



AMERICAN DAIRY ASSOCIATION NORTH EAST

2016 ANNUAL REPORT

Local Dairies Supplying ShopRite...
Janice Jurbala's Farm



Message from the CEO

The year—2016—was characterized by a great deal of change. Our dairy farmer leadership decided to consolidate American Dairy Association and Dairy Council (ADADC), Inc., with their neighbors to the south, Mid-Atlantic Dairy Association and the Pennsylvania Dairy Promotion Program (MDA/PDPP), to enhance both organization's efficiency and effectiveness.

Harmonizing the cultures of two organizations in such a short period of time could have been difficult, but was made much easier because our unifying goal was clear—improve the opportunity for increased sales and consumption of dairy products for our farmers.

From the start date of April 1, 2016, until the end of the year, the staff of both organizations rose to the challenge. During that time, we managed to merge the staff structure, develop a unified set of personnel policies, consolidate our financials into a single system, develop a region-wide 2017 marketing plan and pull together a joint board

meeting of the supporting organizations. This was a great deal of work and I am proud of all that our staff has accomplished; however, what makes it more impressive is that our staff continued implementing the work plans of each individual organization and even expanded several programs while the new American Dairy Association North East (ADA North East) structure was evolving. The results of these efforts are detailed in this 2016 Annual Report.

We know that this was a difficult financial year for our dairy farmers but, rest assured, each of us went above and beyond to support dairy sales programs that our dairy farmers can be proud of.

I would also like to acknowledge the dairy farmers who worked side-by-side with our staff to implement a seamless transition and stepped up to participate in programs that improved the image of all farmers in our area.

I am looking forward to continued success in 2017, and we will do our best to serve the dairy needs of the more than 50 million consumers that live in the ADA North East region. Thank you for your continued backing.

Richard Naczi
Chief Executive Officer
American Dairy Association North East



Message from Dairy Checkoff Board Leadership

By the time you are reading this message, ADA North East will have just passed the one-year mark of the consolidation of our three organizations. As part of the team that helped lead this transition, we couldn't be more proud or excited about, what has transpired over the past 12 months.

At a time of economic uncertainty for all of us who rely on a monthly milk check, we appreciate the trust farmers have placed in the local dairy checkoff boards to navigate this change. Over the past year, we have watched the staff come together to accept new responsibilities, learn new territories, and develop new and more effective ways of reaching the more than 50 million consumers in our six-state region.

In the next several pages, you will learn about some of the highlights of the last year. In 2016, we saw strong gains in schools, which resulted in selling more dairy products through breakfast programs. We created innovative ways to increase positive messages about our products, our farmers and our

farms to a wide and diverse consumer base within our new region. Meanwhile, national efforts to increase dairy product usage at quick-serve restaurants, such as McDonald's, Taco Bell, Domino's and others, proved successful. You will also see programs that are just beginning to be introduced throughout the region, such as the retail marketing program that "reinvents" supermarket dairy aisles to encourage additional sales, and the very successful Fill A Glass With Hope® partnership that allows food banks to purchase fresh milk – stimulating brand new fluid milk sales.

While our joint organization is larger than we were last year, we want everyone reading this annual report to rest assured that we remain a farmer-funded and farmer-directed organization. On page 19, you'll see a complete listing of the boards of directors who are your local representatives. We encourage you to reach out to them, or to one of us, with any questions you may have.

Sincerely,

Richard Byma, *Chairman*
American Dairy Association North East
American Dairy Association and Dairy Council

Vernon Horst, *Chairman*
Mid-Atlantic Dairy Association

Jeff Raney, *Chairman*
Pennsylvania Dairy Promotion Program



Jeff Raney

Richard Byma

Vernon Horst



Growing Dairy Sales in Schools

What's one of the best ways to increase dairy consumption in schools? By incorporating breakfast into the school day.

Today, many schools offer "breakfast after the morning bell" at grab-and-go stations, vending machines, or right at student desks. Federally-mandated school breakfast programs include milk and other dairy-friendly items, such as yogurt parfaits, smoothies and cheese sticks. When we help a school establish a breakfast program, it leads to increased dairy sales through this traditional sales channel.

Implementing strategies to increase school participation is a key goal of ADA North East's Youth Programs staff. Their efforts have led to the largest increases in the nation for breakfast participation by schools in the ADA North East region.

Since January 2016, an additional **105,297** students are eating school breakfast, thanks to checkoff staff's work to expand "**Breakfast After the Bell**" programming.



Kevin Concannon, USDA Under Secretary for Food, Nutrition, and Consumer Services, explained how school breakfast programs like "Breakfast After the Bell" can help increase breakfast participation and student nutrition.

ADA North East targets the largest school districts to implement its programs, knowing this is where our efforts will have the greatest impact.

