

2021 ANNUAL REPORT



New England
Dairy



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LETTER FROM THE CHAIR

Welcome to the 2021 New England Dairy Annual Report. It truly has been an honor to serve as the chairwoman of the New England Dairy Promotion Board and New England Dairy & Food Council Board of Directors.



The collaboration that our checkoff dollars achieve on our behalf is something we can all be proud of. The work being done within and throughout our industry, locally and nationally, matters.

Our staff address many challenges in our ever-changing work environment, yet it has been a year of many goal-driven successes. They have rolled with the punches and continued to deliver results on behalf of dairy farmers. I know that any one of them would love to hear from you, so please reach out to them if you have any questions or comments on the programs you read about in the upcoming pages.

Wishing you all a safe and healthy 2022!

Best Regards,



Heidi Dolloff

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

LETTER FROM THE CEO

I've been honored to serve as your CEO and want to thank you for all you do to support our organization and share your passion for dairy promotion.



2021 was another year of stops, starts, and being ready for anything. Flexibility continued to be a key factor to our success as we set measurable goals and prepared back-up plans A, B, and C to achieve them.

You'll see in this annual report how our staff simplified and tailored our offerings in schools, based on supply chain and labor challenges our school nutrition partners were facing. Virtual and digital opportunities to reach our key audiences continued to show growth and demonstrate positive perception changes. We maintained a positive company culture, despite "the great resignation" around us, due to the passion and dedication of our staff to our mission to serve dairy farmers.

Thank you for your interest and support of dairy promotion and, as always, we would love to hear your feedback and connect with you.

Best Regards,



Jenny Karl, MS, RD

*Chief Executive Officer
New England Dairy & Food Council
New England Dairy Promotion Board*

2021 RESEARCH & INSIGHTS

New England Dairy (NED) conducted consumer research to better understand the perceptions of dairy and barriers to consumption that would help shape our 2021 programming. The results helped us determine our areas of focus, as well as our target audiences. These groups hold purchasing power, are future consumers, and impact the decisions being made by the public. We know that each group has questions and concerns about dairy farming and dairy nutrition.



Millennial Moms

Our target consumer, Millennial Moms, are juggling competing demands as home has become the new hub. They are cooking more at home, addressing school needs, and juggling work demands all while trying to find moments to relax and reset. They want to make sure dairy is the right choice for themselves and their family.



Gen Z

Youth are current and future consumers, and the age group known as Gen Z (born between 1997-2012) is our focus. They are juggling stresses like unknowns at school, connecting with their social networks, and doing the right thing for the planet and community. We want them to know that dairy is aligned with what's important to them.



Thought Leaders

Thought Leaders guide and advise what is recommended by health professionals, what schools serve, what is considered part of a healthy diet, and what individual consumers do for their health and wellbeing. More than ever, they also impact how dairy is viewed as part of the climate change solution. We focus specifically on three groups: registered dietitians, food assistance professionals, and pediatricians.

Our target audiences are bombarded by a constant stream of information. Our goal is to meet them where they are and show them the positive impacts dairy farming and dairy nutrition have in our changing world.



DELIVERING EXCEPTIONAL FARMER RELATIONS

Consumers have questions and concerns about dairy, and the best people to address those are dairy farmers. We helped farmers tell their story in a way that resonated with the consumer audience.

Growing Dairy Social Media Ambassadors

In 2021, we launched a pilot program in Connecticut with 12 dairy farmer social media ambassadors who created social posts during specific time periods, flooding social media with dairy positive messaging and images, with guidance from New England Dairy. Participants finished the program with stronger relationships, networks, and skillsets to help them continue promoting their work and the dairy industry.

We hope to expand this program to more states in the future. In the meantime, you can learn these skills at home through our free, pre-recorded communications trainings on the farmer section of our website.

Scan Here for Trainings



Subjects include:

- How to talk to reporters
- How to talk about dairy nutrition
- How to level up your social media presence



Sample content created by our dairy farmer social media ambassadors.

Farmer Promotion Grant Program

Farmer promotion grants provided a way to promote dairy in local communities by leveraging New England dairy farmers as spokespeople to tell the dairy story through grant-funded activities. Over \$18,000 was distributed to dairy farmers in CT, MA, and VT for dairy promotion projects. These grants were grassroots, promotional efforts to further connect farmers with their neighbors and communities.



