2023 Budget Proposal
2023 Programs
Broadcast Television
Streaming Advertising
Explore & More Children’s Museum
Fairs & Events
A Cow For Now
School Assemblies and Olcott Park
Web and Social Media
Branded Content/Survey
Cooking Classes
Buffalo Community Schools
Administrative
Traditional TV

- Proposed Funds: $75,000 *typo on written proposal
  \[ \downarrow \] $100,000

- Goal # of Impressions: 3,500,000
Streaming TV

- Proposed Funds- $160,000
- Goals # of impressions – 7,000,000
- Goal of sites- 15
• Proposed Funds- $35,000 (includes annual sponsorship)
• Goal # of events – 15
• Goal # of magician performances- 10
• Goal # of Cows on Canalside events- 5
Fairs & Events

- Proposed Budget - $37,000
- Goal # of events – 20
- Goal # of participants – 1,500,000
Fairs & Events

Highlights-

- 5 county fairs- including:
  - ECF with 1 million attendees
  - Wyoming County Fair
  - Cattaraugus County Fair
  - Orleans County Fair
  - Chautauqua County Fair
- Traveling photo booth
- School and community events
- Festival of Lights at the Fairgrounds
- Buffalo YMCA Events
- WIC Events and meetings
- Kinderfarmin’
Dairy Day At ECF

We are working in @springville.ffa ’s ice cream booth!

Celebrating Dairy Day with @milkforhealth
A Cow For Now

Goal - 60 schools and 1,200 students
Proposed Budget $3,000.00
School Assemblies & Olcott Park

- 46 years with Rob Allen
- Goal # of Schools-60
- Goal # of Park Shows-40
- Proposed Budget- $30,000
Cooking Classes

• Goal 750 children
• Proposed Budget $5,000
  • $5/child materials
  • Additional costs-
    • travel and time
Buffalo City Schools

Proposed Budget - $35,000
Goal # of programs – 60

Adding more schools and Employees
• FebruDairy
• Black History in Ag
• Spring Fever
• Little Leaders
• How Milk Makes YOU Grow
• Mothers Matter
• Mental Health Awareness
• Summer Jam
• National Ice Cream Day
• Women in Ag
• Earth Day
• Summer Camps
Branded Content/Survey

Proposed Budget $40,000
Goal # of branded content pieces- 12
Goal # sets of surveys sent out- 4
Social Media & Web

Proposed Budget $50,000
Goal # of impressions- 1,000,000
Goal engagement rate 45%
Goal # of New Recipes- 30
Goal # of >1-minute videos- 30
Goal # of Reels- 100
Goal # of link clicks – 5000
Proposed Budget-$70,000

- Health insurance for Beth, our only full-time employee
- Phone
- Internet
- Office supplies and software
- insurances
## 2023 Requested Budget

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television Commercials</td>
<td>$75,000</td>
</tr>
<tr>
<td>Streaming Advertising</td>
<td>$160,000</td>
</tr>
<tr>
<td>Explore &amp; More</td>
<td>$35,000</td>
</tr>
<tr>
<td>Fairs and Events</td>
<td>$37,000</td>
</tr>
<tr>
<td>Adopt a Cow</td>
<td>$3000</td>
</tr>
<tr>
<td>School Assemblies</td>
<td>$30,000</td>
</tr>
<tr>
<td>Website/Social Media</td>
<td>$50,000</td>
</tr>
<tr>
<td>Branded Content/survey</td>
<td>$40,000</td>
</tr>
<tr>
<td>Cooking Classes</td>
<td>$5,000</td>
</tr>
<tr>
<td>Buffalo Community Schools</td>
<td>$35,000</td>
</tr>
<tr>
<td>Administration</td>
<td>$70,000</td>
</tr>
</tbody>
</table>

**Total**  $540,000
Questions?
The Strong Inside® Campaign

www.thestronginside.com
OUR MISSION:
CONNECTING CONSUMERS to the REAL BENEFITS of PROTEINS FROM MILK
Campaign Supporters

- Initially funded in 2019
- Funding mandate extends through 2024 by 50+ organizations in the dairy industry
- Administratively managed by American Dairy Products Institute as a 501c6

New York-Based Supporters

Agri·Mark
Whey & Dairy Proteins

CAYUGA

Saputo

LACTALIS
AMERICAN GROUP, INC.

OATKA

UPSTATE NIAGARA COOPERATIVE, INC.
FARMER OWNED
Digital Marketing & Social Media

A Digital Consumer-Facing Marketing Campaign

**Proteins from Milk - The Strong Inside**

### Coming Soon: Whey to Go!

**Share The Strong Inside**

**Your New Summer Drink with Whey**

**Whey Protein**

- Usually: 80% protein, remaining consists of lactose (4-6%), fat, minerals and moisture.
- Good for muscle recovery

*TheStrongInside*: Not all protein powders are created equal! In the battle between whey and pea, only one delivers the power of protein from milk to help keep you going through your busy day.

**Peanut Butter Banana Smoothie with Whey Protein**

*TheStrongInside*: You're just four ingredients away from a flavorful, protein-packed start to your day. Add some whey protein to your favorite go-to ingredients and create a simple smoothie treat that packs a protein punch.

**Get More for S'mores**

*TheStrongInside*: It's s'mores season 🍫! Add more oomph to your favorite campfire snack by using chocolate that's fortified with proteins from milk, making it s'more complete.
Influencers

Thestronginside: If you ever dreamed of turning custard toast into a source of protein, @livelytable is here to make your dreams come true! This drool-worthy toast couldn’t be easier to prepare, and will fuel you for the morning ahead! Grab the recipe below.

Thestronginside: Looking to kick-start your day with something savory? These light and fluffy muffins from @ameensavorydish are packed with whey protein from milk and perfect for your on-the-go morning routine.

