



NEW ENGLAND DAIRY ANNUAL REPORT

2024

TABLE OF CONTENTS

Letter from the Chair	2
Letter from the CEO	3
2024 Overview	4
Increasing Trust in Dairy Among Consumers	5-6
Increasing Trust in Dairy Among Thought Leaders	7
Increasing Trust in Dairy by Activating Farmers	8
Increasing Perception of NED as a Valued Resource	9
Supporting Dairy Sales Through Schools	10
Supporting Dairy Sales Through Retail	11
National Partners: Dairy Management, Inc.	12
Financials	13
Board of Directors	14

LETTER FROM THE CHAIR



Heidi Dolloff

BOARD CHAIR
Springfield, VT

Welcome to New England Dairy's 2024 Annual Report. It 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.

Our 2024 program work was built around our two Strategic Plan goals:

1. Increase trust among our target audiences.
2. Increase dairy sales in target channels.

Throughout this report you will see the incredible work being done with our checkoff dollars by our team at New England Dairy. You can see how the team brings these goals to life as we collaborate throughout our region with a variety of partners to gain the most impact. From our Mobile Dairy Bar and Mobile Dairy Experience trucks to our social media recipe videos that went viral and so much more! The New England Dairy team continues to reach our consumers where they are at.

Thank you for your continued support and your incredible passion for our dairy industry. Please reach out if you have any questions or comments.

Best Regards,

Heidi Dolloff

LETTER FROM THE CEO



Jenny Karl

CEO OF NEW ENGLAND DAIRY

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 with others.

Our organization is here to grow dairy sales and trust in dairy products, farmers, and farming. We do this by being grounded in research and insights, which helps us work smarter and your dollars work harder.

It's important for us to understand why people choose dairy and what is holding them back from consuming even more dairy. Understanding the consumer perspective helps us better craft and target our messaging, outreach and engagement. It helps us break down barriers and create even more opportunities for dairy enjoyment.

I am pleased to share that 2024 was an exceptional year for our dairy promotion efforts. We used consumer insights to improve our digital presence (through our website, social media channels, influencer engagement, and e-commerce) and in-person experiences, in a way that led to impressive reach and engagement, surpassing not only our own expectations, but also industry standards. In other words, we reached more people in more places and in a more deeply relevant way.

I hope you like what you see and appreciate your interest in and support of dairy promotion. As always, we would love to hear your feedback and connect with you. If you have questions or suggestions, please reach out.

Best Regards,

Jenny Karl

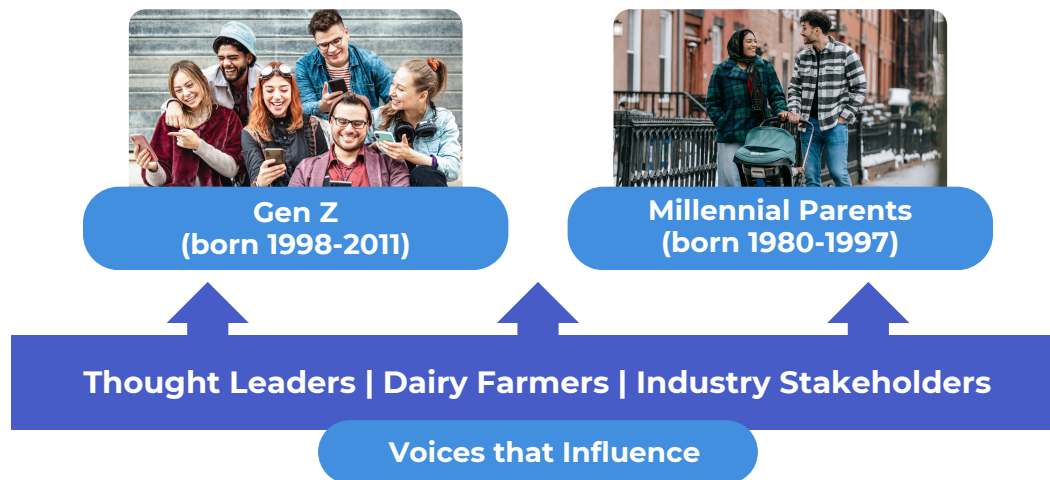
2024 OVERVIEW

New England Dairy works to build trust and grow sales of dairy. As such, we build our work around two specific goals: **increasing trust in dairy among target audiences** and **supporting dairy sales through schools and retail**. We strategically focus your checkoff investment in these areas to create the greatest impact.

