

2020 Stronger Together



AMERICAN DAIRY
ASSOCIATION NORTH
EAST



In 2020, we found strength in ourselves.
We found strength together.



CEO MESSAGE



If you asked me about our 2020 marketing plan this time last year, I wouldn't have predicted all the changes that your staff embraced to deliver effective checkoff programs in the marketplace. One advantage to the adjustment was that most of our staff was already working from home, and because of that, their use of technology and virtual platforms was already well developed. We were able to quickly respond to a totally virtual world.

However, the two key sales channels that we work in — schools and retail — were deeply impacted by the COVID-19 pandemic. ADA North East staff quickly reset its priorities and logistics and getting food to customers became our top priority. From making equipment available to keep milk cold in schools to replenishing empty shelves in retail stores, our priorities shifted during the first few months of the pandemic to ensure consumers had

access to dairy products.

One area that was positively impacted during these unprecedented times was the demand for consumer education programs about dairy farms. Parents looking for ways to educate and occupy now at-home children drove interest in our virtual farm tours well beyond our preliminary plans. In fact, interest was so high that we created the daily "Fun on the Farm" video series to fill the increased demand for information.

While ADA North East has worked with food banks and hunger programs for many years, during the pandemic surplus dairy products and government feeding programs became the driving force behind national and local food distribution efforts. We jumped in to help locally and succeeded in turning many milk surplus stories into positive media stories about dairy farmers caring for their communities. Many of our farmers participated in drive-through events that supplied families with dairy staples and other food products to help them manage their household nutrition needs.

Fortunately, all these activities were conducted using food supplied by cooperatives and government programs so that no checkoff dollars were used to buy dairy products.

While we're not yet out of the woods, you can rest assured that your checkoff staff will continue to innovate and pivot to respond to the difficult market conditions. We will also keep dairy farmers and dairy products front and center as part of the solution to these unprecedented times.

Richard Naczi, Chief Executive Officer
American Dairy Association North East



CHAIRMEN'S MESSAGE

In a year of uncertainty, one thing did not change — we dairy farmers never wavered from our work and we continued to take care of our families, cows and land. We have all experienced losses, and we are not used to being quarantined or not meeting in person, but at the end of the day, the industry has persevered because — we are stronger together.

The same can be said for dairy checkoff. We're amazed at how our local staff at ADA North East has adapted and adjusted our promotion efforts to keep moving our products. They have found new ways to communicate with our consumers and farmers and are reaching new audiences every day.

From helping stock dairy products on store shelves, to bringing a new enthusiasm to the retail dairy aisle with signage and seasonal promotions, to working with schools to keep milk available to students who are learning remotely, and to developing new online educational materials to reach consumers virtually — it's all made a difference. We continued to keep dairy in front of consumers — and reminded them what we have known all along. Dairy is a staple in every meal which provides comfort to families, as well great nutrition!

We are also excited about the way dairy checkoff is reaching newer and younger audiences — and the sheer number of young people we can reach — through online and digital promotions. While farmers are not likely to be looking at screens all day, the younger generation is so it's important to reach them where they are.

Yes, everyone has sacrificed in many ways during the pandemic. But dairy farming and dairy checkoff never strayed from its plans to provide and promote a safe, wholesome food for which we can be very proud.



Richard Byma, Chair
American Dairy
Association North East



Jeff Raney, Chair
Pennsylvania Dairy
Promotion Program

Wearing a new crown... **IN MEMORIAM - Dawn M. Houppert**

American Dairy Association North East long-time employee Dawn Houppert passed away in a car accident on Friday, March 12, her last day of work before retirement. Dawn dedicated 22 years to the dairy farmers of our region in various positions, but it was her role as manager of the New York Dairy Princess program where she had the most impact. Hundreds of young dairy promoters and county committees benefited from Dawn's guidance, creativity and organizational skills. Her giving and steady nature, thoughtfulness and sense of humor will be greatly missed.



Local Milk, Cheese, Yogurt Retail Sales Showed Year-End Increases

Retail sales for milk, cheese and yogurt in the ADA North East region increased in 2020 versus the year before, proving that families found these meal staples more important than ever, based on IRI Data Reporting.

Cheese: 14.7% increase – and held 13.8% of the total U.S. share of retail sales

Milk: 2.8% increase – and held 13% of the total U.S. share of retail fluid milk sales

Yogurt: 0.6% increase – and held 16.8% of the total U.S. yogurt retail sales

Assisting Retailers to Keep Dairy Cases Well-Stocked with Milk, Cheese and Yogurt

When COVID-19 hit in early 2020, retail grocery stores were met with several initial challenges that left shelves bare, including the surge for dairy products that caused consumers to stock up on essential items; stores not receiving dairy deliveries on time; and stores not having enough staff to keep the dairy cases stocked.