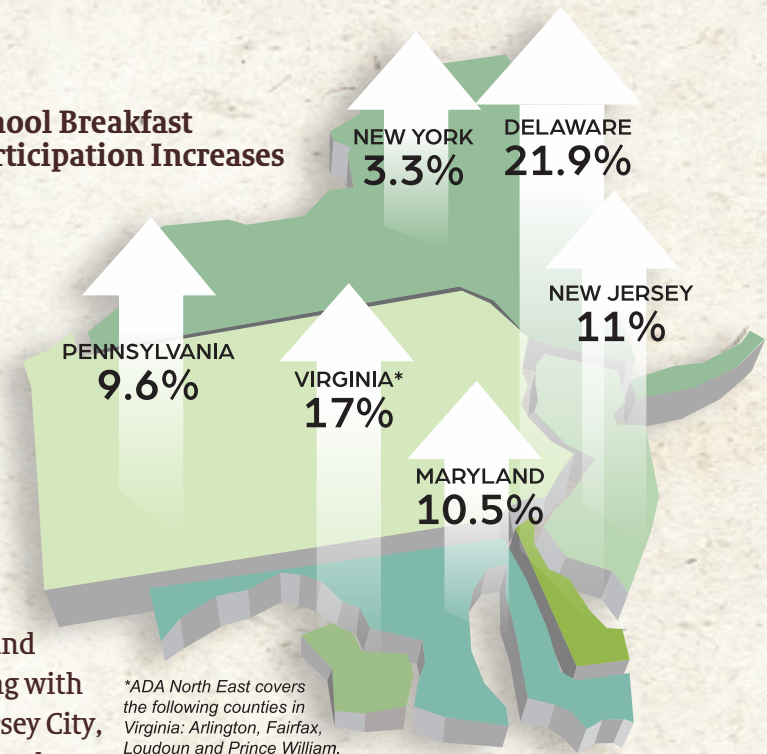
To bring other districts on board, the staff hosts educational summits showcasing the leaders who have successfully implemented these dairy-friendly changes for their students.

To help draw the attention of key school leaders, our staff recruits compelling speakers and

national leaders to link improved nutrition to overall student academic success.

In 2016, ADA North East convened a meeting with 20 of the largest school districts in the New York and New Jersey areas, including New York City and Rochester, New York, along with Newark, Paterson, and Jersey City, New Jersey. Together, more than **one million** school meals are served daily by these districts.

School Breakfast Participation Increases

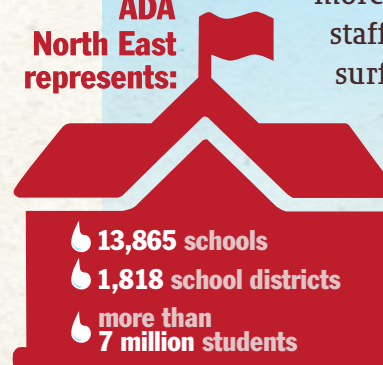


Keeping Milk Cold in Schools



Milk stays fresh longer and tastes better when it's stored at the proper temperature and served cold. For more than 20 years, American Dairy Association and Dairy Council, Inc., has conducted an annual Milk Temperature Survey of more than four-thousand schools. We work with school staff on solutions to fix any problems that may have surfaced during the survey, which can include grants to purchase new coolers and other equipment. The result? The number of schools reporting warm milk has dropped from 40 percent to less than 10 percent. This program is being expanded to the entire ADA North East territory this spring.

ADA North East represents:





▲ Berks County dairy farmer Lolly Lesher listens to Dr. Khalid Mumin, superintendent of Reading School District, during a summer meals kickoff event at Berks Community Health Center in Reading, Pennsylvania.



Summer meals is a way to boost dairy sales at a time when schools are out of session. Working with local school districts to publicize summer meal availability helps to increase the number of students who eat these federally-funded meals while increasing milk and dairy product sales.

In 2016, special events and increased publicity helped boost program participation by 11 percent, with an additional **33,902** children served daily, in New York City and Buffalo, New York; Reading, Pittsburgh and New Castle, Pennsylvania; Newark, New Jersey; and Fairfax County, Virginia.

The New York Yankees have partnered with dairy checkoff to help encourage participation in New York City's summer meals programs for the past five years. Shown here, handing out meals in the Bronx is Yankees manager Joe Girardi.

Throughout summer, ADA North East convened a key group of New York City anti-hunger advocates, including Share Our Strength, Hunger Free America and the New York City Council, to host six

press conferences to help local families learn more about the availability of free summer meals for their children. These events generated more than **\$200,000** of free publicity.