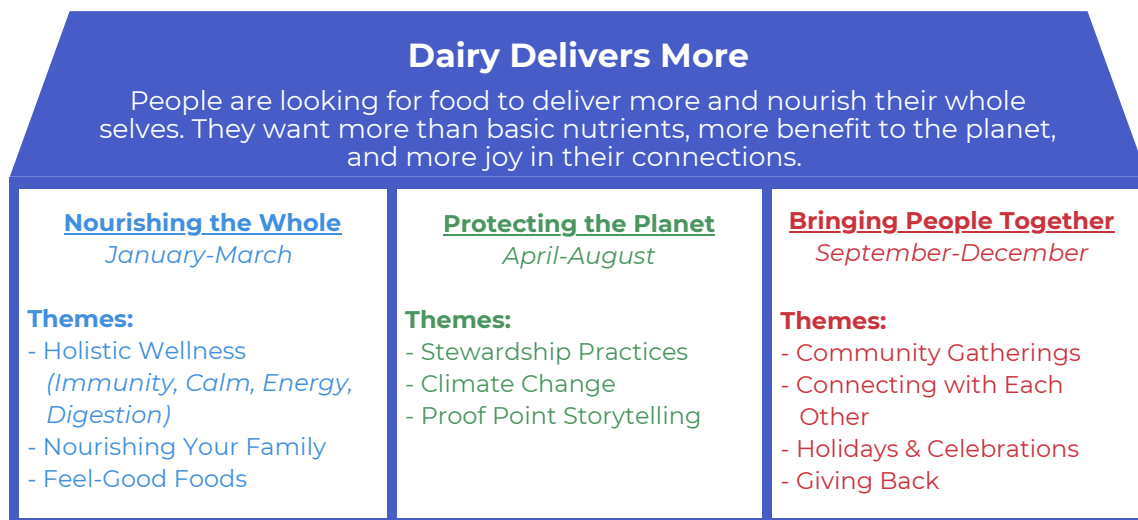
We base our programs on research and insights to deliver information and experiences that align with the values and benefits consumers seek in the foods they choose.

Target Audiences

- **Gen Z** | Their purchasing power and influence on trends continues to grow.
- **Millennial Parents** | Millennial parents are curious about dairy's role in personal wellness and sustainability and are making decisions with their family's health in mind.
- **Voices that Influence** | These voices shape what Gen Z and millennial parents hear, know, think, and do about dairy.



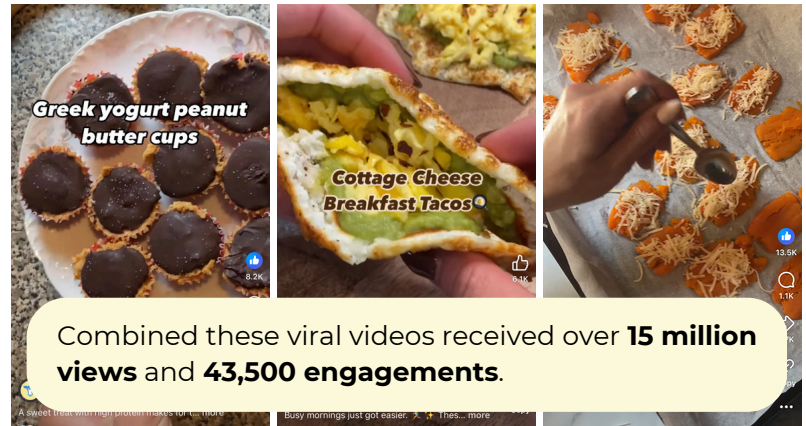
Our overarching theme is that **dairy delivers more**. It is supported by three messaging pillars (Nourishing the Whole, Protecting the Planet, Bringing People Together) in which dairy delivers on our audience's needs and wants. This focuses our work with key messages based on the time of year.



