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ANNUAL REPORT

American Dairy Association North East



Showing Results, Making a Difference.

Showing Results,

Message from the CEO



Thank you. I know that this has been a very challenging year for everyone in dairy farming and you don't hear a simple "thank you" as much as you should. You provide nature's "most nearly perfect food" 365

days a year, regardless of weather conditions, market challenges or government shutdowns. We can always count on your products to be there for our morning cereal or our pizza at dinner or our late-night snack. Most consumers take your hard work for granted, but dedication can be seen in every cup of yogurt, gallon of milk and half-gallon of ice cream.

As a staff and board, our daily thank you is evidenced by doing our best to show results and make a difference in the marketplace. Because of your investment in promotion, thousands of children are taking advantage of school meals and therefore increasing their learning and improving their behavior. Your programs to expand breakfast in the classroom, increase yogurt consumption and add more cheese to school menus means more children are consuming your products which contain the essential nutrients to help them grow strong and healthy.

In retail stores, your checkoff investment makes dairy cases easier to navigate. Clear, targeted signage in the dairy aisle communicates vital nutritional information and highlights the local appeal of your dairy products. Shelves are kept colder, cleaner and more well stocked because you have invested in giving your consumers the best retail dairy experience possible. Yogurt and cheese shelves have become more organized, and new "protein snacking" sections are giving shoppers more ideas for that weekend or afterschool snack for their families.

Another very important topic I want to mention is product and farmer image. This is both a battleground and an opportunity for you, our farmers. Issues like animal care and sustainability are on the minds of your consumers. At ADA North East, we spend a great deal of time promoting and defending the dairy industry on your behalf. Several groups that promote the benefits of a plant-based lifestyle massage the facts to question your products and farming practices. To win this battle, we must proactively and transparently talk about the great work you do on your farms. When you get the chance to talk to consumers, share what you do to continually improve the environment and animal care.

We can help you do this. Even though you don't need one more thing to do, but we need you to work with us to communicate with your consumers. We have training programs and materials available to help you tell your story and drive your own dairy discussions. Let us help you tell the story that only a hard-working dairy farmer can tell. It's time to brag about the tremendous strides you have made to be more planet and animal friendly. I know it's not in your nature to boast, and most of you quietly go about the business of feeding the world, but your consumers need to hear from you. Your ADA North East staff is always available and pleased to help you.

Throughout this annual report, you will see the results of your programs and the many ways that you are making a difference in product sales and building consumer confidence. I hope you are proud of what you have accomplished this year and we thank you for all that you do for all of us.

Richard Naczi

Chief Executive Officer

American Dairy Association North East

Making a Difference.

Message from Your Chairmen

Dairy checkoff is in a pivotal position right now, and even though we're all feeling the crunch these days, it's a necessary business investment.

As we watch friends and neighbors closing their barn doors, it's even more critical that we support what dairy checkoff can and does do. As farmers we need to stay in our own lane and continue to produce the safest, high-quality milk for consumers to enjoy and for our checkoff staff to confidently promote.

We know they are much more qualified than we are to work within the constraints of the school food service system to get milk placed in the coolers; to draft and place the perfect press release and post appropriate positive social media messages; to rally health professionals to support the nutritional benefits of our products; to understand retail requirements and in-store marketing techniques; and to plan and execute contracts and partnerships with influential organizations.

We trust each other to do the best job we can with the skills we possess. No one can tell our day-to-day story with more accuracy and more passion than we can, because there's no place we'd rather be than in the barn with our cows, or in the fields growing feed for those cows. That leaves us with the responsibility to share those messages and to push for changes with difference-makers in our industry.

We admire and thank our fellow dairy farmers who have vigorously taken on the task of telling our story. It's not always easy, and often met with opposition, but it's so important for our image.

We can all do our part, and we may have to dig a little deeper to do a little more. As Coach Vince Lombardi said, "The achievements of an organization are the results of the combined effort of each individual."

Checkoff is working and it is showing sales results – especially in schools and retail – thereby making a difference in the lives of our communities. There's satisfaction in that.



Richard Byma, Chair
American Dairy
Association North East,
American Dairy
Association and
Dairy Council



Jeff Raney, Chair
Pennsylvania Dairy
Promotion Program



Vernon Horst, Chair
Mid-Atlantic Dairy
Association



Youth Programs

Breakfast Programs Continue to Sell More Milk

When students in targeted school districts headed back to school last fall, many started the day with Breakfast in the Classroom, Breakfast After the Bell and Grab n'Go bags that included milk. ADA North East works with local school districts to drive awareness of and encourage additional participation in these important meal programs. Increased participation in these programs grows milk sales and dairy consumption in schools.

From 2017-2018,
126,502 additional students participated
in school breakfast =
94,877 additional half-pints of milk
sold daily.

National School Breakfast Week Promotes Milk, Dairy Foods

ADA North East held several events during National School Breakfast Week in March and as part of National Nutrition Month, to commend the federally-funded school breakfast programs. These programs make it possible for all students to have access to a nutritious breakfast every day — one that includes milk and dairy foods.

Breakfast Week events included unveiling new “grab ‘n go” breakfast carts at schools in Newark and Piscataway, New Jersey; Albany and Rye, New York; and York, Pennsylvania. Five schools each received a \$5,000 grant, totaling \$25,000, funded by the PepsiCo Foundation in conjunction with GENYOUTH to assist in expanding the Fuel Up to Play 60 and Breakfast After the Bell programs.

36 targeted school districts
increased yogurt sales by 221%, or 33,630 additional 4-ounce units of yogurt.

36 targeted school districts participated in a cheese program - **sales increased by 18%, or an additional 24,858 pounds of cheese.**

Port Chester Middle School students, Rye Brook, New York, stand with a new GENYOUTH-sponsored breakfast cart.

