

YOUR DAIRY CHECKOFF IN ACTION



2025 ANNUAL REPORT



**AMERICAN DAIRY
ASSOCIATION** NORTH
EAST

CEO MESSAGE

YOUR DAIRY CHECKOFF IS PAYING OFF

Dairy farmers often ask, “Is dairy checkoff working?” Well, the numbers speak for themselves — dairy checkoff is driving sales of dairy products – the facts, based on sales data, are in from a study led by Dr. Oral Capps, Jr., of Texas A&M University.

The study focused on four key checkoff-led initiatives: foodservice partnerships (every dollar invested generated about \$3.50 in sales), whole-fat science (35 to 1 return), fluid milk innovation (1.7 to 1) and dairy exports (12.17 to 1).

Overall, the programs delivered positive results, generating between \$1.68 and \$34.55 in dairy revenue for every \$1 invested at the national level. That’s where 5 cents of your 15-cent investment is channeled to boost sales.

At American Dairy Association North East, we strategically invest the other 10-cents to develop, tailor and fine-tune checkoff programs to meet the demands of the 50 million consumers in our six-state region. And just like dairy farmers, we can’t make decisions by guessing what might happen, so we continually evaluate our programs to ensure they are hitting the mark to build trust in our more than 7,600 dairy farmers and to grow sales that benefit their bottom lines.

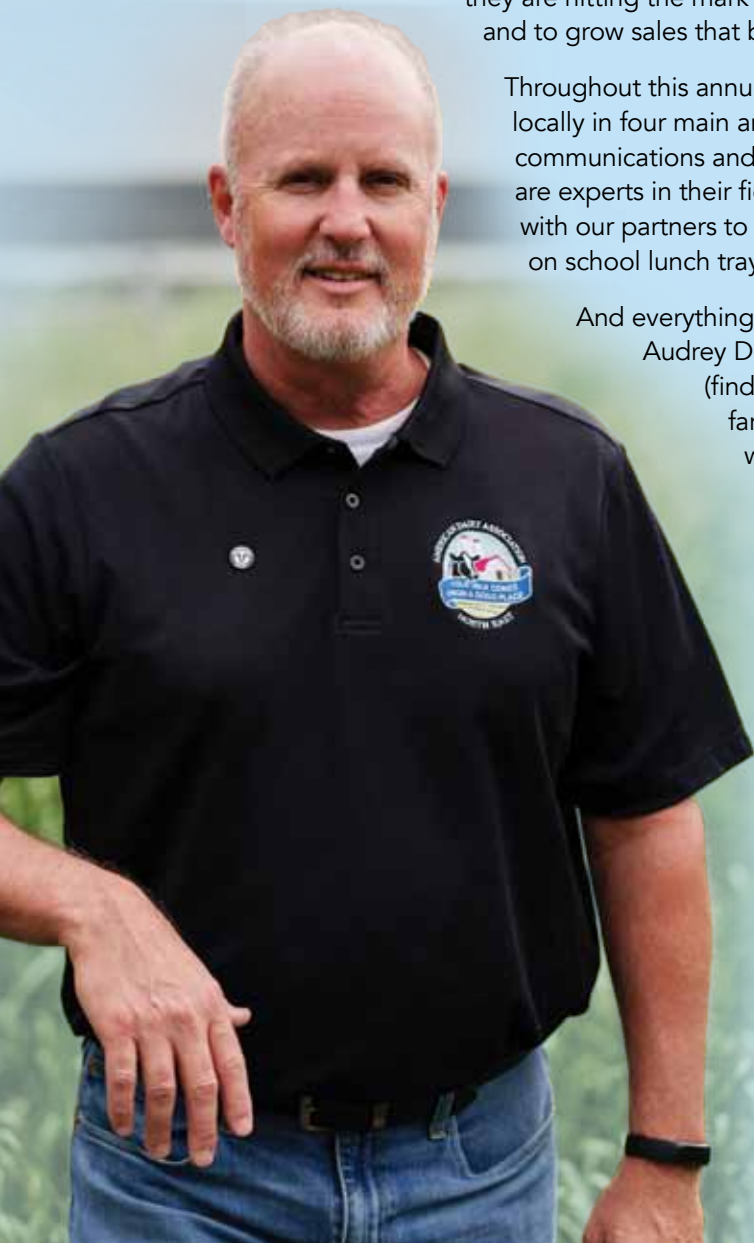
Throughout this annual report, you will see what we have accomplished locally in four main areas – retail, youth programs, consumer communications and industry relations. Our dedicated staff members are experts in their fields who have developed long-term relationships with our partners to ensure dairy is front and center in the grocery store, on school lunch trays, and in the media.

And everything we do is reviewed and approved by our chairs, Audrey Donahoe and Lolly Leshner, and our board of directors (find the board lists on the last page) — all active dairy farmers who expect us to deliver results. Please talk with any of them to hear their perspectives about our programs.

Follow the facts in this report that prove your investment is paying off to keep dairy in people’s refrigerators and at the center of their lives.

John Chrisman, CEO

American Dairy Association North East



PRESIDENT & CHAIR MESSAGE

Knowledge enhances judgement and problem-solving, opens opportunities, and strengthens our ability to adapt to changing circumstances.