Increasing Trust in Dairy Among Consumers

Engaging Consumers Through Digital and In-Person Experiences

Digital content reached new heights in 2024 with three of our recipe videos going viral on Facebook: Greek yogurt peanut butter cups, cottage cheese breakfast wraps, and parmesan smashed carrots. While we can't predict when something will go viral, these results indicate recipes that include an intersection of health and indulgence strongly resonated with consumers.



In addition to posting organically (sharing content without paid promotion or advertising) to social media, we ran paid ad campaigns to target people who may be more skeptical and don't regularly see our content. Overall, our social media engagement grew by **107 percent**.

We partnered with a variety of influencers on social media, including college athletes, food enthusiasts, and parents, to show how dairy fits into today's busy lifestyles. On average, our posts received a strong level of interaction, with **8 percent** of people who viewed the post engaging, which is much higher than the typical 1-3 percent that's considered good.

Influencer Collaborations

Left: @SheLikesMilk emphasized the importance of choosing dairy to support our health, planet, and local communities.

Center: We produced videos featuring Elle St. Pierre this summer while she competed at the Paris Olympics. The videos spotlighted dairy fueling Elle as a professional athlete, dairy farmer, and mom.

Right: @WannaBeStayAtHomeDad shared his family's homemade mac & cheese recipe.



We entered a partnership with Story Land, a family theme park in Glen, NH, that included an educational photo stop, the Mobile Dairy Bar, and a recipe social media campaign.

We created in-person experiences that complement and extend our work in the digital space. In 2024, we attended **53 events** with our Mobile Dairy Bar and newly wrapped Mobile Dairy Experience geared toward youth. We generated **248,000 impressions**, **55,000 in-person engagements**, and provided over **27,000 dairy samples**. Events included road races, family-friendly experiences at high-traffic locations, and agritourism events.

Dairy in the News

Our media relations efforts secured over **140 million impressions** in outlets like the Boston Globe, NBC News Boston, and Food & Wine. Stories focused on sustainability, modern dairy farming, and nutrition. The value of this coverage was **\$1.2 million** and showcased local dairy farmers and New England Dairy staff as expert sources.

FOOD&WINE

Vermont Has a Very Specific Law About How You're Supposed to Eat Apple Pie
The state mandates serving the dessert with dairy.

By **Merlyn Miller** | Published on October 25, 2024

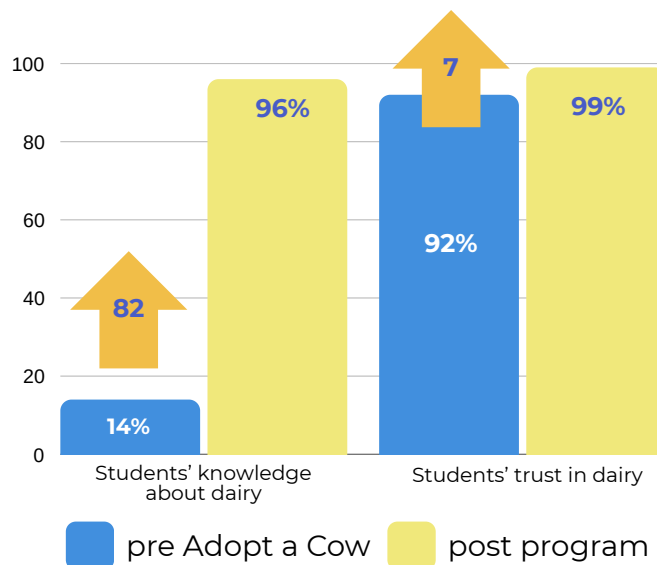
Engaging Students and Educators through In-School Programs

We partnered with the Dairy Excellence Foundation on Adopt a Cow, a year-long virtual program that connects classrooms to a local dairy farm. Through photo and video updates, hands-on learning activities, and a live virtual chat with a dairy farmer, students gained a deeper understanding of dairy farming, dairy cows, and how milk is produced.

Over **3,000 educators** from across New England enrolled in the program for the 2024-25 school year, reaching more than **106,000 students** (17 percent more students than last year).



Scan here with your phone to see additional highlights.



Adopt a Cow 2024 survey results showed that students' knowledge about dairy grew by **82 percentage points** and trust in dairy grew by **7 percentage points**.

