New York Dairy Product Runway

A proposal from Cornell University to foster dairy product development through the NYS Dairy Promotion Order
VISION FOR NEW YORK DAIRY PRODUCT RUNWAY

- New, high-growth dairy companies created in and tied to New York, ready to compete for investment
- Successful on-farm and micro-batch value added dairy product development
- On-farm income diversification through viable value-added dairy product business plans
- Stimulated consumer demand for New York dairy products
- Increased utilization for New York dairy products
- Maximized dairy plant capacity
NEW YORK DAIRY PRODUCT RUNWAY THEORY OF CHANGE

PROGRESS

Leverage strength in research and development to help dairy innovators make commercially viable new products and start and grow new ventures.

We bring faculty, staff and experienced entrepreneurs together in support of a dairy innovation ecosystem.

PARTNERS

- Center for Regional Economic Advancement (CREA)
- College of Veterinary Science
- Division of Nutritional Sciences
- Cooperative Extension

- Food Science Department
  - Food Processing Development Lab (FPDL)
  - Food Science Prototyping Kitchen
- Center for Materials Research
APPROACH TO VALUE-ADDED INNOVATION

**DairyCorps**
Virtual customer discovery course for dairy product entrepreneurs, based on National Science Foundation commercialization, and addressing the biggest reason for new product failure: lack of product fit with market demand.

OUTCOMES: Plans for scalable product and business development

**Dairy Product Incubator**
Collaboration between dairy innovators and technical and business experts, with virtual, on demand coaching and mentorship, and access to Cornell’s Prototyping Kitchen.

OUTCOMES: Prototypes validated by technicians, mentors, and customers

**Dairy Product Accelerator**
In-person product development, including access to Cornell’s Food Processing Dairy Lab for prototyping and small batch product development, business workshops from Cornell’s Product Commercialization curriculum, and intensive dairy industry networking.

OUTCOMES: Dairy innovators ready to scale and commercialize their products
WHAT IS DAIRYCORPS?

DairyCorps is a specialized instance of I-Corps, a training program for entrepreneurial education and mentoring. It provides real-world, immersive instruction that allows participants to evaluate an idea’s commercial opportunity -- a critical first step toward successful translation into products, processes and services that benefit society.

I-Corps:

- Reduces risk of product-market fit failure
- Identifies new ways to apply current or future research to solve real-life challenges
- Provides entrepreneurial education, mentoring and funding
- Strengthens future SBIR/STTR applications
Entrepreneurs with value-added concept participate in virtual Cornell-hosted DairyCorps course based on NSF I-Corps model, to focus on initial product concept and customer discovery.

DairyCorps entrepreneurs with customer-tested concepts engage with technical experts to test business model and technical feasibility through product development on-farm, at pilot facilities throughout New York State, and at Cornell.

Entrepreneurs with viable business models and product feasibility participate in Cornell-based residential sessions for product prototyping, advanced business workshops and dairy industry networking.

Successful graduates move forward with better access to financing and next steps including:

- Food Product Dairy Lab small batch runs
- On-farm processing
- USDA VAPG
- NE DBIC On-farm Grants
- DFA CoLab
- Rabobank FoodBytes!
- SBIR/STTR Grants
- Grow-NY and other venture competitions
NEW YORK DAIRY PRODUCT RUNWAY
ANNUAL PARTICIPATION

- **DairyCorps**: Up to 24 teams
- **Dairy Product Incubator**: Up to 8 teams
- **Dairy Product Accelerator**: Up to 3 teams

Goal: 3 high growth potential dairy products/startups per year
WHY FUND THE NEW YORK DAIRY PRODUCT RUNWAY?

• The SBA describes mentorship as “the missing link to small business growth and survival” and reports that mentoring increases small business success by 50% over 5 years

• A 2020 Penn State on-farm processing survey found that 69% of survey respondents saw improved farm profitability due to value-added products

• Advice from survey respondents emphasized the need for confirming that value-added products have sufficient market potential before commercialization

• A 2016 UVM report notes that business planning is an important tool in helping farms decide if they move forward with on-farm processing, and that farmers are seeking help with marketing and making value-added dairy products
NEW YORK DAIRY PRODUCT RUNWAY

KEY PERFORMANCE INDICATORS

• Media hits

• Social reach

• Applications

• Points of connection between participants and dairy industry partners

• Farmers and entrepreneurs engaged in accelerator

• Points of connection between finalists and dairy industry partners

• Utilization of NYS milk
# NEW YORK DAIRY PRODUCT RUNWAY

## ONE YEAR BUDGET

<table>
<thead>
<tr>
<th>Cohort Description</th>
<th>Budget</th>
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</thead>
<tbody>
<tr>
<td>2 DairyCorps Cohorts</td>
<td>$60,000</td>
</tr>
<tr>
<td>1 Kitchen Prototype Cohort</td>
<td>$115,000</td>
</tr>
<tr>
<td>1 Dairy Incubator Cohort</td>
<td>$103,420</td>
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</table>
Thank You
Growing Sales and Trust in New York Dairy in New England

