Retail: Reinventing the Dairy Case, Increasing Sales

Dairy Aisle Performance Program

ADA North East visited 6,080 retail stores, and focused on:

- Rotation of product
- Merchandising
- In-stock conditions
- Temperature and freshness
- Hygiene

Results showed a 44 percent reduction in hygiene issues and more than 1,000 secondary placements of milk-based products.

The Great American Milk Drive Kicks off in Maryland

Dairy farm herd manager Shelby Green of Coldsprings Farm in New Windsor, Maryland, helped kick off the Great American Milk Drive campaign at Shoppers Food and Pharmacy in Clinton, Maryland. That campaign ran through May 15. The milk drive hits Price Chopper in New York and Safeway in Washington, D.C., in June.

ADA North East partners with local retailers, National Dairy Council™, Milk Processor Education Program (MilkPEP) and Feeding America® to support the Great American Milk Drive. Shoppers are encouraged to make a cash donation to the campaign at the checkout line, which helps get milk into the hands of families that utilize food local food banks.

Dairy Aisle Reinvention Program – 2018 Highlights

175 stores received new signage, display and hygiene enhancements

105 new stores received yogurt dividers; 728 stores to date

76 new stores received cheese pushers; 164 stores to date

Tops Markets to Install Cheese Pushers in Stores

Over the next several months, ADA North East's retail team will be working with 21 Tops Markets retail stores to install chunk cheese pushers. The pushers move the cheese to the front of the dairy case for shoppers' convenience. Research shows that shoppers spend more time in a well-organized dairy case when they can find their desired purchase, thereby increasing sales. To date, 164 stores have installed cheese pushers in our territory.
Hot Chocolate Milk Hits Schools in ADA North East Region — Increases Sales

Breakfast milk sales increased by 112 percent and lunch milk sales increased by 27 percent in 12 New Jersey, New York and Pennsylvania middle and high schools that participated in a hot chocolate milk campaign this spring.

ADA North East provided school food service directors with equipment and toolkits including posters, banners, cup stickers, instruction guides and recommended best practices to promote hot chocolate milk.

This campaign surpassed the pilot conducted in 2018 in four New York high schools which showed a 43 percent increase in incremental milk sales and a 14 percent increase in daily breakfast participation.

1% Chocolate Milk is Back!

More than 1,800 school districts in the ADA North East region received a “New Look of School Milk” informational kit to remind school nutrition directors to ask their milk distributors to provide 1% flavored milk in eight-ounce plastic bottles. Nearly 200 school districts have incorporated the milk into their menus.

Dairy Farmers Gain Trust of Dietitians, School Decision-Makers

Chris Noble of Noblehurst Farms, Pavilion, New York, spoke to more than 300 registered dietitians at the New York State Academy of Nutrition and Dietetics Meeting that was themed “The Farm to Fork Journey: Bringing Taste and Nutrition.” Noble also participated in a Facebook Live discussion where he described his family’s cheesemaking business, Craigs Creamery, founded with seven other local dairy farms.

Cindy VanLieshout, dairy farmer and ADA North East board member from Albion, New York, attended the Rochester Breakfast Summit.

Pennsylvania dairy farmers and ADA North East board members Marie Canon of West Middlesex and Laura Paxton of Grove City, attended the Pittsburgh Breakfast Summit to help school decision-makers better understand the care dairy farmers take in producing safe, healthy and sustainable dairy products for their students.

GENYOUth Benefits Dairy Farmers Through Grants

This spring, five schools in the ADA North East territory each received a $7,000 GENYOUth PepsiCo grant to secure grab ‘n go breakfast carts. The carts align with our Breakfast in the Classroom initiative, and each cart features our Fuel Up to Play 60 logo and offers milk, cheese and/or yogurt smoothies or parfaits.

“It’s so valuable to use our partnerships to help multiply the effect our dairy farmer dollars can have on promotion. As a mom of three, it’s fulfilling to see how excited the students and the staff are to have more breakfast options that include dairy.”

— Val Lavigne, dairy farmer from Schaghticoke, N.Y., (far left) who participated in a cart unveiling event in Ossining, N.Y.

All schools that received the carts participate in Fuel Up to Play 60, the youth wellness program founded by dairy farmers through National Dairy Council and the NFL, in collaboration with USDA. Fuel Up to Play 60 is the flagship program of GENYOUth.

Across the country, GENYOUth — with financial contributions from private businesses — has helped place carts in more than 200 schools during the 2017-18 and 2018-19 school years.

With the addition of these carts, more than 70,000 additional students will have access to breakfast, serving an estimated 5.8 million pounds of milk annually.