Dairy Management Inc. (DMI), our national dairy checkoff partner, worked with American Farm Bureau's Food and Agriculture Center for Science Education and Open Sci Ed on new Next Generation Science Standards (NGSS) educational materials for middle and high school students. There are now two NGSS-Badged units available for high schools to use as well as additional classroom resources to use with grades 6-12. Students use science to understand lactose intolerance, sports nutrition, and dairy sustainability. The NGSS Badge only recognizes resources that meet their quality standards as "High-Quality Educational" materials.

Our team met with state Departments of Education, state Science Teacher Associations, and other partners to highlight the availability of the resources and explore ways to promote them to educators. This included exhibiting at state level meetings to share the new resources with STEM educators.



Manure and Energy



Milk As Recovery Drink

Increasing Trust in Dairy Among Thought Leaders

Pediatric Care Provider Outreach

While pediatric care providers generally hold a positive view of dairy milk, national research shows less than half of health practitioners are recommending the correct amount of dairy, regardless of patient age.

We launched a digital campaign to educate pediatric care providers about the importance of dairy in child development, focusing on brain health, bone health, immunity, and growth. The campaign reached 5,000 dietitians, 3,200 pediatricians, and 1,000 pediatric nurses, with an average click-through rate of **5 percent**, far exceeding the industry standard of 1.36 percent for health professionals.

Thought Leaders

Credentialed professionals shaping the conversation for consumers and influencing fellow health professionals, university students, and even policy makers.

Thought Leader and Next Gen Health Professional Education

We educated health professionals, nutrition security advocates, and school nutrition leaders by offering webinars and live sessions on topics like iodine's role in brain development, dairy in school meals, and health equity.

Registered dietitian and author, Clancy Harrison, MS, RDN, FAND spoke at Vermont's WIC annual conference.



We also engaged with professionals from the American Academy of Nutrition and Dietetics (CT, MA, NH, and VT chapters), the Student National Medical Association (organization that represents black medical students), and Vermont's Women, Infants, & Children Nutrition Program. These partnerships provided opportunities for speakers to discuss topics like the 2025-2030 Dietary Guidelines, culturally appropriate food, cheese nutrition, food equity, and lactose intolerance in Black Americans. As a result, positive perceptions of dairy increased from **87 to 92 percent**.

We collaborated with hospitals and universities to offer workshops, farm tours, and internships for nutrition and food system students. We brought culinary and sustainability students from Johnson & Wales University to Almeida Dairy Farm in Rehoboth, MA, increasing dairy positivity from **57 to 83 percent**.



Increasing Trust in Dairy by Activating Farmers

Supporting Farmer-Led Dairy Promotion Activities

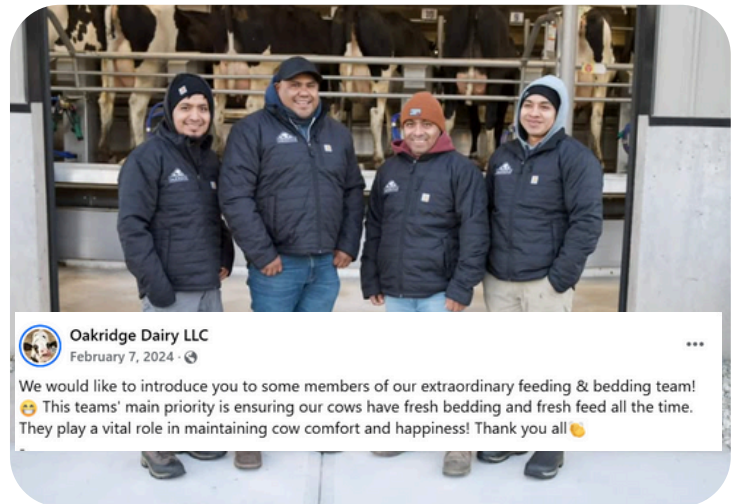
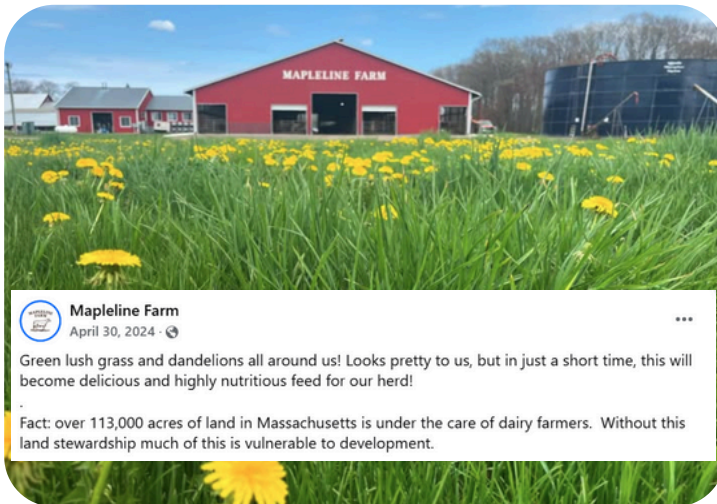
Dairy Promotion Grants supported grassroots dairy promotion activities to build trust and increase consumption of New England dairy products. This year, we funded **26 activities** with grant awards totaling over **\$43,000**. Activities coordinated by grant recipients, including open farm days, booths at fairs and field days, virtual farm tours, and educational programs for schools, reached over **70,000 consumers** across our region.