GENYOUTH
EXERCISE YOUR INFLUENCE™

Summer Meals Program Moves More Milk

Summer Meals programs are making a difference in the lives of thousands of children in the ADA North East territory. Thanks to valuable partnerships with anti-hunger advocates, the free meals include nutrient-rich dairy products that children may not have access to when school is not in session.

Like school breakfast and lunch programs, all federally-funded summer meals are served with milk which translates to more dairy products sold.

Last summer, ADA North East led 17 events in highly-populated urban areas to draw attention to neighborhood locations serving meals. Dairy farmers attended each event with several bringing a calf on-site to help children connect the farm and their food. Most events included a local NFL player who helped reinforce the importance of including dairy foods in a healthy diet.

According to the United States Department of Agriculture, only one in 10 children who are eligible for free summer meals actually receives them, leaving 19 million children hungry during the summer. When school is out, families may have to spend an additional \$300 per month to feed their children.

Youth nutrition programs work to expand school meal opportunities by increasing milk and dairy sales in schools. ADA North East represents **1,818 school districts, 13,865 schools and 7.2 million students.**

Crystal Stambaugh Edwards of Westminster, Maryland, visits with Anne Arundel Public School District Food Service Director Jodi Risse at her dairy farm.



Dairy farmer Melanie Richman of Piles Grove, New Jersey, and former Philadelphia Eagle Jason Avant join a child at the Camden Summer Meals event.



Delaware Dairy Princess Leslie Webb; dairy farmer Bethany Knutsen, Harrington, Delaware; and former NFL players Qadry Ismail and Jason Avant participate in a Delaware Summer Meals event.

Dairy farmer Mary Archer Stewart, Pylesville, Maryland, spoke to students at the Baltimore County Summer Meals event.



Partnering with Schools

Working with school food service directors is also a priority to make sure dairy continues to be a key menu item. Maryland's Anne Arundel Public School District featured Crystal Stambaugh Edwards of Pheasant Echo's Farm in Westminster in its "Tasting of the Rainbow" school nutrition video. ADA North East's Youth Programs team facilitated the effort.

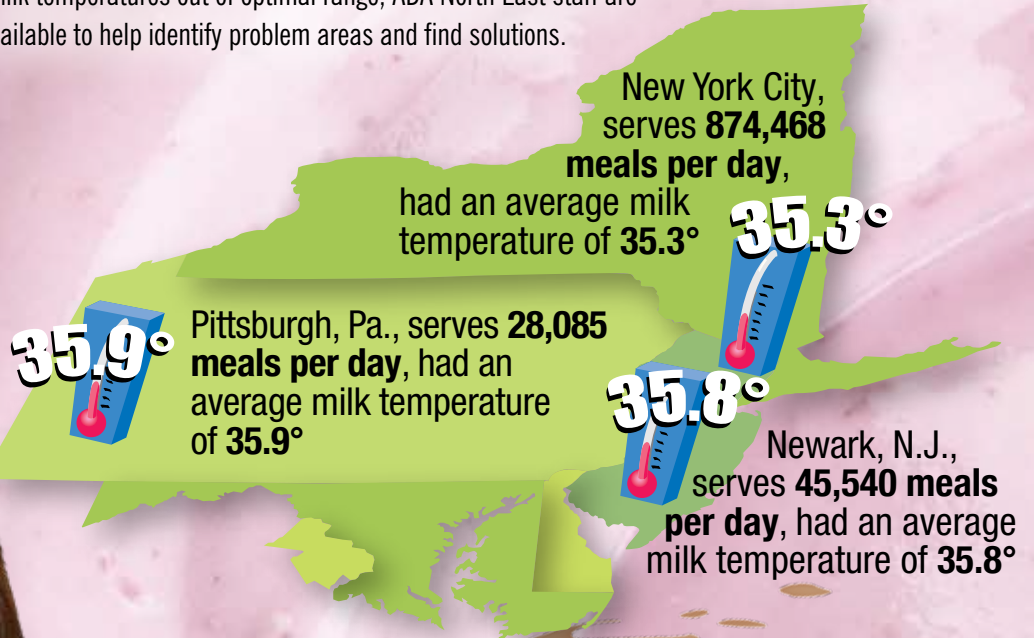


Kids Love Cold Milk!



To ensure that milk is the number one desired beverage at school, American Dairy Association North East works with school nutrition directors to "Strive for 35," to help keep milk served the way kids love it... cold!

Strive for 35 has been effective in helping schools stay aware of milk temperatures and results have lengthened milk's shelf life and encouraged kids to drink more! If schools report milk temperatures out of optimal range, ADA North East staff are available to help identify problem areas and find solutions.



ADA North East conducted a school milk survey in 2018. Results showed that nearly one-third of the more than 500 schools districts surveyed are now serving **1% flavored milk.**

Fuel Up to Play 60

Fuel Up to Play 60 (FUTP60) is active in 11,269 schools throughout the ADA North East territory. FUTP60 is the dairy checkoff partnership with the National Football League (NFL) that promotes healthy eating, including milk, cheese and yogurt, along with 60 minutes of physical activity each day in our schools. ADA North East utilizes this program to implement expanded meal strategies that ultimately optimize dairy sales in schools.

With seven NFL teams in our region, we held many different FUTP60 events to reach students, teachers and administrators with our dairy and school breakfast messaging.

"American Dairy Association North East and FUTP60 have helped West Orange School District in so many ways. We have been able to purchase equipment with grant money to introduce new and healthier foods for the students including yogurt parfaits, yogurt smoothies, grab 'n go breakfasts, and many more options. We were also able to purchase insulated bags to bring Second Chance Breakfast to two of our schools that have a high percentage of free and reduced eligible students."

*- Josh Kreutz, West Orange School District
Director of Food Services, West Orange, New Jersey*

"Fuel Up to Play 60 has helped me in so many ways and can have positive effects on all types of people. It helps with things like leadership and entrepreneurship skills, and I've even had the chance to learn about sustainability. Fuel Up is about being healthy, too, and how this can really affect your own health and wellness in such positive ways. It's about how you can make a change in your life and changes in other people's lives."