The Dairy Crawl organized by Denise Barstow encouraged visitors to stop at dairy farms in Western MA.



People enjoyed free ice cream at the Open Farm Day at Williston Cattle Co. in VT hosted by Mary Whitcomb.

Vermont Breakfast on the Farm

We hosted another live, virtual farm tour, which had the benefit of reaching a larger range of attendees than an in-person event. Nearly 1,200 viewers tuned in to watch a live tour of Miller Farm in Vernon, VT, an attendance rate ten percent higher than last year's virtual tour.



Farmer Facebook Page

We want to keep you updated on the work we are doing on your behalf. Similarly, we want to know if you have questions and concerns. Scan this QR code to join the New England Dairy Checkoff Farmer Facebook Group and connect with us.

INCREASING DAIRY SALES INSIDE SCHOOLS

School meals are an important opportunity for kids to access dairy. The United States Department of Agriculture (USDA) extended several school meal waivers that allowed all kids under 18 years old to continue receiving free school meals. We continued working with our anti-hunger and school nutrition partners to promote the availability of free school meals.



1. Haverhill High School in MA rolled out its new grab 'n' go breakfast cart.
2. Smoothies served at Stonington High School in CT boost school meal sales and kids' dairy consumption.
3. Stonington, CT School Nutrition Director Becky Fowler tried out the new blender purchased through a grant to serve more dairy in school meals.

Supporting School Meals

In 2021, we provided \$135,000 to 65 schools to purchase equipment for programs including smoothies and meal expansion. In fall 2020, we provided schools grants to help transition to in-classroom eating to comply with social distancing rules. With these grants, we saw an 11 percent increase in meals served and a 16 percent increase in dairy sales since the start of the school year. We also secured \$486,000 of funding from outside partners to support these efforts including:

- \$441,000 in school grants and equipment from GENYOUth
- Over \$43,000 from our Boston Marathon Moo Squad
- \$2,000 from the Fay Charitable Trust in Massachusetts

Chill Out with Cold Milk

Consumer research found that some students perceived school milk to be lower quality than the milk they drank at home largely due to the impact of temperature on school milk. To address this finding, we offered a webinar for school nutrition professionals, Chill Out with Cold Milk, that addressed:

- Nutrient benefits of milk and the fact that students are falling short of the recommended servings
- How dairy farmers keep milk safe
- What schools can do to keep milk tasting great so students will drink more



Webinar participants received our new Chill Out with Cold Milk toolkit that included a thermometer, tips for keeping milk cold, and a milk temperature survey. As a call to action, schools were asked to take their milk temperatures at various times before, during, and after meal service and to take corrective action when needed. Over 50 schools submitted surveys.

Schools who completed our Milk Temperature Survey were entered to win this new refrigerated milk cooler.

School Nutrition Experts Forum

We hosted our first School Nutrition Experts Forum to explore challenges, successes, and opportunities for increasing milk consumption in schools. Twenty-one representatives from school districts and other stakeholders such as our local USDA office, State Departments of Education, and Farm to School partners participated. Key learnings included the need for information and resources to:

- Support flavored milk in schools
- Defend dairy's place in the school meal pattern over plant-based beverages
- Promote milk consumption, especially to teens

ACCELERATING DAIRY SALES OUTSIDE SCHOOLS

Our work to drive dairy sales and consumption outside of schools focused on building relationships and establishing collaborative opportunities with dairy industry partners and food assistance programs.

Presenting Research & Insights to Partners

We presented consumer insights to more than 70 industry stakeholders across 13 companies including processors, retailers, and dairy brands through two webinars focused on millennial parents and Gen Z. The insights can be used to fuel product development and innovation.