Dairy farmers' partnership with the Yankees works to increase awareness of the program in a number of ways, including a full page ad in Yankees Magazine; alumni appearances at our events; a public service message featuring Yankees manager Joe Girardi, which plays at every home game; and other prizes, including \$5,000 in Yankees merchandise and 320 pairs of tickets.



Creating Lifelong Dairy Consumers Through Fuel Up to Play 60

Being active and eating healthy foods is more fun when the message is delivered by your favorite National Football League (NFL) player. Just ask the three million students in more than 10-thousand schools in ADA North East's marketing area who participate in the dairy farmers' Fuel Up to Play 60 program – a partnership that combines physical activity with good nutrition, including dairy. Schools adopting healthy eating strategies that increase dairy sales are rewarded with prizes, such as player visits, assemblies and more!

Fuel Up to Play 60 teams have the opportunity to develop valuable skills through invitation-only Leadership Forums that provide hands-on training for students, teachers, and school stakeholders who are committed to making their schools a healthier place. Forums feature interactive stations designed to highlight healthy eating and physical activity “plays” taken directly from the Fuel Up to Play 60 Playbook.



Fuel Up to Play 60 students and adult supporters from throughout New Jersey are shown here with Jets cornerback Buster Skrine, team nutritionist Glen Tobias, and New York State Dairy Princesses during the Jets' Fuel Up to Play 60 Forum at Florham Park Training Center in New Jersey. These participants were just a few of the more than one-thousand students and adults who attended seven Fuel Up to Play 60 Forums in 2016.



Dairy farmers play an important role at Fuel Up to Play 60 events. Here, Rising Sun, Maryland, dairy farmer Megan Kilby Coleman competes against Philadelphia Eagles football safety Chris Maragos in the smoothie making competition.



In 2016, teams in ADA North East's region provided grants to help begin or expand breakfast programs in the following areas:

- Baltimore County Public Schools (Maryland)
- Bay Shore Union Free School District (New York)
- Clifton Public Schools (New Jersey)
- East Orange Public Schools (New Jersey)
- Lackawanna Central School District (New York)
- West Seneca Central School District (New York)
- Philadelphia City School District (Pennsylvania)
- Pittsburgh Public Schools (Pennsylvania)
- Prince William County Schools (Virginia)

Fuel Up to Play 60 offers students unique opportunities to participate in programs that can have a lasting impact on their lives. Delaware teen and Fuel Up to Play 60 Ambassador Ariana Hinmon was one of two students nationwide invited to visit the White House and participated in the Kitchen Garden Harvest program.



“I’m so grateful to the dairy farmers that fund this program,” said Ariana (shown, second from right). “Not only have I been able to help my fellow students lead healthier lifestyles, I’ve had some incredible experiences, like visiting the White House and meeting President Obama!”



Fuel Up to Play 60 uses the power of the NFL to make it cool for kids to adopt healthy lifestyles. During the 2016 football season, 10 students from Western New York were selected as “Kickoff Kids” for Buffalo Bills home games at New Era Field. In addition to attending the game, the selected students served as the official on-field kicking tee retriever after the game-starting kickoff, and were featured on the stadium Jumbotron.

To enter the drawing, students needed to be part of an active Fuel Up to Play 60 team and have recorded at least 25,000 points by completing certain plays (such as eating healthy foods or participating in daily physical activity).

Above, Kickoff Kid (and New York State Fuel Up to Play 60 Ambassador) Amber Lai is shown with Breezyhill Dairy farmers, Brad Almeter (left) and his father, Roger.



NFL players participate in photo shoots to be used in promoting dairy year-round.

Reinventing the Dairy Case Increases Milk Sales

Nearly 80 percent of all milk is sold at retail stores, where it competes for sales with more than 60,000 different beverages for a place in the customer's shopping cart. ADA North East's retail marketing staff brings attention to the dairy aisle through a program called Dairy Aisle Reinvention. This program incorporates shopper-driven design principles, such as contemporary signage, nutrition information and product usage ideas. The results? **Shoppers spend more time in the dairy aisle and purchase more dairy products.**

2016 Results

131 Dairy Aisle Reinventions

These "dairy aisle makeovers" use a combination of exciting signage and nutrition facts to encourage shoppers to spend more time in the dairy aisle and purchase more products.

TOPS Friendly Markets, Weis Markets, Food Town, ShopRite, PriceRite, C-Town, Key Food, Karns Quality Foods

99 Yogurt Dividers

These spring-loaded plastic dividers keep the yogurt section organized and allow shoppers to find what they're looking for—leading to increased sales.

ShopRite, PriceRite, Best Markets, Weis Markets, Price Chopper, Wegmans

Weis Markets valued the success of the yogurt divider program so much that the chain installed them in 47 Pennsylvania and New Jersey area stores.