2023 Proposal for NYS DPO Advisory Board
SEPTEMBER 13, 2022
About New England Dairy

- 5 states
- 13.2 million consumers
- 4,600 schools
- 1.9 million students

- 19 Staff Members
- 200+ years of experience & expertise
Why New England as a Market?
Our Approach

Insights-Driven  Holistic  Farmer-Led and Informed
Federation-Wide Collaboration & Influence

**DMI to New England Dairy**
- **NATIONWIDE PARTNERSHIPS**
  - Foodservice, NFL, Feeding America, Health Professional orgs, etc.
- **DAIRY EXPORTS**
- **RESEARCH**
  - Nutrition, product, environmental, consumer
- **TURNKEY ASSETS/PROGRAMS**
- **EXPERTISE**

**New England Dairy to DMI**
- **INPUT INTO PLANNING/LOCAL EXECUTION**
- **IDEAS/BEST PRACTICES**
- **PILOT OPPORTUNITIES**
- **TOOLS & RESOURCES**

**Across States/Regions**
- **ASSETS**
  - Digital recipes, videos, tool kits, curricula, campaigns, artwork & photos
- **IDEAS/BEST PRACTICES**
- **COLLABORATION**
2020-2023 Priorities Are Interdependent, DRIVING TOWARD SALES

- Incremental sales growth
- Build trust
- Position U.S. Dairy to win in a global food system
Goal 1: Accelerate incremental dairy sales to youth in schools

Erin Wholey, Director, Youth Wellness
<table>
<thead>
<tr>
<th>DPO Priorities</th>
<th>New England Dairy Project Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Increase the consumption of New York milk and dairy products by youth (lunches, breakfasts, and other offerings)</td>
<td>• Increase dairy sales in granted schools by 5%</td>
</tr>
<tr>
<td>• Develop and implement marketing strategies that are inclusive of the socially diverse population to increase the consumption of NYS milk and dairy products.</td>
<td></td>
</tr>
</tbody>
</table>
Direct Support to Schools

Offer Equipment and Marketing Grants

Prioritize Target School Districts

Large urban districts where most of the population is non-white
Collaborating with Influential School Nutrition Partners

Promoting School Meals

School Nutrition Expert Forum
### Goal 1: Accelerate Incremental Dairy Sales to Youth in Schools

<table>
<thead>
<tr>
<th>Proposed Cost of Project</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Costs:</td>
<td>$ 90,958</td>
</tr>
<tr>
<td>Salaries/Benefits:</td>
<td>$ 174,254</td>
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<td>Travel Costs:</td>
<td>$ 5,237</td>
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<tr>
<td>Operating Expenses:</td>
<td>$ 34,045</td>
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<tr>
<td><strong>Total:</strong></td>
<td><strong>$ 304,494</strong></td>
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</tbody>
</table>
Goal 2: Build dairy trust in New England target audiences (Gen Z, Millennial Moms, Thought Leaders)

Erin Wholey, Director, Youth Wellness
Michael DeAngelis, VP, Integrated Marketing Communications
Heidi Harkopf, Director, Nutrition Programs
DPO Goals

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

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

• Develop and implement marketing strategies that are inclusive of the socially diverse population to increase the consumption of NYS milk and dairy products.
New England Dairy Project Objectives

- **Gen Z:**
  - Generate a minimum of 2 million impressions through outreach and events
  - Minimum of 175,000 youth engaged through programs, outreach, and events in and outside of schools

- **Millennial Moms:**
  - Generate 6 million impressions through outreach and events
  - Increase engagement on digital platforms across the program by 5%

- **Thought Leaders:**
  - Generate 60,000 impressions through outreach and events
  - Engage 1,000 thought leaders through outreach and events

- Achieve an average of 85% positive perception of dairy following activations
Gen Z
Dairy Farm to School: In the Classroom

Adopt a Cow
Focus = Elementary Schools

S.T.E.M. Curriculum
Focus = Middle & High Schools
Dairy Farm to School: Beyond the Classroom

SPORTS NUTRITION EDUCATION

DAIRY FARM TOURS

MARKETING RESOURCES
Reaching Gen Z on TikTok

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

• Build an audience on TikTok to support trust in dairy products and dairy farmers
Millennial Moms
## Social Media Content Strategy