Dairy farmers know this to be true. We learn about every facet of our businesses, and we base all of our decisions on knowledge gained through sound science – whether in the barn or in the fields.

Our dairy checkoff board of directors – who all milk cows everyday – analyze our checkoff investments with the same attention to detail as we operate our dairy businesses – knowing that true knowledge gives us the power to be successful with both.

So, we count on our ADA North East and Pennsylvania Dairy Promotion Program staff to use reliable research data to know what consumers want and they use that knowledge of trends to create campaigns on our behalf. We expect that the programs will be evaluated and, if needed, then corrected or culled – depending on their success at moving the needle.

As dairy farmers, we know we're producing a wholesome, nutritious product, and we rely on sound science to back that up. With knowledge based on research and facts, we trust our staff to share dairy's nutritional value with health professionals, who, in turn, can confidently recommend dairy to their clients as part of a healthy diet. Checkoff's national collaboration with the Mayo Clinic is a great example of using our checkoff-funded research to highlight the value of real milk throughout the lifespan.

The same is true for our relationships with the 1,800 school districts across the region – the school food decision-makers know their students need milk's 13 essential nutrients to be at their best all day. And farmers know that if they have a good experience with school milk – with a variety of choices including whole milk — they will likely become lifelong milk drinkers and dairy consumers.

We're very fortunate to have a robust retail program in our region and our staff creates programs based on sales trends and long-term relationships. It feels good to walk through the dairy aisle and know that our checkoff investment helps keep clean, cold and well-stocked cases with visible and interesting signage.

Sharing our knowledge and telling our story authentically and consistently to consumers is also a responsibility we all share as dairy farmers. Talk to your neighbors, teachers, or coworkers about your farms and your families so they feel connected with those of us who are producing their favorite foods.

Please enjoy the following pages of the annual report, and catch a glimpse of the scope and depth of our efforts at ADA North East and Pennsylvania Dairy Promotion Program to sell more milk on behalf of all dairy farmers.



Audrey Donahoe, President
American Dairy Association North East



Lolly Leshner, Chair
Pennsylvania Dairy Promotion Program

"An investment in knowledge pays the best interest."

– Benjamin Franklin

RETAIL *More Dairy, More Often to More People*

eCommerce – The buying and selling of goods and services over the internet – has become an indispensable part of retail sales, and the number of people making online grocery purchases is ever-increasing.

To meet that market demand, ADA North East works to build dairy sales in the online space through local retailers and Instacart eCommerce channels. We developed eight theme-based promotions that racked up more than **39 million online impressions!**

Themes included:

- Lactose free
- Spring into Real Dairy
- Cinco de Mayo
- Cottage Cheese
- Fuel Your Body
- Fuel their Day with Dairy (back to school)
- Hispanic Heritage Month
- Holi-Dairy Magic

Example: ADA North East partnered with Price Chopper/Market 32's Home Grown initiative to promote milk and dairy foods through in-store and online channels.

The results:

- Sales attributed to the campaign: \$527,709
- Units sold through the campaign: 130,000
- Number of media impressions: 5.9 million
- Return on ad spend: \$47 to every dollar ADA North East invested in the promotion

Example: ADA North East rolled out a pilot breakfast eCommerce campaign with Kellogg's and TOPS Markets and Price Chopper highlighting milk and Kashi cereal.

The results:

- Sales attributed to the campaign: \$813,218
- Units sold through the campaign: 212,000
- Number of media impressions: 3.3 million
- Return on ad spend: \$65



\$20+
MILLION
attributed sales
with ADA North
East eCommerce
programs

**HoliDairy
MAGIC**



Nutrition Counseling, Support with Retail Dietitians Builds Trust and Sales

Partnering with retail dietitians to highlight the role milk and dairy foods play in healthy diets with complementary programs to our eCommerce campaigns increased sales through more than **4.6 million media impressions**.

We provide retail dietitians with:

- Talking points and educational materials about dairy nutrition, budget-friendly options, and its accessibility to consumers
- Recipes for online and in-store shopping
- Social media assets to reach customers

Dairy Aisle Reinvention Drives Revenue

Since the dairy aisle earns 19% of total store profit, the ADA North East retail team works with store personnel to create a modern dairy aisle to provide customers with a positive shopping experience. We offer consultation, resources and best practices to support dairy case managers.

We engaged shoppers by:

- Bringing clarity and organization to each segment in **154 additional stores this year**
- Leveraging local appeal of dairy foods
- Incorporating customized signage in **243 stores this year featuring local dairy farmer families**
- Clearly labeling different types of dairy foods

Yogurt Dividers and Cheese Pushers: Keep flavors and brands organized and keep product at the front of the shelves, while increasing space allocation.

Example: Adding high protein yogurt sections to merchandise dairy's protein-packed products in **140 TOPS** stores, plus Giant Carlisle, Price Choppers, Wegman's and Weis Markets.

Example: Added new Key Food and Safeway stores, as well as **10+ independent retailers**.



Redner's Markets Registered Dietitian Meredith McGrath promotes Fill a Glass with Hope® and shares dairy-rich recipes in a media segment coordinated by ADA North East.