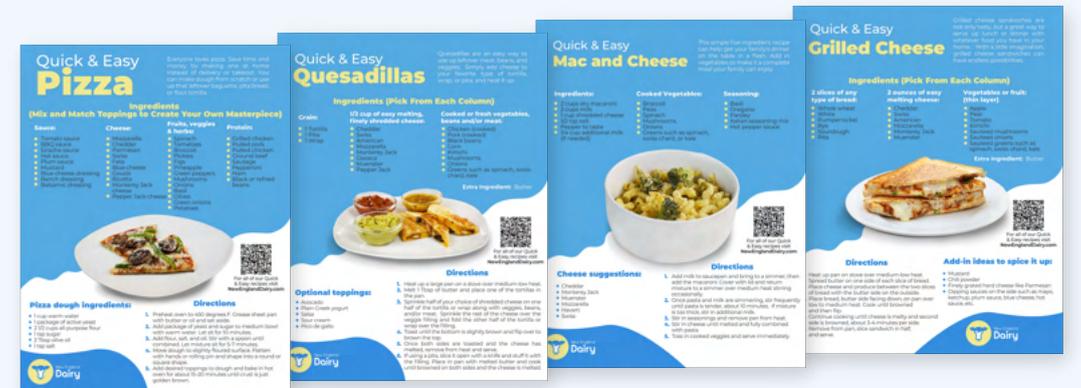
In July, New England Dairy hosted the fourth annual Dairy Experience Forum virtually with support from other state and regional checkoff organizations and the Northeast Dairy Business Innovation Center. Nearly 300 industry attendees including farmers, retailers, processors, trade media, and dairy brands heard from leading speakers who shared consumer insights and opportunities for new product innovation.



New Recipe Guides

Our region continued to see an increase in families relying on food assistance programs and cooking meals at home. We created a set of tools that showcase dairy as the ingredient that pulls meals together, while saving time and money, and without sacrificing flavor and nutrition.

We created four customizable base recipes in English and Spanish, along with complementary recipe videos and a handout that teaches how to better manage a healthy home pantry. These resources were shared with consumers digitally, at dairy donation events, and with our food insecurity partners. All resources have a QR code that drives consumers back to our website.



Our new resources were distributed to families at our milk and meals donation event in Lynn, MA. We partnered with H.P. Hood and the Massachusetts Military Support Foundation to distribute 1,500 half gallons of milk and boxes of non-perishable food items throughout the community.



BUILDING TRUST WITH MILLENNIAL MOMS

Millennial Moms typically make decisions about dairy for themselves and their families. Based on our consumer research, we know she is largely unsure about dairy's healthfulness, dairy's impact on the environment and whether cows are treated well, topics she cares about.

Influencer Strategy

We sought out new influencer partners with diverse voices and unique perspectives to share how dairy provides health and wellness benefits beyond basic nutrition for the entire family. This dairy-focused content was viewed over 418,000 times.

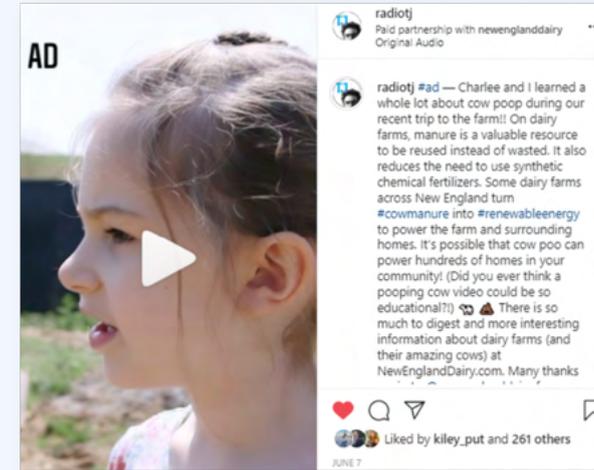


Examples of dairy-focused content created by our Millennial Mom influencers.

Summer Olympic Games in Tokyo

We promoted the importance of dairy and local dairy farmers during the Summer Olympic Games. We pitched stories about our local Team Milk athlete, Gevie Stone, to media outlets and tapped into national digital campaigns like "You're Gonna Need Milk for That" and the #HoldMyMilk challenge, which focused on the role of milk in athletic performance.

Elle Purrier St. Pierre, who grew up on a Vermont dairy farm, worked directly with national staff to take part in the #HoldMyMilk challenge and promote dairy messaging on her social channels.