*- Ani Muralidharan, Kingsway Regional High School,
Woolwich Township, New Jersey*



Local Students, Farmers Participate in National Fuel Up to Play 60 Summit

Last summer, 27 students and 12 FUTP60 advisors from schools from throughout the ADA North East territory participated in the national Fuel Up to Play 60 Student

Ambassador Summit, in Atlanta, Georgia.

Dairy farmers Kelsey O'Shea from Madrid, New York, Audrey Donahoe from Clayville, New York, and Marilyn Hershey from Cochranville, Pennsylvania, also attended the event.

Dairy farmer Lyman Rudgers from Attica, New York, attended a Buffalo Bills Fuel Up to Play 60 event with Bills player Lorenzo Alexander.



**Fuel Up to Play 60 Creates
More Dairy Options in School Meals**



FLUID MILK

- Milk Temperature Study
- Breakfast After the Bell
- Summer Meals



CHEESE

- Pizza
- Entrees
- Recipes



YOGURT

- Parfait
- Smoothies
- Recipes



Retail Marketing

Dairy Aisle Performance Program Improves Retail Case Conditions, Increases Sales

Hygiene, rotation, in-stock conditions, temperature and freshness, and merchandising are the five key areas ADA North East's retail team focuses on in its Dairy Aisle Performance Program. Since **95 percent of all U.S. households purchase milk, and 80 percent is purchased in retail stores**, we work closely through this program with our retail partners to offer a view of the dairy aisle from the consumer's perspective to ultimately boost sales.

Also, eight retailers worked with ADA North East on merchandising concepts to remove non-dairy alternatives from dairy sections.

Our retail team made **6,080 visits to 1,362 different retail outlets**. Improved dairy aisle conditions = **44% reduction in hygiene issues and 1,000+ secondary placements** of milk-based products.

Yogurt dividers were placed in **107 stores**, and **75 stores installed cheese pushers**.

Nearly **20 retail partners** are also including Farm-to-Table messaging in **193 stores** featuring farmers from our territory; added dairy aisle signage to inform and educate shoppers; and space and labor-saving merchandising innovations in cheese and yogurt selections.

Tops, Wegmans Offer Milk, Cheese Sampling

More than 25 New York and Pennsylvania dairy princesses and farmers handed out milk and cheese samples and talked with hundreds of consumers about dairy in 12 Wegmans and four Tops stores.

At the Tops in Erie, Pennsylvania, Erie County Dairy Princess Anna Damore served milk and cheese.



"Thank you for the great installation of your American Dairy Association graphics in our newly remodeled Floral Park Key Food store. It really looks super – it pops and highlights the specific sections of the dairy showcase. We appreciate all the work you and your team did on our behalf."

- Howard Lipman, Vice President of Pick Quick Foods, Inc.



The Key Food dairy aisle in Brooklyn, New York, was **expanded 12 feet** (from 68 to 80 feet) to include more dairy products. According to the store's dairy supervisor, "dairy was **up 6 percent** in total store sales."



ADA North East retail efforts branched further into Pennsylvania to include CoGo's, Community Markets, Kennie's Markets, Kuhn's Markets, Redners Market Place and Shop 'n Save — totaling **131 new stores** that will carry dairy messaging! Weis Markets is also on board with nearly 50 stores!

ADA North East heard farmers' concerns and are working with retailers on product space allocation and correcting out-of-stock situations.



2018 Cheese, Butter and NFDM/Skim Powders: Up Milk and Yogurt: Down

2018 National % Volume Sales vs. Year Ago



CHEESE

2017: **+3.4%**

2018: **+2.3%**

2017: 37.2 lbs.
Highest level ever



BUTTER

2017: **+1.4%**

2018: **+5.8%**

2017: 5.7 lbs.
Highest in 40+ yrs.