Shoppers report enjoying our reinvented dairy aisles and retailers report **HIGHER SALES** and **LOWER LABOR COSTS.**



CHEESE PUSHERS - 275 NEW SECTIONS COMPLETED



Dairy Aisle Performance Program – Tracking how Customers Perceive the Dairy Case

ADA North East's retail team made **7,002 visits to 1,794 stores** to support dairy case managers in keeping the department clean, cold and well-stocked. Our audit reports highlight dairy case conditions and are sent DAILY to the dairy category managers and corporate decision-makers to let them know what needs to be corrected.

What we evaluate:

- Dairy case hygiene
- Stock levels
- Presentation
- Rotation of products
- Temperature

Resulting in:

- Active engagement from retailers to correct stock and ordering issues
- **408** hygiene improvements
- Increased visits to problem stores to help make dairy cases more shopper-friendly
- Space allocation – suggesting ways to pack more dairy into coolers
*Example: By consulting with a Wegman's store, they gained **142 feet** for milk, decreasing plant-based product space by **148 feet!***

Cross Merchandising

Placing dairy items with other foods – **2,499 placements** – to boost sales in chainwide programs running in six retailers. In-store campaigns complement our eCommerce efforts.



Retailers report
an average
20%
SALES LIFT
with cross
merchandising!

Dairy Distribution to Provide Milk and Dairy to Families in Need

2025 marked the 10th Anniversary of 10th Anniversary of Fill a Glass with Hope® – More than **2.1 million servings** have been distributed in partnership with PA Dairymen's Association and Feeding Pennsylvania.

In 2025: **\$600,764 raised** by:

Kickoff at Pennsylvania Farm Show through sponsorship donations: \$181,500

20 Participating retailers:

Safeway \$175,000

Weis Markets: \$142,969

Redner's: \$13,800

Price Chopper: \$14,500

Shoppers: \$10,554

Grand Union: \$15,387

14 Independents: \$23,145

Pennsylvania Dairy Princess & Promotion Services: \$23,909

Food Bank Sales and Dairy Distribution

ADA North East works with food banks and pantries to secure funding through grants to purchase equipment and milk.

- Raised **\$1.2 million** to purchase milk for food banks
- More than **100 coolers** have been placed in the last five years.



ADA North East CEO John Chrisman stands with farmers and industry partners who helped establish Fill a Glass with Hope®. From left to right: Chrisman, Central Pennsylvania Food Bank Executive Director Joe Arthur; former Mid-Atlantic Dairy Association Vice-President Laura England; former Pennsylvania Dairy Promotion Program Chair Harold Shaulis; former Mid-Atlantic Dairy Association CEO Patty Purcell; former Mid-Atlantic Dairy Association Chair Vernon Horst; former Pennsylvania Department of Agriculture Bureau of Markets Chief Lela Reichart; former Feeding Pennsylvania Executive Director Jane Clements; and PA Dairymen's Executive Director Dave Smith.

CONSUMER COMMUNICATIONS

Working to Grow Dairy Demand

ADA North East invests every marketing dollar with one purpose: to protect and grow sales of milk and dairy foods. Our consumer communications team works to move consumers step-by-step – from noticing dairy, to understanding its value, to choosing it more often.

Consumers become more familiar with dairy by seeing it from trusted messengers, influencers, farmers and other partners. It builds trust, making dairy feel like a relevant part of their lives. We incorporate a system of building blocks to sales: attention, awareness, familiarity and engagement.

Attention to Dairy: Getting dairy in front of consumers

We keep dairy visible through news coverage, sports partnerships, digital advertising and community events. This ensures families, athletes and young consumers continue to see dairy as a relevant and trusted food source.

- 3,782 news stories placed
- 121 million impressions through media partnerships



Pennsylvania Dairy Promotion Program Chair Lolly Leshler participated in our media campaign prior to the Philadelphia Eagles trip to the big game where we dressed calves in team calf coats and renamed Way-Har ice cream flavors to match Eagles players.



ADA North East President Audrey Donahoe (right) judges the New York State Fair Undeniably Dairy Milkshake Contest with New York Agriculture Commissioner Richard Ball and New York Associate Dairy Ambassador Serenity Conklin.



New York dairy farmer Jamie Mowry, Department of Ag and Markets Commissioner Richard Ball and New York State Dairy Ambassador Olivia Shawley unveil the butter sculpture at the New York State Fair.



Pennsylvania Dairy Princess Charlotte Wallace, dairy farmer Kacie Hershey and son Wyatt, Department of Agriculture Secretary Russell Redding and ADA North East CEO John Chrisman unveil the butter sculpture at the Pennsylvania Farm Show.



VISIBILITY MATTERS!

If consumers don't see dairy, they won't think about buying it.

Dairy farmer Nate Chittenden brought a calf the Armory Track in New York City to promote our "Refuel with Chocolate Milk" campaign with thousands of student athletes.