<table>
<thead>
<tr>
<th></th>
<th><strong>Organic</strong></th>
<th><strong>Paid</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Who we reach?</strong></td>
<td>Dairy lovers</td>
<td>Target conflicted consumer</td>
</tr>
<tr>
<td></td>
<td>Friends and followers</td>
<td>Urban/suburban millennial women with children</td>
</tr>
<tr>
<td></td>
<td>Industry partners</td>
<td>Gen Z (creator engagement)</td>
</tr>
<tr>
<td><strong>What will they see?</strong></td>
<td>Food and recipes</td>
<td>Dairy as a solution to climate change</td>
</tr>
<tr>
<td></td>
<td>Community events/experiences</td>
<td>Cow care</td>
</tr>
<tr>
<td></td>
<td>Positive news</td>
<td>Plant-based beverages v. cow’s milk</td>
</tr>
<tr>
<td></td>
<td>Foodservice promotions from industry partners</td>
<td>Optimal nutrition</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Milk’s wellness benefits including Immunity, Calm, Energy, Digestion (ICED)</td>
</tr>
</tbody>
</table>
Social Media Campaign: 
Real Life Needs Real Dairy

Health

Planet

Community
2023 Digital Content Strategy

Search Engine Optimization (SEO)

Google

- how are cows treated
- how are cows treated in dairy farms
- how are cows treated in India
- how are cows treated in factory farms
- how are cows treated in America

New England dairy farmers work hard every day to produce high-quality and nutritious milk for us all to enjoy. They understand that being environmentally responsible is essential for preserving and protecting our local landscape.

Learn about the dedicated efforts of Connecticut Dairy farmers and Guida’s Dairy to produce and deliver nutritious products while protecting the planet. Learn more about their efforts and get a Guida’s $1 off coupon.
Dairy in the Digital World: Influencer Strategy

Influential Voices:
- Millennial Moms
- Lifestyle Influencers
- Foodies
- Fitness Experts

Mobile Dairy Bar at NY Washington County Fair
Thought Leaders
Target Thought Leaders:

- 4,000 Pediatricians
- 5,000 Registered Dietitians
- 32 Food Insecurity Partners
- 10,000 School Nutrition Professionals

Generate 60,000 thought leader impressions
Engage 1,000 thought leaders
Building Trust with Thought Leaders: Continuing Education

- Live Webinars
- Recorded Webinars
- In-Person Sessions
Equipping Thought Leaders with Science and Resources

- Science and resources delivered through multiple touchpoints:
  - Newsletters
  - Digital communications
  - Direct mail

- Education:
  - Birth – 24 feeding guidelines
  - Beverage guidelines for children
  - Lactose Intolerance
  - Dairy nutrition
  - Dairy sustainability
## Goal 2: Build Trust in New England Target Audiences (Gen Z, Millennial Moms, and Thought Leaders)

### Proposed Cost of Project

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Program Costs:</td>
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<tr>
<td>Salaries/Benefits:</td>
<td>$ 410,142</td>
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<td>Travel Costs:</td>
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<tr>
<td>Operating Expenses:</td>
<td>$ 98,842</td>
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<tr>
<td><strong>Total</strong>:</td>
<td><strong>$ 759,343</strong></td>
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</tbody>
</table>
Goal 3: Engage dairy farmers and industry stakeholders in dairy promotion program activities

Michael DeAngelis, VP, Integrated Marketing Communications
DPO Goal

• Improve communication to dairy producers and dairy stakeholders to inform them how they can assist in improving the consumption of New York milk and dairy products by highlighting the sustainability story.
New England Dairy Project Objectives

- Achieve a 3% click rate on farmer newsletter links
- Activate farmers in 50 checkoff activities reaching the public
- Award farmer dairy promotion grants reaching at least 10,000 consumers
- Generate 40,000 social media likes and comments from Dairy Farmer Digital Ambassadors
- Generate 900 impressions with industry stakeholders and partners with insights, resources, and assets
- Activate a minimum of two strategic partners to drive dairy sales
Dairy Farmers
Engaging Dairy Farmers in Promotion

CONNECT

ACTIVATE

PROTECT
On-Farm Farmer Meetings

CONNECT
Raising Farmer Voices

Dairy Farmer Grant Program

ACTIVATE

Digital Dairy Farmer Ambassadors
Telling the Dairy Story

In Other News:
- PFAS on farms
- Cows harming the climate
- Milk is racist
- Choose plant cheese
- Sugar in school meals
- Farmers facing drought
Dairy Industry Stakeholders
Partnership with Processors & Retailers: Protecting our Planet