TJ Show: Until Further Notice Podcast

With more than one-third of Americans regularly listening to podcasts, it is a great medium to reach our audience. We partnered with podcaster and influencer TJ Taormina on a digital ad campaign that resulted in more than 2,000 podcast downloads per week and over 70,000 social media impressions.

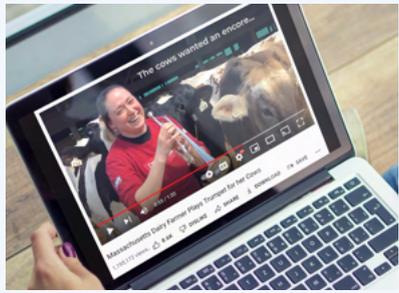
Dairy Sustainability Story

Consumers are becoming more curious about where their food comes from and how it impacts the environment. Earth Day (April 22nd) was an ideal time for us to address this curiosity and talk about dairy farmers' commitment to sustainable farming practices.

New England Dairy implemented a multi-state earned media blitz that included farmer-authored op-eds and blogs, sustainability stories pitched to local media outlets, and a robust social media plan that resulted in a 500 percent increase in digital engagement compared to the previous month.

We also executed a six-week TV and digital ad campaign in Connecticut with NBC and Telemundo that highlighted what dairy farmers are doing locally to care for the environment. The campaign was promoted through TV, digital, and social media in both English and Spanish.





National Dairy Month

For National Dairy Month, we celebrated the joy of real dairy through social media, educational resources, and events. A focus at both the local and national level was introducing the next generation of farmers. We worked with DMI and four dairy farmers across New England to create a video showcasing unique hobbies and passions dairy farmers have in addition to farming.



We also partnered with a Gen Z farmer and her friends from Elm Farm in Woodstock, CT to take over New England Dairy's Instagram story for a day. They showed more than 11,000 consumers what a day is like on their farm, answered questions, and connected a younger generation to agriculture.

Boston Marathon

Through the City of Boston, we secured four in-person charity bibs and a virtual runner for the 2021 Boston Marathon® this past October. Our team, the Moo Squad, consisted of two dairy farmers, a registered dietitian, a mom of Gen Z daughters, and an agriculture lover. The Moo Squad raised over \$43,000 to support increased physical activity, nutrition education, and access to healthy food and dairy for youth and families throughout New England.



Moo Squad members (from left to right) Stephanie Tencati, Jessie Farnham, NY dairy farmer Martin Hanehan, Alyson Comeau, MPH, RDN, LDN, and VT dairy farmer Clara Ayer ran the 125th Boston Marathon®.

Mobile Dairy Bar

We were finally able to open the taps on the Mobile Dairy Bar and start pouring milk for consumers at events throughout New England. We engaged consumers with cold milk while they watched educational videos and shared their experience on social media.

Our community engagement team attended 58 events throughout New England, including farmers' markets, road races, New England Patriots training camp, and more. We poured over 19,000 glasses of milk and engaged with nearly 80,000 people.



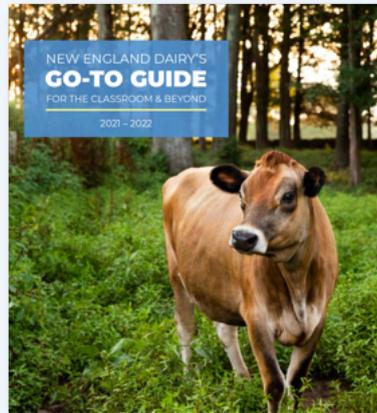
1. People lined up at the Mobile Dairy Bar on the Boston Common.
2. MA dairy farmers Mary and Randy Jordan served milk samples at the Price Chopper opening event in Marlboro, MA.
3. Two members of the Chocolate Milk Running club were thrilled to see the Mobile Dairy Bar at the finish line of the Narragansett Summer Running Festival.
4. A family posed in front of the Mobile Dairy Bar at the Marblehead, MA Famers' Market.
5. Kids enjoyed flavored milk during Art on the Farm in Brookfield, VT.

BUILDING TRUST WITH GENERATION Z

Today's youth are our future consumers, so it is important for us to build trust with them early. Our research shows that Gen Z values products and brands that support their health, community, and planet.