55 Cheese Pushers

Similar to yogurt dividers, these devices help keep the cheese section looking neat and help customers find the products they want.

ShopRite, Price Chopper

Retail Marketing and Merchandising Program

254 Cross Merchandising placements

Retail staff work to integrate "dairy pairings" throughout the store, such as: whipped cream, yogurt and cheese in produce section; cheese in meat section; single-serve milk in deli, sandwich, and bakery sections.

ShopRite, King Kullen, Key Foods, TOPS Friendly Markets, Price Chopper

Consumers judge perishable products on freshness and quality. Audits, performed by ADA North East staff, help retailers make sure dairy cases are clean and products are rotated.



Yogurt dividers, Weis, West Flanders, New Jersey

In 2016, nearly 5,500 audits were performed, including 370 stores throughout Pennsylvania, Maryland, Delaware, and Washington, D.C. These audits included a review of the stores' cleanliness, stock level, current signage, allocated space for "alternative" beverages and merchandising. As a result, Giant Carlisle and Giant Landover, based in Pennsylvania and Maryland, respectively, will begin piloting the audit program in 2017.





Farm to Table Program

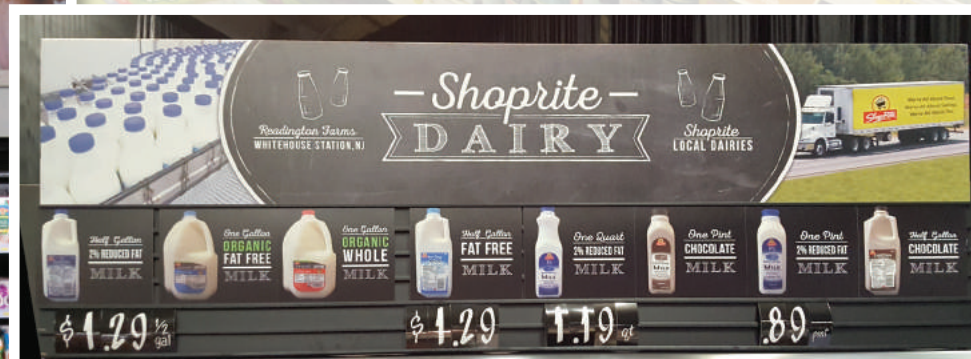
Signs featuring local dairy farms help connect consumers to the farmers who produce their favorite dairy products. In 2016, ADA North East placed signage in more than 150 ShopRite, PriceRite, Key Foods, Fresh Grocer, and other stores throughout the region.



Working with Retail Dietitians

ADA North East registered dietitians work to educate their retail counterparts on all things dairy. Price Chopper senior nutritionist Ellie Wilson spent a day on a "Cow to (Yogurt) Cup" tour, so that she could write a series of social media blogs for the supermarket's customers. The day included tours of Terry Ives' Greenview Farm in Bainbridge, New York; Husted Trucking in Mount Upton, New York; and the Chobani plant in New Berlin, New York.

Price Chopper senior nutritionist Ellie Wilson, second from left, and guests meet a cow and her caretakers on Greenview Farm in Bainbridge, New York.



Using More Dairy at Favorite Quick-Service Restaurants

Did you know your checkoff dollars provide for dairy food scientists to work at test kitchens at several major quick-serve restaurants to develop dairy-rich menu items? In 2016, the restaurants included:



Taco Bell

- Quesalupa, a cheese-stuffed taco shell that used five times as much cheese as a regular taco. This item used more than **60 million pounds of milk**.
- The Cheesy Core Burrito, a burrito wrapped around melted cheese, included more than one-and-a half ounces of dairy!

Pizza Hut

- Big Flavor Dippers with a dairy-based ranch dip option.
- Bacon Stuffed Crust filled with a delicious blend of three cheeses – mozzarella, white cheddar and provolone – and pieces of real Applewood smoked bacon.
- Stuffed Garlic Knots appetizer - 10 large garlic knots stuffed with cheese.
- Stuffed Garlic Knots Pizza features 16 hand-rolled cheese-stuffed garlic knots on the crust of a large pizza.
- Over **40 percent more cheese** in each Bacon Stuffed Crust Pizza and Stuffed Garlic Knots Pizza vs. regular one-topping pizza.
- Grilled Cheese Stuffed Crust Pizza, with more than a pound of cheese – double the amount of cheese on a regular hand-tossed pizza.



Domino's

- Domino's now uses **43 percent more cheese** than it did when the company began partnering with dairy farmers in 2008. In 2015, Domino's moved more than **230 million additional pounds of milk** versus 2014. All indicators point to an even more impressive percentage increase in 2016.