Updated Milk Label for a regional DFA Brand

Retail events to connect consumers at point of purchase
Meeting Consumers in Virtual Aisles

How this comes to life:

• Build on DMI’s investment
• Specific to dairy products in market
• Flexible spending
• Success based on “Return on ad space” (ROAS)
  • Converted to sale during on-line experience
Connecting Dairy Industry to Farmers

- Quarterly newsletter
- Featuring content that may include:
  - Regional research
  - Opportunities for collaboration
  - Dairy farmer highlights
  - Community engagement
- Continue to be viewed as trusted & valued resource
Goal 3: Engage Dairy Farmers and Industry Stakeholders in Dairy Promotion Program Activities

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</tr>
<tr>
<td><strong>Total:</strong></td>
</tr>
</tbody>
</table>
Goal 4: Support national programs influencing increased consumption of milk and dairy products

Presenter:

PAUL ZIEMNISKY
EXECUTIVE VICE PRESIDENT
WELLNESS, INSIGHTS & INNOVATION
DAIRY MANAGEMENT, INC.
DPO Goal

- Participate in national programs influencing increased consumption of milk and dairy products.
- Increase the sales and consumption of milk and dairy products produced in the US and exported to other countries.
Goal 4: Support National Programs Influencing Increased Consumption of Milk and Dairy Products

<table>
<thead>
<tr>
<th>Proposed Cost of Project</th>
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<tr>
<td>UDIA Dues:</td>
<td>$ 39,199</td>
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<tr>
<td>Unified Marketing Plan:</td>
<td>$ 330,211</td>
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<tr>
<td>Total:</td>
<td>$ 369,410</td>
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Budget
### 2023 Budget Request: Growing Sales and Trust in New York Dairy in New England

**Total 2023 Proposed Cost: $1,650,000**

<table>
<thead>
<tr>
<th>Goal</th>
<th>Cost</th>
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<tbody>
<tr>
<td><strong>Sales</strong></td>
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<tr>
<td>• Increase the consumption of NY milk and dairy products by youth</td>
<td>$304,494</td>
</tr>
<tr>
<td>• Marketing strategies that are inclusive of socially diverse populations</td>
<td></td>
</tr>
<tr>
<td><strong>Trust</strong></td>
<td>$759,343</td>
</tr>
<tr>
<td>• Improve image of dairy products and farming practices among consumers</td>
<td></td>
</tr>
<tr>
<td>• Marketing to reach Gen Z</td>
<td></td>
</tr>
<tr>
<td>• Marketing strategies that are inclusive of socially diverse populations</td>
<td></td>
</tr>
<tr>
<td><strong>Engage Farmers and Industry Stakeholders</strong></td>
<td>$216,753</td>
</tr>
<tr>
<td>• Improve communication to dairy producers and dairy stakeholders and engage in dairy promotion efforts</td>
<td></td>
</tr>
<tr>
<td><strong>Support National Programs</strong></td>
<td>$369,410</td>
</tr>
<tr>
<td>• Participate in national programs influencing increased consumption of milk and dairy products.</td>
<td></td>
</tr>
<tr>
<td>• Increase sales and consumption of U.S. dairy products through exports</td>
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</tbody>
</table>
Why New England Dairy?

✓ New England is a key market for NY milk

✓ Dairy promotion expertise and relationships

✓ We are insights-driven and take a holistic approach to dairy promotion

✓ We are farmer-led and informed

✓ We leverage local, regional and national resources to the benefit of NY dairy farmers
Questions?
Thank you
An agriculturally literate person understands and can communicate the source and value of agriculture as it relates to our daily lives.
New York Agriculture in the Classroom

- We believe in real
- We invest in teachers
You will find CCE AITC educators

- In the classroom
- In the community
CCE Partners – Year 1

- Broome
- Livingston
- Madison
- Monroe
- Nassau
- New York City
- St. Lawrence
- Wyoming
CCE Partners – Year 2

- Albany & Schenectady
- Erie
- Genesee
- Herkimer, Hamilton, Montgomery
- Oneida
- Seneca
Major Accomplishments

- Resiliency through COVID-19
- 133,306 students impacted
  - 2-10 experiences
- 92,572 hours of instruction
Proposed CCE Partners – Year 3

Up to 7 Counties
- Cayuga
- Cattaraugus
- Chemung
- Jefferson
- Niagara
- Suffolk
Project Goal

Students will be able to

- Understand & communicate dairy’s impact on our daily lives
- Meet curricular goals
- Increase dairy consumption
Areas of Focus

Action 1
- Support CCE Staff
- Materials, Supplies, Travel
- 21 Total Partners

County Goals
- 3+ Schools in County
- Multiple Experiences
- Consume Dairy
Areas of Focus

Action 2

- Classroom Engagement
- Experiential Learning Focus
- On-farm Experiences
- Virtual Programming
Areas of Focus

Action 3

- Professional Development
- Authentic Conversations
- Pragmatic Lessons & Kits
- Continuing Education Credit
Areas of Focus

Action 4
- Professional Learning

CCE DITC Educators
- Multi-Day Training

Farm Tour Training
- Milk for Health, NYAAC, ADANE
Questions?
Who is NYAAC?