BEFORE



AFTER

Weis in Gettysburg, Pa., before and after ADA North East helped replenish the dairy case.

As part of the Dairy Aisle Performance Program, we assisted our retail partners by:

- Helping stock **247,449 units of milk, cheese and yogurt in more than 1,200 stores.**
- Working to remove “limit” signs in response to hundreds of calls from concerned farmers and consumers regarding quantity limits on milk and dairy products.



The goal of the **Dairy Aisle Performance Program** is to keep the dairy case clean, cold, and well-stocked. The retail team made **7,646 total visits in 2,029 stores throughout the region** to make sure milk and dairy products were best positioned in the dairy aisle or in other locations around the store.

RETAIL MARKETING — Selling More Dairy in Stores



For instance, cross merchandising products — like placing whipped cream in the fruit section — **can generate up to a 7% lift in sales!** Our team **installed 1,400 secondary placements of dairy products in 500 stores** to help boost sales.

The Dairy Aisle Reinvention program incorporated merchandising techniques such as customized signage to showcase the real dairy in the dairy case; featured

local farm families to make the connection to where the milk comes from; and provided nutrition and product use ideas. Retailers reported significant sales growth when these programs are implemented.

ADA North East received grant funding to place “Choose PA Dairy” signage in **268 Pennsylvania stores** to showcase the state’s locally produced dairy products.



Fill a Glass with Hope® Helps Food Banks Get Milk to Local Families

Initiated by Pennsylvania dairy farmers, Fill a Glass with Hope® continued to reach beyond state borders, providing a means for food banks in Pennsylvania and New York to purchase milk for the families they serve. Funds are raised through grants, corporate sponsors and individual donors who share our goal in providing fresh milk to those who need it most.



New York's Wayne County Dairy Princess Kailey Kuhn presents Foodlink with funds raised through Fill a Glass with Hope.

On average, \$1 provides 8 servings, or a half-gallon, of milk.

2020 kicked off with \$162,500 raised in Pennsylvania in collaboration with Pennsylvania Dairymen's Association, and during the year, **New York dairy princesses raised \$7,270.**

In addition, ADA North East partnered with Price Chopper/Market 32 for the Fill a Glass with Hope campaign during National Dairy Month that **raised \$23,011, including a \$13,661 match** from the retailer. Customers “rounded up” their change at checkout throughout the month of June to help local food bank secure more than 10,000 half-gallons milk for local families in need.

ADA North East joined the Milk Processor Education Program (MilkPEP) and Feeding America to support the Great American Milk Drive that raised **\$381,926 to get about 96,000 gallons of milk** to local families. The milk drive was held in Safeway retail stores in the District of Columbia, Maryland, Virginia and Delaware.

The Great American
MILK DRIVE



virtual farm tour

UNSCRIPTED • UNFILTERED • UNRESTRICTED

Virtual Farm Tours – Viewed More Than 350,000 Times Since 2018!

Three dairy farmers worked with ADA North East to bring Virtual Farm Tours to teachers in the classroom and families using in-home instruction. The tours brought an operating dairy farm to students in real-time using live video chat technology showing how dairy farmers care for their cows, the environment and their local communities.

The Fall 2020 Virtual Farm Tours pulled in 40,000 views in the first 24 hours. Hosts were:

Grades 7-12 – JoBo Holsteins with Joy Wideman, Gettysburg, Pa.

Grades 4-6 – Will-O-Crest Farms with Hannah Worden, Clifton Springs, N.Y.

Grades Pre-K - 3 – Talview Dairy with Stacey Copenhaver, Lebanon, Pa.

We re-promoted the recorded Virtual Farm Tours during the height of the pandemic because families were looking for engaging, educational materials – and they racked up 235,000 additional views.



“I really enjoyed hosting the tour because it allowed so many different groups of students to be here ‘on the farm’ virtually, more than we could ever host in person.”

– Virtual Farm Tour host
Stacey Copenhaver

“Thank you so much for the virtual farm tour. As a retired dairy farmer, I thought the information was grade relevant and very thorough.”

– Janie Hollister, Grade 3 teacher,
Hammond Central School, Hammond, N.Y.



Fun on the Farm Video Series – 3.5 Million Views!

An original two-season, on-farm video series was developed by ADA North East at the onset of COVID-19 when families were quarantined at home. The second season tied into and featured the farmers in the lesson plans for our dairy educational series.

