

# 2019 Annual Report

New England Dairy



New England  
**Dairy**



Real farms.  
Real food.

*Real local.*

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# Letter from the Chair

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Welcome to the 2019 Annual Report for New England Dairy. It has been an honor to serve as chairwoman of a very passionate and dedicated group of dairy farmers that make up our Board of Directors.



We ended 2019 with some decent milk prices, finally, and began 2020 with such a positive outlook for the year, but as I write this, we find ourselves in the middle of a pandemic. Where we end up at the end of this remains to be seen. My hope is by the time you read this we will be on the other side of the pandemic, and I hope and pray that you and those that you love were able to stay healthy. As with everything we do, I can only believe we will be stronger when we work together.

Your checkoff dollars have been hard at work at all levels of engagement: local, regional and national. I know that it is hard to look past all the negative headlines, but the one point I want to remind you of is that dairy is not dead! We are a powerhouse beverage category with 94 percent of households purchasing fluid milk. Cheese and butter have been growth categories for dairy. We need to continue to tell our story, be united, and work together!

As you read through this report you will see how your dollars make a difference. Please reach out to us if you have any questions about our programming.

Best Regards,

A handwritten signature in black ink that reads "Heidi Dolloff".

*Heidi Dolloff*  
*Chairwoman*

*New England Dairy & Food Council*  
*New England Dairy Promotion Board*

# Letter from the CEO

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It has been my honor to serve as your CEO. I want to thank you for all you do to support our organization and share your passion for dairy promotion.

2019 ushered in many changes for our organization, the biggest being our rebranding as New England Dairy.

You have known us by two names (New England Dairy & Food Council and New England Dairy Promotion Board), two websites, two social media handles, two newsletters, and more. Having two of everything takes twice as much work to maintain and has created confusion with consumers in the past. The question became: Why divide our audiences, when we could serve as the one-stop shop for everything dairy in New England?

To streamline, simplify, and have a consistent voice, we now have one external facing brand, one website, and one social media handle: New England Dairy.

Despite the new name, our areas of expertise and our mission remain the same: We champion New England dairy farm families and the nutritious foods they produce.

As your advocates, we have also stepped up our farmer outreach and communications. We want you to know how your dairy promotion dollars are being spent, and we want to engage you in our work.

If you haven't already, please sign-up for our farmer-focused e-newsletter (6 issues/year) by emailing [info@newenglanddairy.com](mailto:info@newenglanddairy.com). The newsletter provides a snapshot of our successes and resources, and alerts you to timely issues and news.

As always, we would love to hear your feedback and connect with you.

Best Regards,

A handwritten signature in black ink that reads "Jenny Karl".

*Jenny Karl, MS, RD  
Chief Executive Officer*

*New England Dairy & Food Council  
New England Dairy Promotion Board*

# We Are New England Dairy

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When New England Dairy & Food Council was formed in 1920, the world was a very different place. World War I had just ended, the 19th Amendment granting women the right to vote was ratified, and the National Football League was formed. Nearly 100 years later, people are eating with their hearts and minds as much as their mouths, media is serving information at lightning speed, and supermarkets boast 50,000 food and beverage options.

New England Dairy & Food Council and New England Dairy Promotion Board must evolve to remain relevant. In 2019, we merged our two externally facing names, websites, newsletters, social media, and voices into one consistent image without changing our legal structure or our commitment to dairy in New England.

Our new brand image needed to be true to our local, New England heritage. It had to be fresh, relevant, and speak plainly. It had to be real and no nonsense, just like New Englanders.

From that, New England Dairy emerged.

**Real food. Real nutrition. Real dairy.**

Our new website, [NewEnglandDairy.com](http://NewEnglandDairy.com), celebrates all things dairy in New England: food, nutrition, farm life, and dairy in schools. Check it out to see how we're telling your story.

# Goal-Driven Programs

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Goals provide direction in our mission to champion New England dairy farm families and the nutritious foods they produce. They also create measurable milestones and assure accountability to you. Throughout this report you will read how our dedicated New England Dairy team put their expertise to work to achieve our 2019 program goals.