McDonald's

- The chain's switch to "All Day Breakfast" continues to drive incremental dairy sales, such as butter, cheese and milk in coffee, which are prominent menu ingredients.

80 percent of all McDonald's menu items contain dairy



Partnership With YUM International to Help Boost Dairy Exports

DMI's partnership with YUM Brands (Pizza Hut, Taco Bell and Kentucky Fried Chicken) is going global through two pilot programs.



Pizza Hut International in Asia-Pacific

Asia Pacific is Pizza Hut's second largest business unit behind the United States. Much of the string cheese they use for their stuffed crust pizza is U.S.-sourced. This partnership allows us to grow the stuffed crust pizza category and find new ways to bring U.S.-produced cheese to the Asian market.

KFC Latin America and Caribbean (including Mexico)

With a presence in **over 120 countries** and territories, KFC is a global powerhouse that represents a huge opportunity for U.S. dairy.

With **more than 1,000 stores**, and a close proximity to the U.S., Latin America and the Caribbean (including Mexico) are great places to field pilots with KFC.

Dairy Management Inc.™ (DMI) is the management organization that builds demand for dairy products and is funded by America's nearly 49,000 dairy farmers, as well as dairy importers.

DMI mission: grow sales and increase consumer trust.

Whole Milk Makes Headlines

Decades of checkoff-led milkfat research and years of building relationships with health professional thought leaders are changing the thinking around dairy fat. With headlines like, “The Case Against Whole Milk is Stronger Than Ever” in *Time* magazine’s April 5, 2016, issue, it’s clear that the role of dairy fat is being reevaluated – a move that’s certainly good news for our industry. Your checkoff scientists and registered dietitians maintained a long-term strategy of conducting research and sharing it with other health and wellness experts, which gained momentum and dairy advocates as the science evolved.

In 2016, ADA North East registered dietitians brought this discussion to local nutrition thought and policy leaders during a day-long forum, featuring New York Times bestselling author Nina Teicholz. Her book, “The Big Fat Surprise: Why Butter, Meat and Cheese Belong in a Healthy Diet,” challenges the current thinking on saturated fats, and provides compelling thoughts about how everything people thought they knew about dietary fats is wrong. Nearly 50 registered dietitians, dietetic technicians, pediatricians, scientists and policy makers learned about the emerging body of science surrounding dairy fat at The Great Saturated Fat Debate at the New York Academy of Medicine.

Also participating was Sauquoit, New York, dairy farmer Joan Smith, who called the forum “very valuable.” Smith remarked, “It’s so important that

this message is getting out to the people that can make a difference. I had a unique perspective on the day’s event, as I’m also a registered nurse. I’ve been following the emerging body of research on dairy fat, and I was excited to attend the session to learn more from all the presenters.”



The Great Saturated Fat Debate



**U.S. Dairy
Sustainability Awards**
Innovation Center for U.S. Dairy®

Local Partners Receive 2016 U.S. Dairy Sustainability Awards

Sponsored by the Innovation Center for U.S. Dairy® and established under the leadership of dairy farmers, the fifth annual U.S. Dairy Sustainability Awards were presented during a May 11 ceremony in Chicago. The program recognizes dairy farms, businesses and partnerships whose sustainable practices positively impact the health and well-being of consumers, communities, animals and the environment.

Noblehurst Farms Inc. in Linwood, New York, was recognized with the “Outstanding Achievement in Community Partnerships” for its food waste cooperative. Created by Chris Noble, the cooperative keeps food waste out of landfills and puts it back into the food ecosystem.

The Central Pennsylvania Food Bank received Honorable Mention in the same category for its Fill a Glass with Hope® Campaign, a program that was started by dairy farmers to sell fresh milk to food banks which, in turn, provide milk to families in need. (More on this program on page 16.)

Award host Phil Lempert, center, Chris and Jennifer Noble, right, and Rob and Terri Noble, left, of Noblehurst Farms.



Host Phil Lempert, center, presents the award to Joe Arthur, right, executive director of Central Pennsylvania Food Bank in Harrisburg, while Lisa Medrow, from Academy of Nutrition and Dietetics, looks on.

Building Consumer Confidence from Farm to Table

The consumer's interest in how and where their food comes from shows no signs of waning. To tell the dairy farmer's story, ADA North East looks for new and innovative ways to put farmers front and center in all aspects of its programming.

In 2016 these activities included:

In the Classroom

Free “teacher-approved” lesson plans used dairy farm technology as a way to teach students important concepts in Science, Technology, Engineering and Mathematics (STEM).

Program kits were mailed to 52,500 second through fourth grade teachers at 10,500 schools throughout the ADA North East marketing region.

- “It’s an excellent way to get children thinking about the milk they drink daily!”
- “I love this. Extremely important to teach Ag and Tech with the PA common core.”
- “I think this is a great way to help students in urban and suburban communities connect to the interdependence we have with rural communities.”



