

— DAIRY CHECKOFF —
**EVOLVING FOR
THE FUTURE.**
2024 ANNUAL REPORT



AMERICAN DAIRY
ASSOCIATION NORTH
EAST

If not checkoff, then who?

CEO MESSAGE



One of my core beliefs is that we must keep evolving - as an organization and as an industry.

American Dairy Association North East has assembled a staff of talented, qualified people who are dedicated to you, the dairy farmers, and who understand how critical the work is that we do on your behalf.

We often say, "If not checkoff, then who?" Who will do the work of promoting milk and dairy foods in schools, in retail and through marketing communications? Who will represent all farmers' best interests to build sales and trust in dairy?

It's what we're here for. Your staff are constantly creating new, innovative programs and campaigns to share the nutritional value of milk and to help consumers connect with those who are producing it every day.

In this day and age, we can't rely solely on traditional checkoff programs to reach consumers – especially if we want to target younger consumers and the millennial mom who have the most buying power.

They're getting all their news, music and television from online sources now...they're not listening to the radio or sitting in front of the TV. They want quick snippets of information, not a 30-minute program.

More and more, people are shopping in multiple ways. For example, eCommerce (electronic commerce) is the buying and selling of goods and services over the internet including online activities like shopping, banking, ticketing, and other transactions. This is just one way we are reaching consumers through our retail partnerships in addition to our in-store tactics.

Athletes, celebrities and social media influencers still hold power and influence, so it makes sense for checkoff to tap into those resources and relationships. The same is true with national food chains like Domino's, McDonald's and Taco Bell that have the network, funds and reach that we could never come close to attracting on our own.

For all this, the farmer voice is still trusted by consumers, because they want the familiarity and comfort of milk and dairy products knowing they are nutritious and delicious.

We have a product that is easy to promote. But we have to keep evolving to maximize our programs' impacts in the most efficient and effective ways.

Reminding consumers to drop milk and dairy foods in their shopping baskets – either online or in the store, giving kids a variety of options to choose dairy in school meals, and ensuring all families have access to fresh dairy is all part of our impactful checkoff evolution.

John Chrisman, CEO
American Dairy Association North East

PRESIDENT AND CHAIR MESSAGE

"If everyone is moving forward together, then success takes care of itself." – Henry Ford

As dairy farmer leaders, we take great pride in what our American Dairy Association North East staff is doing with our checkoff investment, and that we are able to represent all dairy farmers across the region.

We are focused on selling and moving more milk and dairy products, so we have to meet the consumer needs. Dairy promotion programs can't be one size fits all because everyone at every stage of life can benefit from milk's nutritional package.

Fortunately, we have access to information about consumer trends that enable us to tap into their buying power in the most effective ways. Our programs continue to evolve to meet demands through social media, retail online sales and in-store campaigns, school nutrition, and even through the food bank system with Fill a Glass with Hope®.

Consumers are also being specific on what they want milk and dairy to do for them and thanks to checkoff's sound science we can trust our staff to tailor programs to fit those needs.

The research behind milk and dairy foods helps build credibility and grows our relationships with groups like health professionals who, in turn, confidently recommend dairy to their clients.

Similarly, our relationships with school food service providers are strong and that puts us in the perfect position to advocate for keeping dairy in school meals, incorporating new dairy-rich menu items that kids really like, and hopefully including whole milk when the time comes.

We welcome our fellow dairy farmers to ask us questions about what checkoff is doing on our behalf, so they feel as good as we do about it.

So, when the question of "If not checkoff, then who?" is asked, we can confidently say we have programs that are the most current and the best staff to meet the ever-evolving demands of those buying our product.

Audrey Donahoe, President
American Dairy
Association North East



Lolly Leshner, Chair
Pennsylvania Dairy
Promotion Program

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RETAIL MARKETING

ADA North East retail programs span the food supply chain: from eCommerce to traditional grocery retailers, along with retail charitable contribution programs and food banks that all focus on increasing dairy sales.

Our retail programs make dairy products easier to find, more convenient to buy, and ensure consumer trust in the product and the farmers who produce it.

eCommerce

ADA North East's eCommerce program is reaching customers through their online sales path to purchase by making dairy more modern, shoppable and profitable. We partner directly with local retailers to help improve dairy sales online – especially since dairy is the second largest department in the eCommerce grocery channel.

We conducted eight theme-based promotions in coordination with retailers' online seasonal campaigns. We ran **complementary paid ads on social media platforms to promote the featured products and drive traffic directly to the retail landing pages.**

Our effort racked up 41,864,137 impressions that helped boost dairy sales by \$5,371,356.