## Youth Wellness

- Increase dairy sales in schools
- Build trust in dairy
- Reach future consumers and grow champions for dairy

## Sustainable Nutrition Affairs and Research

- Educate and activate Thought Leaders on dairy's position as essential to health and sustainable food systems
- Educate and activate schools on dairy sustainability

## Integrated Marketing Communications

- Increase trust and demand for dairy
- Grow awareness of dairy's role in sustainable nutrition
- We are the premier destination for New England dairy information and inspiration



# Driving Positive Perceptions of Dairy with Consumers

People have always heard that they should drink milk and eat dairy. Now they're starting to hear and see things that make them question whether dairy really is good for them and the planet. Through our marketing and communications program—campaigns, social media, experiences, news media—we are helping consumers reconnect with dairy to clear up doubts and misinformation.



radiotj 3,016 views  
OCTOBER 14, 2019

*Milk, My Way Campaign Survey*

**63%**  
of our target audience said they would purchase more dairy products after hearing and seeing our campaign materials.

Radio personality TJ Taormina showed his 27,300 Instagram followers a behind the scenes peak of his interview with Mark Duffy of Great Brook Farm in Carlisle, MA.

We launched two coordinated integrated campaigns in October to educate consumers on all-things dairy including cow care, sustainability, and nutrition. The **Milk, My Way campaign**, in partnership with Boston-area radio stations AMP 103.3 and Mix 104.1, helped consumers rediscover their love for milk and the joy it brings to their lives. The campaign delivered nearly 3 million impressions through live radio reads, targeted video content, and a social media sweepstakes.



In Vermont, we partnered with NBC5 to run ten 15-second commercials with banner ads on-air and on the NBC5 website linking people back to our Vermont dairy farming webpage. The campaign generated **2.5 million broadcast impressions**, plus another **100,000 impressions through banner-ads** on the NBC5 website.

We connected with consumers at **Chowdafest** in Westport, CT on October 6th, 2019. Through experiential activities, we showcased our theme: “Keep it Real” – highlighting real farms, real milk, and real local. The 12,000 attendees had a chance to try out our interactive Milk Bar (with flavored milk donated by HP Hood and Wade’s Dairy) and our Instagram-worthy photo booth.

In June, we celebrated **National Dairy Month** with several events across New England including the 37th Annual Jimmy Fund Scooper Bowl in Boston and Breakfast on the Farm in Vermont. By the end of the month we reached more than 400,000 people and had 8,000 visitor sessions to our website.

We sponsored six Boston 25 Zip Trip events this summer, where we shared dairy’s story via live broadcast interviews, a digital campaign, and television ads. The digital campaign reached about **1.9 million people**, while those in attendance stopped at our booth for dairy trivia, samples, and prizes.



*Dairy farmer Susan Shields (right) and her daughter Katherine (left), of Lolans Farm in MA, were interviewed live on Boston 25 for a segment sponsored by New England Dairy.*

Social media is the best place to reach our primary target consumer: millennials. One of the most effective ways to educate them is through “Team Dairy,” our group of influential bloggers, Instagrammers and athletes in New England. Each year the reach and impact from “Team Dairy” content continues to grow.

In 2019, our influencers alone reached approximately 2.5 million people through pro-dairy blogs, podcasts, and social media posts. Content included delicious dairy recipes, innovative farm sustainability practices, comparisons between real dairy and non-dairy beverages, and facts about dairy misconceptions.

People need to hear the dairy story from a variety of sources. We pitch ideas to persuade media to write stories without paying for it or creating it ourselves.

We pitched and placed **90 positive media stories**, including broadcast news, newspaper publications, online publications, radio, and blogs. Our efforts amounted to **2.5 million impressions**, which represents the number of eyes and ears consuming our positive content.