Mission: to enhance the public’s understanding of and appreciation for animal agriculture by fostering a dialogue with consumers, engagement with farmers and cooperation among members of the industry.

Empowering farmers to tell their story firsthand

Engaging the public in conversations about agriculture
NYAAC Staff & Board

Eileen Jensen,  
*Executive Director*

Hannah Johnson,  
*Communications Manager*

**Member Organizations:** American Dairy Association Northeast, Cayuga Marketing, Farm Credit East, New York Farm Bureau, and Northeast Dairy Producers Association, PRO-DAIRY (Advisory Member)
Today’s Request

Dairy Cow Birthing Center $60,000
Regional Dairy Center, Planning $100,000
A Mobile Dairy Experience $1,000,000

Total Requested $1,160,000
Dairy Cow Birthing Center
Dairy Cow Birthing Center

2022 Success
35 calves born, broke milestone of 300 cows
50+ sponsors

Social Media/YouTube Livestream

Impactful Conversations

Messaging
- Sustainable Nourishment
- Dairy products & nutrition
- By-products
- Sustainability/Water Conservation/Climate Change
Dairy Cow Birthing Center

2023 Plan
10-year celebration
- Educational Wall
- Engaging Conversations
- Showcase new Mobile Experience
- Anticipated Larger Footprint
- Continued Large Crowds
- Anticipated Dairy Products
- Making an impact
- General Expenses
Regional Dairy Center Planning
Regional Dairy Center, Planning

Begin discussions and planning phase to design a Dairy center on the State Fairgrounds

- Future home to the Birthing Center
  - Challenges faced each year: weather, expenses, potential for moving, set up manpower hours, biosecurity, changeover, safety, overall experience

- Beyond the Birthing Center
  - Central location for meetings, conferences, State Fair dairy educational center
Mobile Dairy Experience
A Review

Why?
- Limited school budgets
- Unique opportunity for non-school events

Execution
- Farm to People
- Diverse locations

Engagement
- Interactive with audio visual
- Engaging graphics

Measuring Results
- # of visits & people impacted
- Earned & social media
Process.
Progress.
Production.
Process.
Mobile Dairy Experience, Process

How we got here today?

Committee
- Diverse dairy backgrounds
- Variety of regions
- Different industry connections

Messaging
- More than “drink more milk” approach
- Focused on farmer to family

Research Design Company
- Spoke with numerous companies, landed with Craftsmen
Progress.
Mobile Dairy Experience, Progress

Where we started and came from?

- Original layout
- Understanding the WOW factor
  - Re-visiting priorities with engineers & committee
  - Farm visits with designers
  - New and current design
Production.
Mobile Dairy Experience, Production

Where are we today?
Thank you!

Eileen Jensen, Executive Director
315-719-2795
Eileen@nyanimalag.org
P.O. Box 179  Penn Yan, NY 14527
No Cost Dairy and Life Science Educational Experiences – On the Farm, In the Classroom, and Virtual

Proposal submitted by:
Our Mission: To positively impact and foster relationships with the community through increasing understanding of modern agriculture.

By working together with Old McDonald’s Farm, SHAEAC can offer quality agricultural education programs to over 25,000 visitors to the farm from May-Oct., and thousands more in classrooms the rest of the year.
Why are we requesting funding for the dairy wagon tours?

Old McDonald’s Farm and North Harbor Dairy have been offering dairy tours to the public for over 20 years. Why request funding now?

Although the fee to do the dairy wagon tour is small ($4 for adults – kids free), the competition of where that money will be spent on the farm is steep. A family of 4 might choose to use that $8 on the slide, the bounce house, eating ice cream, or in the gift shop. Overwhelmingly, the dairy tour will lose out to these other offerings – thus losing the opportunity to reach a large percentage of those visiting the farm.
But.....a no cost dairy tour with complimentary dairy samples – Now that’s the ticket!