Campaigns included:

- Cottage cheese
- Lactose-free
- Cinco de Mayo (cheese)
- Real Dairy, Real Smoothies (National Dairy Month)
- Real Cheese, Real Flavor
- Fuel Their Day with Dairy (Back-to-School)
- National Farmers Day
- Holi-Dairy Magic

We also partnered on national campaigns with Dairy Management Inc. and other state and regional checkoff organizations to promote dairy eCommerce to Walmart.com and in-store at Dollar General.

Retailers who participate in our programs see annual dairy sales volume totals of more than \$9 billion.



The return on what we spent on ads for the National Dairy Month campaign in June was **\$18.89**, and the Back-to-School return in September was **\$14.92.**

Dairy Aisle Reinvention Program

ADA North East's **Dairy Aisle Reinvention** program works to engage shoppers by bringing clarity and organization to different shopping segments in the dairy aisle. We leverage the local appeal of dairy foods, incorporate customized signage that features local dairy farm families, and clearly label the different types of dairy foods so customers can easily see what's available.

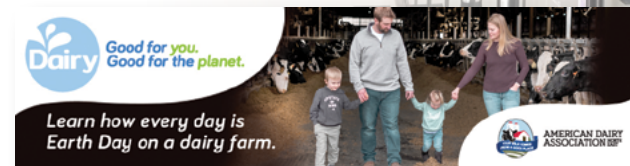
*For the first time, we conducted a bilingual signage test with callouts in English and Spanish. Store managers reported **5-10% increases in product movement.** "We're selling items we've never sold before!"*

Here are some results from 2024:

The retail team completed **197 stores** with full dairy aisle signage and farm family images. Retailers reported **sales increases up to 4.5%.**

We specifically targeted independent retailers this year by adding signage to **17 new stores** in Pennsylvania and New York.

We installed sign packages of local dairy farm families in **317 stores** to connect consumers to the farmers who are producing their fresh products at the point of purchase. We also feature the environmentally friendly and sustainable farming practices used that ultimately builds trust by reassuring shoppers that dairy products are good for you and good for the planet.



Other marketing techniques include:

Yogurt Dividers make the section more organized and **save in labor costs (up to 31%)**, simplify product rotation and increase sales. We introduced a new, more cost-effective style of dividers that **18 stores** committed to testing.

Cheese Pushers ensure cheese is always stocked and allows customers to find their favorite variety. The customizable shelf merchandising and dairy product inventory management system was introduced in **122 new stores** to increase sales, reduce out-of-stocks, increase space allocation for more dairy and decrease labor costs.

Deli Department Cheese Signage, a new pilot program, was implemented in **10 stores** to promote meal and entertaining solutions that use milk-based spreads and local specialty cheeses. **Retailers saw a 3-5.5% lift in sales.**

Cross Merchandising allows us to place dairy items that pair well in different segments of the store to drive sales, inspire new consumption ideas and help build customer loyalty. **We incorporated 1,886 secondary placements that boosted sales between 4-25%!**

Examples include cottage cheese with fruit and summer grilling with cheese in the meat department.



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Dairy Aisle Performance Program

The Dairy Aisle Performance Program is ADA North East's retail dairy case assessment program that assures consumer satisfaction and trust in dairy products by ensuring stores are clean, cold and well-stocked. It also helps promote, defend and expand space for milk-based products on store shelves to increase sales.



Details of the program include:

7,161 visits
to **1,692 stores**
of **40 different**
retailers

482
stores with
hygiene
improvements

Addressed
specific stock
and supply issues related
to cottage cheese,
organic milk, lactose-
free because of the **high**
demand for these
categories.

Space
gains of **70 -**
212 feet of
linear shelf space
for dairy products



Feeding Families in Need

ADA North East has made it a priority to help get milk on the tables of families in need while creating a new distribution channel for milk and dairy products. We help food banks and pantries secure coolers through grant programs and other donations to buy and store milk and dairy products. **Nine coolers were placed in 2024.**

Food banks were able to purchase more milk through grant programs for a total of **\$2,030,890.**

For example, the Feeding New York grant is buying an additional **\$50,000** of milk a month and distributing it to **20** local food pantries in Upstate New York.

Fill a Glass with Hope® is our charitable food campaign in partnership with the PA Dairymen's Association and Feeding Pennsylvania. The campaign unites and enables food banks, processors, retailers and consumers to provide **well over 41 million servings** of milk to families.

We have expanded the program across our region working with **six major retailers** and **30 independent retailers** to raise **\$555,178** through register check-out donations.



CONSUMER COMMUNICATIONS

Consumer expectations are constantly evolving, shaping how they seek information, which nutrition trends resonate with them, and their demand for sustainably and responsibly produced food. ADA North East stays on top of these trends, developing targeted programs and media outreach to build trust in dairy.