Back-to-School Resources

With more students returning to the classroom, we created New England Dairy's Go-to-Guide for the Classroom and Beyond to make sure schools had our resources at their fingertips. We mailed the guide to more than 4,100 schools in our region to be used as a one-stop shop for youth wellness resources, including the latest information about dairy in schools and our farm-to-school programs.



Fuel Up to Play 60 Revamped

The Fuel Up to Play 60 (FUTP 60) website is now for educators only and includes learning plans that incorporate FUTP 60 into science, technology, education, and mathematics (STEM)-based lessons that focus on dairy nutrition, agriculture, and sustainability.



Students have FUTP 60 at their fingertips with the updated Student Zone App. Students can get involved with the program, track their progress, and earn rewards to become FUTP 60 Champions from their smartphones. Over 4,100 schools received a poster featuring New England Patriots Linebacker Chase Winovich and a QR code to promote the Student Zone App in classrooms.

Virtual Dairy Farming Experience

We hosted a virtual chat with Massachusetts dairy farmer Nicole Fletcher that featured a pre-recorded Q&A with New England Patriots Linebacker Chase Winovich. The webinar was viewed live by nearly 2,100 K-12 students across New England, and a recorded version is still available on our website for further viewing.



Adopt a Cow

We reached students directly in the classroom through the Adopt a Cow initiative from Discover Dairy. The program offered a year-long virtual experience for students to interact with a dairy farmer in their region and watch a calf grow-up. Classrooms received regular updates, including photos, stories, and information about the calf. Almost 1,200 schools enrolled in our region, reaching over 35,000 students.



Over 4,800 students followed Demi, a calf from Fletcher Farm in Southampton, MA. Here she is at birth and three months.



Fuel Good in Your Community award winners were honored at the Play 60 game at Gillette Stadium.

Fuel Good in Your Community

We recognized eight students making a difference in their communities with our Fuel Good in Your Community Awards. School and community stakeholders nominated youth who were going above and beyond to give back and help others. Award winners were highlighted in both social and traditional media and received a wellness grant for their school. This was an opportunity to build connections with students while also highlighting the ways that dairy farmers give back to their communities.

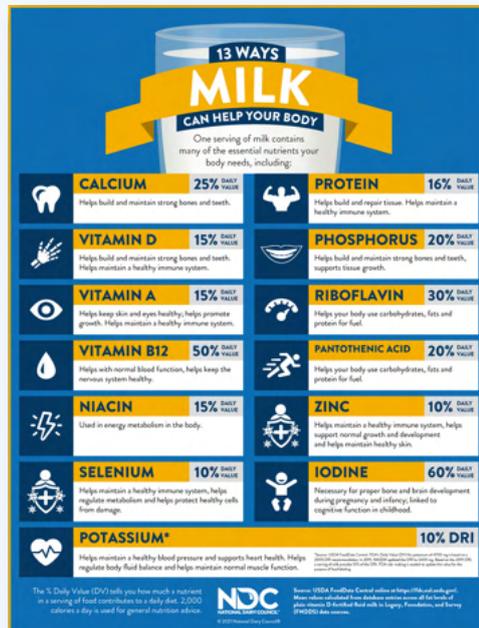
TeamSnap Ad Campaign

We partnered with TeamSnap, an app used by youth sports teams to communicate with parents of Gen Z student athletes. Eighty percent of users on the app are parents of Gen Z students making it a perfect vehicle to reach this audience with our messaging about fueling your day with dairy. This campaign kicked off in August and ran through the end of October, receiving over 2.8 million impressions and 4,300 website clicks.



BUILDING TRUST WITH THOUGHT LEADERS

Thought Leaders are experts that influence other professionals, university students, consumers, and sometimes even policy. They are the channel that delivers trusted information to the public, so by reaching Thought Leaders we are reaching our consumers.



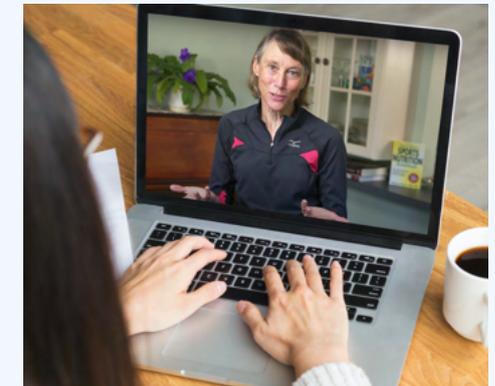
Powerful New Ways to Talk About Dairy

New data from USDA finds that more nutrients in milk meet the threshold of being a “good” or “excellent” source, increasing the number of essential nutrients in milk to 13. This helped us to have an even bigger voice in the wellness conversation.