NONFAT DRY/SKIM

2017: **-0.6%**

2018: **+2.7%**



FLUID MILK

2017: **-1.9%**

2018: **-2.0%**

2017: 149.3 lbs.
In long-term decline



YOGURT

2017: **+0.7%**

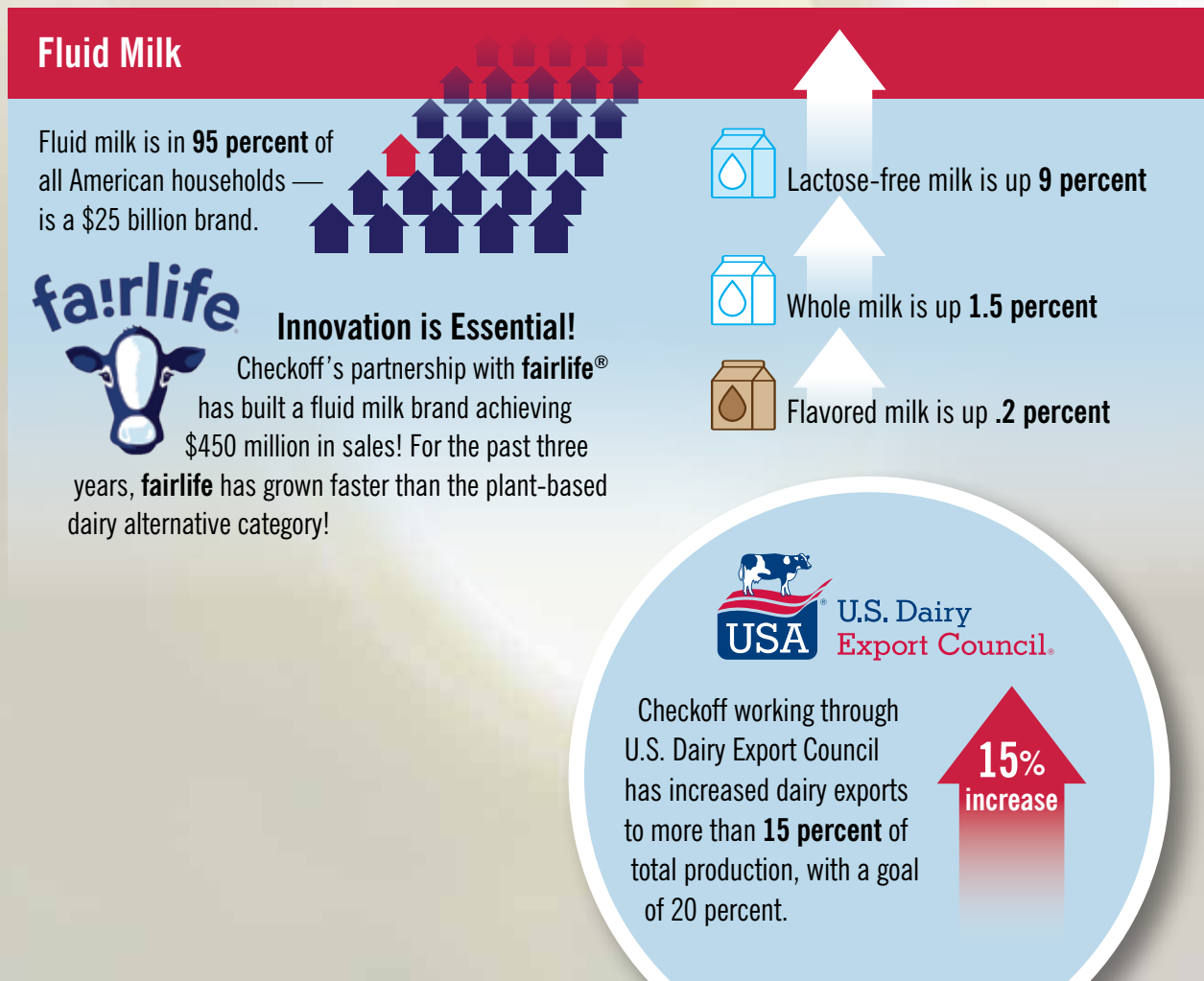
2018: **-1.9%**

2017: 13.7 lbs.
Highest point in 2013: 14.9 lbs.

National Partnerships

Dairy checkoff ensures that the more than **50 million** Americans eating fast food every day have the option to choose milk and dairy foods in top quick-serve restaurants. Since the start of these partnerships, **dairy volume has grown a combined 25 percent through our partners.**

Dairy checkoff provides food scientists to work with the partners to develop and test menu items that add more dairy to the menu items offered.



Sustainability Awards



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



E-Z Acres Farm in Homer, New York, and Reinford Farms in Mifflintown, Pennsylvania, each received one of three national Outstanding Dairy Farm Sustainability awards, presented by the Innovation Center for U.S. Dairy. The program recognizes dairy farms, businesses and partnerships whose sustainable practices positively impact the health and well-being of consumers, communities, animals and environment.

E-Z Acres is owned by brothers Mike and Pete McMahon, and an aquifer lies under their cropland, or water in an underground layer of glacial outwash, that provides drinking water to the surrounding region. To protect the water supply, the McMahons have worked diligently

for more than 20 years to manage fertilizers and have **reduced phosphorous use by 30 percent**. In addition, they frequently monitor wells, and have a rigorous community outreach effort to assure their neighbors of a safe water supply.

Reinford Farms has an on-farm digester and collects food waste from area grocery stores and food manufacturers. The Reinforas recycle 6,000-12,000 gallons of food waste daily by using de-packaging equipment to remove food packaging and thereby allowing cleaner waste to be piped into the digester. This has kept more than **35,000 tons of waste out of landfills** over the past decade.



Environmental Impact

Working with environmental-focused organizations positively positions the dairy industry to bridge understanding and trust of dairy farmers' environmental stewardship.

Dairy Messages Shared at Chesapeake Watershed Forum

ADA North East was a sponsor for the Chesapeake Watershed Forum in Shepherdstown, West Virginia, hosted by the Alliance for the Chesapeake Bay. More than 400 environmentalists attended and learned about soil health from retired York County, Pennsylvania, dairy farmer and Pennsylvania No-Till Alliance member, Leroy Bupp.

ADA North East also facilitated a farm tour for 24 conference attendees to Shenandoah Jerseys, hosted by Janet Stiles Fulton in Boonsboro, Maryland.

We also partnered with the Alliance for the Chesapeake Bay to help sponsor the Taste of the Chesapeake community event. Mid-Atlantic Dairy Association board member Jim Biddle and wife Carol of Williamsburg, Pennsylvania, attended the event along with fellow dairy farmers Katie Dotterer-Pyle of Union Bridge, Maryland, and Tim Bishton of Kennedyville, Maryland.



"Consumers love to talk to dairy farmers and respect what we say. I find great value in providing accurate information about who we are and what we do so consumer curiosity is not satisfied by others who may not represent us well."

- Dairy farmer Jim Biddle, Williamsburg, Pennsylvania

In New York, we hosted a farm tour for students at Hobart and William Smith Colleges, along with participating in the Upper Susquehanna Watershed Forum at SUNY Oneonta and the Genesee River Bash in Rochester, as part of our year-long sponsorship with the environmental organization Genesee River Watch.

ADA North East is a member of Partners for Healthy Watersheds with New York Animal Agriculture Coalition, New York Farm Bureau and North East Dairy Producers Association

Janet Stiles, Boonsboro, Maryland, hosted a farm tour for Chesapeake Watershed Forum attendees.



Partners
FOR HEALTHY WATERSHEDS

Don Jensen, Stanley, New York, explained his anaerobic digester to environmental students.