Topics included on-farm sustainability projects, our work in schools and our partnership with the Patriots, as well as our support for dairy farmers through op-eds and letters to the editor. ■



**DAIRY**  
IN THE NEWS

- VT** WCAX – Brews to Moos – Repurposing Food Waste on the Dairy Farm
- NH** WMUR – NH Dairy Farm Featured in History Channel Series
- CT** Hartford Courant – Dairy Farming With Fitbits and Social Media
- RI** WPRI – Providence Career & Technical Academy Receives Hometown Grant
- MA** Boston Globe – Today is National Milk Day



- 1 Attendees of Breakfast on the Farm at Sprague Ranch in Brookfield, VT got hands on with a Rainfall Simulator, which taught guests about land conservation efforts by dairy farmers.
- 2 Farmers from each of our New England states took over our Instagram and shared their farm's stories, such as Jessica Dizek from Mapleline Farm in Massachusetts. She is pictured here sharing her family's farm history.
- 3 Example of earned media stories from this year.
- 4 Millennial attendees posed with their Must Be the Milk koozies at the Scooper Bowl's special Scoop at Night event targeted towards young professionals in Boston.
- 5 & 10 Chowdafest attendees enjoyed samples of flavored milk before having fun with our chocolate milk photobooth prop.
- 6 New England Dairy registered dietitian Hilary Walentuk (left) was interviewed live about why dairy cows are the ultimate recyclers.
- 7 Zip Trip exhibit booth in Newburyport, MA.
- 8 Sydney Gatward, a young registered dietitian and one of our digital influencers, shared her story about why she brought dairy back into her diet and debunked the dairy - inflammation myth.
- 9 "... I get a lot of questions and comments from friends and drinking milk has come up in conversation many more times in the last two years than it ever has before. And I do love milk, I've always loved milk, and it gives me an opportunity to talk about that..." – Dr. Gevie Stone, Rower and Resident Physician, U.S. Olympic Silver Medalist.

# — FARM TO TABLE: —

## Connecting People to Dairy Farmers

As a dairy farmer, you have a powerful story, and when people hear it, their trust in dairy grows. We want to help you share your story. This year, we provided over 60 opportunities for farmers to interact with the public through consumer events, farm tours, schools, media interviews, and more. We continued to host communications trainings to help farmers feel confident when speaking publicly about on-farm practices, especially difficult topics such as antibiotics, herbicides, and GMOs. We hosted four dairy farmer communications trainings across the region for 90 dairy farmers.



*New England Dairy Vice President, Integrated Marketing Communications, **Michael DeAngelis**, led a group of dairy farmers through a communications training.*

## Farm Tours Build Trust and Positivity



*Two University of Vermont dietetic interns befriended a cow during a tour at **Blue Spruce Farm** in Bridport, VT*

Throughout the year, we hosted 27 dairy farm tours for over 500 people. Over half the people we bring to dairy farms are health professionals and university students in the field of dietetics and nutrition. As a result of these tours, 83% say they are more likely to recommend dairy to others, and their positivity about dairy farming increased 35 percentage points.



Breakfast on the Farm at Maxwell's Neighborhood Farm in Newport, VT.

## 81% of Breakfast on the Farm Attendees Intend to Eat More Dairy

For the fifth year in a row, we sponsored Vermont Breakfast on the Farm and assisted with marketing and promotion. The two events hosted a combined 2,200 people and had a significant impact:

- 81% of attendees said they would eat more dairy because of what they learned <sup>(1)</sup>
- 96% of attendees said farmers do a good job protecting water quality & promoting soil health, an increase of 21 percentage points compared to before the farm tour. <sup>(2)</sup>

### Sources:

1. 2019 Breakfast on the Farm Post Tour Survey, Maxwell's Neighborhood Farm, sample size 90
2. 2019 Breakfast on the Farm Post Tour Survey, Sprague Ranch, sample size 140

## New Hampshire Dairy Farm Gains National Attention

The Robertson family of Bohanan Farm & Contoocook Creamery in New Hampshire was featured as the only dairy farm on the History Channel Docu-series, *The American Farm*. We provided marketing support and hosted a season premiere launch party for 140 people at UNH with press coverage from WMUR-TV. ■



The New England Dairy season premier party for the History Channel Docu-series, 'The American Farm'.

# Growing Future Consumers for Dairy

This year we celebrated the 10th anniversary of Fuel Up to Play 60. As a partnership between National Dairy Council and the National Football League, Fuel Up to Play 60 is the largest in-school wellness program in the country. New England Dairy continues to utilize Fuel Up to Play 60 as a tool to for engaging students and growing champions for dairy.

