

Checkout What Dairy Checkoff is Doing for You!

Health Professional Outreach

Did you know registered dietitians (RDs) are the most trusted source when it comes to nutrition information? RDs who are part of local dairy checkoff staff partner with dietetic associations to give the dairy industry more credibility when talking to the public about the nutritional benefits of dairy. One way we educate dietitians about the dairy industry is through tours of local dairy farms.



ADA North East hosted a health professional and food blogger tour to a cheese maker and a dairy farm. More than seven million positive social media impressions resulted.

Issues and Crisis Management

ADA North East's Issues and Crisis Management network monitors media for dairy issues and responds to misinformation in the marketplace to help maintain consumer confidence in dairy products, dairy producers and the dairy industry. For assistance in responding to an issue, please contact **Beth Meyer at (315) 491-3892** or email bmeyer@milk4u.org.



National Programs with Local Impact

Partners magnify farmer's investments and sell more dairy; for every \$1 invested by dairy farmers, partners invest \$10.

Undeniably Dairy is a new campaign by the Innovation Center for U.S. Dairy in partnership with America's dairy farm families and importers. The campaign is to remind Americans of all that is good about dairy, starting at the farm and ending with an ever-growing variety of foods they love.

www.undeniablydairy.org.



Since the Domino's partnership started in 2008, the restaurant chain increased its overall cheese usage by more than 58 percent, an average growth rate of almost 7 percent per year. Domino's is also on board with Undeniably Dairy, placing the logo on the seven million pizza boxes sold each week.

Environmental Outreach

We build relationships with and positively position dairy farmers to environmental groups to ensure dairy farmer's freedom to operate. This allows for better communication between farmers and environmental organizations and provides opportunities to educate about modern farm practices.

State University of New York - College of Environmental Science and Forestry students learned about dairy farming practices on farm tours.



AMERICAN DAIRY ASSOCIATION NORTH EAST

Have Questions?

American Dairy Association North East | AmericanDairy.com | 315.472.9143

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Processor Relations

Collaborating with processors and manufacturers helps your local dairy checkoff identify opportunities to drive dairy sales at retail, in schools and in the food bank system. Local food banks and pantries provide a new channel to sell and distribute fluid milk to make it more available to families in need.

Bellefonte, Pa., dairy farmer Nathan Ulmer and wife Christina and daughter Phoebe, helped sell PA Dairymen's Association milkshakes at a Penn State football game to benefit Fill a Glass with Hope.



Youth Programs

ADA North East's programs are designed to keep milk top-of-mind with school decision makers. We distributed informational kits to 1,600 school districts about the importance of offering flavored milk to students.

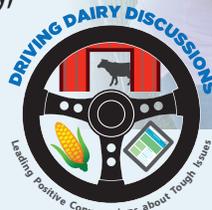
Fuel Up to Play 60, dairy checkoff's partnership with the National Football League, is in more than 73,000 schools and serves as a vehicle for us to establish or reinvigorate school breakfast programs.



Schodack Landing, N.Y., dairy farmer Nate Chittenden participates in the N.Y. Giants Fuel Up to Play 60 training camp with former players Amani Toomer and Howard Cross.

Driving Dairy Discussions

The Driving Dairy Discussions workshop prepares dairy farmers and advocates to enter positive conversations about high concern issues, such as GMOs, alternative beverages, and hormones or antibiotics in milk. Designed for adults in the dairy industry, we encourage both farmers and dairy business professionals to participate. Resources are also available to support farm tours and other grassroots promotions. For additional information, please contact **Amy Yeiser Leslie** at 267-623-3127 or aleslie@milk4u.org.



Union Bridge, Md., dairy farmer Katie Dotterer-Pyle uses her training at a Summer Meals event.

Retail Marketing

Creating the best dairy shopping experience for retail customers increases dairy sales. We're selling more dairy in supermarkets through the dairy aisle reinvention program, store audits and more. Adorning the dairy aisle with photos of REAL farms and authentic farm families provides a more personable and local connection with consumers, as well as putting a "face" on dairy.

The dairy aisle reinvention program is expanding into western Pennsylvania with two new retailers now participating, including nine Kuhn's Quality Foods and more than 90 Shop 'n Save stores in the region, reaching into eastern Maryland.



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