Thestronginside: A creamy, frosty snack that’s also chock full of nutrition? Sign us up! These easy orange creamicle pops from @livelytable taste delicious (and are perfect for this HOT summer weather!), but they also have the goodness protein from milk to stave off blood sugar spikes and to help fuel an active lifestyle!
PR Campaigns

www.thestronginside.com

A Digital Consumer-Facing Marketing Campaign

PROTEINS FROM MILK
Create the Strong Inside

What's Your Strong Inside?

Proteins From Milk Are Strong Inside

mbg

Women's Health

mindbodygreen
Project Goals

• Engage New York-based Influencers to target consumers through messaging, content and sharing about #proteinsfrommilk
• Create curated content focused on reaching healthcare professionals to aid them in teaching and reinforcing the value of including milk and proteins from milk in diets
• General support of the campaign to include paid media placements in New York and across the US
Funding Overview

- Funding is from organizations in the dairy industry who provide various levels of support as Sustaining (3-year commitment) or Supporting (one-year) Patrons
- Requested support from NYS DPO: $250K for 2023 Campaign Year
  - Allows for targeted messaging to a specific population and to test/trial new ways of promoting #proteinsfrommilk
Specific Project Actions

• Targeted messaging to New York residents through influencers from communities like Peloton and Mind Body Green
• Work with local fitness studio managers to develop localized sampling programs and pop-ups to refuel workout goers
• Work with local school districts to add “splash” stickers to mark cartons to raise awareness of how milk can “fuel” their lives
• And more!
Key Performance Indicators

Looking at paid media and paid search to generate:
- Cost per impression
- Cost per click
- Engagement rates
- Email leads gathered at www.thestronginside.com
- Website analytics
The Strong Inside® Campaign
The checkoff was created and is directed by FARMERS for FARMERS to build SALES and TRUST in dairy.

What we do: RESEARCH and PROMOTION

How we do it: PARTNERSHIPS and COLLABORATION
Your Dairy Checkoff
Created to serve farmers' expanded needs and opportunities

Represents the global trade interests of U.S. dairy to expand export and increase export value

Brings together dairy leadership to advance U.S. dairy’s shared social responsibility platform and collective goals

Improves nutrition and physical activity for youth in U.S. schools and communities through public and private partnerships

Works with dairy farmers to reduce U.S. dairy’s environmental footprint through innovative manure management solutions

Est. 1995
Est. 1915
Est. 2006
Est. 2008
Est. 2010
Est. 2015
Long-Term Sales
Why Did Farmers Create the Checkoff?

WAREHOUSES BULGE WITH SURPLUS CHEESE, BUTTER AND DRIED MILK

MILK PRODUCTION VS. COMMERCIAL DISAPPEARANCE

17 Billion Lb. Surplus

Source: USDA NASS – Milk Production; NMPF – Commercial Disappearance of Milk in All Products, Milk Equivalent, Total milk solids basis 1980-2019
### Long-Term Growth for Both Domestic and Export

<table>
<thead>
<tr>
<th></th>
<th>Domestic Market</th>
<th>Export Market</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>10 Yr. Avg. Annual Growth</strong></td>
<td>+1.8 billion lbs</td>
<td>+1.3 billion lbs</td>
</tr>
<tr>
<td>2011-2021</td>
<td>+1.0%</td>
<td>+4.3%</td>
</tr>
<tr>
<td><strong>Milk Equivalent, Total Solids Basis</strong></td>
<td>83% total dairy sales</td>
<td>17% total dairy sales</td>
</tr>
<tr>
<td><strong>Sources:</strong> USDA, NMPF, DMI analysis, 2020 data adjusted for leap year</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
THE U.S. IS A GROWTH MARKET FOR DAIRY

DOMESTIC PER CAPITA TOTAL DAIRY CONSUMPTION
Pounds Per Person, Milk-fat, Milk Equivalent Basis
AT RETAIL, DAIRY IS THE LARGEST EDIBLE AISLE AT $66 BILLION, DELIVERING LARGEST DOLLAR GROWTH

Top Retail Edible Aisles 2021

<table>
<thead>
<tr>
<th>Aisle</th>
<th>$ Sales Billions</th>
<th>Growth 2019-2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAIRY</td>
<td>$65.9</td>
<td>$52.7</td>
</tr>
<tr>
<td>Snacks</td>
<td>$6.9</td>
<td>$6.7</td>
</tr>
<tr>
<td>Carb Soft Drinks</td>
<td>$33.8</td>
<td>$3.4</td>
</tr>
<tr>
<td>Rfg Meat</td>
<td>$29.9</td>
<td>$4.9</td>
</tr>
<tr>
<td>Bakery</td>
<td>$29.1</td>
<td>$3.0</td>
</tr>
<tr>
<td>Candy</td>
<td>$28.9</td>
<td>$2.7</td>
</tr>
<tr>
<td>Meats</td>
<td>$27.7</td>
<td>$4.9</td>
</tr>
<tr>
<td>Sports/Energy Drinks</td>
<td>$26.1</td>
<td>$5.7</td>
</tr>
<tr>
<td>Fz Meals</td>
<td>$23.9</td>
<td>$4.0</td>
</tr>
<tr>
<td>Water</td>
<td>$21.5</td>
<td>$3.5</td>
</tr>
<tr>
<td>Coffee/Tea</td>
<td>$21.5</td>
<td>$2.2</td>
</tr>
<tr>
<td>Baking</td>
<td>$21.4</td>
<td>$5.1</td>
</tr>
<tr>
<td>Fz Meats/Poultry/Seafood</td>
<td>$20.5</td>
<td>$2.6</td>
</tr>
<tr>
<td>Condiments &amp; Sauces</td>
<td>$19.5</td>
<td>$1.6</td>
</tr>
<tr>
<td>Cookies &amp; Crackers</td>
<td>$18.3</td>
<td>$2.2</td>
</tr>
<tr>
<td>FZ DESSERTS</td>
<td>$15.4</td>
<td>$2.2</td>
</tr>
</tbody>
</table>

