

New England Dairy

2021 Annual Objectives & Results



Goal #1 Accelerate Incremental Dairy Sales Growth

Objective 1. Increase dairy sales in New England schools	
Annual Objectives	Results
Reach 3,600 schools with marketing and informational resources to support sales and program initiatives	Reached over 4,100 schools with marketing and informational resources to support sales and program initiatives
Increase dairy sales and meal participation in granted schools by 5%	Increased dairy sales by 16% and meals distributed by 11% in granted schools
Collaborate with strategic partners on initiatives in schools	Collaborated with 18 strategic partners to increase meal participation and dairy sales in schools
Establish an implementation plan for 1 new scalable dairy opportunity to be implemented in the following calendar year	The bulk milk pilot in Chariho school district (RI) plans to resume shortly after disruptions at the onset of COVID. Also launching a new bulk milk pilot in Auburn, MA. We will use data and learnings from these pilots to create a scalable implementation plan for bulk milk in the first half of 2022.

Objective 2. Facilitate opportunities for dairy sales outside of schools	
Annual Objectives	Results
Identify the Relevant Stakeholders within and Surrounding the Dairy Supply Chain in New England	66 stakeholders were identified as potential partners to drive dairy sales
Establish Collaborative Opportunities that Add Value/Amplify Program Activities to Drive Sales of Dairy	Established collaborative opportunities with 11 stakeholders

Goal #2 Build Dairy Trust (of Products, Farmers, and Farming) in New England Target Audiences

Objective 1. Increase position perception among youth about dairy's role in personal wellness, sustainable agriculture and communities	
Annual Objectives	Results
Reach 1.7 million students with dairy resources and NED programming	Reached more than 1.7 million students with dairy resources and NED programming
Achieve an average 85% positive perception of dairy following activations	Achieved an average 89% positive perception of dairy following activations
Leverage strategic partnerships in program activities	Collaborated with 18 strategic partners to increase trust in dairy among youth

Objective 2. Increase positive perception among Millennial Mom about dairy's role in personal wellness, sustainable agriculture and communities	
Annual Objectives	Results
Increase in reach (impressions) and engagements (likes, shares, link clicks) across social media by 5%	Increased reach and engagements across social media by 40%
Achieve an average 90% positive perception of dairy following activations	Achieved an average 97% positive perception of dairy following activations
Leverage strategic partnerships in program activities	Collaborated and engaged with 15 strategic partners to increase trust in dairy among Millennial Moms

Objective 3. Position dairy as essential to sustainable nutrition and food systems among thought leaders	
Annual Objectives	Results
Reach 1,500 Thought Leaders through dairy resources, experiences, and programming	Reached 1,935 Thought Leaders to date
Achieve an average 80% positive perception of dairy following activations	Achieved 89% positive perception of dairy following activations
Leverage strategic partnerships in program activities	Leveraged 18 strategic partners in program activities

Goal #3 Deliver Exceptional Farmer Relations that Strengthens New England Dairy's Position as Farmers' Essential Voice in the Marketplace

Objective 1. Increase dairy farmers' understanding of and engagement with New England Dairy	
Annual Objectives	Results
Improve perception among dairy farmers of NED (KPI: farmer continuum; survey)	No current results as we are fielding survey this fall
Increase the number of farmers who are engaged with our programming	52 farmer engagements in 2021 , up from 38 in 2020
Increase the number of staff and dairy farmer 1-1 interactions/meetings to 60	12, 1-1 staff and dairy farmer interactions/meetings

Objective 2. Increase the number of dairy farmers' telling the dairy story in New England	
Annual Objectives	Results
Add 3 new "spokes-farmers" to our team, with 5 total speaking opportunities for them collectively	Added 2 new spokes-farmers with 2 communications opportunities
Reach 5 Key Influential Farmers with "spokes-farmers"	Not achieved in 2021; re-evaluating for 2022
At least 45 events/opportunities for "spoke-farmers" to communicate about dairy	46 events/opportunities for "spokes-farmers" to communicate about dairy