Consumer Confidence

Consumer interest in how and where their food comes from continues to grow. In 2018, we held **10 Driving Dairy Discussions** trainings with a total of **96 attendees**. The training program was developed by ADA North East to provide tools and tips to prepare farmers to have positive and effective conversations with consumers about the dairy industry.



stories of farm life and how milk is produced. DairyFAN has **41 active members** who had **combined engagements of 64,601** on Facebook, Instagram and Twitter, with an estimated reach of **1.5 million viewers**.

DairyFAN (Dairy Food Advocacy Network) is our social media advocacy program that helps farmers learn to effectively share

The Dairy Farmer **Speakers Bureau** provides training and resources to farmers to give presentations to local groups. Regionwide, the 30 members gave **80 presentations** and reached **2,918 consumers** with dairy messaging.

Speakers Bureau member, Gabby Wormuth, of Hourigan's Dairy Farm in Jordan, New York speaking to the Rotary Club in Skaneateles.



"Few people truly understand where their food comes from, not to mention the amount of work and care that goes into producing food products. Since people are so far removed from farming, as an industry we need to educate them and dispel the misconceptions. We live in a world where people trust outside sources and social media too much, so we really need step up and let our voices be heard. Who better than the farmer to educate about farming?"

- Dairy farmer Joy Wideman, Jo-Bo Farm, Gettysburg, Pennsylvania, and Speakers Bureau member

virtual farm tour

ADA North East piloted a virtual farm tour program in 2018 that allowed teachers to bring a dairy farm into their classrooms. Geared toward elementary and high school students, more than 3,000 students from 107 schools in 19 states participated in the inaugural tours hosted by George Andrew of El-VI Farms in Newark, New York, and Katie Dotterer-Pyle of Cow Comfort Inn in Union Bridge, Maryland.

Post-tour surveys showed nearly **80 percent** of teachers favorably rated their tour at least an 8 on a scale of 10; and more than four out of every five teachers indicated they would recommend the program to fellow teachers and would participate in another virtual farm tour.

"It was a compelling experience for both myself and my students. We have a very diverse population - from students who live on farms to those who have never seen a cow in real life. The students watched with 100% engagement." said Nissa Quill, a teacher from Walkersville Middle School, Walkersville, Maryland.

"With consumers being so far removed from production agriculture, inviting the students to see our farm this way may be the only chance they get to see a real dairy farm. This program is a great use of our checkoff investment because we're hopefully building a new generation of dairy advocates and milk drinkers."

- Dairy farmer George Andrew, El-VI farm, Newark, New York



Dairying for Tomorrow

ENVIRONMENTAL STEWARDSHIP · COMMUNITY OUTREACH · ANIMAL CARE

Dairying for Tomorrow awards recognize local dairy farmers and showcase on-farm practices that will help sustain the dairy industry now and into the future. Winners were selected in three categories: animal care, community outreach and environmental stewardship.

Winners were Mercer Vu Farms, owned and operated by the Hissong family in Mercersburg, Pennsylvania, for environmental stewardship; Dry Creek Farm, the Smith family, in Martinsburg, Pennsylvania, for animal care; and Hun-Val Dairy, the Weeks family, in Ringoes, New Jersey, for community and consumer outreach.

The Pennsylvania farms used their \$1,000 award to help purchase smoothie blenders for their local high schools, and the Weeks family used their prize money to donate milk to their local food bank.



"Ensuring our students have access to healthy, great-tasting food is our top priority. By offering the yogurt smoothies, they have another nutritious choice to help boost success in the classroom and in extra-curricular activities."

- Spring Cove School District Food Service Director Bob Shope who received the smoothie blender from Dry Creek Farm



*Hissong family in
Mercersburg, Pennsylvania*

*Weeks family
in Ringoes,
New Jersey*

*Smith family,
in Martinsburg,
Pennsylvania*



Integrated Marketing Communications

Social Media Food Bloggers Experience the Farm

For the second year, ADA North East hosted the Undeniably Dairy Farm-to-Table Blogger's Tour that took 20 health professionals and food bloggers to upstate New York to learn more about how dairy goes from "cow to cup." The group visited Ivy Lakes Dairy in Stanley to see first-hand how milk is produced; Shtayburne Farm in Rock Stream to learn about the cheesemaking process; and Muranda Cheese in Waterloo to showcase how high-quality cheese starts with quality milk and cows. The tour culminated with an Undeniably Dairy culinary competition in a variety of categories using milk, cheese or yogurt. Through these social media experts, ADA North East reached **43 million consumers** with positive dairy messaging.



"Being a part of the blogger tour as a dairy farmer was a great experience to see how our checkoff dollars are being used in an innovative way. We need to promote dairy to important influencers and dietitians, and they sent so much traffic via social media to photos of dairy farms, dairy recipes, dairy foods and more!"

*- Dairy farmer and blogger
Renee Norman-Kenny,
Enon Valley, Pennsylvania*



Third Party Spokespersons Spread Positive Dairy Messages

ADA North East's nutrition affairs team of registered dietitians utilized its 20-member nutrition speakers' panel of third-party health and nutrition experts to educate pediatricians, family physicians, registered dietitian nutritionists, school nurses and athletic associations about the nutritional benefits of including dairy in the diet. Thanks to this health professional outreach, our spokespersons reached **1.5 million consumers** in our region. Additionally, the nutrition affairs team confirmed dairy optimization support for Breakfast After the Bell and/or flavored milk from **28 state health associations**.

ADA North East hosted celebrity investigative author Nina Teicholz who served as a keynote speaker at the 2018 Pennsylvania Dairy Summit.

Teicholz's book, "The Big Fat Surprise, Why Butter, Meat and Cheese Belong in a Healthy Diet," delves into her investigation that debunks the idea that eliminating fats from the human diet is healthy. Her research shows that more, not less, dietary fat – including saturated fat – is what leads to better health, wellness and fitness.