23 farms and industry professionals featured in “Fun on the Farm” series!

“Great eye-opener, especially for New York City children who rarely know where their food comes from, let alone how technology plays a role.”

– Joveda Jones, middle school teacher
at Manhattan Christian Academy, New York, N.Y.

Dairy Educational Series Reaches More than 5 Million Students

Local dairy farmers worked with ADA North East to develop three free standards-based lesson plans about dairy farming and dairy foods to give teachers and students clear and factual information about modern dairy farming. Teachers across the region received the lessons in print and electronically.

More than **125,000 teachers who reached 5.1 million students** across ADA North East’s six-state region received the printed lesson plans. In addition, educators **downloaded the electronic version of the lessons 33,612 times.**

Elementary school – “Dairy Math”



High school – “Farming for the Future”



Middle school – “Science on the Farm”

“As a dairy farmer and a teacher, I know how important it is to get accurate, science-based information into our classrooms so students can make a positive connection with how their food is produced,”

– Johanna Bossard of
Barbland Dairy, Fabius, N.Y.,
who was featured in the high
school lesson plans.

YOUTH PROGRAMS —

Selling More Dairy Through School Meals

FUEL UP TO PLAY 60 – Keeping Kids Engaged and Healthy During COVID-19

To protect the future market for milk and dairy foods by positively reframing dairy in the minds of students and their gatekeepers, the Fuel Up to Play 60 partnership was created between the National Dairy Council and the National Football League (NFL).

The program opens the door for dairy farmers to work within school meals systems to implement dairy marketing programs.



To meet Fuel Up to Play 60 students where they are learning during the pandemic — we developed an interactive website, FUTP60Challenge.com. It provided recipes, cooking classes, workout videos, special messages from NFL players, and bi-weekly digital challenges to keep students engaged and becoming champions for their own health.

Fuel Up to Play 60 is in more than 11,800 schools, reaching 6.7 million students across the region.

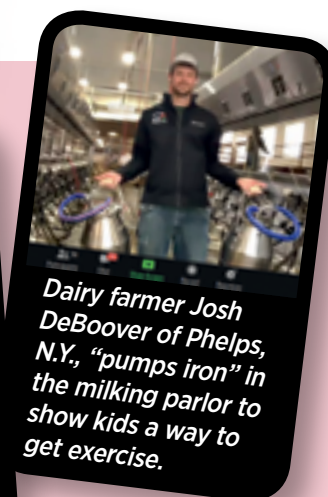


Fall 2020 Virtual Fuel Up to Play 60 Kickoffs

Seven local dairy farmers helped nearly 1,000 students from 48 school districts connect with dairy farming through seven virtual Fuel Up to Play 60 fall kickoff events hosted by ADA North East. Each farmer was joined by current or former NFL players and dairy advocates from the seven teams in the region, as well as student chefs, school nutrition and athletic directors. The events served to kickstart future FUTP60 participation during the 2020-2021 school year.



Dairy farmer Jenna Lenhart of Thurmont, Md., “curls” a few buckets for a workout.



Dairy farmer Josh DeBoover of Phelps, N.Y., “pumps iron” in the milking parlor to show kids a way to get exercise.

USDA Bulk Milk Options Serve More Milk During Pandemic

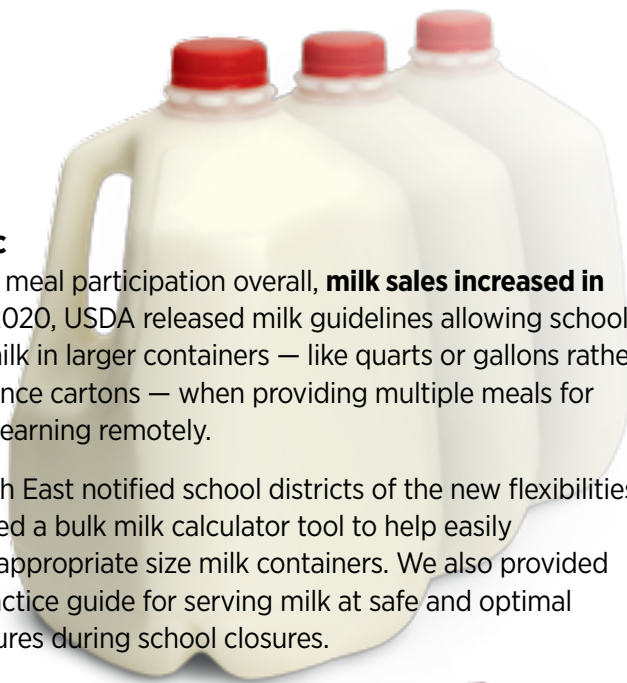
Although school closures during the pandemic led to declines in meal participation overall, **milk sales increased in some districts** due to serving milk with multiple meals. In April 2020, USDA released milk guidelines allowing schools to offer milk in larger containers — like quarts or gallons rather than 8-ounce cartons — when providing multiple meals for students learning remotely.