For the first time, the 2020-2025 Dietary Guidelines provided recommendations for children from birth to 24 months, positioning cheese and yogurt as complementary foods starting at six months and cow’s milk as a beverage starting at one year. We leveraged these guidelines in digital outreach and multiple webinars including one with third-party expert Erin Quann, PhD, RD, LDN of Gerber, the Infant Nutrition Division of Nestlé.

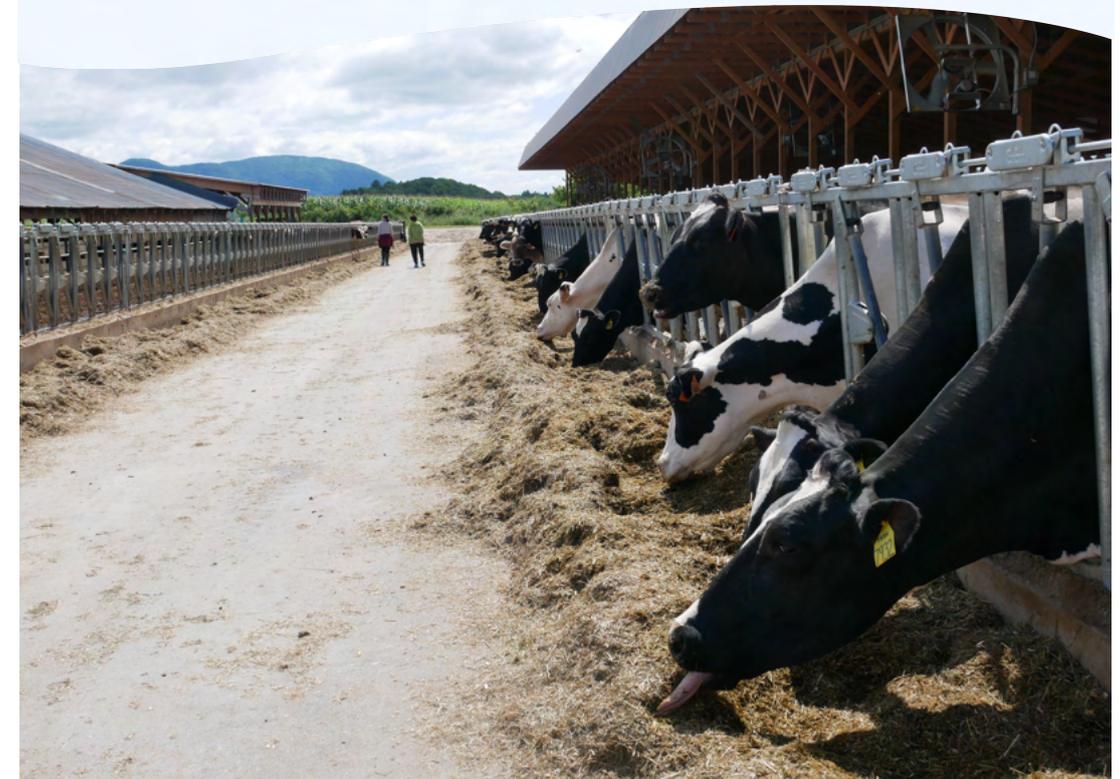
Sports Nutrition Collaboration with Nancy Clark

Nancy Clark, MS, RD, CSSD is an icon in the field of sports nutrition and a strong supporter of dairy. We partnered with her to create 19 videos promoted on our website and through social media covering a range of dairy-centric topics such as how plant-based beverages compare to cow’s milk, nutrients for the young athlete, and refueling with chocolate milk versus sports drinks.



Thought Leader Webinars

Webinars allow us to strengthen our relationships with third-party experts and leverage them to build trust in dairy and our organization. We reached over 500 influential Thought Leaders through webinars on gut health, child nutrition, dairy fat, and more. Our new Continuing Education webpage hosts recordings of previous webinars available for continuing education credit, further cementing New England Dairy as a source for trusted and easy to access professional education.