From the Farm

Featuring Lamb Farms’ Kendra Lamb, from Oakfield, New York, at a McDonald’s pop-up café that served free lattes to New York City commuters. Lamb called the experience “eye-opening” for the people she spoke with that day. “People were really interested to hear that my farm supplied the milk in the latte they were sipping. They liked being able to see the face behind the product and thinking about the cows that made the milk.” The campaign was part of McDonald’s “food journey” to build awareness of the company’s commitment to quality ingredients and transparency.



Kendra Lamb, Oakfield, New York, at pop-up café

On the Farm

- Events, like the Annual Oregon Dairy Family Farm Days, in Lititz, Pennsylvania, which drew 15,000 people over the three-day event. Along with wagon tours of the dairy farm and composting area, the event included Barnyard Theater demonstrations and agriculture education games and activities for children and families. The Philadelphia Eagles mascot, Swoop, drew a big crowd as part of the Cowabunga dairy jeopardy game.



Following the tour, the group enjoyed a “farm to table” dinner, featuring Fulper’s own products, including fresh mozzarella, yogurt and creamline whole milk. Here, Breanna Fulper Lundy (standing) joins members of the New Jersey Association of Nutrition and Dietetics in a chocolate milk toast.



ADA North East trains and supports dairy princess programs in New York, New Jersey, Pennsylvania, Delaware, Maryland and Virginia.



- Hosting more than **two dozen** registered dietitians at Fulper Family Farmstead in Lambertville, New Jersey. Held in conjunction with a New Jersey Academy of Nutrition and Dietetics the tour focused on animal well-being and highlighted the farm’s environmental efforts. The farm’s veterinarian and nutritionist were on hand to explain the integral role that they both play in ensuring the farm has healthy cows that produce wholesome milk.

Speakers Bureau member Doug Harbach, from Loganton, Pennsylvania, talks with attendees after his presentation at the Lock Haven Rotary Club.



- Programs to help farmers communicate more effectively with consumers. In 2016:

Members of our social media advocacy program, DairyFAN, generated more than **518,960 IMPRESSIONS**, sharing stories of farm life and the journey milk takes from cow to cup.

277 FARMERS attended our Driving Dairy Discussions workshop, designed to tackle tough questions such as hormones and GMOs.



Members of Ideal Dairy Farms in Hudson Falls, New York, accept the “Dairying for Tomorrow” award for “Animal Care.” (Shown left to right): Denise and John Dickinson, Ideal Dairy Farms, and Richard Byma, chairman of American Dairy Association North East. Other winners include Cottonwood Farms, LLC, of Pavilion, New York, who were honored in the “Environmental Stewardship” category. Aukema Dairy Farm and Dutch Hill Creamery in Chenango Forks, New York, won the award for its “Community Outreach” efforts.

The “Dairying For Tomorrow” award program highlights local dairy farm families who display a passion for dairying and have a unique practice that will help lead their dairy into the future.



30 MEMBERS of the Speakers Bureau



conducted **86 PRESENTATIONS** covering all aspects of dairy farming



reaching **7,567 CONSUMERS**.

Connecting Chocolate Milk with Superior Athletic Performance

How do you make good nutrition seem cool? ADA North East does it through Refuel with Chocolate Milk sponsorships of student athletes, to reinforce the research showing everyone's favorite dairy flavor is also a great addition to your workout regime.

Working with high school athletes encourages continued dairy consumption through the teen years. In 2016, ADA North East had championship sponsorships with the following organizations:

- New York State Public High School Athletic Association
- Public Schools Athletic League (New York City)
- Pennsylvania Interscholastic Athletic Association
- Maryland Public Secondary Schools Athletic Association
- Delaware Interscholastic Athletic Association
- New Jersey State Interscholastic Athletic Association
- District of Columbia State Athletic Association

These sponsorships include a variety of opportunities to reach student athletes, their coaches and families with the Refuel with Chocolate Milk message and create more support for chocolate milk as a nutritious part of the diet – in and out of school.



For the first time ever, ADA North East sponsored the D.C. Interscholastic Athletic Association Turkey Bowl Championship on Thanksgiving Day.

Sponsorship included game signage, stadium announcements featuring the milk/protein message, and inclusion as sponsor in social media and event program. ADA North East plans to extend the partnership to other sports in the Washington, D.C., area.

In addition to being the official beverage of New York State Public High School Athletic Association Championships, Refuel with Chocolate Milk is also the presenting sponsor for both the basketball and football championships. Chocolate milk is also the official beverage of Maryland Public Schools Athletic Association.