ADA North East hosted three registered dietitians that serve as dairy spokespersons in the health professional community - Lindsey DeCaro from Philadelphia, Courtney Ferreira from Baltimore, and Heather Mangieri from Pittsburgh. They all joined Professional Dairy Managers of Pennsylvania director Alan Novak, Teicholz and dairy farmer Yvette Longenecker, Martinsburg, Pennsylvania, for a conversation at the PA Dairy Summit.

"As registered dietitians, we are constantly evaluating current research and science to guide our clients. The Dietary Guidelines for Americans are regularly updated to reflect what the current literature shows, and we look forward to seeing how her research reflects updates to the future guidelines."

- Heather Mangieri, CEO/Nutrition Consultant at Nutrition Checkup



ADA North East utilizes local partnerships to spread positive dairy messages. Our own health professionals work with retail dietitians to place dairy information in store fliers and on retail social media platforms, including participating in several Facebook Live events. Through these efforts, we reached **92,268 consumers**.

Reaching Consumers Through Targeted Marketing

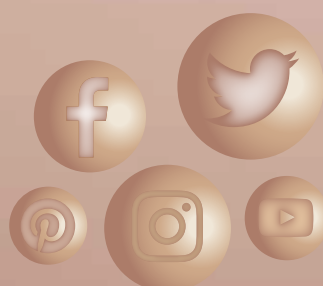
ADA North East's consumer communications team bolsters the image of dairy farmers and dairy foods by developing relationships with traditional and social media influencers. Our

team placed **1,267** positive dairy farmer stories in consumer media outlets and secured more than **20 million** media impressions.

Digital Media Efforts Grow

More than **16.3 million** social media impressions (or views) were recorded for ADA North East posts in 2018 – which is the number of times a consumer sees one of our posts on our social media channels (Facebook, Instagram, Twitter, Pinterest and YouTube).

Total social media engagement – where a viewer would act on a post such as clicking "likes or shares," or leaving a comment – was **345,721**. In the first year of our newly-designed website, AmericanDairy.com, a record **373,339 visits** were recorded.



Yankees Partnership

"What do baseball and chocolate milk have in common? It's

the number nine. It takes nine innings to win a game, and there's nine essential nutrients in chocolate milk."



- New York Yankees Manager Aaron Boone's public service announcement on behalf of ADA North East dairy farmers that was played at Yankee Stadium before every home game.

Refuel with Chocolate Milk was again the presenting sponsor of the Yankees' Summer Baseball Camps held in **14 towns** throughout the Metropolitan area, highlighted by a trip to Yankee Stadium.

Summer baseball campers receive a nutrition lesson from sports nutritionist Natalie Rizzo MS, RD, as part of ADA North East's Refuel with Chocolate Milk sponsorship.



Chocolate milk is the official beverage of:



New York State Public High School Athletic Association



Pennsylvania Interscholastic Athletic Association



Maryland Public Schools Secondary Athletic Association

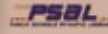


New Jersey State Interscholastic Athletic Association



Delaware Interscholastic Athletic Association

We also sponsor championship events through partnerships with:



Public Schools Athletic Association in New York City



District of Columbia Interscholastic Athletic Association

Athletes Refuel with Chocolate Milk

More than **35,000 state champion athletes** refueled with chocolate milk at the **135 high school sport championships** in the ADA North East territory. Refuel with Chocolate Milk, the campaign that promotes chocolate milk as an ideal recovery beverage, was highlighted through signage, arena announcements, fan engagement activities, product distribution and nutrition education.



ADA North East also supports college athletes including Rutgers University football and basketball players, and Seton Hall basketball players with the refuel message, in addition to local marathons and the National Double Dutch competition each year in New York City.

"Our partnership with American Dairy Association North East continues to be one of the strongest in our association. Each season at our state championship events, one of the highlights and most sought-after items is the chocolate milk. We thank the dairy association for its years of support and we look forward to partnering together for years to come."

- Dr. Robert Zayas, NYSPHSAA Executive Director



Hunger Collaborations

Great American Milk Drive

ADA North East's retail team continued its partnership with local retailers, National Dairy Council™, Milk Processor Education Program (MilkPEP) and Feeding America® to support the Great American Milk Drive, to help get milk into the hands of families who need and want it.

The dairy industry is committed to providing **50 million** servings of milk to families in need by 2020. Several additional retailers in the ADA North East territory are participating in the campaign.

Dairy farmers Pat and Sherri Hanahan, Saratoga Springs, New York; New York Agriculture Commissioner Richard Ball; Saratoga County Dairy Princess Libby Swatling; and Lewis County Dairy Princess Reagan Domagala participate in milk drive.



MORE THAN \$300,000 WAS RAISED THROUGH THE CAMPAIGN IN 2018.



ShopRite Supermarkets in New York and New Jersey collected \$50,000 and



Price Chopper supermarkets received \$35,761 in donations. In the southern

region of our territory,



Safeway's tally was nearly \$107,300, and



SHOPPERS Shoppers Food and Pharmacy, along with



Shop 'n Save customers, racked up a record \$113,078 in donations, including a \$10,000 match from the retailer.

Fill a Glass with Hope®

Initiated by Pennsylvania dairy farmers, the charitable milk campaign, a partnership between ADA North East, PA Dairymen's Association and Feeding Pennsylvania, is helping get milk to families who need it most. All funds raised enable Feeding Pennsylvania's member food banks to purchase milk directly from their local dairies at a reduced price to distribute to families facing hunger issues.

Since its inception in 2014, the campaign has provided more than **10 million** servings of fresh milk to Pennsylvania families, thanks to more than \$800,000 in donations raised in support of the program.

"Fill a Glass with Hope has become an incredible opportunity to supply food-challenged families with the nutrition of milk. It has been very satisfying to see corporate partners and individuals donate funds because they recognize the importance of providing access to milk to ALL children and families."