Source: IRI syndicated database
Note: The ‘dairy’ aisle includes refrigerated non-dairy items; 100% dairy dominates in size
2023 Unified Marketing Plan
Key Highlights
DMI Goals

Position U.S. Dairy to win in a global food system

Build trust

Incremental sales growth
New Strategic Priorities to Deliver Sales & Trust

A S P I R E

Action  Sustainability  People  Innovation  Reputation  Exports
Innovation

Technology-powered breakthrough science, benefits, and innovations to advance U.S. dairy’s wellness and product leadership
GROW SALES STRATEGIES

KEY PLANS

Existing Partners

New Partners

New Platforms & Technologies

• Milk Molecule Initiative
• Shelf-Stable Milk, Creamers
• Categories outside dairy
H&W SCIENCE STRATEGIES

KEY PLANS

- Condition/Benefit Research
- Claims Messaging Validation

Science Platforms

- Protect: Dietary Guidelines, Global Food Systems
- Discovery: Immunity, Calm, Energy, Digestive Health and Health Conditions, Benefits

Collaborative Partnerships/Pilots

- General Mills
- UC Davis
- NIH
- Mayo Clinic
ATTRACT & SECURE OUTSIDE INVESTMENT TO DRIVE INNOVATION

KEY PLANS

- Prove the dairy investment and growth opportunity to outside investors
- Host “Industry Meets Entrepreneur” matchmaking events
- Lead dairy innovation summits

- Improve access to resources, R&D and production for entrepreneurs interested in dairy
- Facilitate start-up innovation pilots
TALENT DEVELOPMENT STRATEGIES

KEY PLANS

- Identify growth areas and technology that will help position dairy for future growth
- Learning labs for modern technology such as artificial intelligence and computational biology
- Lead new product research competitions and pilot new science projects (e.g., manure, by-products, health conditions)
- Embed dairy interns, plus underserved POC youth, in modern product science, partner and tech locations

Training and Access

Expand Network for Dairy Students
PLAN OUTCOMES

IN 3 YEARS...

More Incremental Sales
Channel-leading partners launch new innovation and growth platforms and new technologies

More Commercialized Science
Accelerated discovery and commercialization via platforms (Lactoferrin) and benefits (Immunity)

More Outside Investment
For product innovation, health and wellness science from non-dairy processors

More People Working on Dairy Science & Innovation
Connected technology, talent, and R&D capabilities to modernize and commercialize science and products
Exports

U.S. dairy is a consistent, preferred supplier in key markets globally

Export “brand of choice”
Why are exports important?

Milk Production Outpacing Domestic Consumption

![Graph showing U.S. Milk Production & Domestic Consumption (Rolling 12 Months, Milk Solids Equivalent) from 2001 to 2025. The graph compares milk production and domestic consumption, with production surpassing consumption over time.](image-url)
TWO MAJOR GROUPS ADDRESSING EXPORT OPPORTUNITY ON BEHALF OF FARMERS

Represents the global trade interests of U.S. dairy to expand export and increase export value

Dedicated team that works directly with partners to help grow exports via innovation and marketing platforms
USDEC 2023 STRATEGIC OPERATIONS GOALS

1. **Goal 1**
   Enhance U.S. dairy industry’s motivation and ability to compete and win in export markets

2. **Goal 2**
   Drive demand, elevate preference, and build confidence for U.S. Dairy internationally

3. **Goal 3**
   Solidify leadership as premier advocate and go-to-resource on U.S. dairy exports – we are the export experts
Partner with U.S. foodservice companies to drive menu and marketing innovation using U.S. cheese

Partner with U.S. coops to build capabilities and co-fund value-added growth initiatives

Identify and execute against future growth platforms
EXPO RTS: Foodservice Partnerships

Partnering with U.S. foodservice companies to drive menu and marketing innovation using U.S. cheese has led to significant success.
IN 3 YEARS...

**Sales Growth**
Continued growth of U.S. dairy export volume and value

**U.S. Market Share Growth**
U.S. dairy has increased market share of exports in priority markets

**Product/Channel Expansion**
More value-added U.S. dairy products can be found in more channels including foodservice, manufacturing, and retail
Dairy, farmers, and cows as environmental solutions—backed by science and proof, and economically additive for farmers, markets, and society.
# SUSTAINABILITY STRATEGIES

<table>
<thead>
<tr>
<th><strong>RESEARCH</strong></th>
<th><strong>IMPACT</strong></th>
<th><strong>ACTION</strong></th>
<th><strong>PARTNERSHIPS</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Expand research base and knowledge to increase the feasible on-farm options that drive positive environment improvements</td>
<td>Improve planning and measurement methodologies, models, tools, and resources for farm and industry</td>
<td>Activate and enable checkoff nationally and regionally to support acceleration of on-farm environmental sustainability</td>
<td>Increase partner engagement and external funding to support checkoff research and action</td>
</tr>
</tbody>
</table>
Support checkoff research and action

**RESEARCH**
Support with funding and technical expertise
- Foundations
- Non-Governmental Orgs
- Corporations
- Universities

**IMPACT**
Inform measurement methodologies and decision support resources
- Modeling experts
- USDA data

**ACTION**
Accelerate implementation
- Cooperatives
- Agricultural service providers
- Extension
- Non-Governmental Orgs
- Value chain
PLAN OUTCOMES

IN 3 YEARS...