Familiarity of Dairy: Connecting dairy to consumers' everyday lives

- 42.1 million multicultural impressions through programs to reach diverse audiences
- 2.1 million multicultural consumers actively engaged with our efforts
- 25.6 million Gen Z impressions
- 457,000 Gen Z engagements
- 9.4 million consumers reached through health messaging media stories
- 716 healthcare professionals engaged
- Created Spanish language content for our website Leche Authentica and Recetas en Espanol for our region's 4 million Spanish speaking consumers.



Olympian and dairy farmer Elle St. Pierre participated in our maternal health campaign, the First 1,000 Days.



Awareness of Dairy: Reinforcing why dairy matters to consumers

- Nearly 2 million visits to our website AmericanDairy.com and our consumer-facing recipe website at SavorRecipes.com
- 142 million social media impressions



SavorRecipes.com generated the sale of **26 MILLION POUNDS** of dairy since its 2019 launch.



Engagement: Turning consumer engagement into dairy sales

ADA North East helps move consumers from interest in dairy to action through:

- Digital promotions and contests
- On-site activations at major venues
- Direct calls-to-action that drive product purchase and use
- Platforms like SavorRecipes.com that allow shoppers to purchase dairy products directly from the website — with NO substitutions for real dairy





We bring dairy directly into communities through:

- Family activations at Strong Museum of Play in Rochester and the Museum of Science & Technology (MOST) in Syracuse
- Partnerships with health professionals
- Multicultural and multilingual programming
- Sports partnerships with the professional men's soccer team, the Philadelphia Union, and at The Armory Track in New York City

These programs show how dairy supports growing families, active lifestyles, and overall health and wellness. When consumers see dairy fitting into their daily lives, they are more likely to purchase it.



Pennsylvania dairy farmer Jared Kurtz talks about his calf with kids attending a Philadelphia Union game.



Pennsylvania Dairy Promotion board member Doug Sattazahn hands chocolate milk to students at The Philadelphia Union stadium's cafe.



New York dairy farmers Kelly Reynolds and Jim Davenport hold the "Refuel with Chocolate Milk" finish line tape at The Armory.

YOUTH PROGRAMS

School Meal Participation – Selling More Milk Through School Breakfast and School Lunch

ADA North East strives to improve students' overall health and wellness by boosting meal participation and ensuring milk, cheese and yogurt are integral parts of the USDA-compliant school meals. We want students to succeed for a lifetime.

Breakfast After the Bell

- Supported **80 target school districts** with Breakfast After the Bell strategies like Breakfast in the Classroom, Grab n' Go and Second-Chance Breakfast

- o **113,012** more students participated in school breakfast with an increase of **23,508** additional pounds of milk daily

SMART SWAPS

- A school nutrition program that helps schools meet updated USDA meal standards with dairy-rich recipes that are nutritious, compliant and kid-approved
 - o Recipes, sample menus, digital resources and training videos are available for these programs:
 - Grab & Go Menu
 - Heat & Serve
 - Speed Scratch Menus - Semi-prepared components finished onsite for fresh, customizable offerings



From left to right: Pennsylvania Agriculture Secretary Russell Redding, Pennsylvania Dairy Promotion Program Chair Lolly Lesher, ADA North East CEO John Chrisman, Maryland Agriculture Secretary Kevin Atticks, and Mary and Greg Stewart of Fawn View Farm.

SMART SWAPS recipes were showcased at our Farm to School Summit held at Fawn View Farm in Pylesville, Maryland, that brought together **75+ SCHOOL FOOD DECISION-MAKERS** from Pennsylvania and Maryland.



There's an **80% MILK TAKE-RATE** with each school breakfast meal served, along with other dairy items.

Back to School Programs

- Showcasing our school nutrition programs to kick off the new school year
- Virtual and in-person activities promoted our youth wellness programs designed to support the "whole child" and continue to build sales and trust in dairy.
 - o More than 100 school stakeholders, decision-makers and administrators joined a webinar highlighting the benefits of school breakfast.

ADA North East hosted a "Back to School, Back to Breakfast" event with Baltimore City Public Schools to highlight the importance of school breakfast. Checkoff partner Washington Mystics WNBA All-Star Marissa Coleman joined the event.



Pennsylvania Dairy Promotion Program board member Dina Zug represented all dairy farmers at the Pennsylvania Governor's School Breakfast Challenge event with school nutrition experts at Lincoln Financial Field in Philadelphia.



Farm to School Programs

- **New York Thursdays** – “Local Foods. Growing Minds” - provides students access to healthy, local foods plus educational opportunities like lesson plans and farm tours to learn where their local foods come from.
 - o 2,575 students participated in our “Dairy. Powered by Protein” promotion that included videos hosted by the New York State Dairy Ambassadors - with a 65% increase in views from 2024 vs. 2025.
- **STEM Education** – ADA North East coordinated an in-person farm tour for 50+ STEM students from New Utrecht High School in Brooklyn, N.Y., at Wil-Roc Farms in Kinderhook, N.Y., to showcase technology in modern dairy practices and highlight local food sources, particularly the dairy served in their schools.



Wil-Roc Dairy hosted STEM students from Brooklyn.



- **Yogurt All Ways** – During a two-week pilot, 37 districts participated and saw a 174% increase sales in yogurt. As a result, districts are adding more yogurt offerings across more of their schools.