Two examples from September to October 2020 (versus a year ago):

Altoona School District, Pa., served an additional 13,513 milk pounds.

Syracuse City School District, N.Y., served an additional 13,357 pounds.

ADA North East notified school districts of the new flexibilities and created a bulk milk calculator tool to help easily calculate appropriate size milk containers. We also provided a best practice guide for serving milk at safe and optimal temperatures during school closures.



‘Nutrition Connection’ Launched to Help Schools Provide Meals with Milk During COVID-19

To help school nutrition directors prepare for the atypical school year, and to find ways to ensure students have access to dairy, ADA North East launched a new online resource — Nutrition Connection. The website offered tools and strategies to help school nutrition professionals ensure students have access to cold milk and dairy options, and recipes that included dairy that can be used whether serving hot meals in school or cold meals to go.

Pandemic Puts Kids’ Meals at Risk — Schools Receive Equipment to Serve Students

Many students were at risk to not receive school meals that include milk and dairy foods because of school closures. Dairy farmers and ADA North East offered grants to schools to purchase equipment for meal service options.



The Back-to-School Equipment Grant provided up to \$3,000 to help schools purchase necessary equipment. **108 schools received grants!**

GENYOUTH’s “For Schools’ Sake — Help Us Feed our Nation’s Kids!” grant program ensured schools continued to serve meals containing nutritious dairy foods. Funds were used to purchase equipment like cooler bags and “grab and go” coolers. **217 schools received \$341,200 in funding**



The Easton Area School District in Pennsylvania received insulated tote bags to help serve meals in the classroom. The equipment helped serve an additional **1,873 breakfasts and 1,118 lunches weekly — or an increase of 2,991 half-pints of milk per week.**



IN YOUR OWN WORDS — Dairy Farmers, Promoters Advocating for the Industry with Consumers



Dairy farmer Trisha Boyce of Chapel's Country Creamery, Easton, Md., gives a media interview at a National School Breakfast Week event in Maryland.

Dairy farmer and ADA North East board member Eric Zuber of Byron, N.Y., talks about the importance of dairy farmers providing milk to the community during times of need.

Dairy farmers from across the region spoke up for dairy in many ways — through television, print and radio interviews. ADA North East staff helped prepare farmers with talking points and presentation tips to arm them with the tools to answer questions confidently. Our training and resources helped farmers get the message across to consumers about the great

work they do everyday to provide nutritious, high quality milk, in addition to how they care for their cattle and the environment.

Dairy princess programs in the six-state region recruited young dairy promoters to engage consumers at the grassroots level. ADA North East managed the New York and New Jersey Dairy Princess programs, and provided funding, training and promotional resources to the to the dairy princess programs in Pennsylvania, Maryland, Delaware and Virginia.



New York's Monroe County Dairy Princess Faith Avedisian promotes the retail campaign touting Chocolate Milk as the Official Drink of Halloween.



Dairy farmer Paul Fouts of Groton, N.Y., conducts an on-farm media interview about how he keeps his cows cool during hot weather.

Through DairyFAN (Dairy Food and Advocacy Network), ADA North East's social media advocacy program, 56 members learned to effectively share positive dairy stories on digital media. Members reach diverse audiences with accurate, current dairy information and providing transparency about on-farm practices.

FARMERS SUPPORTING FARMERS — Recognizing Peers for Outstanding Farming Practices

2020 Dairying for Tomorrow Award Winners Recognized for Outstanding On-Farm Practices

Local dairy farmers recognized their fellow farmers' passion for dairying and their exemplary practices that will help lead the industry into the future through ADA North East's Dairying for Tomorrow awards. The awards were given in three categories: animal care, community outreach and environmental stewardship.

Dairying For Tomorrow Award Community Outreach Winner: Dutch Hollow Farm, Schodack Landing, N.Y.



The award generated 30 media stories with more than 200,000 media impressions — in both agricultural and consumer publications.



Animal Care Winner: Musser-Ridge Farm, Newmanstown, Pa.