Fairmont Farm in Montpelier, VT used our dairy promotion grant program to support their youth farm camp.

Developing Digital Dairy Ambassadors

To educate and entertain consumers on social media, our **17 Digital Dairy Ambassadors**, comprised of dairy farmers throughout our region, created informative and engaging social media posts highlighting on-farm practices, resulting in 448 posts generating over **46,000 likes** and more than **57,000 engagements**. Ambassadors received four trainings and digital toolkits with content and messaging ideas focused on dairy nutrition, sustainability, community, and more (see examples below). Because Gen Z and Millennial parents account for over 60 percent of social media users in the United States, it's critical farmers have the skillset to reach these consumers.



Engaging Farmers in Dairy Promotion

Because dairy farmers are trusted voices when it comes to telling their story and dispelling dairy myths, they are the best people to address consumer questions and concerns. To connect consumers with dairy farmers, New England Dairy engaged nearly **60 farmers** in 50 dairy promotion activities, including school events, earned media, and consumer engagement events.



Op-Ed: Protecting the Earth for Future Generations

Alisha Adams is a fourth generation dairy farmer in New Hampshire

PUBLISHED ON OCTOBER 8, 2024



Increasing Perception of NED as a Valued Resource

Trust in New England Dairy lays the groundwork for ongoing engagement with thought leaders and is critical in ensuring that the information we provide is used with patients, clients, and customers. After teaching health professionals and school nutrition professionals about the latest dairy science, our survey results showed a significant increase in participants viewing New England Dairy as a trusted source of nutrition information with 94 percent of participants expressing confidence in the science we provided. By continually measuring and strengthening trust, we enhanced our impact and reinforced our role as a valuable partner.