How? Parfaits, smoothies, cups and yogurt bars.

Example: Greece City Schools, N.Y., added yogurt parfaits and smoothies in secondary schools and 4-ounce cups, yogurt bars, and more.

Example: South Brunswick School District, N.J., introduced daily “build-your-own” yogurt parfait bar in all high schools.

- **Just Say Cheese** – 29 districts participated and saw a 24% increase in sales over a two-week pilot period. Cheese offerings continue to grow beyond the data collection period.

Example: Webster Central School District in New York, had a **21% increase** in cheese sales by expanding menu varieties, introducing a few of students’ favorite items such as cheesy quesadillas, baked cheese sticks, and a broader selection of pizzas.



- **Hot Chocolate Milk and MooLattes** – **62 districts** participated in the data collection period by serving milk in popular on-trend, creative ways.

Example: In Jackson School District, N.J., hot chocolate milk was added to the daily breakfast menu in secondary schools and incremental milk sales were **up by 11% daily**.

o In Middletown School District, N.J., added cold-brew lattes to daily lunch menu at one high school, **increasing daily milk sales by 15%**.

- **Strive for 35°F** – Proactively helping schools serve milk at its optimal temperature of 35°

Example: 570 districts registered to participate in our program that provides tips to keeping milk cold – just how kids like it so they can benefit from milk’s 13 essential nutrients!



Strategic Alliances - ADA North East dedicates efforts to cultivate critical supporters for our dairy programs. How? Reaching school administrators and other school food decision-makers through digital and print media, conferences, and sponsored trainings to promote school meals with dairy.

- "Fuel Up First" with school nutrition associations to emphasize the importance of school breakfast
- "Ready, Set, Serve!" offered school nutrition professionals tools and strategies to improve kitchen efficiency, offer more on-trend dairy menu items, and create more student-friendly cafeteria experiences.

Youth Engagement and Health and Wellness

- **Fuel Up** – The in-school program that helps expand nutrition efforts with students using some National Football League teams and two Women’s National Basketball Association teams (New York Liberty and Washington Mystics)

How? NFL-funded Hometown Grants provided \$20,000 to four school districts (chosen by ADA North East based on their involvement with Fuel Up). Each district received \$5,000 to purchase food service equipment to boost school meal participation and dairy consumption.

- New York Jets – Uniondale School District, New Jersey
- Philadelphia Eagles – School District of Philadelphia, Pennsylvania
- Pittsburgh Steelers – Deer Lakes School District, Pennsylvania
- Buffalo Bills – Sweet Home Central School District, New York



- **Student Food Expo** – An interactive event where school-food vendors allowed students to taste and vote on possible food items to be served on school menus



Pennsylvania Dairy Promotion Program board member Laura Paxton helped serve students at the food expo.

Dairy farmers participated in our National School breakfast week events to bring awareness to school breakfast programs. - Neil Peck in Schuylerville, N.Y., and Kalli Erhardt in Baltimore, Md.



INDUSTRY RELATIONS

Supporting Dairy Farmers to Connect with Consumers

ADA North East helps dairy farmer voices reach consumers to share the environmental sustainability story and grow confidence in our products and industry.

Dairy Farmer Voices Reaching Consumers

Because consumers consider farmers to be trusted sources of information, ADA North East is committed to providing tools and resources to help our farmers reach consumers in their communities and online.

Customized Communications Coaching - Live or digital farmer communications and advocacy training program tailored to all groups' requests, in addition to on-demand pre-recorded trainings.

Environmental outreach – ADA North East and our dairy farmers are involved in representing the dairy industry with environmental organizations.

- ADA North East board member Barb Hanselman spoke at the New York State Outdoor Education Association Conference.
- Chris and Jamie Derr of Valley Ho Farms, Middletown, Md., hosted a farm tour as part of the Chesapeake Watershed Forum.
- ADA North East works with Partners for Healthy Watersheds to create Facebook posts.
- Collaborations with Dairy Management Inc., included environmental video productions at Coldsprings Dairy, New Windsor, Md., and Noblehurst Farms in Pavillion, N.Y.
- ADA North East coordinated farm tours for collegiate environmental students.

686
FARMERS
trained in
2025

Dairy farmer Kacie Hershey talks to media at the Pennsylvania Farm Show butter sculpture unveiling.

Maryland dairy farmer Alice Crothers shares her dairy story at the National Climate Week event in NYC.

Maryland dairy farmers Chris and Jamie Derr host a farm tour for the Chesapeake Watershed Forum attendees.

22 RELATIONSHIPS, presence at
28 environmental-focused EVENTS,
hosted **3 EVENTS**, **6 environmental STORIES**
in farm press, **111 social media POSTS**

Virtual Farm Tours – We bring cows to the classroom and to other influential groups to build trust in dairy.

ADA North East board member Jed Barnes hosted a Virtual Farm Tour.



NEW TO 2025:
Mini Moo videos for elementary students featuring an animated image – Corey the Cornstalk – who grabbed nearly

782,000 VIEWS from **6 SHORT VIDEOS** at **3 FARMS.**

The Spanish language Mini Moo video tracked

260,218 VIEWS!!