By offering the dairy wagon tour at no cost, families no longer need to make the decision as to whether the kids will go home with ice cream (buy a toy, or ride the slide) or take the dairy tour. The dairy wagon tour becomes a no-brainer – a freebie they will want to take advantage of. Visitors will see that dairy farmers want to tell their story and share how they care for their cows. A free dairy tour will increase ridership, convey our commitment to Ag education, and hopefully make lasting, positive impressions for all our visitors.
A dairy tour that is monetarily accessible to all should also be physically accessible to all. Our proposal includes a request for a new utility vehicle to pull a more accessible tram rather than a wagon.
IN SUMMARY.....

By offering the dairy wagon tours at no cost:

* We can reach thousands of additional visitors.
* Visitors immediately see that we want to share our farm with them.
* It shows that we value participants’ input and comments.
* Visitors understand that we care that they feel confident when buying dairy products.
* We send the message that explaining how we produce milk and connecting with the public should not come with a price tag.
ZOOMDAIRY & ZOOMFARM
Virtual Programs
Cow to Cone Series

North Harbor Dairy
Sackets Harbor, NY
Tuesdays: May 18, May 25, June 1, June 8
10 am & 12:30 pm
40 minutes in duration
Pre-K through 12th Grade
SOME SURVEY RESULTS FROM 2022

Did the tour make you feel favorable about the dairy industry and consuming dairy products?
72 responses

- Yes: 88.9%
- Sort of: 11.1%

Would you recommend this virtual tour to others?
70 responses

- Yes: 100%
- No: 0%

Did it seem like your students were learning new things they would retain?
72 responses

Would you like to make ZoomDairy and/or ZoomFarm a yearly activity for your class?
71 responses

- Yes: 95.8%
- Not sure yet: 3.6%
- No: 0.6%
SOME SURVEY RESULTS FROM 2021

Did the tour make you feel favorable about the dairy industry and consuming dairy products?
36 responses

We would like to keep the ZoomDairy program going another year (or more) if there is still interest and funding. Would your class/family/group like to make a ZoomDairy virtual tour a yearly activity?
30 responses

Would you recommend this virtual dairy tour to others?
35 responses
CLASSROOM PRESENTATIONS
NOW MORE THAN EVER, TEACHERS ARE LOOKING FOR IN-PERSON, HANDS-ON EDUCATIONAL ACTIVITIES FOR THEIR STUDENTS

Many people (young and old) forget that farming – especially dairy farming – is a year round operation.

Bringing no-cost Ag and Life Science presentations into the classrooms during the off season reminds students that farming continues even in the winter and is always an essential part of their lives.

A common thread throughout all of my presentations is to be sure that students realize how connected they are to agriculture – it’s a part of everything we do.

Let’s have some fun!
THANK YOU FOR YOUR TIME AND CONSIDERATION
VentureFuel – NY Milk Innovation

2023 Request for Funding

Sept. 13-14th, 2022
VentureFuel Knows Dairy

• We have run 6 dairy focused accelerator programs, including 2 successful NY MilkLaunch programs!

• The new products from these 2 competitions have increased NY dairy demand by 10MM+ lbs. per year and growing!

• The programs have delivered over 350MM press and media impressions, all of which have entirely POSITIVE sentiment around dairy.

• We have recruited mentors and judges from industry leaders like: Chobani, KeHe, Anheuser Busch, UNFI, Diageo, Kraft Heinz, Giant Eagle, Cayuga Milk Ingredients, and more.

• The final events have brought hundreds of RSVP and attendees from companies like DFA, Dairy.org, World Finer Foods, Chobani, PepsiCo, Land O'Lakes, Buzzfeed, Agrimark, and more.
Increased product demand

New Demand
Increased product demand

New Funding
Product demand drives revenue

New Consumers
New products generate interest from consumer-base

More Dairy
Raw materials and production to satisfy demand

New Program Concepts
Increased dairy innovation delivers new products

The VF Dairy Flywheel
2022 NY MilkLaunch Recap
Overview
2022 NY MilkLaunch is an innovative dairy product accelerator driving milk and milk-based product consumption for Generation Z (ages 10-23) with a focus on sustainability, commercialization and diversity.

Qualification/Selection Criteria
Participating products must use at least 50% dairy and show existing results or strong potential to drive consumption in the Gen Z target audience. Winning product must source milk from New York State.