Communicating the Value of Checkoff

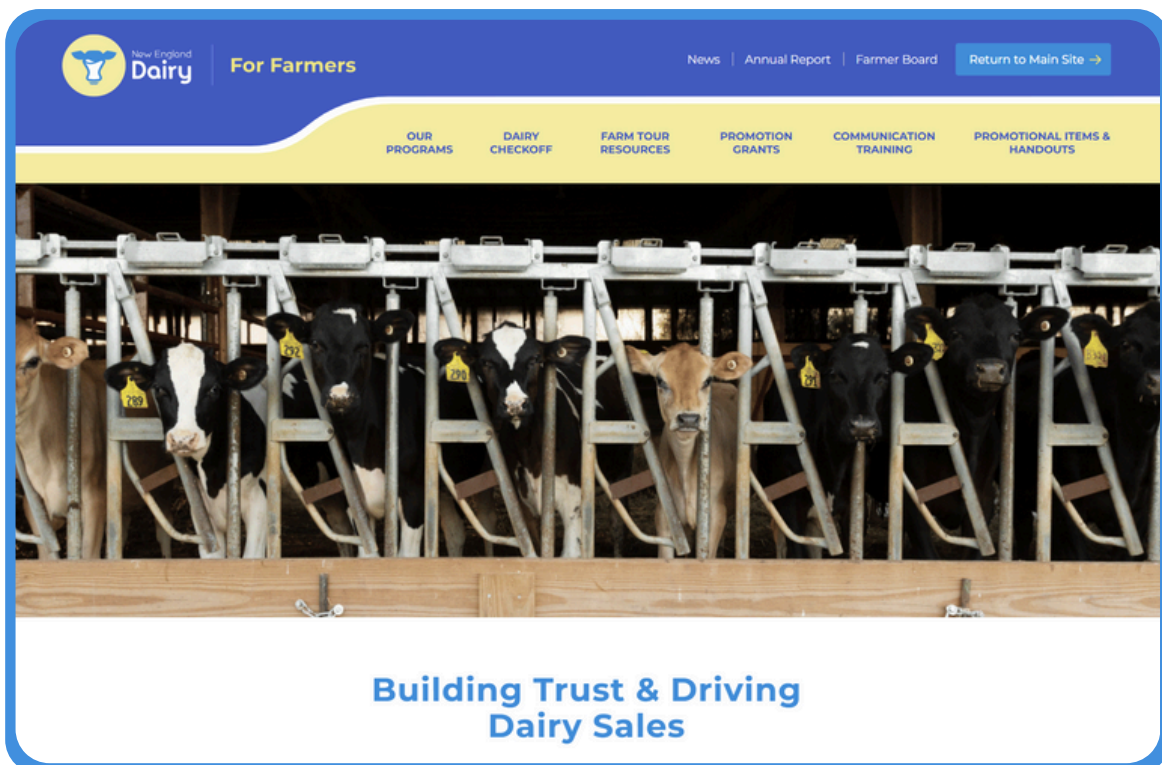
To ensure that dairy farmers understand the value of their checkoff investment, we continued to build on our farmer engagement and communication work, including participation in dairy-focused committees like the Vermont Dairy Producers Conference and Breakfast on the Farm, conducted print and digital outreach, and provided communication trainings for dairy farmers. Our monthly farmer newsletter had a **9 percent click-through rate** (nearly four times the national average) and we placed 19 trade publication stories this year highlighting our work, which generated about **850,000 impressions**.



Get Ready for National Dairy Month



We also redesigned the farmer-dedicated section of our website, which includes a variety of resources and information. Explore the website and sign up for our farmer newsletter at NewEnglandDairy.com/Farmers.



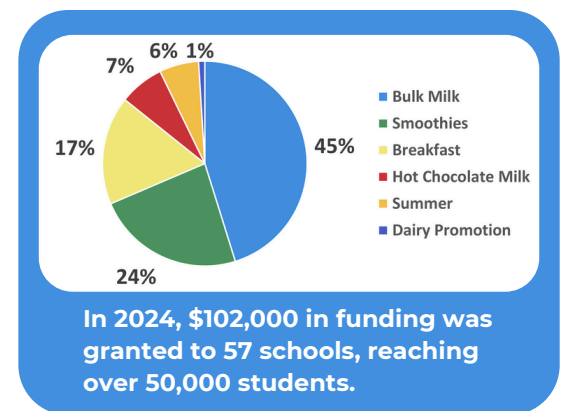
Supporting Dairy Sales Through Schools

Why We Focus on School Meals

School meals are the second largest food assistance program in the country, with the potential to reach **1.9 million students** in New England every school day. According to the U.S. Department of Agriculture (USDA), **66 percent** of students who eat school lunch consume school milk versus only 23 percent of students who brought lunch from home or elsewhere. Supporting school meal participation and promoting dairy options in school meals increases dairy sales. Youth consumption of dairy at home and school are correlated, improvements in one area impact the other.

School Nutrition Grants

School grant funding supports equipment and marketing for programs that have historically resulted in sustainable increases in meal participation and dairy sales. To lower costs and simplify the application process, we offered grant equipment packages for hot chocolate milk, bulk milk, smoothies, grab-n-go meal programs, and a dairy-based custom food bar at lunch. Final data from grants provided in 2023 showed an **8 percent increase** in dairy sales. This is slightly below our goal of 10 percent and is due in large part to the elimination of universal free meals in some states.



An equipment grant supported bulk milk at Mt. Abraham Union High School in Vermont.