Dairy farmer Cody Williams from Wil-Roc Farms, Kinderhook, N.Y., took a calf onto the track at the Armory which was a huge hit with the students!

Hosting events provides a platform to showcase dairy in a fun and engaging way, especially through sponsorships across the region. One example is the partnership with **the Armory Track in New York City** where we feature Refuel with Chocolate Milk, the campaign that promotes chocolate milk as the perfect recovery drink after a tough work out.

At the Armory's **Uptown Games**, Refuel with Chocolate Milk was a sponsor for the event that hosted **500 local children in grades 1-8**.

The Ice Cream Road Trip was a new campaign sponsored by Pennsylvania Dairy Promotion Program to draw attention to dairy farmers with on-farm creameries across the state.

The media announcement to recruit Chief Ice Cream Officers, or CIOs, went viral, racking up nearly **46 million media impressions!** Social media influencers Maddie and Mia were hired to create a six-video series featuring 18 Pennsylvania creameries. **We placed 317 news stories with \$283,452 publicity value and the CIO's social posts secured 860,000 video episode views, 70,000 engagements, and 623K digital impressions.**

Social media video series, "**Chef Meets Farm**" featured Nate Chittenden of Dutch Hollow Farms, Schodack Landing, N.Y., and celebrity chef Anthony Contrino. Each episode helped connect consumers with dairy farming and was promoted through targeted ads on Facebook and TikTok along with collaborative Instagram posts.

The series drew 302,880 views, 759,901 impressions and 226,352 engagements.



Pennsylvania Agriculture Secretary Russell Redding joined the Chief Ice Cream Officers at Destiny Dairy Bar, owned by Amy Brickner in Carlisle, Pa.



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Digital marketing programs target specific audiences with positive dairy messages through optimized advertisements, allowing for precise budget control. Campaigns include:

eSports Gamification reaching Gen Z gamers with Powered by Chocolate Milk messaging, drawing **5.9 million impressions**.

Dorm Room Dishes is reaching college students across New York with dairy recipes that can easily be made in dorm rooms, garnering **3.5 million impressions**.

Reaching diverse audiences with positive dairy messages and culturally relevant recipes is a key priority for ADA North East – because milk and dairy are for everyone!

Spanish-Language Microsite was launched in June and features **400 Spanish-language recipes** and attracted **200,000+ visitors** by year's end.

Soulful Creations Cookbook was developed to promote dairy to Black American consumers, and features contributions from physicians, dietitians, chefs and influencers. The book was distributed to **950+ black physicians** through the National Medical Association, and an additional **200+ copies** were distributed to registered dietitians and food service providers, and **200 digital versions** were downloaded.

Dairy took center stage at the **Pennsylvania Farm Show, New York State Fair and Maryland State Fair** with our consumer-focused events, securing **1,741 story placements** and **459.6 million impressions** with a publicity value of **\$1.8 million!**



Our **"Go Gold with Chocolate Milk"** campaign during the Summer Olympics featured Vermont dairy farmer Elle St. Pierre, tracking **9.5 million impressions**.



March Madness activation went viral featuring a young boy and a St. Joe's player "dunking" milk and cookies that captured **227,326 views!**



Pennsylvania Farm Show butter sculpture unveiling included dairy farmer Walt Moore of Walmoore Holsteins, Cochranville, Pa., Agriculture Secretary Russell Redding, Pennsylvania Dairy Princess Alexis Butler and ADA North East CEO John Chrisman.

Maryland Agriculture Secretary Kevin Atticks helped judge the Undeniably Dairy Shake-Off at Maryland State Fair.



New York State Fair butter sculpture was unveiled by New York State Agriculture Commissioner Richard Ball, New York State Dairy Ambassador Evelyn Kersmanc and dairy farmer Mike McMahon of EZ Acres Farm, Homer, N.Y.



Traditional media – print, television and radio – still holds its value in reaching consumers. We secured **2,446 news stories**, generating **\$1.76 million+** in free publicity.

One example of our multimedia efforts was our six-part video series, “Dairy: Good for you, Good for the planet” which shows how dairy farmers prioritize sustainable, environmentally responsible practices on their farms. The series had **221,537 views**, **252,960 engagements** and **788,762 impressions**.

A new avenue for reaching young families with milk messages is through our partnerships with **local children’s museums**.

At the **Strong National Museum of Play** in Rochester, N.Y., we hosted events to show the role of dairy in cultural celebrations and farm life, including:

Juneteenth in June featured a live cooking demo for **100 guests** with **3,000 cheese samples** distributed.

Hispanic Heritage Day in September offered a hands-on cooking experience with local celebrity chef Ronaldo Linares for **132 guests**, generating **200,000 TV impressions** and had an online reach of **1.5 million**.