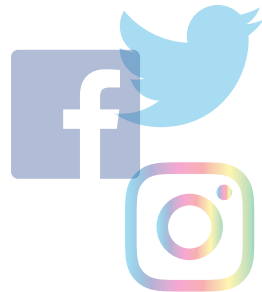


Environmental Stewardship Winner: Worth the Wait Farm, Stevens, Pa.

Pivoting Programs, Working with Key Partners, Audiences and Influencers

Consumer communications build trust, awareness and engagement in dairy. In addition to traditional media, we also focus on digital and social media to reach our health influencers, sport partnerships and Generation Z audiences, among others, to enhance dairy farmer image and to boost dairy consumption.

Social media posts on Facebook, Instagram and Twitter garnered 5.5 million impressions!



‘Come Back Stronger’ Campaign Helps High School Athletes Prep for Fall Sports Season

As part of ADA North East’s effort to educate and communicate with the region’s high school athletic associations and its more than 15,000 high school coaches, we developed the three-part “Come Back Stronger” webinar series, geared toward coaches to help student athletes return to sports in the new school year.

Presenters of the series are part of ADA North East’s **15-member Sports Nutrition Advisory Panel**. Panel members included renown sports nutrition and health professionals that work with us to describe the value of including dairy in an athlete’s healthy diet to the athletic associations and coaches. They also promote the Refuel with Chocolate Milk campaign to remind athletes to replenish muscles after training with chocolate milk.

The sports nutrition seminars drew 149 registrants who engage with 28,477 student athletes a month.

Third-Party Spokespersons Help Establish Trust in Dairy with Thousands of Consumers

More than 40 health and nutrition experts served as third-party spokespersons and regularly advocated for dairy. They shared positive dairy messages to their network of thousands of consumers and other health influencers. Audrey Donahoe, ADA North East board member and National Dairy Board Chair from Clayville, N.Y., met with them as part of the Food and Nutrition Expo and Conference.

“The relationships we build with these ambassadors is a crucial part of our checkoff programs as they support dairy as safe, nutritious and healthy to the many consumers and families they work with regularly.”

– Dairy farmer Audrey Donahoe, Clayville, N.Y.



“It’s great to connect with and support our dairy producers, and to energize the way we all love best – through delicious, nutritious food!”

– Ellie Wilson, Price Chopper Registered Dietitian and ADA North East third-party spokesperson

Local Farmers Help Build Trust in Dairy Through Social Media Influencers

Thirteen influential social media food bloggers, with an **estimated 1.3 million followers**, learned first-hand about dairy farmers’ cow care and innovative sustainability practices during ADA North East’s virtual Farm-to-Table Dairy Tour. These influencer partnerships will continue through the next year as they keep advocating for dairy with their followers.

Four dairy farms welcomed the bloggers:

- Har-Go Farms, Pavilion, N.Y.
- Noblehurst Farms, Linwood, N.Y.
- Ivy Lakes Dairy, Stanley, N.Y.
- Mulligan Farm, Avon, N.Y.

To help further make the connection of where food comes from and how it is used, the bloggers were introduced to influential culinary leaders in Rochester, N.Y., who incorporated dairy into the recipes they shared.

Savor Recipes Provides Dairy-Centric Recipes, Food Options for Foodies and Families

ADA North East’s consumer-facing website SavorRecipes.com features hundreds of recipes, how-to videos, podcasts, blogs and digital cookbooks.



Virtual Programs Reach 3,700 Health Professionals with Dairy Messaging

Through **17 virtual webinars in 2020**, more than **3,700 health professionals** tuned into hear dairy information that they can recommend to their patients and clients. We shared information with state and national nurses, dietetics, pediatrics, and retail associations, among others.

“It’s always important to let people come out to the farm to see everyday life, and so they can see and understand what comes into and goes out of the farm business to produce milk.”

– Emilie Mulligan, tour host at Mulligan Farm



Savor Recipes also allowed consumers to shop from the website directly with their retailer of choice. This e-commerce feature only allowed consumers to purchase real dairy — **NO imitations** or substitutions of non-dairy beverages — will appear as options!

In 2020 Savor Recipes’ visitor “traffic” included:

- **17.2 million** impressions on social media
- More than a **half million** social media engagements (comments, reactions and share of the content)

THE SHOW MUST GO ON — State Fairs Looked Different in 2020 but Dairy Remained Front and Center

Dairy farmers Marie Canon of West Middlesex, Pa., and Tim Kurtz of Elverson, Pa., represent eastern and western Pennsylvania at the butter sculpture unveiling.