Maryland dairy farmer Austin Schwartzbeck participated in the new Mini Moo tours in 2025.



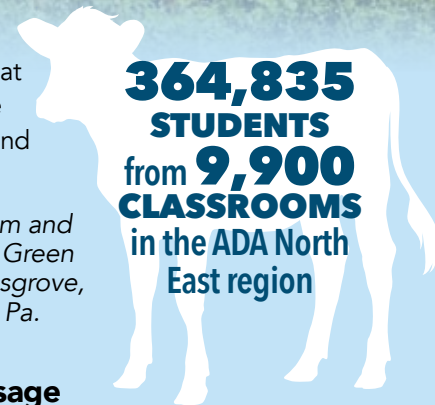
6 FARMS hosted traditional Virtual Farm Tours
1.5 MILLION STUDENTS reached through Virtual Farm Tours since 2018!



Adopt a Cow/Discover Dairy – ADA North East supports the Pennsylvania Center for Dairy Excellence with the in-class program that allows students to follow the life of a calf with local dairy farmers. The program boasts 48,000 classrooms participating across the country, and 13 other state and regional organizations are involved.

Dairy farmer hosts are: Julie Fouts of Fouts Farm, Cortland, N.Y., Tim and Jared Kurtz of Kurtland Farm, Elverson, Pa., Alice Crothers of Long Green Farms, Rising Sun, Md., Melanie Richman of Myerwood Farms, Pilesgrove, N.J., and Nikki and Matt Carr of Lone Oak Farms, New Alexandria, Pa.

364,835 STUDENTS from **9,900 CLASSROOMS** in the ADA North East region



Scan the QR code to sign up for Moove the Message.



American DairyENGAGED and Moove the Message

These resources help dairy farmers tell their own stories through social media by providing digital assets and campaigns to share on their pages. ADA North East has 14 dairy farmer influencers who racked up **1.5 million impressions!**

Dairy Youth Development

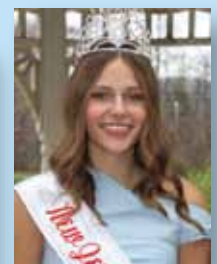
ADA North East is committed to helping passionate young dairy advocates hone their communications skills to share the dairy story with consumers. ADA North East manages the New York and New Jersey programs and supports the programs in Delaware, Maryland, Pennsylvania and Virginia by providing funding, training and promotional resources.