Winter on the Farm in December featured an interactive exhibit showing how dairy farmers care for their animals in the winter. Cabot Creamery donated **10,000 cheese samples** for distribution.

“Farm Day” at the Please Touch Museum in Philadelphia included dairy farmer Kacie Hershey from Ar-Joy Farm, Cochranville, Pa. We engaged **600 children** and their parents and distributed **1,200 dairy samples**.

Partnering with health professionals helps build trust in dairy and drives sales. In 2024, we expanded our retail registered dietitian outreach, creating campaigns that provided nutrition information and dairy-focused recipes for retail partners to share through their outreach channels.

Holi-Dairy Magic was ADA North East’s multi-layered holiday campaign that integrated in-store retail promotions, digital marketing, school programs, influencer partnerships, radio and TV advertising, and public relations efforts.

Combined, Holi-Dairy Magic generated **29.6 million impressions**, **55,078 engagements** and **361 media placements**.

SavorRecipes.com is ADA North East consumer-facing dairy-rich recipe website and home for eCommerce integration. When shopping from the site, there is no substitution for **REAL** dairy products.



savor

Savor drew **17 million** social media impressions and **810,000** page views for a **240%** year-over-year increase in site traffic.

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YOUTH PROGRAMS

Selling More Milk through School Lunch and School Breakfast
More Students + More Meals = More Milk and Dairy Sold

ADA North East is committed to keeping dairy in school meals and is a longtime advocate of supporting the “whole child.” Our goal is to increase students’ access to nutritious USDA-compliant school meals for breakfast and lunch, ensuring milk, cheese and yogurt are integral components of those meals, while promoting a healthy balance by offering fruits, vegetables and grains.

Success Starts Early

Breakfast After the Bell programs give students access to a nutritious breakfast served in ways that best fit each school. Options include Breakfast in the Classroom, Grab n’ Go or Second Chance Breakfast that offers breakfast during a break in the morning.

An example is **Harborcreek School District** in Pennsylvania added a grab-and-go cart in the junior high to offer yogurt parfaits, milk, fruits and more. The cart resulted in **11% increase in breakfast participation!**

Lunch for Learning

Providing options for students to enjoy school lunches across the region served **28,685,912 additional meals** that resulted in **13,105,876 additional pounds of milk sold.**

For example, **lunch participation increased by 34%** at Thurgood Elementary School in Christiana School District, Delaware, by improving grab-and-go options.

Our **signature menu enhancements** also help to keep dairy in school menus. We invite schools to incorporate our dairy-packed recipes during a two-week period with the intent that schools incorporate the successful options long-term. Programs include:

*Just say
Cheese!*

Just Say Cheese! – 25 school districts incorporated cheese recipes or service options which reached 484,691 additional students for a **156% increase in cheese sales.**

**yogurt
ALL WAYS**

Yogurt All Ways – 26 districts incorporated items like yogurt smoothies and parfaits reaching an additional 577,385 students for a **173% increase in yogurt sales** during the two-week period.



Moo Latte (cold and hot lattes) and Hot Chocolate Milk – schools added hot beverage options for breakfast or lunch and schools saw up to a **16% increase in milk sales.**



In our region, schools that implemented our programs served **21,337,020 additional breakfast meals** which equals **9,289,605 additional pounds of milk sold.**



“Hot food and hot milk are perfect for breakfast and the hot chocolate milk program is a student favorite. The personalized resources from your staff are the most appreciated piece to our relationships.”

- Kristan Delle, MDA, RD, LDN,
Director of Food Services
Upper Dublin School District





Strive for 35 – Kids love cold milk, and this program helps school nutrition professionals keep the milk at 35°F.

ADA North East works with schools and works with local processors to provide options for students. For example, we worked with Turner Dairy in Pittsburgh to add its Brown Batter Chocolate Milk to 125 Pittsburgh Public School district schools. An **additional 49,444 units of milk** were sold compared to the previous month.

We also focused on districts in rural areas, encouraging them to include all of our menu enhancements.

We celebrated **National School Breakfast Week** in March by sharing the importance of a nutritious school breakfast and fueling students for success with a meal that includes milk and dairy foods.

Each year, ADA North East promotes its **Farm to School Program** through New YorkThursdays, a promotion to educate students and adult stakeholders on locally-sourced milk and dairy to create more opportunities for local dairy on school menus.

Our farm-to-school videos featuring the New York State Dairy Ambassadors were viewed **6,867 times** by **2,646 schools**. The classroom with the most video views got to see a live Virtual Farm Tour with Patti Gilbert at Adon Farms in Parishville, N.Y.

We also bring the students to the farms to learn where the milk and dairy foods they enjoy at school are produced. As part of a dairy STEM (Science, Technology, Engineering and Math) educational program, **50 students from Brooklyn** visited Wil-Roc Farms in Kinderhook, N.Y., to learn about technology, modern science, and sustainability efforts utilized on a dairy farm.



