2027 Goals	*Goal Descriptor*
Increase the consumption of New York milk and dairy products by youth (lunches, breakfasts, and other offerings).	*The respondent is expected to create a program that targets youth (pre-k through 12) that results in an increase in consumption of New York milk and dairy products in that age group. The awardee is expected to document, track and share with the board at the end of the calendar year, the unique messaging used to attract youth, the specific organizations/institutions they targeted and why, the vehicles and partnerships established to reach the target audience and the increase in consumption that resulted from these efforts.*
Promoting uniqueness of, and increased sales of, New York milk, dairy products and / or ingredients throughout the entire food supply chain through various distribution channels and partnerships, including but not limited to, e-commerce, curb-side sales, etc.	*The respondent is expected to create a program that markets and/or promotes the uniqueness of New York State dairy products and/or partner with others, throughout the entire food supply chain (retailers, e-commerce outlets, curbside food delivery services, state legislator, food banks, etc.), to promote New York State dairy products. The awardee is expected to document, track and share with the board, at the end of the calendar year, the messaging used to promote "uniqueness of NYS products", specific channels and vehicles used to reach each entity in the supply chain, measurable metrics demonstrating the reach of these efforts, and the increase in dairy sales in NYS as a result of these targeted efforts/programs.*
Positively influence the public perception of dairy products and / or dairy producers' farming practices among consumers while hightlighting the impact of local production on New York communities.	*The respondent is expected to create awareness and educational campaigns, which enhance the narrative surrounding dairy products, dairy farmers and farming practices, placing an emphasis on locally grown, environmentally friendly and sustainable practices, highlighting the importance and impact of dairy farming in our rural communities. The awardee is expected to collaborate, document, track and share with the board, at the end of the calendar year, specific locations and placements where the enhanced narrative can be seen, metrics that demonstrate the reach of this narrative, that strengthen public awareness and lead to positive engagement or conversion rate.*
Improve the consumption of New York milk and dairy products by highlighting dairy farm best management practices and environmental stewardship.	*The respondent is expected to develop a program/platform and supplemental materials/apps/websites/branding/metrics etc., that show how dairy farmers, stakeholders, advocates, and influencers can assist the dairy industry in highlighting how dairy farmers continue to improve environmental stewardship through best managment practices.The awardee is expected to document, track and share with the board, at the end of the calendar year, how the platform/program works and why specific metrics were selected, how messaging is influenced by emerging technologies, how the program is being promoted to farmers and consumers, the current number of farms that are using this program and how the program resulted in an increase in dairy sales in NYS.*
Increase the sales and consumption of milk and dairy products produced in the US and exported to other countries.	*The respondent is expected to create a program that promotes US dairy products to countries worldwide. The awardee is expected to document, track and share with the board unique channels used to reach these international markets (i.e. what products were you promoting, how were you promoting them, and to whom) and how this increased sales of these specific dairy products from NYS*
Participation in national programs influencing increased consumption of milk and dairy products.	*The respondent is expected to participate in the national dairy promotion and research program. The awardee is expected to document, track and share with the board, at the end of the calendar year, how their participation in the national promotion and research program resulted in an increase in sales of NY dairy products.*
Conduct research projects that create new products and / or enhance the safety, quality, and sensory attributes to expand the demand for New York dairy products and dairy ingredients.	*The respondent is expected to conduct research to 1.) address innovations in dairy product safety, quality, nutritional, and sensory attributes as well as 2.) identify new, unique, and emerging products and trends that enhance the utilization of milk and dairy ingredients in dairy product offerings.The awardee is expected to document, track and share with the board, at the end of the calendar year, the results of their research program.*
Create target marketing to promote the consumption of NYS Milk and dairy products to youth and their caregivers.	*The respondent is expected to create a marketing program, that focuses on functional nutritional benefits of New York state dairy products to youth and their caregivers. The awardee is expected to document, track and share with the board, at the end of the calendar year, the unique messaging used to attract this target population, the specific organizations/institutions they targeted and why, the vehicles and partnerships established to reach the target audience and the increase in consumption of NYS dairy products that resulted from these efforts.*
Develop and implement marketing strategies that are inclusive of the socially diverse population to increase the consumption of NYS milk and dairy products.	*The respondent is expected to create a marketing strategy/program that markets dairy products to socially diverse populations and to document, track and share how these marketing strategies actually reached these populations (what marketing vehicles, tactics, campaigns, tools, platforms were used) and demonstrate how this led to increased awareness of and sales of NYS dairy products to and from these populations.*
Develop a research study identifying opportunities and challenges to the vitality of the dairy industry that can be used to educate consumers ensuring the growth of dairy production and/or processing in New York State.	The respondent is expected to conduct research that examines the relationship between inputs and resulting dairy products, including analysis of economic factors, environmental considerations and consumer demand drivers. Based on this research, the respondent will lead or assist in the development of targeted educational content or promotional campaign that communicates the value of dairy to consumers, thereby encouraging consumer engagement and contribution to the vitality of the dairy industry in New York State.