McDonald’s Continues to Grow Dairy Sales

- McDonald’s recently launched a new low-fat chocolate milk with 25 percent less sugar. The recipe was formulated with the expertise of dairy farmers to show athletes the nutritional value of drinking chocolate milk after a workout and inspire them to become life-long milk drinkers.

- In 2019, we sponsored 120 high school state championships region-wide where 36,610 athletes refueled with chocolate milk. We also share sports nutrition information regularly throughout the year with nearly 15,000 coaches and athletic directors. Through a partnership with Turkey Hill Dairy, ADA North East made sure the athletes at the eight fall championships had 2,700 chocolate milks to refuel after their events. Winter championships kicked off in January 2020 with competitive spirit. Turkey Hill also distributed 1,504 chocolate milks for the athletes at this event.

- More than 23,000 students from 643 schools in 25 states participated in the 2019 tours.

Virtual Farm Tours Educate Students About Modern Farming Practices

Classrooms can connect directly with a modern dairy farm for a live video tour and chat with a farmer again this spring through the ADA North East Virtual Farm Tour series. Share the information with your local schools to encourage their participation. The tours are designed to help teachers and students understand what happens on a farm and how farmers care for their cows and calves.

- More than 23,000 students from 643 schools in 25 states participated in the 2019 tours.

- Spring tour dates feature two Pennsylvania farms:
  - May 19 and 20 – Pre-K – Grade 3, Talview Dairy, Lebanon, Pa.
  - May 27 – Grades 4-6, Will-O-Crest Farm, Clifton Springs, N.Y.
  - May 29 – Grades 7-12, Jollo Farm, Gettysburg, Pa.

More details and registration info is available at AmericanDairy.com under “Virtual Farm Tour.”

Apply for Conservation Funding to Improve Water Quality, Lift Consumer Confidence

Consumers not only care where their food comes from but are basing their product purchasing decisions on farmers’ conservation and stewardship practices. To help build consumer confidence in milk and dairy, ADA North East’s sustainability strategy focuses on helping dairy farmers find more ways to show their commitment to stewardship.

For example, more than $1 million is available through the Department of Environmental Protection (DEP) to reimburse Pennsylvania farmers in the Chesapeake Bay Watershed for developing plans to help improve local water quality. The deadline to register for reimbursement is April 1, 2020.

Contact ADA North East Director of Environmental Outreach Ron Ohrel at rohrel@milk4u.org, to learn more about potential conservation funding opportunities through the DEP and other organizations within our region.

American Dairy Association North East (ADA North East) is your dairy farmer-directed organization funded by participating dairy farmers’ checkoff investment to build demand and sales for milk and dairy foods throughout the local region. ADA North East represents more than 16,000 dairy farm families in Pennsylvania, Maryland, Delaware, New York, New Jersey and northern Virginia. Visit AmericanDairy.com or call 315-472-9143 to learn more.

2020 Dairying for Tomorrow Awards

Applications are due March 31. For more info, contact Beth Meyer at bmeyer@milk4u.org, or visit AmericanDairy.com and click on “For Farmers.” Overall winners will have a $1,000 donation made in their name to an ADA North East local retail or school sales initiative.

Pennsylvania High School Champions Refuel with Chocolate Milk

Student athletes who participated in the fall 2019 Pennsylvania state championships refueled with chocolate milk thanks to the ADA North East sponsorship of the Pennsylvania Interscholastic Athletic Association (PIAAA). The partnership helps athletes understand the nutritional value of drinking chocolate milk after a workout and inspires them to become life-long milk drinkers.

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Thousands of Consumers Get the Scoop on Dairy at the 2020 Pennsylvania Farm Show

ADA North East helped bring dairy to the forefront of the 2020 Pennsylvania Farm Show, reminding the nearly 900,000 Farm Show visitors of the important role dairy plays in their lives and in their local communities.