More recently, dairy checkoff has begun working with college athletic departments to reinforce the importance of chocolate milk as a recovery beverage. In 2016, partnerships included in-stadium signage, website “Refuel with Chocolate Milk” pages and social media posts, and participation in a new initiative, Wellness Corp. This program connects university athletic departments – Manhattan College (New York), and Rutgers and Seton Hall (both in New Jersey) – with Fuel Up to Play 60 schools.

Here, university student-athletes are connected with America's youth to inspire them to embrace the importance of healthy habits. The primary goal of visits is to promote healthy food choices and increased physical activity – both which have been shown to have a positive effect on learning.

ADA North East also works with Cornell University Athletics to arrange the placement of chocolate milk coolers at key training facilities throughout the campus.

ONSITE	ONLINE	COACHES	ATHLETES
Digital Signage	Links to Nutrition Information	Scholar Athlete Applications	Messaging at Games
Banners	Facebook Posts	Scholar Athlete Awards	Product at Games and in Weight Rooms
Chocolate Milk	Twitter Posts	Monthly Nutrition Content	Scholarship Awards
Refuel Branded T-Shirts	Website Stories	Nutrition Stories	Branded Merchandise
Public Address Announcements	Website Nutrition Pages	Product for Teams	Nutrition Content & Speakers



For the sixth straight year, Refuel with Chocolate Milk messaging was featured at the New Era Pinstripe Bowl at Yankee Stadium on December 28, 2016. Sponsorship of the Pinstripe Bowl is part of American Dairy Association North East's partnership with the Yankees. The annual college football event offers a unique opportunity to promote the Refuel with Chocolate Milk message to college football fans and is part of the overall sports marketing strategy to connect nutrient-rich chocolate milk with superior athletic performance. Refuel was also the Defensive Play sponsor and featured after select interceptions, sacks and safeties.

Additionally, some 10-thousand runners Refueled with Chocolate Milk at the Delaware Marathon (Wilmington, Delaware), Rochester Marathon (Rochester, New York), Wineglass Marathon (Corning, New York) and the

Turkey Trot (Pottstown, Pennsylvania).

As official sponsor of the New York Yankees Youth Baseball Summer Camps, Refuel with Chocolate Milk is branded on the team's website and on-site at week-long camps in 12 cities throughout New York and New Jersey. This sponsorship also provides a week of free camp tuition



Swimmers enjoy chocolate milk following the Pennsylvania Interscholastic Athletic Association (PIAA) Swim Championships. ADA North East works with local processors to provide chocolate milk for athletes at these events.



This picture, shared on the Yankees' Facebook page, reached more than 404,000 followers!

for underprivileged Bronx students, which includes a visit to Yankee Stadium. This year's campers were treated to an appearance with former Yankee and 2009 World Series MVP Hideki Matsui, who answered questions from the children, posed for photographs and explained how to stay healthy while playing baseball.

ADA North East uses partnerships (like the Yankees) to help spread positive messaging about dairy through social media. Having popular athletes share our information helps our message reach a much larger audience – and it helps position dairy favorably.

Posts like the one above contributed to a total **3.1 million social media views**, while our traditional media efforts reached more than **230 million consumers** throughout our region in 2016.



Providing Milk to Families in Need

Dairy farmers' efforts to help open channels for milk to families in need reached an important milestone in July, with the expansion of the Fill a Glass with Hope® program to all eight Feeding America food banks in Pennsylvania—delivering more than **2.3 million** servings of milk in 2016.

Milk is one of the most requested items at food banks, yet it is rarely donated. That's why your dairy checkoff developed this unique partnership, which sells milk through a whole new channel. The milk is not paid for with checkoff funds, but sold to food banks as a result of individual consumer donations, grants and corporate sponsorships.

The Fill a Glass with Hope® program is Pennsylvania's first statewide charitable fresh milk program. Plans are underway to expand the effort throughout the ADA North East region.

Kingsley, Pennsylvania, dairy farmer and American Dairy Association North East board member, Bill Beeman, took part in the program's launch at Weinberg Northeast Regional Food Bank in July. "While Americans are generous with donations of canned and dry goods, fresh milk is a lot harder to donate because it's perishable. That's why this partnership with Feeding Pennsylvania and its network of eight food banks is so important to local communities and the state's dairy industry," Beeman said.

Bill Beeman at the Weinberg Northeast Regional Food Bank program launch in Pittston, Pennsylvania.

FILL a GLASS
with **HOPE®**

The Great American MILK DRIVE®

ADA North East also worked with retailers on The Great American Milk Drive. A partnership between Feeding America®, National Dairy Council® and the Milk Processor Education Program (MilkPEP), the program works to provide milk to families through fundraising campaigns held in local grocery stores.