- Dave Smith, PA Dairymen's Association Executive Director

The Pennsylvania Dairy Princesses' picture was shown in New York City's Time Square celebrating their \$10,000 collection total for Fill a Glass with Hope.



Choose PA Dairy Campaign

In response to rising interest in buying local products and supporting family farms, and increasing the sale of fluid milk, the Choose PA Dairy campaign was created. ADA North East partnered with the Pennsylvania Department of Agriculture, Center for Dairy Excellence, PA Dairymen's Association, Pennsylvania Dairy Princess and Promotion Services, Pennsylvania Farm Bureau and Professional Dairy Managers of Pennsylvania to implement the program.



World Milk Day

ADA North East helped rally our farmers and industry partners to kick off June Dairy Month with the celebration of World Milk Day, on June 1, by posting five original Facebook posts and nine original tweets promoting dairy. In addition, we shared posts from many dairy partners to reach nearly 59,000 consumers.

Farmers, athletes, promotion staff, health professionals, retail markets, and many others, participated in World Milk Day to "Raise a Glass."

ADA North East partnered with Price Chopper retail market to conduct a Facebook Live chat with dairy farmer and registered dietitian Abbey Copenhaver, of Stanley, New York. She also joined the retailer in an "Instagram Takeover," to open two-way conversations with their customers.



Student athletes from Maryland, New York and Pennsylvania joined the celebration and toasted to milk during state championships.



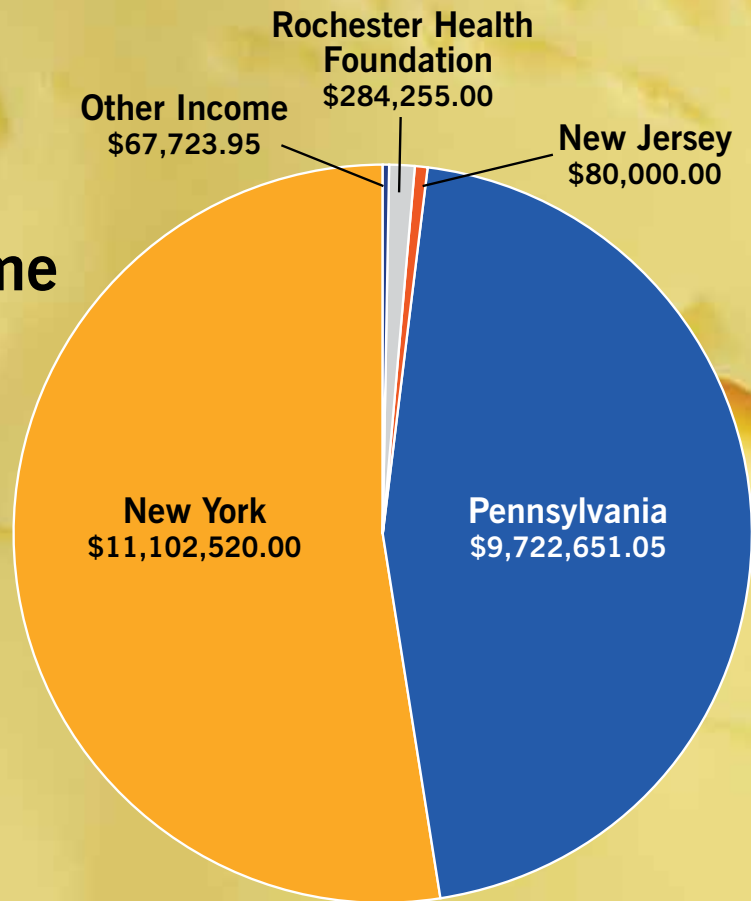
Anthony Lanier II, Washington Redskins defensive end, 'raises a glass' in honor of World Milk Day.



