to 8 New York dairy farmers to reach 2 million social media impressions</td>
<td><img src="image4.png" alt="NYS Dairy Ambassador" /></td>
<td>• Raise $6,000 for Fill a Glass with Hope®</td>
<td>• Targeted social media posts to achieve 12,000 clicks</td>
</tr>
<tr>
<td><img src="image5.png" alt="NYS Dairy Ambassador" /></td>
<td><img src="image6.png" alt="Farmer Communications" /></td>
<td><img src="image7.png" alt="Farmer Communications" /></td>
<td><img src="image8.png" alt="Farmer Communications" /></td>
<td><img src="image9.png" alt="Farmer Communications" /></td>
</tr>
</tbody>
</table>

**TOTAL PROJECT COST** $713,401
In Closing

Proactively Protecting and Promoting Dairy

01 Benefits to Dairy Farmers

02 Calls to Action

03 Connecting Consumers to Dairy

04 Socially Diverse Consumers (all ages)
2023 Programs Benefitting Dairy Farmers

Retail Marketing

eCommerce

Digital & Social Media

Influencer Marketing

Experiential Marketing

Environmental Outreach

Health Influencer Outreach

ADANE Health Panel

Multicultural Media

Strategic Partnerships

Youth Sales & Marketing

Fuel Up to Play 60

Traditional News

Surround Sound Marketing Campaigns

High School Sports Championships

e-Sports

Dairy Farmer Outreach

Crisis & Issues Management
Thank you!