More farmer solutions
Additional decision support resources, measurement tools and access to technical and financial assistance

More proof for powerful messaging
Documented progress that increases consumer trust

More partners to fund and educate consumers and thought leaders
Others investment extends checkoff dollars and influence
Securing U.S. dairy reputation with consumers and thought leaders via proof as a source of human nourishment and sustainability.
SECURING DAIRY’S REPUTATION AT KEY LIFE STAGES

- Adolescents
- Young Adults
- Early Parents
Deliver breakthrough consumer content to grow share of voice in critical channels for youth and parents.

Engage the most influential experts and thought leaders in media, medicine, science, and education to scale credibility and reach to consumers.

Work with the most high-impact partners in H&W, environment, and industry to secure dairy's role in diet and food systems.

Harness new technologies to magnify impact through coordinated action with industry and partners.
WIN IN KEY CHANNELS

Deliver breakthrough consumer content to grow dairy's positive share of voice in critical channels for youth and parents

- **Cultural Influencers**: Recapture social media’s wellness narrative through influencers
- **U.S. Dairy Storytelling**: Reposition dairy’s value to the environment in assertive campaign
- **Retail Marketing**: Regain real dairy’s voice in retail channels
- **School Experience**: Focus on targeted ways to improve the school eating experience
Scale consumer reach through the most influential experts and thought leaders in media, medicine, science, and education to recommend dairy

Media & Thought Leaders
Deliver disruptive proof to under-informed decision drivers

Next Gen Scientists
Immersive experiences for future academic leaders

Pediatric Care Specialists
Recapture younger health professionals and in communities of color

STEM Educators
Instill ag learning with students concerned about environment
Work with the most high-impact partners in H&W and environment to protect dairy’s place in the diet

Bringing new energy & expectations to select partnerships, grounded in innovative health & wellness science and a deeper understanding of dairy farming’s sustainable nutrition
PLAN OUTCOMES

IN 3 YEARS...

**Improved Perceptions**

Consumer positive perceptions of dairy grow across targeted U.S. consumer life stages

**Increased Trust and Sentiment**

More customers, thought leaders and key consumer influences celebrate dairy and dairy farming’s benefit
### Key Plan Takeaways

**Innovation**
- Consumer-centric insight, innovation, and science are critical to positioning U.S. dairy for long-term sales growth.
- Plan leverages modern tools, talent, and technologies for impact now, while creating a thriving innovating ecosystem for the future.
- Plan utilizes powerful existing and new partners across channels and trusted science brands, while also bringing in outside investment to yield catalytic global growth opportunities in both the product and wellness platform spaces to deliver incremental sales growth for our farmers.

**Reputation**
- More impactful consumer channels and influencers will expand reach and directly engage and catalyze others to deliver deeper impact.
- Partnerships and technology deliver category-wide opportunities and scale.
- A consumer-first focus that turns wellness and sustainability proof points into more meaningful messages that drive purchase and long-term category loyalty.
- Farmers have greater influence over entire consumer dairy experience and are future-proofed for tomorrow’s generations.

**Sustainability**
- More solutions and partner support/investment to advance progress and build proof.
- Demonstrates evidence-based environmental sustainability. Illustrate data-driven impact and validate progress.
- Aggressive, proactive, and preemptive strategies build trust in dairy and prove our farmers as environmental solutions.

**Exports**
- Exports represent a critical market for U.S. dairy and outlook is bright based on trends (e.g., need for high quality protein, focus on health and wellness, and love for cheese).
- Direct commercial partnerships are a key enabler to U.S. dairy export growth. They deliver volume growth as well as strengthen the capabilities of U.S. coop exporters.
- Plan focuses on helping ensure consistently high quality supply and service to prove USA being best positioned to meet global demands.
# Key Plan Measures

## Innovation
- Grow Incremental and Sustained Dairy Sales (USDA Domestic +1.0 % 3-year average; Domestic Partners + 3.0% 3-year average)
- Accelerate H&W Science Discovery to Enable the Launch of two New Innovation Platforms and/or Benefit Platforms/Year
- Attract and Secure Outside Investment in H&W Science and Product Innovation (2-3 new non-processors investor/year)
- Modernize Dairy Science Training and Socialize Technology, Talent and R&D Capabilities (Double number of Dairy Science students by 2025)

## Reputation
- Quality and impact of consumer impressions and engagement with content (video views, comments, etc.)
- Impact on sales and positive activations from retail marketing and influencers
- Brand lift studies to assess content's ability to increase consumer perceptions
- Impact in schools via equipment distributed, schools reached and average daily participation in school meal improvement
- Consumer reach via partners and their brands
- Perception changes of thought leaders and experts engaged (educators, scientists, etc.)

## Sustainability
- More farmer solutions launched: Additional decision support resources, measurement tools and access to technical and financial assistance provided
- More proof: Documented progress that increases consumer trust
- More partners: Secured outside investment extends checkoff dollars and influence

## Exports
- Total export sales (value and volume)
- U.S. market share, partner export volume
- Partner milestones (e.g. product launches, international staffing, etc.)
Questions?
The Dairy Farmer Project

A theatrical documentary about the sustainability story behind the milk
Project Goals

Increase NY Dairy sales by:

• Raising awareness of sustainable land use and best management practices implemented by NY Dairy Farmers.

• Elevating and connecting women in a variety of roles in agriculture.