Value to NY Dairy Community
These new innovative products will drive demand for local dairy and expand dairy consumption across younger demographics, while also improving the image of dairy products and farming practices amongst the young consumers.
2022 Program Overview Snapshot

24 qualified applications – 120% to goal

With wide range of concepts: shelf stable ice cream, dairy-based nail polish, upcycled whey protein powder, alcohol ice cream, performance-based chocolate milk, and many more

9 expert mentor sessions – 150% to goal

6 amazing finalists – 100% to goal

Expert judges at Finals - 100% to goal

310MM press impressions – 7,750% to goal

6MM lbs. of milk - 200% to goal

Startups from this program expect to increase demand of NY Dairy by over 6MM lbs.
10 sessions, including a kickoff session and 1-on-1 touchpoints with the VentureFuel team

Sessions led by: Chobani, Perksy, KeHe, Highlight, Superfrau (former program finalist!), Cayuga Milk Ingredients, and more

Topics including: Branding, Fundraising in the CPG Space, Consumer Insights, and more

Special virtual farm tour led by The Nyfarmgirls (Gen Z dairy influencers)

Access and stipend to top production agency to create a 30 TV-quality commercial for marketing channels

Supporting Finalists – Mentorship, Stipends and Resources

Finalists leveraged their $10k stipends for:

- Packaging
- Co-packing
- Product formulation and creation
- Branding/Marketing
- Ingredients
The Grand Finale

**Shark Tank-style** final pitch competition streamed live – Finalists will pitch a panel of judges for their shot at the **$150,000 grand prize**

**Judges Involved to Select Winner:**

- Dafne Guisard Hefner - Kraft Heinz
- Niel Sandfort – Chobani
- Farley Kaiser – Giant Eagle
- Jennifer Onoja - KeHe
- Aaron May – UpNext Program at UNFI
- Claudia Leubner – Founder of The NYFarmGirls (845,000 GenZ followers across social media platforms)
- Harry Lewis - Apex Ventures
The Voice of GenZ Was Heard

500 Gen Z Fans Voted on The Products:

TikTok Unboxing With Influencers
Description: Spylt offers a high-protein, low-sugar, creamy, dairy-based chocolate "Energy Drink" loaded naturally with essential nutrients like calcium, B vitamins, potassium, vitamin D, and protein.

Why They Were Selected: The product, founder and brand are everything with Spylt. They all speak to the sustainable and health-conscious Gen-Z consumer while putting a fun spin on the traditional chocolate milk. We think this product will be a massive success in DTC as well as grocery.

Plan for $150K Winnings: Spylt is currently sourcing their dairy from Cayuga Milk Ingredients in upstate NY. Their plan is to use the $150K in winnings to support product formulation and assist in launch marketing. Expected NY dairy increase of 600K lbs. per year!
Updates from 2020 NY MilkLaunch
Slate Milk — 2020 Program Winner

Reduced sugar, lactose free, classic chocolate, dark chocolate & espresso chocolate milk flavors

- Source dairy from family-owned farms in New York and developing new flavors for 2022
- Increased product availability from 1,000 to 4,000 stores (Publix, Wegmans & Whole Foods)
- Increased milk usage from 1m lbs. to 4m lbs.
- Closed a $3.3m extended seed round in late 2021, bringing the company’s total funding to $6m

Super Frau — 2020 Program Runner-Up

Electrolyte elixirs derived from upcycled fresh whey, fights food waste, benefits the body & mind

- Completed successful rebrand to colorful cans
- Expanded reach into over 35 Whole Foods in MA, ME, NG, CT and RI.
- BevNET Best of 2021 Award Nominee
- Now available across the country
2023 NY MilkLaunch Proposal
Promoting and Supporting Women in Dairy Through Innovative Products

Overview
2023 NY MilkLaunch is an innovative dairy product accelerator focusing on women in dairy through finding and selecting the best female-led dairy companies in the world with the goal to increase milk and milk-based product consumption for all consumers.

Qualification/Selection Criteria
Participating products must be female founded, use at least 50% dairy, and show existing results or strong potential to drive consumption in a youthful and diverse target audience. Winning product must source milk from New York State.

Value to NY Dairy Community
These innovative, female-led products will drive demand for local dairy and expand dairy consumption across female, diverse, and younger demographics, while also improving the image and inclusiveness of dairy products and farming practices amongst the targeted consumers.
2023 Program Proposal Schedule

1. Landing Page Development & Applicant Sourcing (6 weeks)

2. Application Review & Cohort Selection (2 weeks)

3. Multiple Group and 1:1 Mentorship Sessions (8 weeks)

4. Final, Live Pitch Event Where Winner is Announced (1 day)

5. Program Recap & Award Given
Delivers on ALL the DPO Advisory Board Goals

<table>
<thead>
<tr>
<th>Increase</th>
<th>• Consumption by youth, Gen Z, and diverse consumers</th>
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<tr>
<td>Increase</td>
<td>• Retail sales</td>
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<tr>
<td>Promote</td>
<td>• Uniqueness and sale of NY Dairy products</td>
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<td>Improve</td>
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<td>• Communication to dairy producers</td>
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<td>Increase</td>
<td>• Sustainability practices throughout production</td>
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<tr>
<td>Increase</td>
<td>• NY Dairy product exports</td>
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KPIs and Progress Tracking