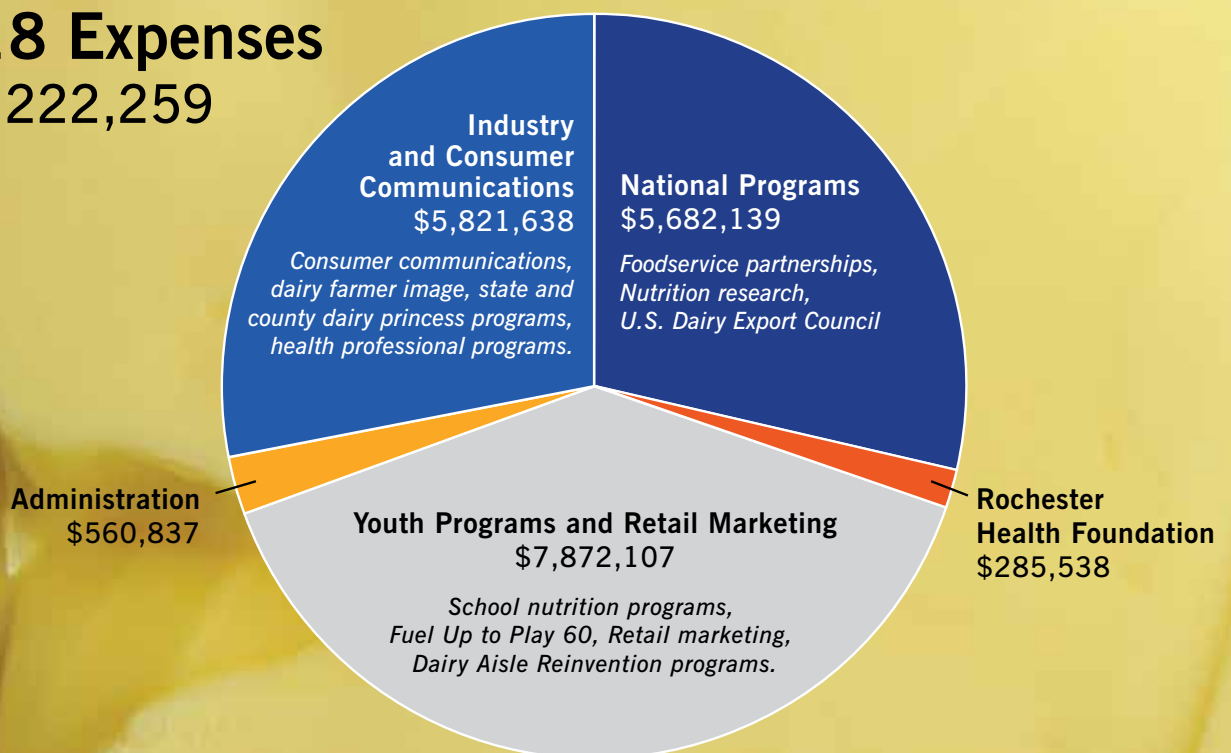
Financials

American Dairy Association North East

2018 Income



2018 Expenses \$20,222,259



2018 Board Members

as of December 31, 2018

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.



American Dairy Association
and Dairy Council

American Dairy Association and Dairy Council

Richard Byma, Sussex, N.J., *Chair**

George Andrew, Newark, N.Y.
Bruce Bartley, Cogan Station, Pa.
Corinne Banker, Morrisville, N.Y.
Patricia Bikowsky, Madison, N.Y.
Kristine Brock, Schaghticoke, N.Y.*
David Burns, Cohocton, N.Y.
Audrey Donahoe, Clayville, N.Y.*
Paul Fetter, Dalton, Pa.
Ernie Gelsinger, Robesonia, Pa.
Norm Gustafson, Frewsburg, N.Y.

Brian Gunning, Trumansburg, N.Y.
Barbara Hanselman, Bloomville, N.Y.*
Skip Hardie, Groton, N.Y.*
Bill Harrigan, Chateauay, N.Y.
Terry Ives, Bainbridge, N.Y.
Jason Kehl, Strykersville, N.Y.
Linda Kays, Callicoon, N.Y.
Karen Koerner, Portageville, N.Y.
Kelli Morgan, Union Springs, N.Y.
Peggy Murray, Copenhagen, N.Y.

Elaine Noble, Gillett, Pa.
Terry Phillips, Pattersonville, N.Y.
Joan Smith, Sauquoit, N.Y.
Sandy Stauffer, Nicholville, N.Y.
Lynette Swendsen, Akron, N.Y.
Gary Truckenmiller, Watstown, Pa.
Carroll Wade, Jasper, N.Y.
Eric Zuber, Byron, N.Y.
Dina Zug, Mifflintown, Pa.*



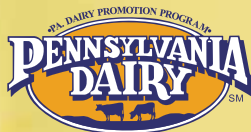
Mid-Atlantic Dairy Association

Vernon Horst, Chambersburg, Pa., *Chair*

Bruce Bartley, Cogan Station, Pa.
Bill Beeman, Kingsley, Pa.
Wayne Beidel, Newburg, Pa.
Jim Biddle, Williamsburg, Pa.
Richard Byma, Sussex, N.J.

Jerrel Heatwole, Greenwood, Del.*
Marilyn Hershey, Cochranville, Pa.
Larry Kulp, Martinsburg, Pa.
Tim Kurtz, Elverson, Pa.
Gib Martin, Elizabethtown, Pa.

Sherry Patterson, Chestertown, Md.
Jeff Raney, Adamsville, Pa.
Samuel Tressler III, Mt. Airy, Md.



Pennsylvania Dairy Promotion Program

Jeff Raney of Adamsville, Pa., *Chair*

Bertha Ackerson, Marion Center, Pa.*
Bruce Bartley, Cogan Station, Pa.*
Bill Beeman, Kingsley, Pa.
Wayne Beidel, Newburg, Pa.*
Marie Canon, West Middlesex, Pa.*
Erick Coolidge, Wellsboro, Pa.
Louie Diamond, Jr., Masontown, Pa.

Zane Garber, Shippensburg, Pa.
Douglas Harbach, Loganton, Pa.
Jennifer Heltzel, Martinsburg, Pa.
Vernon Horst, Chambersburg, Pa.
Rita Kennedy, Valencia, Pa.
John Kline, Myerstown, Pa.
Larry Kulp, Martinsburg, Pa.

Lolly Leshar, Bernville, Pa.
Fred Lucks, Warren, Pa.
Laura Paxton, Grove City, Pa.
Rob Waddell, Townville, Pa.
Jim Warburton, New Albany, Pa.
Laura England, *Representing Pennsylvania Agriculture*
Secretary Russell Redding, Harrisburg, Pa.

*Denotes member of ADA North East Board of Directors



AMERICAN DAIRY ASSOCIATION NORTH EAST

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100 Elwood Davis Road
North Syracuse, NY 13212

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Interstate Place II	Mid-Atlantic Dairy Association
100 Elwood Davis Road	1800 John F. Kennedy Boulevard, Suite 444
North Syracuse, NY 13212	Philadelphia, PA 19103-7440
www.AmericanDairy.com	315.472.9143

About American Dairy Association North East

American Dairy Association North East (ADA North East) is the dairy farmer-funded organization funded by participating dairy farmer's checkoff investment to build demand and sales for milk and dairy foods throughout the local region. Representing nearly 11,000 dairy farm families in Delaware, Maryland, New Jersey, New York, Pennsylvania and northern Virginia, ADA North East develops and implements local programs to drive milk and dairy sales at retail outlets and in schools. The organization also conducts consumer education about dairy through events, traditional and social media, and in collaboration with health professionals through National Dairy Council®. ADA North East works closely with Dairy Management Inc.™, the national dairy checkoff organization, to support nutrition research, national partnerships and developing export markets for dairy to bring a fully integrated promotion program to the region. For more information, visit www.AmericanDairy.com.