New York dairy farmer Eric Ooms of Old Chatham, N.Y., attended the event in Albany, along with New York Department of Agriculture and Markets Commissioner Richard Ball, and former New York Jets player and dairy advocate Tony Richardson.

Maryland dairy farmer Mary Stewart from Pylesville spoke to students at Belmont Elementary School at an event in Baltimore.



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To engage with school nutrition directors, ADA North East hosted **Farm to School Summits** designed to educate on the benefits of dairy. We also promoted ADA North East-branded program initiatives that integrate dairy into farm-to-school programming and school meals. We offered:

New Jersey Farm to Summit at Spring Run Dairy, Pittston, N.J., owned by Sarah and Dan Lyness.

"The Farm to School program is a great way to build trust in dairy farmers like us. Hopefully, this will make them life-long consumers of healthy foods – especially milk and dairy products." – Sarah Lyness, Spring Run Dairy

New York State Education Farm to School Summit featured our "Soulful Creations – Every Meal has a Story" programs that expand dairy placement on school menus while tapping into various cultures.



Alliance building with school food decision makers builds trust in dairy. We hosted **School Nutrition Conferences** in New York, New Jersey, Pennsylvania and Maryland to provide a broad-based facilitation for placing our dairy sales programs, allowing us to remain credible and influence school meals.



Fuel Up is the only in-school health and wellness program for students to encourage healthy eating with dairy and physical activity every day.

ADA North East also created the Fuel Up Challenge Center, an online resource center for students and adults who are participating in Fuel Up programs with recipes and activities.



Dairy farmer Jennifer Orr of Harmony Acres Dairy, Bell Vernon, Pa., spoke to students at the Pittsburgh Fuel Up event.

Student Fuel Up events were held in Pittsburgh, Philadelphia, and Syracuse. We also celebrated National Girls and Women in Sports Day with a Fuel Up event in the Bronx with our partner the New York Liberty women's basketball team.



Student athlete and dairy promoter Maeve Robarge from Barbland and White Eagle Dairy, Fabius, N.Y., participated in the Fuel Up event with New York Liberty Assistant Coach Roneeka Hodges and other female athletes.



Dairy farmer Amy Hoover of Brook Corner Dairy, Lebanon, Pa., and a local student athlete participated in a Fuel Up event with the Philadelphia Eagles.



INDUSTRY RELATIONS

Coaching and Supporting Farmers to Proactively Promote and Sell Dairy

Customized Communications Coaching is our farmer communications and advocacy program that can be tailored to any group and presented live or digitally. We trained **350+ dairy farmers** across the region with key messages and delivery resources, and offered six online, anytime training topics.

We also coached and prepared **147 dairy farmer spokespersons** for interviews and events to help consumers connect with those who are producing their food, ultimately boosting dairy's reputation.

Virtual Farm Tours technology continues to evolve and grow since the program began in 2018 and boasts **800,000+ viewers**. In 2024, we hosted **15 tours featuring eight different farms** to actively engage Gen Z students on a digital platform in school, including one tour delivered in Spanish.

ADA North East supported the Pennsylvania Center for Dairy Excellence's **Adopt a Cow program** through their educational Discover Dairy program. The program has grown nationally from 1,000 classrooms to **40,000 classrooms in five years** and and 14 other regional checkoff organizations are using the program.

In the ADA North East region's 2024-2025 school year, **149,079 students from 4,450 classrooms** participated in the program.

Dairy farm hosts for the Adopt a Cow program include Julie Fouts of Fouts Farm, Cortland, N.Y., Tim and Jared Kurtz of Kurtz Farm, Elverson, Pa., and Alice Crothers of Long Green Farms, Rising Sun, Md.

"The program helps students learn about where their food comes from at an early age – I call it 'planting seeds.'"
– Alice Crothers



**CUSTOMIZED
COMMUNICATIONS
COACHING**



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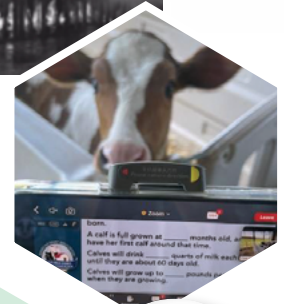
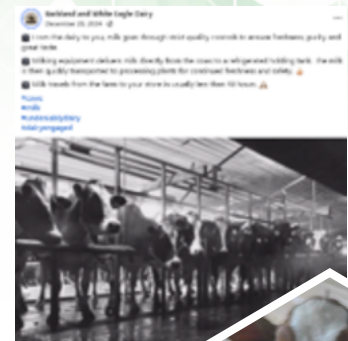
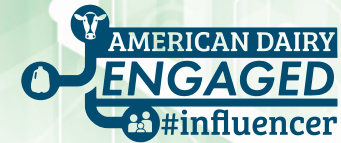
Dairy Youth Development

ADA North East is dedicated to developing passionate youth to be long-term dairy advocates through state and local grassroots promotion programs. ADA North East manages the New York and New Jersey programs and supports the programs in Delaware, Maryland, Pennsylvania and Virginia by providing funding, training and promotional resources.