Today's youth consider what is good for their health, communities, and the planet when making decisions about what to eat or which brands to support \*. Through our youth wellness programs, we educate students and school stakeholders about the importance of dairy as part of the solution to building healthier schools and communities and protecting the environment.



MA Dairy Farmer Jimmy Hunt (left) and New England Patriot and Fuel Up to Play 60 Player Ambassador Nate Ebner (right) enjoyed hot chocolate milk while talking about nutrition, physical activity, and dairy farming on a livestream to 400 middle and high school students across our region.

While we continue to offer farm tours and events with dairy farmers, we also utilize virtual technology to reach more students with our “Cow to You: A Virtual Visit to Two New England Dairy Farms” curriculum. The goal is to educate middle school students about sustainable dairy farming practices utilizing 360-degree videos that provide students with an engaging, life-like farm experience. The curriculum was sent to 17,500 teachers in 3,500 schools. Pre- and post-surveys showed an improvement in knowledge for each question ranging from 26%-199% improvement. ■

\* Family Room's 2017 Passion Point™ study of Gen-Z



Fuel Up to Play 60 students attended our first New England Dairy Farmers' Innovation Event at Gillette Stadium to learn about dairy farming and the health benefits of milk and dairy foods. The day ended with teams "pitching" their school promotion and dairy menu ideas, many of which focused on the value of customization. Research shows that kids want to build their own meals and have a variety of milk flavors available. Connecticut Dairy Farmer, Kies Orr (far right), attended the event and helped students present.



In celebration of Fuel Up to Play 60's 10th Anniversary, New England Dairy hosted the Stars Among Us Gala for approximately 120 guests at Gillette Stadium. Dollars were raised through sponsorships, ticket sales, live and silent auctions, and cash donations with proceeds to benefit our youth wellness programs. The gross revenue was approximately \$46,000, with an additional \$34,000 in in-kind goods and services. (Pictured from left to right: Patrick Roach, Springfield Public Schools; Jaclyn Galvin, Fuel Up to Play 60 alumnae; Devin McCourty, New England Patriots.)



The New England Patriots Charitable Foundation selected Providence Career and Technical Academy in Providence, RI to receive the 2019 Hometown Grant. Providence Public Schools is using the grant to implement Breakfast in the Classroom in all 17 of their secondary schools.

# Innovative Approaches to Driving Dairy Sales

Today's youth have greater purchasing power than previous generations at the same age due to their increased influence on household spending. In addition to our work building trust in dairy with today's youth, we also focus on increasing dairy sales in school meals to build a strong base of dairy consumers, now and in the future.

Federal regulations require that milk be offered with each school meal, and yogurt and cheese are common menu options, offering incremental opportunities for dairy sales. Our Youth Wellness team works as dairy consultants in schools to help school nutrition directors identify new opportunities to encourage more students to choose dairy items. We provide grants and marketing resources to support innovative ways to serve dairy such as hot chocolate milk or bulk milk dispensers. We also work with food insecurity and school nutrition partners to support initiatives that increase participation in school meals with a focus on school breakfast and summer meals, which have the largest potential for sales growth.



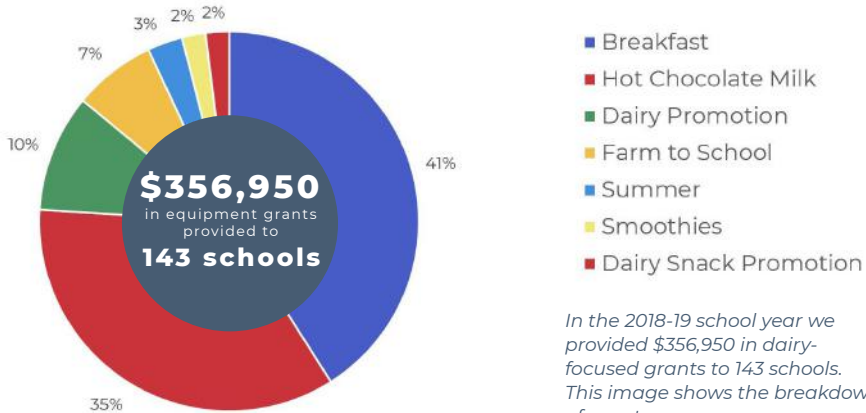
65 members of the School Nutrition Association of CT learned how to cook with dairy in a Local Foods for Schools recipe workshop at their annual conference. Recipes from National Dairy Council were featured in the training, such as savory yogurt parfaits.