- Estimated Increase in demand for NY Milk (measured in lbs.)
- Participating companies must agree to source dairy from NY State for product(s)
- Press, social media & newsletter impressions
- Number of industry expert mentor sessions
- Diversity of mentors, judges and team involved in program
Details and Funding Request

Funding Requested for 2023
NY MilkLaunch:
$560,000

- 6 companies participate
- $150K Grand Prize
- $60k Stipends ($10K x 6 Semi-finalists)
- $50k Event Costs (Final + Product shipping)
- $300k VentureFuel Fee

Increase in VF Fee due to handling of finances, managing stipends, inflation, etc.
2020 Funding: $475k, 2022 Funding: $495k
2023 NY Milk Studio Proposal
After 2 Years of Working with DPO – We Spotted an Opportunity!
The Opportunity

There are many insights around Gen Z, new technologies and other pockets to create new products that serve consumers. But no one is taking advantage or building those specific products.

VF is going to build a Venture Studio model to rapidly bring dairy products to market – and then have the market tell us which are the most likely to commercialize.
What is a Venture Studio?

Overview
A venture studio business model, builds multiple different early-stage companies in rapid succession. Venture studios develop the idea behind a company, find product-market fit, and then spin it up and out.

In the academic world, this model of business building is also called parallel entrepreneurship.

VentureFuel’s Role

• VentureFuel will develop products and prototypes rapidly.

• We apply our dairy and startup experience to increase chance of success.
Initial Ideas Include

The NY Milk Studio
In a first-of-its-kind for the dairy industry, we will build a Venture Studio where brilliant minds collaborate to ideate on and launch new products. We will start broadly, collecting ideas from all places and people, and then select the best 3 concepts to build out, leveraging our world-class mentors for guidance and validation.

Value to NY Dairy Community
Ultimately, we hope to spin these new concepts out into real commercial businesses to create the next Fairlife or Chobani, which will drive more demand for New York Dairy while raising the perception of dairy across all consumers, especially focused on Gen Z and sustainability.
How It Works

Idea Selection
VentureFuel solicits multiple ideas. Applied Venture lens to each and confers with experts in market to determine the 3 most interesting.

MVP Development
Top 3 have VentureFuel seal team and external mentors work together to create a sample and minimal viable product. We turn to our mentors to help us determine the need on shelf, and the target market, how to market to them. And we create MVPs and commercials for the 3 most promising ideas.

Demo Night
We host a sampling event for the DPO Board and an elite group of judges with the winning product receiving funding to commercialize.

Winner
Receives $100k to be used to hire a CEO (potentially one of the mentors involved) to take the product to market and try to scale the business.
Why Venture Studio

First EVER Dairy Venture Studio – will be a press bonanza. The model is proven in various industries:

- The Venture Studio Model achieves better success rates than other similar approaches to entrepreneurship. For example, Studios around the world are getting a **34% exit rate** VS 21% for Accelerators and 19% for the average venture industry.

- Highly successful companies launched from Venture Studios:
  
  ![Dollar Shave Club](https://www.dollars4shelf.com)
  ![GIPHY](https://giphy.com)
  ![Tickets.com](https://tickets.com)
  ![CarsDirect](https://www.carsdirect.com)
  ![NetZero](https://www.netzero.com)

**COVID-19 Vaccine from a Venture Studio?**


More here: [https://polymathv.com/library/articles/6-reasons-venture-studio-mode](https://polymathv.com/library/articles/6-reasons-venture-studio-mode)
Delivers on ALL the DPO Advisory Board Goals

**Increase**
- Consumption by youth, Gen Z, and diverse consumers

**Increase**
- Retail sales

**Promote**
- Uniqueness and sale of NY Dairy products

**Improve**
- The image of NY Dairy products

**Improve**
- Communication to dairy producers

**Increase**
- Sustainability practices throughout production

**Increase**
- NY Dairy product exports
KPIs and Progress Tracking

- Increase in demand for NY Milk (measured in lbs.)
- Number of experts engaged in creating products
- Press, social media & newsletter impressions
- Number of ideas submitted
- Diversity of mentors, judges and team involved in program
Details and Funding Request

Funding Requested for 2023 NY Milk Studio:
$500,000

- $100k Grand Prize
- $60k Stipends ($20k X 3 Ideas)
- $40k Event Costs (Final + Product shipping)
- $300k VentureFuel Fee

2020 Funding: $475k
2022 Funding: $495k
Thank you for your time!

2023 Request for Funding

Sept. 13-14th, 2022