Telling Your Story

Many dairy farmers have an active social media presence for themselves and their farms. **American Dairy ENGAGED** is a dedicated group of dairy farmers that ADA North East supports with content to share on personal and farm pages.

ADA North East also has a team of **12 dairy farmer influencers** that created content monthly that tracked **5.5 million impressions!** For example, for the Holi-Dairy Magic campaign, these influencers created recipe content, on-farm content and family fun content.



New to 2024 was **Moove the Message**, another program designed to provide dairy farmers exclusive access to digital assets and campaigns to include on their own pages. This helped amplify positive dairy messaging through repetition and consistency.

Sharing Checkoff News

To ensure that dairy farmers are aware of how their checkoff investment is being used, we incorporate different methods to share the information. For example, we hosted **five small group dinners with dairy farmers**. Checkoff highlights were also shared through the **2023 Annual Report, 105 Checkoff Check-In eblasts, 87 news releases to dairy trade publications, three printed newsletters, and targeted social media posts.**

Reputation management and issues and crisis preparedness are an integral part of ADA North East. Staff monitors local and national media 24/7 and maintains a state of readiness to respond to any emerging issues affecting dairy. If an issue needs to be addressed, we will do so within two hours.

ADA North East also collaborates with other industry organizations when an issue arises. For example, when the Highly Pathogenic Avian Influenza started affecting the dairy industry, we shared information with Dairy Management Inc., Center for Dairy Excellence, Departments of Agriculture, etc.



In 2024,
we tracked **58 issues**
region-wide based on our
monitoring resulting in
19 national issues and 39
within the ADA North
East region.



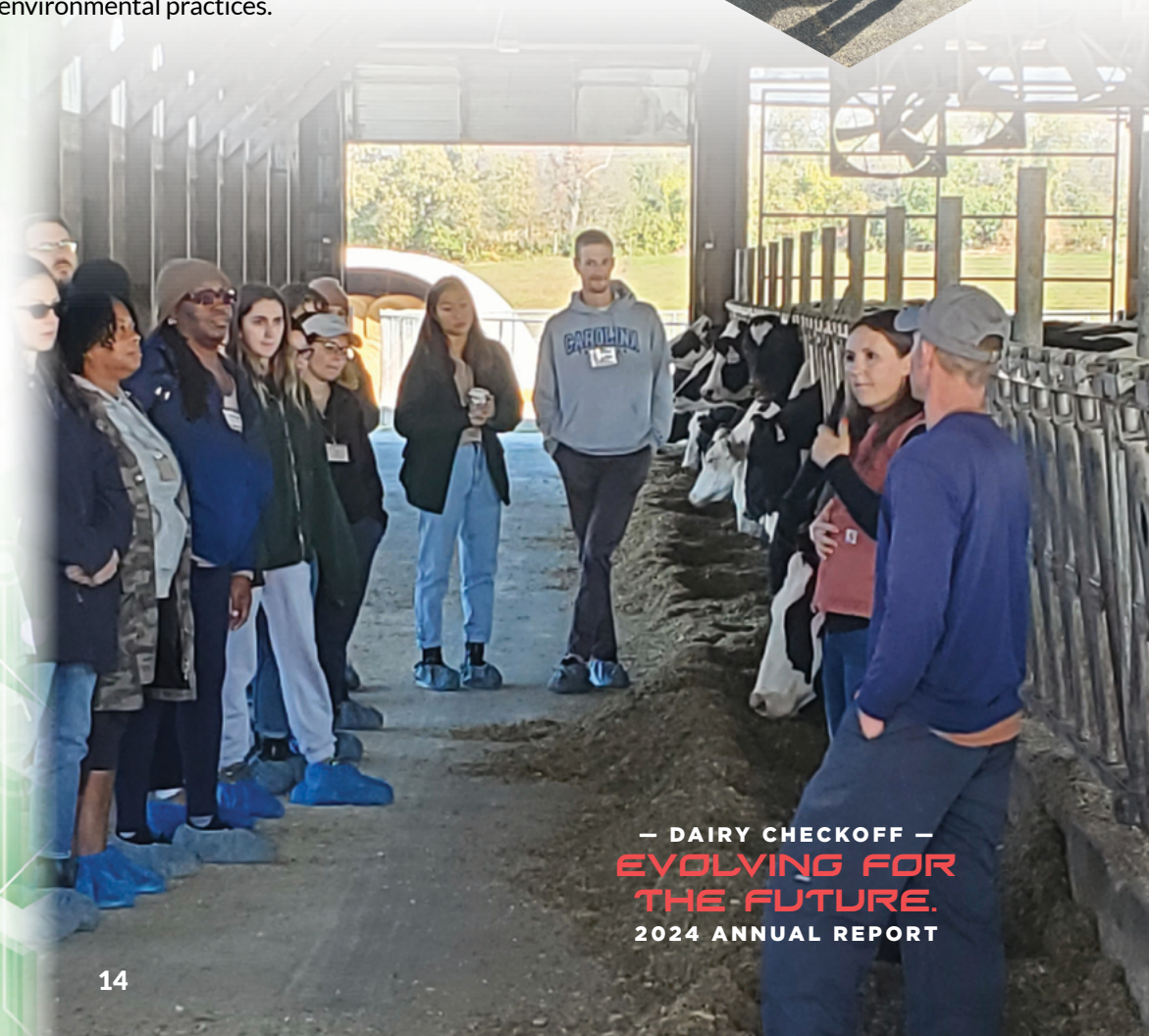
Environmental outreach continues to be a key area of focus for ADA North East. By joining forces with established environmental organizations, we can advocate for each other, which is especially important as sustainability is always top of consumers' minds.

