

2023 HIGHLIGHTS

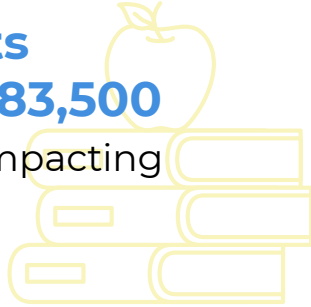
(as of 9.30.23)



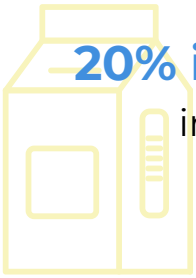
New England
Dairy

Growing Trust and Sales with Youth

66 school districts supported with over **\$83,500** in equipment grants impacting **27,000 students.**



20% increase in dairy sales in schools across New England that received grants in 2022.



220 school staff trained to keep milk cold. **210 schools** completed temperature surveys. **16 coolers** awarded and placed in cafeterias.



Nearly **60,000 students** and **1,600 educators** reached through the Adopt a Cow program.

Student trust in dairy farming grew by **36%** and dairy knowledge by **87%** as a result of this program in 2022.

Earth Day TikTok campaign featuring three influencer videos focused on sustainability drove over **1.6 million video views.**



Consumer Experiences

Taste. Learn. Meet.

Our Community Engagement team attended **32 events** throughout New England, pairing dairy sampling with education to build trust in over **24,000 consumers.**



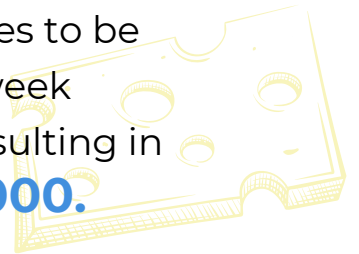
"I forgot how good milk tastes!"
-Event participant



Collaborative sustainability campaign with a processor on **2 million milk labels** yielding over **300,000** digital impressions.



Ecommerce continues to be successful with a 2-week cheese campaign resulting in total sales of **\$120,000.**



Reached over
9.6 million consumers

with in-person and digital activations

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Farm to Community Engagement

Awarded **25 New England Dairy Promotion Grants** totaling over **\$37,300.**

Engaged **51 dairy farmers** in **60 check off** activities targeting consumers.

230 posts from Digital Dairy Ambassadors generated **9,300 likes** and **400 comments.**

Digital Impact

The New England Patriots created and shared a **video** of Patriots Player Kyle Duggar visiting a dairy farm that resulted in:

- Over **500,000 impressions**
- Nearly **27,000 engagements**

Top 3 Web Pages:

1. Fat Free vs Whole milk
2. What is cream top milk?
3. Resource Library

Social Media Followers

increased
10%
since 2022

Increasing Trust in Dairy

77 media hits including key outlets such as WCVB's Chronicle and Good Morning America.

3.5 million earned media impressions

Publicity Value: \$982,000

93% positive perception in dairy after participating in an event or activity.

Connecting with Thought Leaders

Engaged over **1,000 pediatricians** about the role of dairy in child development.

Taught **1,100 health professionals** on dairy's role in lactose intolerance, cultural diversity, the food matrix, and sustainability.

Collaboration with **Greater Boston Food Bank** to feature New England Dairy recipes on their Click 'N Cook site.

Educated **280 school nutrition professionals** on dairy agriculture, dairy nutrition, and milk temperature.