Local Dairy Farmers Support Fuel Up to Play 60

This spring, 10 dairy farmers from the ADA North East region participated in seven different Fuel Up to Play 60 Touchdown Events. Schools reaching the “touchdown school” status are awarded prizes like trips to football stadiums and other events. Attending those program celebrations were:

- Baltimore Ravens: Claire Burdette, Mercersburg, Pennsylvania
- Buffalo Bills: Jason and Lisa Mesch, Collins, New York
- Central New York: Sarah Head, Homer, New York
- New York Jets: Sierra Eachus, New Jersey Dairy Princess, Deerfield, New Jersey
- Philadelphia Eagles: Scott Ambruster, Mullica Hills, New Jersey
- Pittsburgh Steelers: Bill Smith, New Alexandria, Pennsylvania
- Washington Redskins: Chris and Sarah Potts, Purcellville, Virginia

The five schools in the ADA North East territory are:

- Central Dauphin School District, Harrisburg, Pennsylvania
- Dover Area School District, York, Pennsylvania
- Ossining Union Free School District, Ossining, New York
- Plainfield School District, Plainfield, New Jersey
- Rahway School District, Rahway, New Jersey
Virtual Farm Tours Reach Thousands of Students, Consumers

More than 14,800 students from 853 classrooms in 428 schools across 29 states and Australia tuned in for the three live and recorded virtual farm tours conducted by ADA North East this spring.

"The virtual farm tours were an awesome opportunity to share an inside look at a dairy farm with students and teachers who otherwise have very limited direct contact with dairy farming. They especially enjoyed the interaction with the farmer or spokespersons who answered the questions the students submitted."

- Alisha Risser, J-Ali Holsteins, Lebanon, Pa., who, along with her children participated in the tour for grades 4-6 hosted by George Andrew of El-VI Farms, LLC, Newark, N.Y.

Katie Dotterer-Pyle of Cow Comfort Inn, Union Bridge, Md., hosted the high school tour, while grades Pre-K-3 were hosted by Nate Chittenden of Dutch Hollow Farm, Schodack Landing, N.Y.

"At Dutch Hollow Farm, we feel a great responsibility to keep our community informed about how we care for our cows and the land, so they will support us as a business and as neighbors. Participating in the virtual tour provided us the opportunity to reach more students and teachers than we normally do with our on-farm tours."

- Nate Chittenden of Dutch Hollow Farm, Schodack Landing, N.Y.

Tour evaluation results shows that more than 90 percent of all students and teachers trust that dairy farmers care for their cows, the environment and natural resources, and that dairy farmers are making decisions in the best interest of consumers.

National News from Dairy Management Inc.

Dairy Farmer Investment Changing Milkfat Conversation

Dr. Greg Miller, global chief science officer for the checkoff-funded National Dairy Council, recognizes that dairy farmer investment in research is changing the national dialogue about milkfat. Current research shows that regardless of fat levels, dairy products provide many health benefits including better bone and heart health, lower body weight and composition, lower risk of stroke and lower blood pressure, as well as a reduced risk of Type 2 diabetes.

Dr. Miller adds that there is a growing consensus in the health and nutrition community that whole milk is beneficial. The checkoff-funded milkfat research will prove to be one of many important resources in updating the 2020 Dietary Guidelines for Americans which greatly influences whether whole milk can be sold in schools.

National Programs

Making a Difference Locally

- For every $1 invested by farmers, partners invest $10.
- Pizza Hut branched outside the U.S. – growing U.S. cheese sales by nearly 30% in Pizza Hut Asia Pacific locations.
- Milk offered through coffees and other specialty beverages in foodservice grew 2%.
- National foodservice partnerships leverage dairy farmer investment.
- McDonald's averaged 3.2% annual growth in dairy sales during the 10-year partnership with checkoff.
- Dairy exports represent nearly 16% of total U.S. production. International demand for cheese, butter and milk powders is strong.

Visit one of the nearly 700 Pizza Huts or more than 2,050 McDonalds in the ADA North East territory to see your checkoff dollars at work!

Dairy Management Inc. is hosting a "Real Love Convoy" this summer, to promote the Undeniably Dairy campaign to urban consumers. The convoy is making stops in New York City and Washington, D.C., in June.
Dairy Farm Environmental Efforts Improve Local Waterways

ADA North East assisted the Alliance for the Chesapeake Bay to plant 150 trees along the streambank of an Amish farm in Lancaster County, Pennsylvania. Called a riparian buffer, the trees serve to protect the stream from soil erosion, and to filter toxins, absorb nutrients and provide shade, thereby improving the water quality locally and further downstream. This farm's stream leads to the larger Nickel Mines Run whose water ultimately flows into the Chesapeake Bay.

ADA North East's relationships with environmental groups like the Alliance for the Chesapeake Bay, the Genesee River Watch in New York State, and the Maryland Association for Environmental and Outdoor Education, among others, increases the groups' awareness, understanding and support of the dairy industry and shares messaging that dairy farmers are environmental stewards.