

## MILK TO MARKET

- Goal 1:** Collaborate and convene partners to bring more milk to market
- Goal 2:** Protect/increase dairy supply in food assistance programs (food banks, school meals, government feeding programs, etc.)

### OUTSIDE SCHOOLS

Through our NED led and supported initiatives we moved:

Milk:

655,000 lbs.

Yogurt & Sour Cream:

47,500 lbs.

Collaborated with strategic partners including:

- Stop & Shop
- The New England Patriots
- Local Food Banks and Anti-Hunger Groups
- Dairy Industry Partners
- Private and Community Foundations

Allowing us to leverage almost

\$50,000

in in-kind support and donations

21 food pantries in Connecticut received a cooler for dairy storage.

### IN SCHOOLS

147 School Districts supported with

\$360,000 in Grants & Equipment

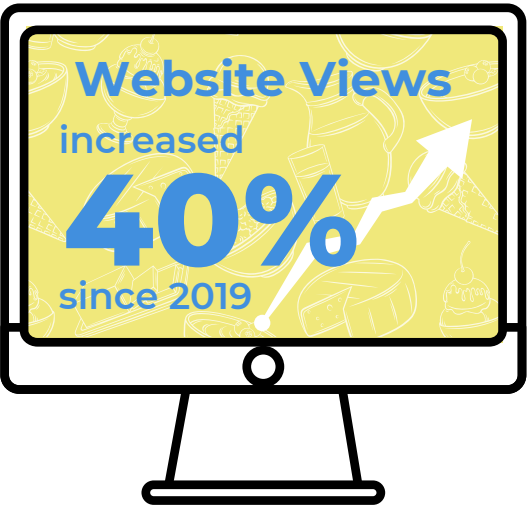
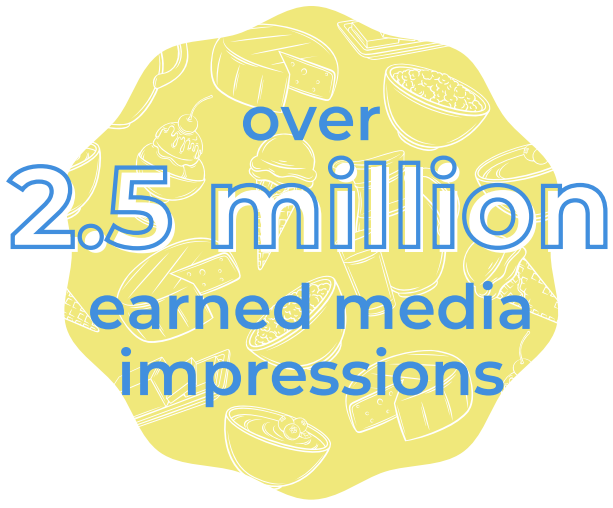
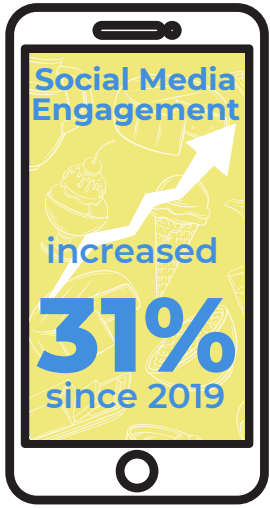
563,000 lbs. of milk protected per week in emergency school meal support.

We increased our funding for emergency school meals by more than 50% with support from outside funders:

- Greater Worcester Community Foundation
- You Have Our Trust Foundation
- GENYOUTH

OPTIMIZING CONTENT

- Goal 1: Provide content that meets our audiences' needs
- Goal 2: Build trust in dairy utilizing education, science, and storytelling
- Goal 3: Position New England Dairy as established dairy experts



Virtual farm tours reached 5,400 people.

95% feel positively about dairy after their farm tour, an increase of 14 percentage points.

29% say they will purchase more dairy because of what they learned.

1,500 Key Influential Thought Leaders reached through continuing education opportunities.

7,600 unique page views on our Sustainable Nutrition web pages.



Farmer communications viewed 42,000 times

- Newsletters
- Co-operative check letters
- Farmer publications
- Trainings
- Virtual meetings