• Creating a unique, engaging, and aspirational story that resonates with decision makers, K-12 and college kids (Gen Z).
Partners and Programs
Genesee River Demo Farm Network

- 7 Dairies (1 organic)
- 4 Cash/Grain Farms
- 1 Vegetable Farm
- 48,000 acres
- 15,700 head livestock
• Learn from local farmers with successful soil health implementation

• Learn about changes in economic benefits and costs from their real-life experiences

• Learn about observed changes in soil quality like erosion or water runoff

• Learn how to integrate into current system
Demo Farm Network *Implementation*

- Reduced Tillage
- Planting Green
- Cover Cropping
- Interseeding
- Nutrient Management
- Biological Amendments
Environmental Benefits of Soil Health Practices
Across Four New York Farms

Water Quality Improvement (Nutrient Tracking Tool)
All farms observed reduced soil and water runoff

- Weighted average reduction in N were 30% (range was 4% to 72%)
- Weighted average reduction in P were 60% (range was 33% to 92%)
- Weighted average reduction in sediment losses were 73% (range was 29% to 99%)

Climate Improvement (COMET-Farm)
All 4 farms observed greater reduction of emissions
- Weighted average reduction of 279% (range was 69% to 476%)
- Average reduction of 3.75 cars off the road annually

Average field size: 21 acres
Range: 10-35 acres
Women for the Land Program
• Women own 51% of US Farmland (37% in NY)

• Fastest growing demographic of farmland owners and beginning farmers

• Women care deeply about land use practices and passing farmland onto the next generation

• Peer-to-Peer Networking through Learning Circle model
Women Represented in the Genesee River Demo Farm Network

- 4 Demo Farms are owned and/or managed by women
- 3 Dairies
- 15,000+ acres
Women farmers should be represented in successful storytelling campaigns to uplift and inspire others to follow their lead.
Women farmers should be represented in successful storytelling campaigns to uplift and inspire others to follow their lead.

But documentary-style videos showcasing female farmers have been made before and can be improved to reach new audiences.
Shake on the Lake
• The only theater-performance organization in Wyoming County, NY

• Champion of rural arts and culture

• Strong connection with Gen Z and urban demographics

• Innovative arts education and awareness

Here, performing at Burley’s Berries and Blooms
Outreach Plan
Outreach Plan

• Create a 10-minute video and social media clips showcasing two female dairy farmers through the artistic lens of making a play about the dairy industry in Wyoming County.

• Theatrical (stage) version will tour 16 sites throughout NY.

• Release the video on AFT’s national social media platforms; share with partners and newsletter subscribers.

• Integrate video into Farm to Institution Programming to reach K-12 students and decision makers.
Outreach

• Stage performances will reach 15,000 people across New York.

• Social media engagement will reach AFT’s 150,000+ subscribers.

• AFT’s FINYS (Farm to Institution New York State) will integrate the video into their decision-making partnerships to increase locally produced dairy in K-12 schools.
Since 2012, AFT’s FINYS collaborative has strengthened the health of New Yorkers by empowering institutions to purchase more food from NY farmers.

The Institute is a statewide training program for school teams of food professionals, teachers, and admin in implementing Farm to School action plans.

FINYS will integrate this film into the Institute curriculum, and make it available to Institute alums and network partners to share with staff and students.
This approach helps schools develop lasting, sustainable programs and understand the “big picture” of how farm to school fosters community, develops opportunities for youth leadership and healthy habits, supports farmers, and bolsters local economy.
Social Media Reach & Impact

@americanfarmlandtrust & @newyorkfarmland
A combined 10,000 followers

@AmericanFarmland
1K subscribers | with broader reach during live and special events.

American Farmland Trust & American Farmland Trust, New York
A combined 75,000 followers | with broader reach during live and special events.

32,278 National E-News subscribers
15,000+ E-News subscribers across AFT New York programming
Social Media Reach & Impact

Current audience

Facebook Page likes:
64,161

Potential audience

Instagram followers:
8,727

Age & gender

Women 60.1%
Men 39.9%

Women 71.7%
Men 28.3%
Social Media Reach & Impact

Content overview
Explore noteworthy trends from the content you recently created and shared.

Organic reach
Post reach
82.4K ↑ 259.6%
Total from last 90 days vs 90 days prior

Median post reach per media type
For posts created in the last 90 days
Images
2K
Videos
1.8K
Links
1.2K
Text
694
Audio
0

Median post reach per content format
For posts created in the last 90 days
Album posts
3.4K
Other posts
1.5K
Live posts
1.3K
Reels
0
360° video posts
0
360° image posts
0
Social Media Reach & Impact

American Farmland Trust
Published by Elizabeth Amodeo 🕒 August 19 at 10:00 AM 🕒

Meet full-time farmer and Brighter Future Fund grant recipient, Roy Nkemba, who came to the US over 20 years ago as refugee from the Democratic Republic of Congo after spending years at a refugee resettlement camp in Russia.

Roy shares, “I worked in construction for about 10 years before finding Plant It Forward Farms and my vocation as a farmer. I truly love what I do, which is growing healthy food to feed my community. In DRC I operated a diversified (mix vegetables, fiel... See more
Dairy Promotion through *The Dairy Farmer Project*
Project

Goals

Increase NY Dairy sales by:

- Raising awareness of sustainable land use and best management practices implemented by NY Dairy Farmers.
- Elevating and connecting women in a variety of roles in agriculture.
- Creating a unique, engaging, and aspirational story that resonates with decision makers, K-12 and college kids (Gen Z).
Thank you.

Questions?

Stephanie Castle, Agricultural Stewardship Coordinator

American Farmland Trust
scastle@farmland.org
Appendix
FINYS Partners

3C’s Partners include:
• Poughkeepsie Farm Project
• Kingston YMCA Farm Project
• Land to Learn
• Our Core
• Common Ground Farm
• Kite’s Nest
• Cornell Cooperative Extension of Orange and Dutchess Counties
  ... and more

New York Grown Food for New York Kids Coalition of 70+ partners include:
• Buffalo Public Schools
• Cornell Cooperative Extension Harvest NY
• Saranac Lake School District
• Broome-Tioga BOCES
• Northeast Farm to School Institute
• NY State Department of Education
• USDA Farm to School
  ... and more
FINYS

Impact Metrics

- Impact metrics FINYS currently tracks:
  - Change in dollars spent on and % increase in New York farm products;
  - Change in student awareness of NY farm products;
  - Change in educator and school staff awareness of farm to school;
  - Changes in community engagement efforts.