Two butter sculptures, three celebrity milkshake contests, and thousands of social and traditional media mentions helped keep the dairy industry front and center during the 2020 Pennsylvania Farm Show and the New York and Maryland state fairs.

The Pennsylvania Farm Show was one of the few in-person events in 2020, and ADA North East's dairy events at the show racked up record-breaking media coverage. The butter sculpture featuring favorite Pennsylvania sports mascots drew the most attention — **366,000 social media views and 700 traditional media placements.**

The Calving Corner, a partnership with the Pennsylvania Dairymen's Association and the Center for Dairy Excellence, showcased four dairy farm families who provided cows for the live births. **Thousands of farm-show goers gathered in-person for each delivery, and more than 1,000 people watched each birth live on our YouTube channel.**



ADA North East creatively developed virtual dairy educational and media opportunities to replace in-person events at the cancelled New York and Maryland state fairs.

New York dairy families participated in a video series to showcase the New York dairy industry, and how dairy exhibitors prepare for the show.

Lily Marshman of Tiger Lily Holsteins, Oxford, N.Y., gave showmanship tips for the show ring.

- Claire and Chloe Lamb of Lamb Farms, Oakfield, N.Y., demonstrated how to wash a calf.
- Madison, Sophie, Lily and Evie Woodis of Country Ayre Farms, Dewittville, N.Y., explained the art of clipping a calf for the show.
- Lily Marshman of Tigerlily Holsteins, Oxford, N.Y., gave showmanship tips for the show ring.



New York State Dairy Princess Natalie Vernon, dairy farmer Lisa Porter of Adams Center, N.Y., and New York State Agriculture Commissioner Richard Ball celebrate the state's dairy farmers at the butter sculpture unveiling. Themed "Nourishing Our Future," the sculpture was a tribute to the dairy farmers, parents and schools that ensure children are nourished and learning.

At the Maryland State Fair, our Undeniably Dairy Shake-Off Celebrity Milkshake Contest grabbed consumer and media attention through their "People's Choice" voting — **racking up more than 11,500 votes!** By including local media personalities, the contest also garnered media interviews with Maryland Dairy Princess Ellie Feaga.



MILK AND FOOD DISTRIBUTION EVENTS — Working Together to Get Milk and Food to Neighbors in Need

Dairy farmers rallied to help get milk and dairy foods to families with donations from Dairy Farmers of America and through the USDA-funded Coronavirus Food Assistance Program (CFAP) program. ADA North East joined forces with Feeding America®, Nourish New York and other local community organizations in New York, Pennsylvania, Maryland and Delaware to get the milk and dairy products to families.

ADA North East also helped dairy farmers organize milk and food drives in their local communities and helped prepare dairy farmers for media interviews at the events.

Pennsylvania Dairy Promotion Program director and National Dairy Board member Jennifer Heltzel, Martinsburg, Pa., helps provide milk to local families.



New York dairy farmers Lisa Porter of Porterdale Farms, Adams Center; Peggy Murray of Murcrest Farms, Copenhagen; and Katie Burger, Krystle Oakman, Kris Burger of Deer Run Dairy, Adams, participate in a Watertown milk drive.

State and county dairy princesses played a part in serving their local communities during many of the milk drives across the region.



Madrid, N.Y., dairy farmer David Fisher of Maplevue Dairy (center), joined more than 40 local law enforcement officers from New York's North Country at a milk drive in Canton, N.Y.

Total distribution included:
Milk – 842,000 gallons
Dairy foods – 437,700 pounds

NATIONAL CHECKOFF PROGRAMS HAVE LOCAL IMPACT



The first of four videos launched in the first week by gaming influencer Preston Playz grabbed more than 700,000 views and 40,000 likes in the first 12 hours!

Got Game? Dairy Farmers Partner with Gaming Stars to Talk Sustainability with Gen Z's

To build trust in dairy farmers and to drive dairy sales, Dairy Management Inc., reached the Gen Z audience with what they care about — sustainability and video gaming. They partnered with four high-profile gaming influencers who have a combined reach of more than **120 million viewers**.

Each influencer visited a real dairy farm virtually and shared what they learned about on-farm sustainability using the video game Minecraft. They build virtual farms in the video game and created interactive challenges for their followers to do the same.



National Foodservice Partnerships Pivot to Drive Dairy Sales in 2020

COVID-19 disrupted our national partners' businesses in a variety of ways — including dairy sales — but with the help of checkoff support and research, they introduced new products, programs and promotions to keep sales strong.

The pizza category which uses 25 percent of cheese in the U.S., showed dairy sales to be up more than 10 percent by year end.