ADA North East collaborated with partner organizations to host three events focused on environmental topics pertaining to dairy. They included:

- New York State Outdoor Education Association tour at Lawnhurst Farms with Don Jensen in Stanley, N.Y.
- Tour of Valley Ho Farm with Chris and Jamie Derr in Middletown, Md., for the 2024 Chesapeake Bay Watershed Forum.
- Partners for Healthy Watershed Harmful Algal Blooms Community Forum, in addition to working with these partners to create and publish **72 social media posts** focusing on dairy farmers' environmental practices.



Partners
FOR HEALTHY WATERSHEDS



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NATIONAL DAIRY CHECKOFF NEWS

Dairy Diaries Docuseries

ADA North East supported the “Dairy Diaries” docuseries with Dairy Management Inc. and MilkPEP (Milk Processor Education Program) by recommending Beck Farms in Freeville, N.Y., to host Emmy-nominated sketch comedian and actress Vanessa Bayer of Saturday Night Live fame. Our staff was onsite for the filming of the series where Bayer experienced first-hand modern dairy farming and milk’s sustainable journey from the farm to the fridge. The docuseries became the most-viewed short-form branded series on the streaming service Roku.



First 1,000 Days of Life

Dairy checkoff is promoting the research-backed benefits of dairy foods during the first 1,000 days of life – from conception to a child’s second birthday – with consumers and with pediatricians and other health professionals.

*Research shows
that dairy’s nutrient
package has been shown
to positively impact
cognition and brain
health in a child’s first
1,000 days.*



Partnerships with Quick-Serve Restaurants

Since 2008, checkoff has placed dairy food scientists in the test kitchens of leading quick-serve restaurants chains.

DMI created a new farmer-facing website with checkoff details. Visit the website by scanning this QR Code.



Checkoff's three major partners — Domino's, McDonald's and Taco Bell — have averaged **3% growth in volume of dairy sold since 2008, amounting to more than 7.5 billion milk equivalent pounds of dairy sold!**

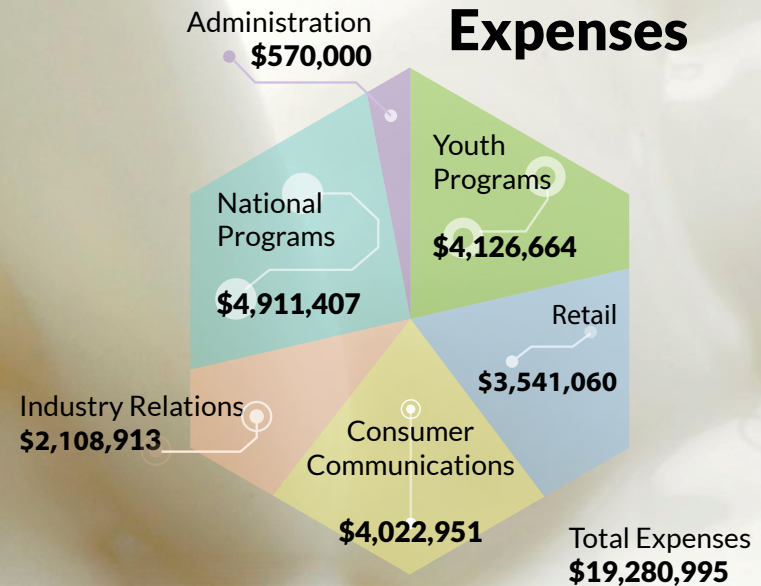
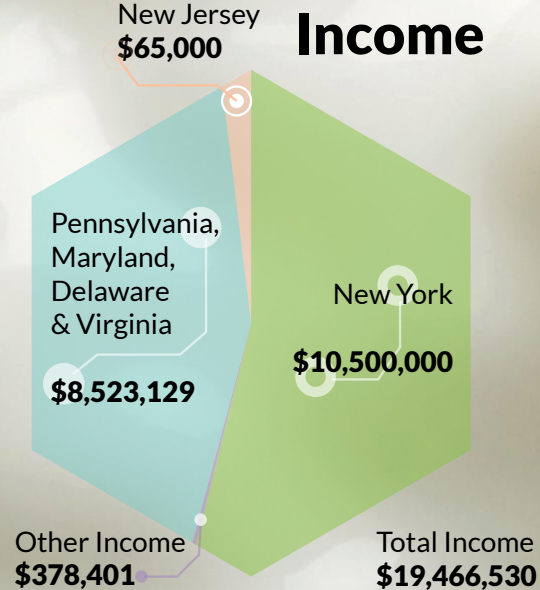