Students from Bolton, MA and around New England were excited to have Hot Chocolate Milk served at their schools. New England Dairy provided equipment grants and marketing support to 88 schools since the launch of the program in 2018. Results to date indicate that granted schools have had an 11% increase in breakfast and 15% increase in milk sales.

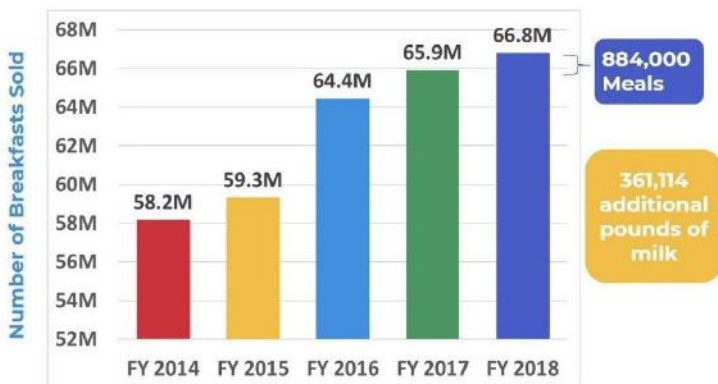


## 2018-19 Dairy Funding For Schools



In the 2018-19 school year, we provided \$356,950 in equipment grants to 143 schools across New England. All schools that participate in the National School Lunch Program are eligible to apply for grants, which are awarded on a competitive basis. Staff provide increased technical assistance to target districts, which are identified by size and increased opportunity to grow dairy sales. Our grants from the 2017-18 school year resulted in a 14% increase in milk sales (additional 215,000 milk pounds) and a 29% increase in breakfast participation (about 122,500 additional breakfasts) in granted schools. ■

## Regional Increase in School Breakfast



*New England Dairy worked with strategic partners to increase school breakfast participation in our region. In 2018, there was a 1% increase in overall breakfast participation in New England, resulting in 884,000 additional meals served. If 75% of students select milk, this results in an additional 663,000 half pints of milk (about 360,000 pounds of milk) served with breakfast alone.*

# Thought Leaders Supporting Dairy

## Leveraging the hot topic of sustainable nutrition

Sustainable nutrition is the science-based pursuit for solutions that provide affordable, accessible, nutrient-rich foods that can nourish the world's growing population while also protecting environmental resources. At its simplest, it is when the health of people, communities, and planet are in balance. However, the complexity of this conversation is often reduced to a focus on "plant-based diets" for which there is no official definition, leading many to define it through their own lens.

New England Dairy is working to shape the emerging definition of a sustainable diet with thought leaders by highlighting how dairy foods provide essential nutrients and are responsibly produced by a farming community striving for continued improvement in production practices.

## Shaping the conversation

We are better able to shape the sustainability conversation when we collaborate with influential stakeholders. On September 17th, we hosted a dinner for 12 influential experts from a range of disciplines, including agriculture, nutrition, food insecurity, culinary, and state departments of health and education. During the dinner, the group shared insights as well as opportunities to collaborate on building well-nourished communities.

We accomplished our goal of influencing stakeholders by bringing in four expert speakers to showcase the science behind dairy's role in sustainable nutrition, including Don Layman, PhD, Professor Emeritus of University Illinois, who shed light on the facts about cattle and climate change. ■



Don Layman, PhD, spoke at the MA Academy of Nutrition & Dietetics annual conference.



NED hosted a Nourish Dialog gathering of thought leaders from throughout New England in Cambridge, MA to help shape the complex topic of sustainable nutrition.



