World School Milk Day Gets Media Attention, Helps Boost Milk Sales Through Back to Breakfast

ADA North East recognized World School Milk Day in two locations — Harrisburg, Pennsylvania, and Rochester, New York. Celebrated around the world, World School Milk Day recognizes the health benefits of school milk programs — for the students and our dairy farmers. Reports from our Breakfast After the Bell program show that students that start their day with a healthy meal including milk and dairy products get an extra boost to help them succeed. For farmers, increased dairy on school menus translates to more product sold. In the ADA North East region alone, nearly two million students eat breakfast in school each day.

In Harrisburg, dairy farmer Maria Forry of Oregon Dairy, Lititz, joined Pennsylvania Agriculture Secretary Russell Redding and former Philadelphia Eagles player Jason Avant to unveil a new Grab ’n Go breakfast kiosk at Rowland Academy.

In Rochester, former Buffalo Bill Thurman Thomas joined dairy farmer Keith Kimball of La Casa de Leche, LLC, in Groveland, to celebrate World School Milk Day at Lincoln Park School.

Kids Love Cold Milk and Schools Should ‘Strive for 35’

To ensure that milk is the number one desired beverage at school, ADA North East’s Strive for 35 program encourages school nutrition directors to keep milk at 35 degrees Fahrenheit — just the way kids love it...cold!

Strive for 35, also known as the "cold milk program," is a campaign offered to schools which provides a tool kit containing a digital thermometer to encourage participation. Strive for 35 has proven to be an effective way to help schools stay aware of milk temperatures. Results show milk’s shelf life is lengthened and it’s encouraged kids to drink more!

Participating school districts submit survey results and other data to ADA North East that help us improve the way milk is served in schools. Three of ADA North East’s largest districts participated in the survey during the 2017-2018 school year: New York City that serves 874,468 meals per day had an average milk temperature of 35.3 degrees; Newark, New Jersey, serves 45,540 meals per day and had an average milk temperature of 35.8; and Pittsburgh, Pennsylvania, serves 28,085 meals per day had an average milk temperature of 35.9 degrees. If schools report milk temperatures out of optimal range, ADA North East staff are available to help identify problems and find solutions.

Other dairy checkoff cold milk tips for schools include:
• Close cooler doors between periods
• Place milk away from cooler door
• Keep milk on ice when outside of cooler
• Allow proper air circulation in the cooler
• Keep milk cooler vents clean
• Monitor cooler thermostats and milk temperatures

To receive a Milk Temperature Study Kit to share with your local school, contact Dawn Houppert at 315.472.9143.
ADA North East selected its 2018 Dairying for Tomorrow award winners that recognize local dairy farmers and showcase on-farm practices that will help sustain the dairy industry now and into the future.

Winners were selected in three categories: animal care — Dry Creek Farm, the Smith family, in Martinsburg, Pennsylvania; community and consumer outreach — Hun-Val Dairy, the Weeks family, in Ringoes, New Jersey; and environmental stewardship — Mercer Vu Farms, the Hissong family in Mercersburg, Pennsylvania.

Each farm receives a farm video photo shoot along with $1,000 to donate to the community program of their choice. The Hissongs and Smiths donated their prize to their local schools to purchase a smoothie blender for the cafeterias, and the Weeks’ donation will go to help purchase milk for a local food bank.

Visit AmericanDairy.com to learn more about the winners, and for more information about the program, contact Callie Curley at ccurley@milk4u.org.

Local Farms Receive Dairying for Tomorrow Awards

Dairy Farmers Attend Fuel Up to Play 60 Player Photo Shoots

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Pennsylvania Dairy Princesses

New Pennsylvania Dairy Royalty Chosen

ADA North East is proud to be the largest financial supporter of the Pennsylvania dairy princess program that crowned new state royalty at its annual pageant Saturday, September 22.

The 2018-2019 royalty team includes Pennsylvania Dairy Princess Brooke Emery, Huntingdon County (center); first alternate Samantha Haag, Berks County (left); and second alternate Kara Stultz, Blair County (right).
Second Undeniably Dairy Bloggers Tour

More than 20 health professionals and food bloggers from the ADA North East territory participated in the second Undeniably Dairy Bloggers Tour hosted by ADA North East. Designed to target bloggers who influence thousands of consumers through social media, the tour also included dairy farmer and blogger Renee Norman-Kenny from Enon Valley, Pennsylvania, dairy farmer and registered dietitian Abbey Copenhagen of Stanley, New York, and dairy farmer Hannah Worden of Clifton Spring, New York.

Held in the Canandaigua, New York area, the group visited Ivy Lakes Dairy in Stanley, to see first-hand how milk is produced; Shtayburne Farm in Rock Stream, to learn about the cheesemaking process; and Muranda Cheese in Waterloo to showcase how high-quality cheese starts with quality milk and cows. The tour culminated with an Undeniably Dairy culinary competition that featured recipes using milk, cheese and/or yogurt. Recipes will be featured in a digital cookbook on AmericanDairy.com. ADA North East garnered 84,000 digital impressions from the tour.