Questions are determined based on effectiveness of prior evaluation tools such as the Northeast Farm to School Institute, Farm to School Census, and NY Farm to School Survey.
Enhancing consumer understanding of New York dairy production practices that promote environmental sustainability.

Joseph W. McFadden, Ph.D.
Associate Professor of Dairy Cattle Biology
Northeast Agribusiness and Feed Alliance Faculty Fellow
Cornell Atkinson Center for Sustainability Faculty Fellow
Cornell Dairy Center of Excellence Faculty Fellow
Department of Animal Science
McFadden@cornell.edu
@RuminateOnThis
What to know about Joe

- Husband and father
- Animal scientist
- Educator
- Advocate
- Consumer
- Future farmer
The problem and opportunity of our time

- Our climate is changing
  - “…it is virtually certain that irreversible, committed change is already underway…” – Intergovernmental Panel on Climate Change 2021

- Methane emissions from NYS dairy industry are a focal point

- Impact of dairy on water quality and biodiversity also matter

- New York is well-positioned to meet the demand for dairy

- Consumer perceptions and attitudes are a constant pressure
The 2030 Project: A Cornell Climate Initiative
Dairy industry has decreased resource demand over the last century because of advanced technology.

<table>
<thead>
<tr>
<th>Resource</th>
<th>1944</th>
<th>2007</th>
<th>2007 as % of 1944</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milking cows</td>
<td>188,250</td>
<td>42,500</td>
<td>23.6%</td>
</tr>
<tr>
<td>All cows, heifers, &amp; bulls</td>
<td>423,000</td>
<td>91,500</td>
<td>21.6%</td>
</tr>
<tr>
<td>Feed (t)</td>
<td>8.39 mil</td>
<td>1.86 mil</td>
<td>22.3%</td>
</tr>
<tr>
<td>Land (ac)</td>
<td>1.87 mil</td>
<td>0.18 mil</td>
<td>9.7%</td>
</tr>
<tr>
<td>Manure (t)</td>
<td>9.32 mil</td>
<td>2.48 mil</td>
<td>26.6%</td>
</tr>
<tr>
<td>Water* (gal)</td>
<td>1.28 bil</td>
<td>0.45 bil</td>
<td>35.2%</td>
</tr>
<tr>
<td>Methane (t)</td>
<td>60,000</td>
<td>26,750</td>
<td>44.5%</td>
</tr>
</tbody>
</table>

Source: Adapted from Capper et al. (2008) ADSA-ASAS Annual Meeting
* Note: Water estimate does not include sanitation use
Majority of consumers are concerned

- “Cow farms are a known problem when it comes to climate change”

- “Factory farming in general is problematic”

- “…all the added hormones and chemicals. …it’s amazing we don’t have humans walking around with 4 ears and 2 noses”

- “larger producers…cut corners”

- “thousands of animals are kept in warehouses”
Dairy practices and technology are evil
Dairy farms are harming our environment

Simon V (He/Him) #pigoneer @Simonvibert - Sep 3
Repeating to @ExtinctionR and @garyfrancione
How can you claim to be trying to end extinction events when meat, dairy, poultry farming and fishing are destroying the planet and driving species to extinction.

VeganBOT @VeganismBOT - Aug 28
Animal ag hurts the planet. A farm with 2,500 dairy cows produces as much waste as a city of 411,000 people. This is why I’m vegan.

Don Carr @donpcarr - Aug 12, 2021
“Rural New Yorkers have also seen an uptick in dramatic leakage events, such as a 75-by-25-foot plume of liquid manure in a lake that provides drinking water for 44,000 residents of Central New York.”

prospect.org
New York Dairy Farms Skirt Clean Water Act Requirements
Farms in New York have used a form of legal arbitrage to shield their manure management practices from scrutiny.
'Cows Are the New Coal.' How the Cattle Industry Is Ignoring the Bottom Line When It Comes to Methane Emissions

Cows are not the new coal — here’s why

BY JOSEPH W. MCFADDEN, OPINION CONTRIBUTOR - 12/16/21 10:30 AM ET
THE VIEWS EXPRESSED BY CONTRIBUTORS ARE THEIR OWN AND NOT THE VIEW OF THE HILL
Elated.Vegan.Supplements @ElatedVeganSupp · Sep 1
Dairy... the source of so much pain. For animals. For the planet. And for human health. My prayer is for all dairy farmers to switch to producing plant-based milks be change makers and get ahead of the curve.
#stopdairy #govegan #goVegan

Veganuary @veganuary · Aug 23
One thing is clear. All milk alternatives are far better for the planet than dairy. 🌍 People tend to underestimate the greenhouse gas emissions saved by switching from dairy milk to #plantbased milk. Ready to #ChooseDairyFree? Find out more veganuary.com/choosedairyfree

Rachel Atcheson @r_atcheson · Aug 29
Starting us out the @Harvard @RadInstitute “Plant Futures: Equipping and empowering the next gen of leaders that will accelerate the transition to plant-centric food systems” is an informative @matthewhayek presentation!
Dairy... the source of so much pain. For animals. For the planet. And for human health. My prayer is for all dairy farmers to switch to producing plant-based milks 🍼 be change makers and get ahead of the curve. #stopdairy #govegan #goVegan

One thing is clear. All milk alternatives are far better for the planet than dairy. 🌍 People tend to underestimate the greenhouse gas emissions saved by switching from dairy milk to #plantbased milk. Ready to #ChooseDairyFree? Find out more veganuary.com/choosedairyfree

Oh Harvard. I didn’t realize you had an ag program 😅. All jokes aside, from my perspective, looking at emissions on basis of kg of product is not advised. It’s about nutrient supply.