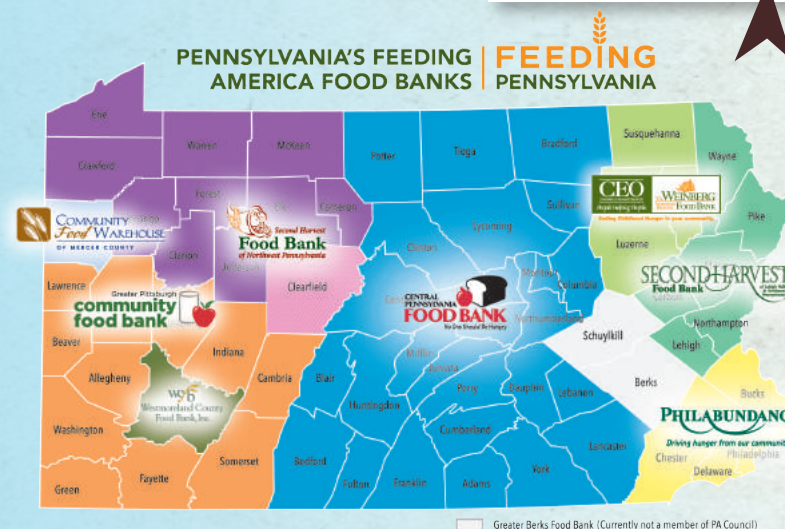
Last year, The Great American Milk Drive was implemented at significant market leaders including Price Chopper/Market 32, TOPS Friendly Markets, Weis Markets, Shoppers Food and Pharmacy, SHOP 'n SAVE, CoGo's, Safeway, ShopRite, Giant and Turkey Hill convenience stores.

In 2016, **more than 80,000 gallons** were donated through these activations in the region.

In-store kickoff events, like this one attended by dairy farmer Thad Sturgeon, of Frombell, Pennsylvania, at a Pittsburgh-area SHOP n' SAVE, drew shoppers' attention to the program and generated media publicity.



Thad Sturgeon, SHOP n' SAVE Pittsburgh, Pennsylvania



Highlighting Farmers' Environmental Achievements

Educating environmental thought leaders about the actions dairy farmers take to protect the land and water they use is an important step in gaining their support. In October, ADA North East helped environmental groups to better understand these actions during the Chesapeake Watershed Forum in Shepardstown, West Virginia.



Jim Harbach, Loganton, Pennsylvania

Pennsylvania dairy farmer Jim Harbach explained how farmers use no-till practices and cover crops to protect the soil to a standing-room only audience. "After my presentation, I had some great conversations with participants," said Harbach. "Many of them asked me to present to their local groups, which shows the interest level in what farmers are doing is high. It reaffirms my belief that making the time to do this kind of work is important and will have a real effect on the industry."

A photo taken from Harbach's farm—Schrack Dairy Farm in Loganton, Pennsylvania—was featured on the Chesapeake Bay Program website as *Photo of the Week*, along with an explanation of how no-till farming helps protect the Bay.

Staff also arranged for the Chesapeake Bay Program to feature Homer, New York, dairy farmer Mike McMahon in an article on their website and via their Bay News e-newsletter. McMahon's E-Z Acres Farm is in both the Skaneateles Lake and Chesapeake Bay watersheds, and received New York's 2015 Agricultural Environmental Management Award.

Dairy Farmer Representative on Chesapeake Bay Ag Workgroup

Developing strategic partnerships with key environmental groups is an important step in reaching and educating influential thought leaders. It's a way to demonstrate dairy farmers' commitment to innovation in the field of environmental conservation and build important allies in our farmers' quest to maintain the needed social license to operate. That's why ADA North East nominated Cochranville, Pennsylvania, dairy farmer Marilyn Hershey to join the Chesapeake Bay Program Agriculture Workgroup.



Marilyn Hershey, Cochranville, Pennsylvania, represents dairy farmers on Chesapeake Bay Program Agriculture Workgroup.

As a dairy farmer, Hershey provides a unique perspective to the workgroup. Since workgroup recommendations have key influence on policies for Bay recovery, it's important to have Hershey speak on behalf of fellow dairy farmers.

American Dairy Association North East

Total Revenue
\$20,354,741



Total Expenses
\$22,431,304



In 2016, the directors of all three organizations voted to terminate the employee pension benefit. The difference between the total revenue and total expenses reflects that cost.

2016 BOARD OF DIRECTORS

American Dairy Association North East was created in 2016 by consolidating American Dairy Association and Dairy Council, Mid-Atlantic Dairy Association and Pennsylvania Dairy Promotion Program. The dairy farmer boards of directors for each organization remain in place; each organization has representation on the American Dairy Association North East corporate board.



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*Denotes member of American Dairy Association North East Board of Directors

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