- ADA North East social media including the butter sculpture: 366,000 social media impressions (views) with 17,600 engagements (shares, comments and likes).
- More than 700 media placements featured the butter sculpture story and consumers from as far away as Florida and Alaska enjoyed the sports mascots too depicted in the sculpture.
- Nearly 8,500 visitors enjoyed our giant milk glass and cookie sculpture who shared it with their friends via photos and social media posts.

Calving Corner Elevates Dairy Farmer Image:

Facebook: 3,324 followers
Instagram: 892 followers
Twitter: 3,324 followers
YouTube: 201 followers

Dairy Farmer Image:

More than 700 media placements featured the Dairy Farmer Image: 17,600 engagements (shares, comments and likes).

Coolers Increase Food Banks’ Capacity to Distribute More Milk

As part of Fill a Glass with Hope®, the charitable milk donation program initiated by Pennsylvania dairy farmers in 2015, more than 60 coolers have been placed in food pantries throughout Pennsylvania and New York. Fill a Glass with Hope® has more than 14 million servings of milk through food pantries, soup kitchens, shelters and feeding programs in Pennsylvania. The program was expanded into New York State in 2019.

G.E.N.Y.O.U.S. Gala Raises Nearly $2 Million to Benefit Youth Wellness

Tom and Elizabeth Bailey of Star Rock Dairy in Conestoga, Lancaster County, were among eight local dairy farmers who attended the G.E.N.Y.O.U.S. Gala recently. G.E.N.Y.O.U.S. is the youth and wellness nonprofit dedicated to creating healthy school communities. The fourth annual fundraising event collected nearly $2 million in donations to benefit local students through its flagship program, Fuel Up to Play 60.

Yogurt Smoothies Now Offered in Philadelphia School

Students at the Baldi Middle School in Philadelphia are enjoying yogurt smoothies and parfaits thanks to a $5,000 grant from the Philadelphia Eagles to upgrade dairy coolers. The school was selected by the team because of its active Fuel Up To Play 60 program initiated by gym teacher Andrea Hagan.

Retail Program Stimulates Sales of Pennsylvania-Produced Milk

ADA North East is working with local retail chains to promote the “Choose PA dairy” campaign as part of our Dairy Aisle Reinvention program. Participating stores receive customized signage to call attention to Pennsylvania-produced milk and dairy products, along with nutrition information, merchandising techniques, and feature dairy farm families in farm-to-table signage.

Choose PA Dairy store installations to-date:

- 5 Weis stores
- 1 Shop to Save Bethel Park

Additional stores carrying the Choose PA Dairy theme will be added in 2020.

Yogurt Smoothies Now Offered in Philadelphia School

Thanks to G.E.N.Y.O.U.S. grants, 16 breakfast carts have been placed in our territory since 2017, including four in Pennsylvania. Nationally, 360 carts have been placed in schools, and each cart can serve up to 550 breakfasts per day. Through G.E.N.Y.O.U.S., nearly three million additional students have been able to participate in school breakfast programs since 2010.

G.E.N.Y.O.U.S. is a 501(c)3 whose flagship program, Fuel Up To Play 60, was created by the National Dairy Council and the National Football League to improve health and wellness in schools across the country. Nationally, the program is in 73,000 schools, reaching more than 38 million students since launching 10 years ago. More than 11,000 schools are active in Fuel Up To Play 60 here in the ADA North East region.

As a Fun Day with the Fuel Up To Play 60, the Baldi Middle School students were able to enjoy yogurt smoothies and parfaits thanks to a $5,000 grant from the Philadelphia Eagles to upgrade dairy coolers. The school was selected by the team because of its active Fuel Up To Play 60 program initiated by gym teacher Andrea Hagan.

“We’ve been able to enhance our physical activity here and we have healthy taste-testing with smoothies and parfaits so students can find the dairy they like. Fuel Up To Play 60 also enhances opportunities for our students to take leadership roles.”

- Andrea Hagan, Baldi Middle School, Philadelphia

ADA North East uses $200,000 grant to sell more local dairy.

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