Starting us out the @Harvard @RadInstitute “Plant Futures: Equipping and empowering the next gen of leaders that will accelerate the transition to plant-centric food systems” is an informative @matthewhayek presentation!
Surf and Turf: How Seaweed Helps Cows Become Better Climate Citizens

Hold off — for now — on feeding seaweed to cows to reduce methane

BY JOSEPH MCFADDEN, OPINION CONTRIBUTOR - 02/01/22 5:00 PM ET
THE VIEWS EXPRESSED BY CONTRIBUTORS ARE THEIR OWN AND NOT THE VIEW OF THE HILL
Our **specific goal of the project** is to enhance consumer awareness and understanding of modern practices and technologies employed by New York dairy farmers that promote the efficiency of milk production and reduce negative environmental impacts.

Our **target audience** are consumers that actively minimize or are considering to lower their consumption of milk and dairy products for plant-based alternatives because of misconceived beliefs that dairy farming has and will continue to be harmful to our environment.
Objective 1: Discover the identity of the target audience

- Conduct an audit of the target audience of consumers.

- Interview and collect information from New York dairy producers and scientists to identify the critical and unique communication challenges.

- Partner with the New York Animal Agriculture Coalition to interview their pre-existing producer and consumer networks.

- Train and manage Cornell University students to conduct interviews and gather data to contribute to the audit.
Training animal scientists to be animal science communicators

Ruminate On This
By People That Love Science and Food

Acts
5.0 • 4 Ratings

Listen on Apple Podcasts

APR 5, 2021
The efficiency of milk production and why it matters (Part 1 of 3)
Welcome to Ruminate On This podcast Episode 1. Learn how the dairy industry and milk production have changed in the last century. Explore how changes in the efficiency to produce milk have improved and the implications it has for our environment. Julia Siegel, Theresa Oduol, and Joseph...

PLAY 17 min

JAN 28, 2021
Welcome to Ruminate On This!
Ruminate On This (Coming Soon). A Cornell University podcast for consumers that want to learn more about animal production and its impact on food quality and healthfulness, our environment, and the well-being of animals. We will focus on the difficult challenges that face livestock and poultry...

PLAY 2 min

© By People That Love Science and Food
What have we learned so far?

33% of NYS respondents believe that dairy farms are polluting the planet and are the primary reason for climate change and global warming.

<table>
<thead>
<tr>
<th>Field</th>
<th>Less</th>
<th>Same</th>
<th>More</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cows of today produce ____ milk per unit of feed consumed as compared to 1940?</td>
<td>6.55%</td>
<td>16.50%</td>
<td>76.94%</td>
</tr>
<tr>
<td>The carbon footprint of milk production today is ____ than 1940?</td>
<td>31.47%</td>
<td>21.87%</td>
<td>46.66%</td>
</tr>
<tr>
<td>Cows of today are ____ healthy than cows of 1940?</td>
<td>26.11%</td>
<td>24.38%</td>
<td>49.51%</td>
</tr>
<tr>
<td>The number of milking dairy cows currently in the USA is ____ than in 1940?</td>
<td>23.50%</td>
<td>20.32%</td>
<td>56.18%</td>
</tr>
<tr>
<td>Milk production of today is ____ sustainable than milk produced in 1940.</td>
<td>19.17%</td>
<td>27.72%</td>
<td>53.11%</td>
</tr>
<tr>
<td>To produce an equivalent amount of milk (e.g., 1 million pounds), farms of today use ____ amount of land than in 1940.</td>
<td>45.12%</td>
<td>25.85%</td>
<td>29.02%</td>
</tr>
<tr>
<td>To produce an equivalent amount of milk (e.g., 1 million pounds), farms of today use ____ amount of water than in 1940.</td>
<td>26.52%</td>
<td>31.14%</td>
<td>42.34%</td>
</tr>
<tr>
<td>To produce an equivalent amount of milk (e.g., 1 million pounds), the production of waste (manure, nitrogen excretion, and phosphorus excretion) on farms today is ____ than in 1940.</td>
<td>27.34%</td>
<td>31.83%</td>
<td>40.83%</td>
</tr>
<tr>
<td>To produce an equivalent amount of milk (e.g., 1 million pounds), dairy farms of today produce ____ methane gas than in 1940.</td>
<td>24.91%</td>
<td>32.97%</td>
<td>42.12%</td>
</tr>
</tbody>
</table>
Objective 2: Develop a communication campaign that leverages storytelling to effectively reach the target audience

- Collaborate with 29 Design Studio to develop and launch a campaign that attracts and resonates with the target audience.

- Develop a communication strategy that will effectively reach the target audience.

- Develop content strategy utilizing storytelling to outline each targeted method of outreach.

- Develop a website to serve as the main hub of information for the benefit of consumers and farmers.
Objective 3: Implement the communication campaign to educate the target audience

- Launch the communication channels identified in the strategy to present the campaign to the public and push targeted outreach to each audience segment.