Pizza Hut

The Tonight Show Starring Jimmy Fallon promotion celebrated the 2020 graduating class with a 500,000 pizza giveaway. The chain had its **biggest sales week in eight years** during the promotion!



Checkoff helped **McDonald's** activate more than 12,000 digital offers for dairy products that saw **23 million** consumer redemptions through September.



Checkoff helped **Taco Bell** develop the Pineapple Whip Freeze — the chain's first dairy beverage — and the grilled cheese burrito that used **10 times more cheese**.



Checkoff helped **Domino's** develop Carside Delivery to ensure contact-free transactions, along with new Taco and Cheeseburger pizzas that use **50% more cheese**.



Securing Dairy's Role in a Healthy, Sustainable Food System

National Dairy Council continued to facilitate research on behalf of U.S. dairy farmers in collaboration with third-party researchers to support dairy's role. In 2020, **41 peer-reviewed articles** were published, and the council presented dairy research to health and wellness professionals more than 100 times.

The research also helped secure dairy's place in the **2020-2025 Dietary Guidelines for Americans**, released in December 2020.

Important dairy highlights include:

- Dairy remains its own food group.
- Healthy dietary patterns that include dairy are linked to positive health across the lifespan — including **WHOLE MILK**, reduced-fat plain yogurts and reduced-fat cheese.
- First-ever recommendation for birth to 23 months to include yogurt and cheese as complementary foods
- “Most choices” for dairy foods should be low-fat and fat-free options — leaving room for **WHOLE MILK OPTIONS**

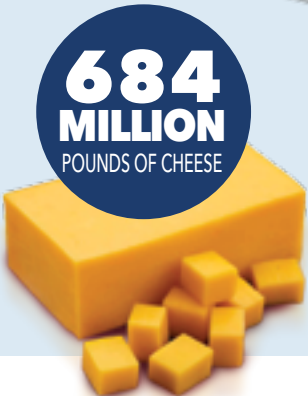
The guidelines are the official guidance of dietary recommendations for federal food assistance like schools and the Special Supplemental Nutrition Program for Women, Infants and Children (WIC).



Federal feeding programs distribute:



10.7 BILLION
POUNDS OF MILK



684 MILLION
POUNDS OF CHEESE



662 MILLION
POUNDS OF YOGURT

BUILDING SUPPORT FOR DAIRY FARMING
with Key Environmental Leaders Develops Trust

With consumers expressing more interest in sustainability and responsibly produced foods, ADA North East is helped dairy farmers build trust in their farming practices and in their commitment to stewardship.

We participated in several virtual events with our environmental partners, ensuring dairy was part of the conversations. We hosted retired dairy farmer and Pennsylvania No-Till Alliance member Leroy Bupp’s soil health session during the Chesapeake Watershed Forum.

“It’s important for farmers to understand the value of being involved in the conversations, and to establish open dialogue since we’re all part of the agricultural community.”

– Retired dairy farmer and soil health presenter Leroy Bupp



ADA North East compiled on-farm videos and interviews to share with our environmental partners. Pennsylvania farms included Kurtland Farms, Elverson; Meadow-Vista Farm, Bainbridge; Reinford Farms, Mifflintown; Walmoore Holsteins, West Grove; and Worth the Wait Farm, Stevens. Maryland farms included Cow Comfort Inn, Union Bridge, and Fair Hill Farm, Chestertown. New York farms included Oakwood Dairy, Auburn; Patterson Farms, Auburn; and Sunnyside Farms Farms, Scipio Center.



The **Partners for Healthy Watersheds** is a partnership with ADA North East, Northeast Dairy Producers Association, Inc. (NEDPA), New York Animal Agriculture Coalition (NYAAC) and the Cayuga County Farm Bureau that advocates for environmentally sustainable solutions to protect water quality in the Owasco Lake region through seminars, media stories and science-based information.



