Pittsburgh Steelers' Cam Heyward Posts Video Saluting Dairy Farmers

Through ADA North East’s Fuel Up to Play 60 partnership with the National Football League, live of our partner players posted social media messages offering support to school food service staff. They include Pittsburgh Steelers’ Cam Heyward, Baltimore Ravens’ Sam Koch, New York Jet’s Kelvin Beachum, Buffalo Bills’ Harrison Phillips, and New York Giants’ DaVion Tomlinson.

Fuel Up to Play 60 is the youth wellness program in schools that encourages students to eat a healthy diet that includes dairy, while getting at least 60 minutes of physical activity each day. ADA North East utilizes this partnership in its school breakfast efforts to make milk and dairy products available to students.

Bucks County Student Participates in the Philadelphia Eagles Draft

Fuel Up to Play 60 student ambassador, Samantha Mannikari, an eighth-grader from Bucks County, created an interactive Fuel Up to Play 60 (FUTP60) classroom video for her fellow students to stay active and eat healthy during home isolation. After eight weeks with new episodes each weekday, the series continues to rack up views—more than 14 million so far. Each FUTP60 series offers different dairy related topics to engage and educate young consumers about farm operations, how dairy products are produced and how they can be used at home. Pennsylvania farmers “starring” in the series include Jessica Peters, Spruce Row Farm, Meadville, Crawford County; Lolly Lesher, Way-Har Farm, Berwick, Berks County; Renee Norman Kenny, Kenny Dairy Farm, Kinon Valley, Lawrence County.

Find the series on AmericanDairy.com under “Dairy News.”

Three Pennsylvania Dairy Farmers Educate and Entertain on Facebook Live

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Active on Social Media? Consider These Tips During this Challenging Time

For farmers who are active on social media, there’s now a larger audience of families looking for interesting, educational material to pass the time during quarantine. Connect with these folks by offering a glimpse of your everyday life, whether through short videos, show-and-tell of various parts of the farm, caption contests, sharing dairy recipes, or simply asking what they’d like to know more about.

Now more than ever, it’s crucial we share credible information from reputable sources (such as CDC.gov). People are scared, and they aren’t sure who to trust. Posts claiming “milk can cure Coronavirus” or suggesting that the vaccination cows receive helps protect humans— even in a joking manner— could lead people not to trust you or any other dairy farmers.

If you see friends or fellow farmers sharing unverified claims, consider messaging them privately and ask them to remove or edit the post. We have so many great things to talk about, from the animals you all raise to the nutritious products you produce— let’s focus on that.

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Keeping Dairy on Pennsylvania Grocery Store Shelves is Top Priority

ADA North East retail staff has been working with major retail chains at the corporate level throughout the six-state region – representing around 1,400 stores – during the pandemic to make sure dairy products are readily available for shoppers. The major retail chains ADA North East has been working with include Acme, Fresh Grocer, Giant Castile, Giant Eagle, Karna Foods, Kennie’s, Kuhns, Redner’s, Shop’n Save, ShopRite, Wegmans and Weis.

“Essential operations” like processing plants and grocery stores are continuing to work every day – just like farmers. However, like other essential operators, they are coping with limited staff to perform necessary tasks as employees are balancing personal needs and convenience stores are likely to sell out of dairy products more quickly because of limited refrigeration and less frequent deliveries. To help ensure the desired products are available, check with the store to see when the next delivery is expected.

ADA North East’s retail team will continue to assist stores in enhancing retail sales under these current conditions.

Fayette County Dairy Farmer Helps Get 8,000 Gallons of DFA-Donated Milk Delivered

Louise Diamond, of Mountaineer Farms, Fayette County, and member of Pennsylvania Dairy Promotion Program board and Dairy Farmers of America, worked with the co-op and ADA North East to help get 8,000 gallons of donated milk delivered to the Fayette Food Bank. The need for food assistance is drastically increasing and the dairy industry has ramped up efforts to help get milk to families in need.

All told, ADA North East has helped coordinate logistics, communications and distribution of more than 160,000 gallons of milk donated by Dairy Farmers of America to families in Pennsylvania, Delaware, Maryland, New Jersey and New York. Other Pennsylvania locations included food banks in Philadelphia, Nescopeck and Pittston, that received nearly 40,000 gallons in total.

Pennsylvania Dairy Royalty, Promotion Committees Get Tools to Promote During COVID-19 Quarantine

ADA North East hosted an online video conference for more than 35 county and state dairy princesses and committee members. The profiles were given available resources through dairy checkoff including suggested responses for retail milk and dairy product marketing, tips on how to help dairy farmers, positive messages to share on social media, and milk donation examples.

ADA North East financially supports and provides promotional resources for the dairy princess programs in Pennsylvania, Delaware, Maryland, New Jersey and Virginia, and manages the New York Dairy Promotion Program. For more information about checkoff support, contact Dawn Houppert at dhouppert@milk4u.org.

Deadline Extended to June 15 for Dairying for Tomorrow Awards

June 15 is the new deadline to apply for the 2020 ADA North East Dairying for Tomorrow awards. The awards recognize farmers for their exemplary practices in three categories: animal care, community outreach and environmental stewardship. The program highlights farms that will help lead the industry into the future.

Overall and honorable mention winners in each category will receive a farm photo shoot. Photos will be made available to winners and will be used by ADA North East in social media campaigns and educational projects. Additionally, to help demonstrate the impact dairy farmers have on their local communities, overall and honorable mention winners in each category will have a donation (valued at $2,000) made in their name to an ADA North East retail school initiative to drive dairy sales and develop young consumers’ enjoyment of dairy.

Awards will be presented in late Summer 2020. Winners will be notified in advance and invited to attend the award presentation.

Beaver County Home Milk Delivery Story Hits Pittsburgh News Channels, Reaches Thousands

Brunton Dairy in Aliquippa, Beaver County, was featured on two Pittsburgh news stories when ADA North East pitched a story about local dairy farmers that continue to make home deliveries.

With the directive to stay home, consumers welcome the option to have milk and other fresh products delivered to their homes.

Pennsylvania Schools Receive Cooler Bags to Help Serve Milk During Pandemic

For ADA North East, ensuring that the more than three million students in our region receive healthy meals while schools are closed is a priority. To date, ADA North East has provided 508 cooler bags to 37 different school districts in Pennsylvania, Delaware, New Jersey and New York, to help distribute perishable items like milk and dairy products to teachers. We have also provided the schools with paper and plastic bags for transporting grab and go meals.

Pennsylvania school districts that received equipment and supplies include Chambersburg, Juniata Valley, North Hills and Pittsburgh Public Schools.

ADA North East actively compiles and updates the list of school districts on AmericanDairy.com that provide meals across our six-state region. While each district is handling food distribution differently, in most cases milk and dairy foods are included as part of the meals.

ADA North East’s youth programs team continues to draw on its established relationships with school nutrition directors to offer them much needed support during these challenging times. Together they are troubleshooting issues and developing solutions related to supply and meal policy within school districts.

In addition, ADA North East is sending weekly webinars to 1,800 school districts offering resources to help navigate this unprecedented time in school foodservice. Information includes training webinars, guest opportunities and self-care tips, among others.