Domino’s Partnership Boosts Milk Sales by 1 Billion Pounds

This spring, Domino’s recognized dairy checkoff for its longstanding partnership, and celebrated the growth of more than one billion pounds of milk sold since 2009. DMI dairy farmer board members were invited to Domino’s biennial “Worldwide Rally” to receive the award.

While there, the members met with Domino’s senior leadership team, including recently retired CEO Patrick Doyle, and incoming CEO Richard Allison. Key takeaways from the meeting included the retail chain’s support of dairy farmers’ Right to Operate, and its trust in the safety of the food system. The group also learned about new and emerging digital technologies that could positively impact Domino’s and the dairy industry.

Domino’s uses 72 percent more cheese today than when the partnership with dairy checkoff began. The chain uses the Undeniably Dairy logo on seven million pizza boxes sold each week.

Collaborations Get Milk to Those in Need

ADA North East’s retail team partners with National Dairy Council, Milk Processor Education Program (MilkPEP) and Feeding America to support the Great American Milk Drive. Milk is among the most requested items at food banks, but one of the least likely to be donated because of its perishability. Our participation in the Great American Milk Drive bridges the gap between families who need milk and the food pantries where they obtain their food.

Shoppers Food and Pharmacy and Shop ’n Save customers in Maryland and Virginia donated a record $113,078, including a $10,000 match from the retailer, to supply milk to families utilizing the Capital Area and Maryland food banks.

Maryland dairy farmer Laurie Savage (left) and former Maryland Dairy Princess Sydnie Grosnickle, (right) joined former Washington Redskins player Gary Clark at the Georgetown Safeway Great American Milk Drive kickoff.

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ADA North East partnered with the New York City Department of Health/Department of Education’s Office of School Health to sponsor “Healthy Choices for Children: Knowledge to Nourish.” Held at the New York Academy of Medicine in New York City, the event encouraged school nurses to engage parents and teachers in promoting ADA North East programs like Breakfast After the Bell and Fuel Up To Play 60, while educating them on dairy’s role in a healthy diet.

Presenting to more than 250 guests, nationally-known nutrition experts Toby Amidor, MS, RD, CDN; Leslie Bonci MPH, RDN, CSSD; and Dayle Hayes, MS, RD, talked about smart eating in schools, understanding lactose intolerance, and science-based facts that debunk nutrition myths.
New York Dairy Farmer Featured in National Campaign, Shines Spotlight on Industry

Nate Chittenden of Dutch Hollow Farm, Schodack Landing, New York, was selected to participate in the Innovation Center for U.S. Dairy’s June Dairy Month Undeniably Dairy campaign. The efforts featured large-format murals and podcasts, among other special events, to highlight the farm-to-community chain.

A portrait of Nate was painted in Chef Marc Forgione’s New York City restaurant, while the chef’s likeness was painted on one of the Chittendens’ barns. Both were painted by street mural artist Nils Westergard. Nate, one of seven farmers to be painted across the country, attended the unveiling of his mural at the restaurant.

“We’re proud of what we do and are inspired by the connection we all share, which starts with the way we care for our cows to make the dairy foods that consumers love,” said Nate.

Nate participated in several media interviews, including national podcasts hosted by Oprah Winfrey and Katie Couric.

NY Thursdays Farm Tours Educate about Dairy, Give First-Hand View of Local Dairy Farms

Nearly 150 students visited three New York dairy farms this summer as part of the New York Thursdays program, designed to teach students about locally-produced foods served in schools and the farms where it’s produced.

The schools’ Thursday menu items were produced in New York. To win the trip, students had to view New York dairy farm videos more than 100 times on MilkVids.com and enter a drawing. The contest was developed and executed by the youth programs team of ADA North East.

Students from Rochester School #33 visited Lamb Farms, in Oakfield, New York; Central Park Middle School in the Schenectady City School District students, along with New York Agriculture Commissioner Richard Ball visited Wagner Farms in Poestenkill, New York; and students from James Weldon Johnson School in Manhattan visited Coon Brothers Farm in Amenia, New York.