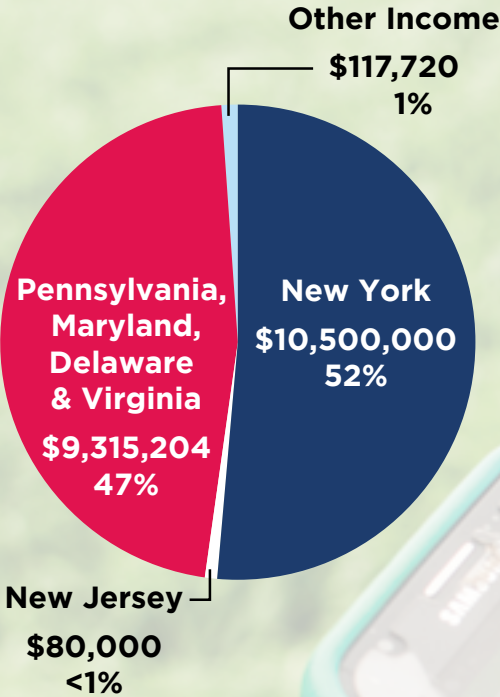
New York Dairy Farm, Turkey Hill Partnership Receive National Recognition

Twin Birch Dairy of Skaneateles, N.Y., was a U.S. Dairy Sustainability Award winner presented by the Innovation Center for U.S. Dairy, for its environmental stewardship in the Finger Lakes Region. Owned by Dirk Young, Todd Evans and Jeremy Brown, the farm was a winner in the Outstanding Dairy Farm Sustainability category that recognizes leaders in socially responsible, economically viable and environmentally sound dairy production, and exemplify a longstanding commitment to continuous improvement.

The Outstanding Supply Chain Collaboration award went to the Turkey Hill Clean Water Partnership comprised of Turkey Hill Dairy in Lancaster County, Pa., Maryland & Virginia Milk Producers Cooperative and the Alliance for the Chesapeake Bay. The category brought together local farmers and the private and public sectors to help dairy farmers develop and adopt conservation plans to better manage soil and water on-farm, to help protect the Chesapeake Bay.



2020 FINANCIALS

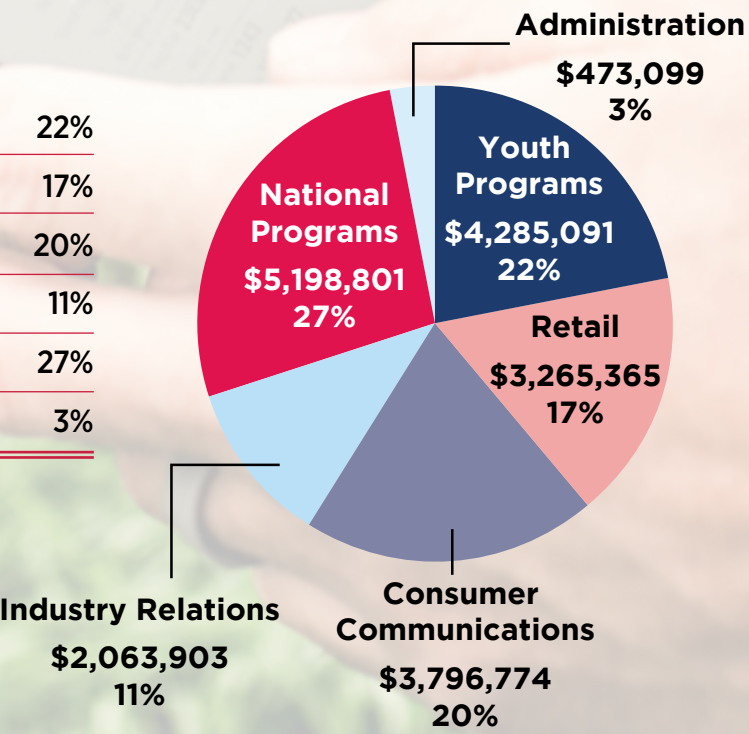


INCOME

New York	\$10,500,000	52%
New Jersey	\$80,000	<1%
Pennsylvania, Maryland, Delaware & Virginia	\$9,315,204	47%
Other Income	\$117,720	1%
		\$20,012,924

EXPENSES

Youth Programs	\$4,285,091	22%
Retail	\$3,265,365	17%
Consumer Communications	\$3,796,774	20%
Industry Relations	\$2,063,903	11%
National Programs	\$5,198,801	27%
Administration	\$473,099	3%
		\$19,083,033





2020 BOARD MEMBERS

American Dairy Association North East (ADA North East) and Pennsylvania Dairy Promotion Program (PDPP) are the dairy farmer-funded organizations funded by participating dairy farmers' checkoff investment to build demand and sales for milk and dairy foods throughout the local region. Representing nearly 10,000 dairy farm families in Delaware, Maryland, New Jersey, New York, Pennsylvania and northern Virginia, ADA North East and PDPP develop and implement local programs to drive milk and dairy sales at retail outlets and in schools. The organizations also conduct consumer education about dairy through events, traditional and social media, and in collaboration with health professionals through National Dairy Council®. ADA North East and PDPP work 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 AmericanDairy.com, or call 315.472.9143.

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