MOVING FORWARD IN 2022

We challenged ourselves to answer the question: What do our target audiences really want? The answer: Permission to love and enjoy dairy and feel good about it. For 2022, we developed a unifying direction for the year to guide our key messages and to build dairy trust across all our program areas.

Our unified direction for 2022 is: Keep it Real, Enjoy the Good. When people enjoy their favorite dairy foods, we want them to know and feel they are doing good for themselves, their families, their communities, and the planet.

This work will be achieved using three themes:



Health January - March

Focusing on all the ways dairy is good for you and your family.



Planet April - July

Highlighting dairy as part of the climate change solution and tapping into important moments like Earth Day.



Community August - December

Sharing all the ways dairy brings people together and how dairy farmers give back to their community 365 days a year.

During each time frame, we will focus our messaging and activities on the designated theme: health, planet, community. Having a focused theme allows us to leverage significant moments in the year while driving concentrated impact. However, the remaining themes will still be included in supporting activities to foster a continuous conversation about all things dairy.



FINANCIALS

New England Dairy & Food Council Operating Statement

Jan. 01 - Dec. 31, 2021*

INCOME

Unrestricted Farmer Contributions	\$ 1,320,000
Restricted Farmer Contributions	\$ 80,396
DMI Supplemental Funding	\$ 665,000
Fundraising	\$ 45,497
PPP Loan Forgiveness	\$ 179,714
TOTAL INCOME	\$ 2,290,607

NEW ENGLAND DAIRY & FOOD COUNCIL EXPENDITURES



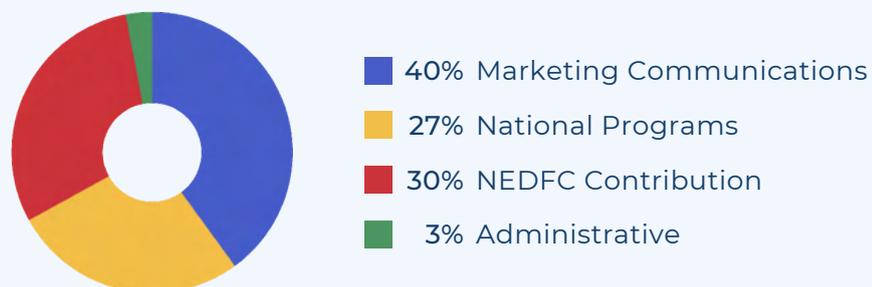
New England Dairy Promotion Board Operating Statement

Jan. 01 - Dec. 31, 2021*

INCOME

Unrestricted Farmer Contributions	\$ 3,991,306
Restricted Farmer Contributions	\$ 442,428
TOTAL INCOME	\$ 4,433,734

NEW ENGLAND DAIRY PROMOTION BOARD EXPENDITURES



*At the time of publication, the audit of Operating Statements was pending.

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

BOARD OF DIRECTORS

2022 Board Officers



Heidi Dolloff
CHAIR
Springfield, VT
Dairy Farmers of America



Paul Doton
VICE CHAIR
Woodstock, VT
Agri-Mark



Harold Howrigan, Jr.
TREASURER
Sheldon, VT
Dairy Farmers of America



Mike Barnes
SECRETARY
Mount Upton, NY
Agri-Mark

2022 Board of Directors

Mike Barnes
Upton, NY
Agri-Mark

Marcella Guillette
Derby, VT
NFO

Ray Brands
Ferrisburgh, VT
Dairy Farmers of America

Harold Howrigan, Jr.
Sheldon, VT
Dairy Farmers of America

Heidi Dolloff
Springfield, VT
Dairy Farmers of America

James Jacquier
East Canaan, CT
Agri-Mark

Paul Doton
Woodstock, VT
Agri-Mark

Warren Nop
Middlebury, VT
Dairy Farmers of America

Mark Duffy
Carlisle, MA
Agri-Mark

Robin Sweet
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Dairy Farmers of America

Bernie Guillemette
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Dairy Farmers of America

Rob Wheeler
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