A mural was painted on a barn at Dutch Hollow Dairy owned by the Chittenden family in Schodack Landing, N.Y., as part of a national June Dairy Month campaign.
Two Local Dairy Farms Win National Sustainability Awards

E-Z Acres Farm, Homer, New York, and Reinford Farms in Mifflintown, Pennsylvania, each received one of three Outstanding Dairy Farm Sustainability awards, presented by the Innovation Center for U.S. Dairy. The awards recognize dairy farms, businesses and partnerships whose practices improve the well-being of people, animals and the environment. Winners represent the U.S. dairy industry's voluntary efforts toward continuous improvement in sustainability.

E-Z Acres is owned by brothers Mike and Pete McMahon. An aquifer, or water in an underground layer of glacial outwash, that provides drinking water to the surrounding region, lies under their cropland. 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 Reinfords recycle 6,000-12,000 gallons of food waste daily thanks to de-packaging equipment that allows 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.

The Innovation Center for U.S. Dairy was initiated by dairy farmers in 2008, working across the industry to ensure an economically viable and socially responsible U.S. dairy community from farm to table.

Marilyn Hershey Dairy Blog Reaching Farmers

Since being named chair of the Dairy Management Inc. board, Pennsylvania dairy farmer Marilyn Hershey is working to more thoroughly explain dairy checkoff. Her new blog at www.dairy.org/blog aims to keep farmers informed about checkoff programs.

“Our industry has tremendous opportunity to thrive, both globally and domestically. We are resilient, determined and we love our dairy farming lifestyle. That opportunity will turn to gain as we become undeniably stronger together.” To share a comment with Marilyn, use talktomarilyn@dairy.org.

First-Ever Maryland ‘Breakfast on the Farm’ Draws Hundreds of Consumers

Nearly 700 consumers attended Maryland’s inaugural Breakfast on the Farm at Tebow Farms, owned by the Stup family in Walkersville, Maryland. ADA North East partnered with the University of Maryland Extension and other industry organizations to plan the event.

In an effort to connect consumers to farmers, the day’s educational topics included animal care, crop production, milk production and the operation of farm equipment. ADA North East provided literature and promotional materials; a trivia game for dairy promoters to engage attendees; and several display items, including a giant inflatable cow and a life-sized model cow that allowed guests to try their hands at milking.

New Maryland Dairy Princesses Crowned

Lynne Thomas (left), Upper Chesapeake Dairy Princess from Baltimore County was named 2018-2019 Maryland Dairy Princess. Maggie Green of Washington County will serve as alternate.
June Dairy Month Promotions Share Major Positive Dairy Messaging

ADA North East ramped up consumer attention to dairy foods and dairy farmers during June Dairy Month in a variety of ways – through social media and at events – reaching a record number of consumers. ADA North East garnered more than 1.1 million media impressions, which is the number of consumers exposed to our promotional messages. That number was 95 percent higher than our previous record for June Dairy Month!

We also engaged more than 31,000 consumers with our content, and increased the number of people who clicked, “liked,” commented on or shared our posts during the month, while adding almost 1,600 new followers.

Our Facebook page received the bulk of the views and engagement. A blog “30 Farmers in 30 Days,” which featured a different farm family from the ADA North East territory each day in June, received the most attention with more than 235,000 impressions.

ADA North East to Host All-American Dairy Show Exhibitor Appreciation Dinner

Learn more about what’s happening with your checkoff dollars at the All-American Dairy Show Exhibitor Dinner on Sunday, Sept. 16, at 6:30 p.m., in the PA Preferred Banquet Hall at the PA Farm Show Complex and Expo Center, Harrisburg.

To sign up for our weekly e-updates, the Checkoff Check-In, contact Jean Kummer at jkummer@milk4u.org.