- Collaborate with media outlets across New York State to announce the initiative and begin promoting key messages.
Objective 4: Improve communication to dairy producers and stakeholders to inform them how they can improve communication

- While collecting information throughout Objective 1 (dairy producers and stakeholders, and target audience consumers), we will close the loop with dairy producers and stakeholders by adding information to a website that utilizes storytelling to highlight sustainability.
Objective 5: Assess the efficacy of our communication campaign to enhance the awareness and knowledge of the target audience using “key performance indicators”

- Track campaign activity across all the launched channels.
- Analyze campaign and messaging to determine effectiveness.
- Partner with dairies to identify the effects of the campaign that highlights a farmer, farm, and product on sales.
- Present monthly snapshot updates and annual progress reports to stakeholders.
- Continuously update and improve the communication strategy to adapt to changing trends.
Project team

- Joe McFadden (PD)
- Extension Communications Specialist for Dairy Sustainability (Hire)
- Communication Intern (Hire)
- Cornell undergraduates
- Nicole Rossi: Extension Communications Specialist for the Department of Animal Science at Cornell
- Maureen Ballatori: 29 Design Studio
- Renee Comings: Well Said Media
- Eileen Jensen: New York Animal Agriculture Coalition
- Thomas Overton: Director of the PRO-DAIRY program
How will NYS dairy industry benefit?

- More information for both producers and consumers will be provided that quantifies the greenhouse gas impact per unit of milk produced (or nutrients milk provide) and compares it to milk alternatives.

- Producers will receive training in how to communicate their sustainability practices.

- The benefit to NYS dairy producers is greater acceptance and understanding by the consumer for the practices and technology they employ, which will lead to greater adoption of those approaches by producers and increased dairy consumption and sales.
<table>
<thead>
<tr>
<th>Item</th>
<th>Year 1</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Key personnel</strong></td>
<td></td>
</tr>
<tr>
<td>PD McFadden effort Year 1</td>
<td>$10,851</td>
</tr>
<tr>
<td>Extension Communications Specialist for Dairy Sustainability at 100% effort</td>
<td>$70,000</td>
</tr>
<tr>
<td>Communications Intern at 25% effort</td>
<td>$8,944</td>
</tr>
<tr>
<td><strong>Personnel total</strong></td>
<td>$89,795</td>
</tr>
<tr>
<td><strong>Contractual services with 29 Design Studio</strong></td>
<td></td>
</tr>
<tr>
<td>Campaign development</td>
<td>$12,000</td>
</tr>
<tr>
<td>Content strategy including messaging and visual assets</td>
<td>$10,000</td>
</tr>
<tr>
<td>Marketing roadmap</td>
<td>$10,000</td>
</tr>
<tr>
<td>Website design and development</td>
<td>$12,000</td>
</tr>
<tr>
<td>Project management</td>
<td>$10,000</td>
</tr>
<tr>
<td>Campaign analytics</td>
<td>$5,000</td>
</tr>
<tr>
<td><strong>Contractual services total</strong></td>
<td>$59,000</td>
</tr>
<tr>
<td><strong>Travel</strong></td>
<td></td>
</tr>
<tr>
<td>Travel to The Great New York State Fair</td>
<td></td>
</tr>
<tr>
<td>(300 miles at $0.625/mile; 3 people)</td>
<td>$563</td>
</tr>
<tr>
<td>Travel to Farms</td>
<td></td>
</tr>
<tr>
<td>(800 miles at $0.625/mile; 3 people)</td>
<td>$1,500</td>
</tr>
<tr>
<td><strong>Travel total</strong></td>
<td>$2,063</td>
</tr>
<tr>
<td><strong>Other direct expenses</strong></td>
<td></td>
</tr>
<tr>
<td>Audio-visual equipment</td>
<td>$5,000</td>
</tr>
<tr>
<td>The Great New York State Fair Booth fees and supplies</td>
<td>$5,000</td>
</tr>
<tr>
<td>Stipends for op-ed writers including faculty and outside dairy industry professionals including farmers</td>
<td>$5,000</td>
</tr>
<tr>
<td><strong>Operating expenses total</strong></td>
<td>$15,000</td>
</tr>
<tr>
<td><strong>Total direct costs</strong></td>
<td>$165,858</td>
</tr>
<tr>
<td><strong>Total indirect costs (18%)</strong></td>
<td>$29,854</td>
</tr>
<tr>
<td><strong>Total project costs</strong></td>
<td>$195,712</td>
</tr>
</tbody>
</table>
Proof of concept

NEEDED: Any dairy farmer/farm within 1 hr or so of Ithaca want to be showcased in a video produced by @wellsaidmedia to highlight how dairy uses science & tech to protect the environment. Taping would occur this Wednesday. Goal is to educate. DM me. @nedpa_ny
Major support

- National Science Foundation Integrative Organismal Systems (2022)
- Foundation for Food and Agriculture Research Foundation Seeding Solutions (2019)
- USDA NIFA AFRI Foundational Program (2013, 2016, 2019, 2021)
- Foundation for Food and Agriculture Research Foundation Graduate Fellowship (2018)
- National Science Foundation Fellowship Program
- USDA Northeast Sustainable Agriculture Research and Education Program (2013, 2018, 2019)
- Northeast Agribusiness & Feed Alliance

McFadden has received additional support as gifts, honorariums, sponsored contracts, grants, and/or products from Cargill, AB Vista, Balchem Corporation, Adisseo, Elanco, Gröv, Vetagro, The Ballard Group, Phibro Animal Health, Berg+Schmidt, Global Agri-Trade, Milk Specialties, Virtus Nutrition, The Cornell Atkinson Center for Sustainability, Renaissance Ag, AMTS, WV HESP, WVU School of Medicine, New York State, Cornell Center for Advanced Technology, Hatch formula funds, WVU CTSI, WVU Pediatrics Dept.
Enhancing consumer understanding of New York dairy production practices that promote environmental sustainability.

Joseph W. McFadden, Ph.D.
Associate Professor of Dairy Cattle Biology
Northeast Agribusiness and Feed Alliance Faculty Fellow
Cornell Atkinson Center for Sustainability Faculty Fellow
Cornell Dairy Center of Excellence Faculty Fellow
Department of Animal Science
McFadden@cornell.edu
@RuminateOnThis

Questions?