Undeniably Dairy Fall Campaign Reconnects Consumers with Dairy Farmers

ADA North East dairy farmers joined DMI’s “Fallidays” celebration in New York City to help consumers reconnect during the fall and holiday season with where their food comes from. The 21-farmer national contingency included local dairy farmers Mikayla Fulper, Lambertville, New Jersey; Lisa and Casey Porter, Watertown, New York; Brett and Johanna Bossard, Fabius, New York; Jenna and Thomas Matthews, Pavilion, New York; Nate Chittenden, Schodack Landing, New York; and Marilyn Hershey, Cochranville, Pennsylvania. The group participated in two events in the city — the Grand Central Food Festival and the Times Square Expo.

An Undeniably Dairy food truck featured a chef whose grilled cheese and chocolate milk samples were handed out every 11 seconds, totaling more than 10,000 samples. The dairy farmers visited with consumers, and an estimated 3,200 people participated in the dairy experience that included a life-sized Connect Four game with farmers as hosts and visuals like a 7-foot tall glass of milk, a giant grilled cheese and a cow statue.

Media and outreach highlights include more than 215 million impressions from the following:

- 27 interviews with Nate Chittenden and Iron Chef Marc Forgione
- Dairy farmers gathered on the Today Show Plaza during the morning broadcast
- Celebrity family-man Mario Lopez conducted 13 interviews about dairy in his family’s diet
- National Farmers Day online rally with social media posts racking up 11 million impressions and included more than 100 Innovation Center companies and organizations
- Pizza Hut launched its placement of the Undeniably Dairy logo on six million pizza boxes a week, in addition to a tribute video to dairy farmers on its website pizza.hut.com
- USA Today snapshots that shared the Undeniably Survey statistic that 51 percent of Americans want to move to a farm

The dairy farmer delegation promoted National Farmers Day on the Today Show plaza.

National News from Dairy Management Inc.

Marilyn Hershey, Dairy Management Inc., (DMI), chair and Mid-Atlantic Dairy Association board member from Cochranville, Pennsylvania, writes a blog on the DMI website. In October, she discussed the importance of international dairy exports and checkoff-funded efforts. She highlighted the U.S. Dairy Export Council’s “The Next 5%” campaign that aims to increase exports from about 15 percent of U.S. dairy production in 2017 to 20 percent in the next three to five years.

According to this chart, U.S. milk production is increasing at a faster rate than domestic milk consumption. USDEC forecasts the world will need an additional 1.3 million metric tons of dairy products to meet global demand growth in the next three to five years. Thanks to checkoff funding, USDEC estimates the U.S. can increase cheese exports by 280,000 tons and dairy ingredient exports by 450,000 tons during that period.

To learn more, read Marilyn’s blog at www.dairy.org/blog, or contact her directly at talktomarilyn@dairy.org.

The Next 5% Is Vital to Our Future

Pizza Hut is promoting Undeniably Dairy by putting the logo on its six million pizza boxes sold each week. The chain has also featured dairy farmers in a video on its website at www.pizzahut.com, to help consumers understand where the cheese comes from that is used on its pizzas.
ADA North East partnered with the Alliance for the Chesapeake Bay by sponsoring the Taste of the Chesapeake community event in Annapolis, Maryland. The event showcased efforts for bay restoration, and featured Chesapeake-inspired food, drink and music — including dairy foods.

ADA North East is working with the alliance to bring attention to the work dairy farmers are doing to restore and protect the Chesapeake watershed.

Mid-Atlantic Dairy Association board member Jim Biddle and wife Carol of Williamsburg, Pennsylvania, attended the event along with fellow dairy farmers Katie Dotterer-Pyle of Union Bridge, Maryland, and Tim Bishton of Kennedyville, Maryland.

"It has been my experience that consumers love to talk to dairy farmers and have a lot of respect for what we say," said Biddle. "I find great value in attending functions where I can provide accurate information about who we are and what we do. If we are absent, consumer curiosity tends to be satisfied by others who may or may not properly represent us."

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As part of the ADA North East farm-to-table retail campaign, Kennie's Markets began featuring full-color graphics of local dairy farm families in the dairy aisle. This fall, Pennsylvania cows from Walk-Le Farms, Thomasville, are featured in the Spring Grove store; cows from Spungold Holsteins, Gettysburg, are in the Gettysburg store and Taneytown, Maryland, stores; and cows from Round Hill Dairy in East Berlin, are in the Biglerville store. The campaign helps consumers make the connection between farm and food.

ADA North East also partnered with Tops Friendly Markets to recognize National Farmers Day in October. The retailer ran promotional ads, social media and website posts, and offered Tops milk giveaways. Information was also posted in the dairy cases including a list of local dairy farms that supplies the store's milk. ADA North East joined in-store events in Buffalo, Rochester and Syracuse, New York, and Erie, Pennsylvania, where a dairy farmer brought a calf, and dairy princesses participated in store sampling and giveaways, and conducted radio interviews.

To promote local dairy, Wegmans hosted samplings of Pittsford Farms glass bottled milk in 12 New York stores. More than 20 local dairy princesses participated in the sampling events.

Chemung County Princess Alyssa Roorda and Oswego County Princess Ericka Vrooman share milk samples and other items at a Wegmans store.

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