Partners spend **\$10 on advertising for every \$1 spent by checkoff on the partnerships.**

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2024 FINANCIALS



INCOME

		% of total
New York	\$ 10,500,000	53.94%
New Jersey	\$ 65,000	0.33%
Pennsylvania, Maryland, Delaware & Virginia	\$ 8,523,129	43.78%
Other Income	\$ 378,401	1.94%
	\$ 19,466,530	100.00%

EXPENSES

		% of total
Youth Programs	\$ 4,126,664	21.40%
Retail	\$ 3,541,060	18.37%
Consumer Communications	\$ 4,022,951	20.86%
Industry Relations	\$ 2,108,913	10.94%
National Programs	\$ 4,911,407	25.47%
Administration	\$ 570,000	2.96%
	\$ 19,280,995	100.00%

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2024 BOARD MEMBERS



PENNSYLVANIA DAIRY PROMOTION PROGRAM

- Lolly Leshar, Bernville, Pa. – *Chair*
- Bertha Ackerson, Marion Center, Pa.
- Bruce Bartley, Cogan Station, Pa.
- Jim Biddle, Williamsburg, Pa.
- Marie Canon, West Middlesex, Pa.
- Elizabeth Cashell, Towanda, Pa.
- Louie Diamond, Masontown, Pa.
- Zane Garber, Shippenburg, Pa.
- Douglas Harbach, Loganton, Pa.
- Jennifer Heltzel, Martinsburg, Pa.
- Marilyn Hershey, Cochranville, Pa.
- Rita Kennedy, Valencia, Pa.
- Fred Lucks, Warren, Pa.
- Nick Mitchell, Cooperstown, Pa.
- Elaine Noble, Gillett, Pa.
- Dean Ocker, Chambersburg, Pa.
- Laura Paxton, Grove City, Pa.
- Jeff Raney, Adamsville, Pa.
- Rob Waddell, Towndale, Pa.
- Dina Zug, Mifflintown, Pa.
- Patrick Andrews, Harrisburg, Pa. – *Representing Pennsylvania Agriculture Secretary Russell Redding*



AMERICAN DAIRY ASSOCIATION NORTH EAST

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- Audrey Donahoe, Clayville, N.Y. – *President*
- George Andrew, Newark, N.Y.
- Jesslyn Balmer, Litzitz, Pa.
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- Patty Bikowsky, Madison, N.Y.
- Kristine Brock, Schaghticoke, N.Y.
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- Louie Diamond, Masontown, Pa.
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- Terri Phillips, Pattersonville, N.Y.
- Julie Richardson, Fabius, N.Y.
- Joan Smith, Saquoit, N.Y.
- Gary Truckenmiller, Watontown, Pa.
- Eric Zuber, Byron, N.Y.
- Dina Zug, Mifflintown, Pa.

American Dairy Association North East and Pennsylvania Dairy Promotion Program are the dairy farmer-funded organizations funded by participating dairy farmers' checkoff investment to build demand and sales for milk and dairy foods throughout the local region. Representing nearly 8,300 dairy farm families in Delaware, Maryland, New Jersey, New York, Pennsylvania and northern Virginia, we develop and implement local programs to drive milk and dairy sales at retail and in schools. The organizations conduct consumer education about dairy through events, traditional and social media and in collaboration with health professionals through National Dairy Council®. We work closely with Dairy Management Inc.™, the national dairy checkoff, to support nutrition research, national partnerships and developing export markets for dairy to bring a fully integrated promotion program to the region.