New York Dairy Ambassadors



Maryland Dairy Princesses



New Jersey Dairy Princess



Pennsylvania Dairy Princesses



Delaware Dairy Princesses



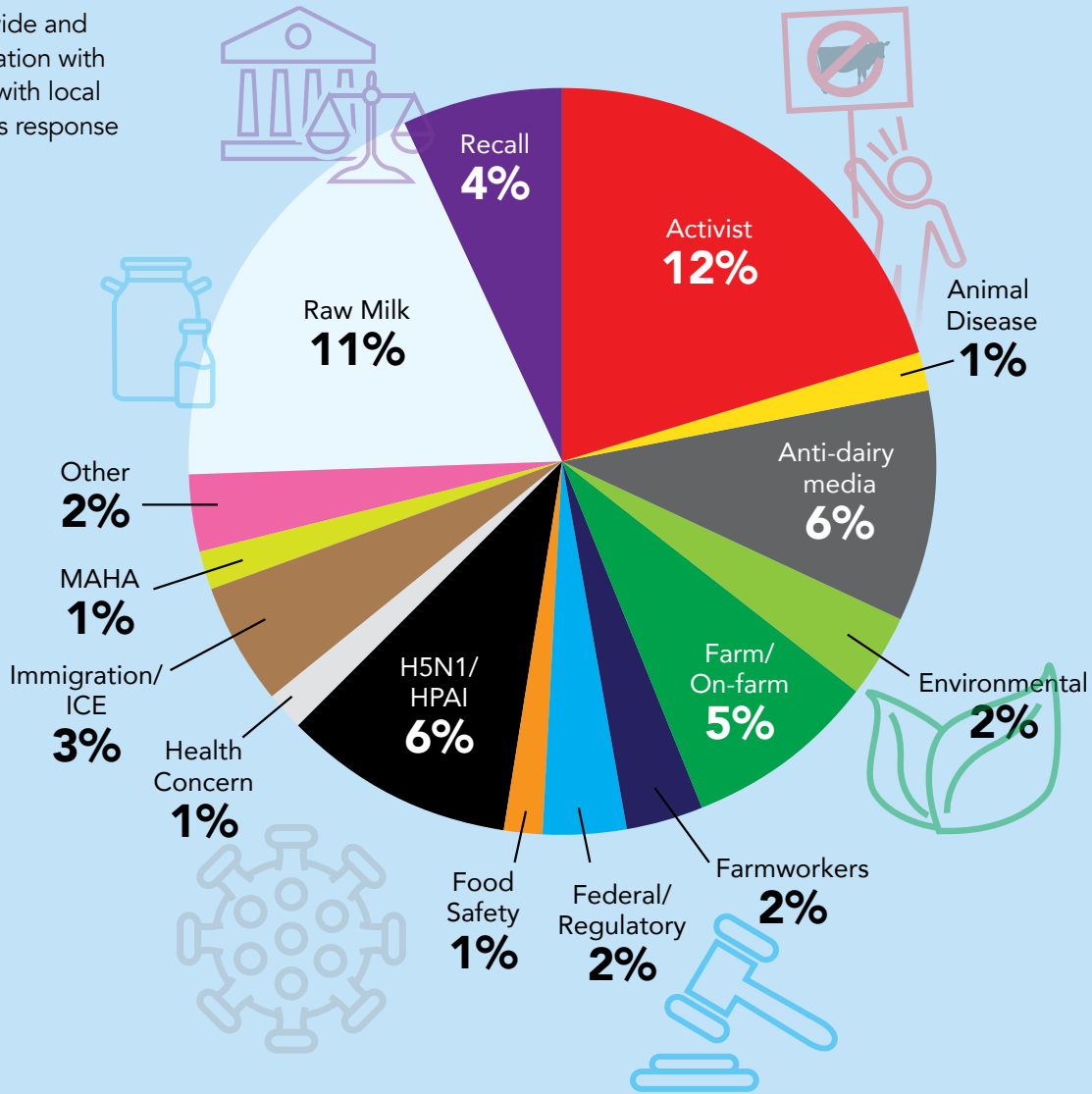
Virginia Dairy Princess

Managing Dairy's Reputation

Issues monitoring and response is critical to reputation management and crisis preparedness. Our staff monitors local and national media 24/7 and maintains a state of readiness to respond to any emerging issues facing the dairy industry. If an issue needs to be addressed, we do so within two hours.

We tracked 59 issues region-wide and maintained regular communication with and collaborated periodically with local and national partners for issues response and preparation.

2025 ISSUES TRACKED	Total
Activist	12
Animal Disease	1
Anti-dairy media	6
Environmental	2
Farm/On-farm	5
Farmworkers	2
Federal/Regulatory	2
Food Safety	1
H5N1/HPAI	6
Health Concern	1
Immigration/Ice	3
MAHA	1
Other	2
Raw Milk	11
Recall	4



Dairy Farmer Communications and Resources

ADA North East reaches our dairy farmers with checkoff information in a variety of ways:

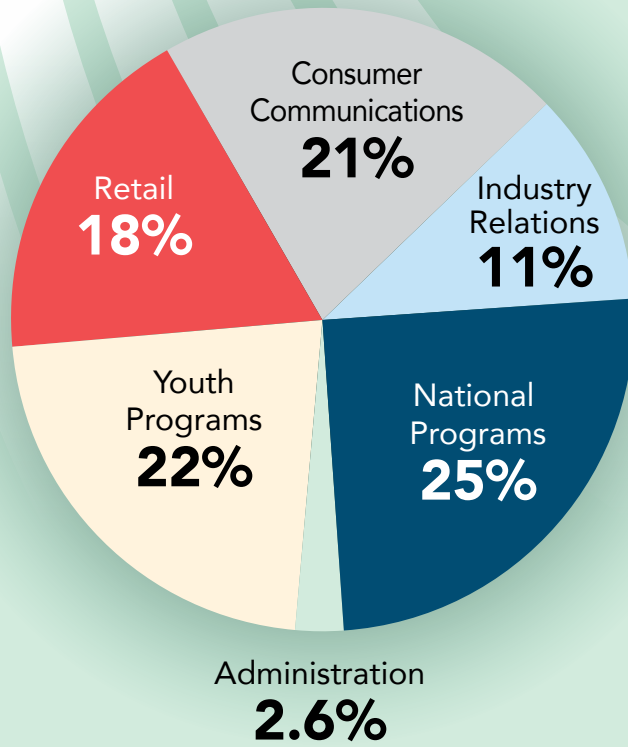
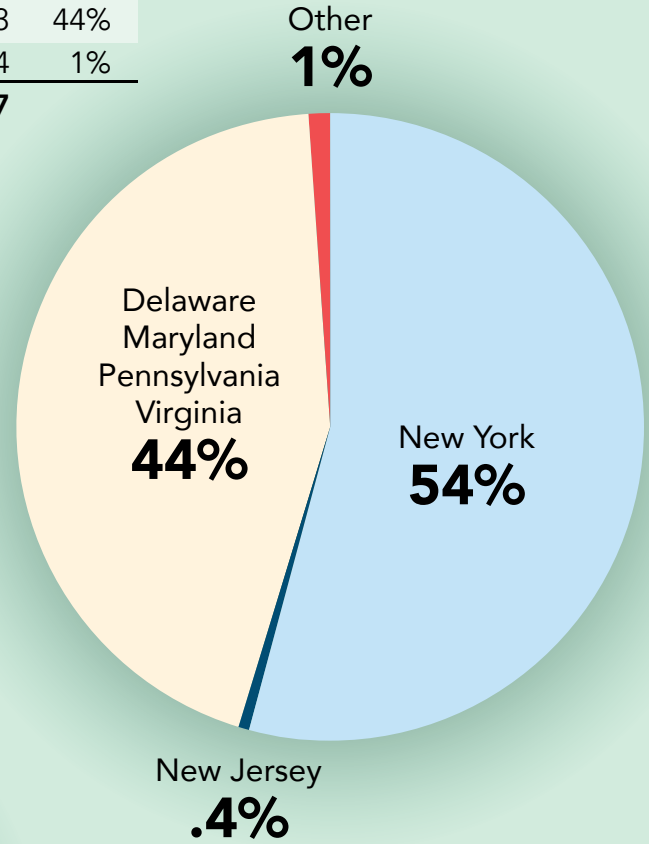
- Engaged with 456 key leader farmers
- Included 163 farmer spokespersons in ADA North East programs and events
- Sent 102 Checkoff Check-In bi-weekly eblasts
- Submitted nearly 100 news releases and articles to dairy trade publications and dairy co-ops
- Created targeted social media posts that drew 17,313 link clicks
- Hosted 7 small group dinners with farmers across the region

