

IN THE COMMUNITY

Our Community Engagement team attended **53 events** throughout New England where we distributed over **14,000 samples** and interacted with **over 72,000 people**.

Secured 4 charity bibs for the **2021 Boston Marathon**, elevating our visibility as a trusted community organization and raising

over \$43,000 to support youth wellness programs.



Engaged and built relationships with **22** relevant **dairy supply chain and food assistance stakeholders** to elevate dairy's value and drive sales outside of schools.

Created 26 new digital and print resources for partners.

- Meal Planning Guides
- Recipe Guides
- "How to" Videos

IN BOTH
ENGLISH &
SPANISH

REACHING YOUTH

69 School Districts supported with **\$137,000**

in Grants & Equipment, impacting nearly **23,000 Students.**

Secured \$486,000

of supplemental funding from outside partners including:

- GENYOUth
- Boston Marathon
- Fay Charitable Fund

16% increase in dairy sales

in granted schools across New England.

89% of youth have a **positive perception** of dairy following our programs.

1,200 classrooms reaching over 35,000 students,

enrolled in our **Adopt a Cow** program this school year.

CONVENING INDUSTRY STAKEHOLDERS

Hosted **~300 attendees** (dairy brands, retailers, processors, and farmers) at the **2021 Dairy Experience Forum.**

INTEGRATED APPROACH TO REACH TARGET AUDIENCES

6.9 million consumer impressions with messaging targeted to millennial moms.



Virtual and in-person farm tours reached over **1,400 people.**

96% feel positively about dairy after their farm tour, an increase of 12 percentage points.

98% say they will purchase the same amount or more dairy because of what they learned.

Over 1,900

Key Influential Thought Leaders reached through resources, experiences, and programming.

3,500 unique page views on our Sustainable Nutrition web pages.

Farmer communications viewed over **17,000 times**

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

Opened by **48%** of recipients, twice the industry average.

New this year:

New England Dairy's Farmer Facebook Group

Join this private group to receive updates about what we're doing at New England Dairy and engage in conversation with New England dairy farmers and our staff.