This year, NED partnered with University of Rhode Island's varsity athletics program to increase students' access to milk. URI athletes had begun questioning dairy's role in athletics after seeing a pro-vegan documentary. The URI sports dietitian understood she needed to teach them about the value of real milk, so she teamed up with NED to install a chocolate milk cooler for post-workout recovery and implemented cooking classes, both of which turned the students' perceptions of dairy positive.

# Amplifying the Dairy Farmer Voice

We strive to position dairy in a positive light. While we cannot control every media story, we can at least provide news organizations with our perspective to make sure farmer voices are heard. We connect reporters with farmers to share important information about cow care, environmental stewardship, dairy nutrition, and more.

There are times when media stories highlight challenging topics or issues that can be misunderstood by the public like water quality, pesticide use, and sustainability. To address these topics, we insert the farmer voice to set the record straight with the greatest impact. This year, through letters to the editor and op-eds, we made sure your perspective was represented in your local papers and our regional outlets. ■



*This picture of Connecticut Dairy Farmer Kies Orr was featured in a Hartford Courant op-ed she wrote about the rewarding work of dairy farming.*

## DAIRY IN THE NEWS

- **Brattleboro Reformer** - Our Promise to Cows and Community
- **Hartford Courant** - It's Hard to Be a Dairy Farmer, But it's worth It
- **VTDigger** - Andrea Asch: Healthy Soils, Healthy Farms
- **WCAX3** - Vermont Dairy Farmers Turn to Undocumented Immigrants for Help
- **Vermont Public Radio** - Vt Farmers Can Legally Kill Bears Eating Their Corn, But Debate Over Practice Persists
- **Vermont Public Radio** - 'It's The Dairy Farmer Sewer': Neighbors Say State is Failing to Regulate Agricultural Pollution



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# Driving Trust and Sales at the National Level

New England Dairy is one of 16 regional checkoff organizations dedicated to promoting dairy and telling the dairy farmer story. Dairy Management Incorporated (DMI) is the unifying national checkoff organization that supports the collective state and regional efforts, and drives trust and sales in dairy through national programs and partnerships.

## Dairy Sales and Fluid Milk

The good news is that total U.S. dairy sales --including cheese, butter and ingredients-- grew domestically by 1.7 percent in 2019 compared to 2018, and total dairy commercial use exceeded total milk production. Much of this is driven by partnerships in the U.S. and internationally with Domino's®, McDonald's®, Pizza Hut®, and Taco Bell®.

For fluid milk, 94 percent of U.S. households purchase fluid milk.

Partnerships generated 10 new milk products in 2019 including Dairygold FIT, Kroger Private Selection Flavored Whole Milks, and Shamrock Farms Rocking Refuel Protein Milk. These new products stimulated other innovations from industry partners.

## Nutrition Research

Checkoff funding is used to bring the best and brightest scientific minds together to study the nutrition and health benefits of dairy including nutrient contributions, dairy fat, and impact on diabetes. The team at DMI has presented the research at conferences and to the 2020 Dietary Guidelines Advisory Committee to inform future national guidelines.

### DAIRY EXPORTS



The farmer-founded U.S. Dairy Export Council is celebrating its

## 25TH YEAR

**SINCE 1995,**

Annual export value has increased by more than

# 500%

Annual volume has grown by more than

# 550%

## Sustainability

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Consumers are making food choices based on a product's impact on the environment and a company's commitment to being good stewards of the planet. Through the Innovation Center for U.S. Dairy, more than 120 dairy companies and organizations are part of the Dairy Sustainability Alliance, and 28 dairy companies have adopted the U.S. Dairy Stewardship Commitment, which is dairy's pledge to consumers to remain steadfast stewards of a healthy environment.

The combined efforts of DMI and New England Dairy ensure the continued growth of trust and sales of dairy regionally and nationally. ■



# Board of Directors

NEW ENGLAND DAIRY PROMOTION BOARD

## 2020 BOARD OFFICERS



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*Dairy Farmers of America*



**Paul Doton, Vice Chair**  
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**Larry Bailey, Treasurer**  
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**Mike Barnes, Secretary**  
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## 2020 MANAGEMENT TEAM

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