FINANCIALS

2025 INCOME

New York	\$ 10,300,000	54%
New Jersey	\$ 70,000	0.4%
Pa., Del., Md., and Va.	\$ 8,411,783	44%
Other	\$ 216,894	1%

TOTAL \$18,998,677



2025 EXPENSES

Youth Programs	\$ 4,271,472	22%
Retail	\$ 3,553,948	18%
Consumer Communications	\$ 4,065,331	21%
Industry Relations	\$ 2,185,309	11%
National Programs	\$ 4,820,446	25%
Administration	\$ 511,171	2.6%

TOTAL \$19,407,677

YOUR CHECKOFF IS BUILDING TRUST AND DRIVING SALES

FOODSERVICE

WHY WE INVESTED

Dairy was under-represented in menu innovation; foodservice players were reducing dairy usage. Farmers determined checkoff needed to partner with restaurants.

WHAT WE DID

Invested in innovation and provided product science for commercialization.

HOW WE DID IT

Partnered with foodservice leaders to drive dairy menu innovation, test products, grow volume and build trust in dairy.

OUTCOME

3.49
to 1
Cumulative
2009-2024

7.87
to 1
2024
(invested \$5.19 Million)

WHOLE FAT SCIENCE

OUTCOME

34.55
to 1
Cumulative
2012-2024

34.68
to 1
2024
(invested \$1.16 Million)

WHY WE INVESTED

Butter and whole fat dairy were considered "bad" and lower fat dairy was growing. Farmers determined checkoff needed to change perceptions and reset the sales trajectory of whole fat products.

WHAT WE DID

Invested in human science studies helping prove higher-fat dairy's health benefits. Promoted science to health care professionals, thought leaders and consumers.

HOW WE DID IT

Funded research and activated it in practice, resulting in whole milk's retail fluid milk share increasing from 27% in 2013 to 47% in 2024. (Circana)

FLUID MILK INNOVATION

WHY WE INVESTED

Milk lacked relevance and demand was declining. Farmers decided the checkoff needed to make milk relevant again.

WHAT WE DID

Partnered with brands to drive new product innovation and marketing of value-added milk.

HOW WE DID IT

Assisted in developing, testing, and launching new value-added milk products and supported their marketing. This led to over \$2.2 billion in new industry infrastructure and increased product marketing.

OUTCOME

1.68
to 1
Cumulative
2018-2024

6.39
to 1
2024
(invested \$1.93 Million)

EXPORTS

OUTCOME

12.17
to 1
Cumulative
2013-2024

9.30
to 1
2024
(invested \$37.88 Million)

WHY WE INVESTED

Milk production outpaced U.S. consumption. Farmers decided checkoff needed to create new markets and opportunities around the world.

WHAT WE DID

Built international relationships through research and collaboration, and innovated through partnerships to meet international demand.

HOW WE DID IT

Built local advocates, learned to offer products made for international and culturally diverse diets, working through the checkoff-created U.S. Dairy Export Council.

Each of the four areas was analyzed based on available data. Not all areas were measured across the exact same timeframe nor using the same data sets based on data availability.

2025 BOARD MEMBERS



AMERICAN DAIRY
ASSOCIATION NORTH
EAST

Lolly Leshner, 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, Shippensburg, Pa.
Douglas Harbach, Loganton, Pa.
Jennifer Heltzel, Martinsburg, Pa.
Marilyn Hershey, Cochranville, 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.
Doug Sattazahn, Womelsdorf, Pa.
Rob Waddell, Townville, Pa.
Dina Zug, Mifflintown, Pa.
Zach Myers, Harrisburg, Pa.
– Representing Pennsylvania
Agriculture Secretary
Russell Redding

Audrey Donahoe, Clayville, N.Y. – President
George Andrew, Newark, N.Y.
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Michele Klein, Silver Springs, N.Y.

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Jennifer Lawrence, Nottingham, Pa.
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Elaine Noble, Gillett, Pa.
Joan Smith, Sauquoit, N.Y.
Eric Zuber, Byron, N.Y.
Dina Zug, Mifflintown, Pa.

Pennsylvania dairy farmer Joy Widerman (right) and dairy advocate Katie Dotterer (left) hosted the Spanish language Mini Moo virtual farm tour.

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 more than 7,600 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.

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