Collaborating with School Nutrition Professionals

Soliciting feedback from our school stakeholders ensures we are promoting dairy in schools in the most relevant way. We held our fourth annual School Nutrition Experts Forum in partnership with Maine Dairy and Nutrition Council. The **29 attendees** included school nutrition staff from some of our largest school districts. They helped brainstorm ways to overcome barriers to bulk milk adoption and how to increase access to dairy for students who are lactose intolerant.

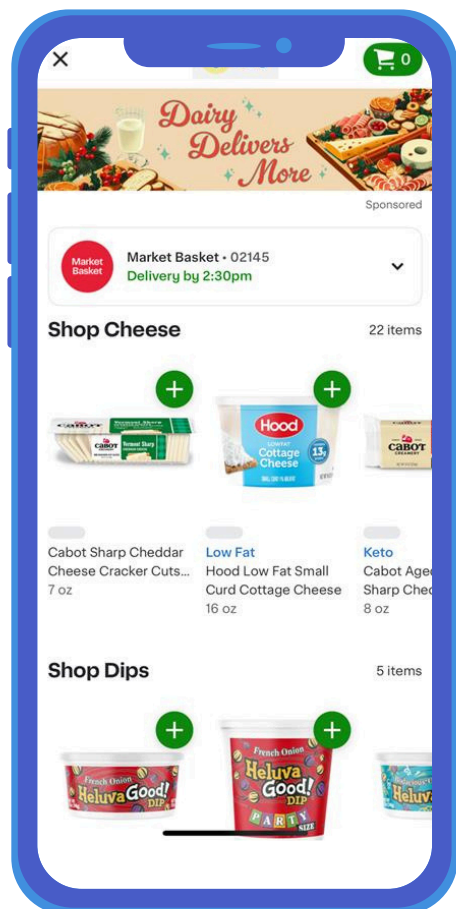
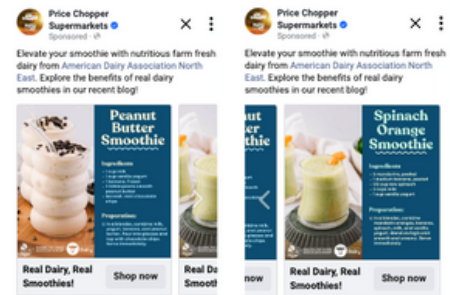


School Nutrition Experts Forum attendees toured Smith's Country Cheese in Winchendon, MA.

Supporting Dairy Sales Through Retail

New England Dairy has continued to leverage ecommerce promotions through Instacart. Ecommerce refers to the buying and selling of goods and services over the internet. Instacart, specifically, is an online grocery delivery and pickup service that allows customers to shop for groceries from local stores and have them delivered to their doorstep. New England Dairy's Instacart promotions centered around dairy products such as fluid milk, yogurt, and cheese. We ran three e-commerce promotions, resulting in over **\$890,000 in dairy sales**.

1. New England Dairy partnered with American Dairy Association North East (ADANE) and Price Chopper on an ecommerce campaign that showcased yogurt and fluid milk for making smoothies during National Dairy Month. The campaign ran through the end of June, and resulted in **\$357,000 in sales**, with every dollar spent on the campaign generating \$79.33 in sales.



2. To extend the National Dairy Month campaign beyond Price Chopper's online presence, we also activated on Instacart. This resulted in an additional **\$234,000 in sales**, moving 34,700 incremental pounds of milk.



3. We closed the year with another Instacart campaign focused on holiday hosting items such as cheese and dips. We partnered with ADANE and United Dairy Industry of Michigan (UDIM) on this campaign to pool resources during a competitive time of year for the platform. This resulted in **\$300,000 in dairy sales**.



Beyond retail sales partnerships, we've maintained relationships with various industry stakeholders including co-ops, brands, and processors. Our team held meetings with Garelick, Hood, and Cabot. Topics covered included events and experiential marketing collaborations, with both Hood and Garelick donating product to our Mobile Dairy events. We also discussed future opportunities for direct sales activations within our existing programs and partnerships.

National Partners: Dairy Management, Inc.

Our national partner, Dairy Management Inc. (DMI), has been a key player in supporting the dairy industry through the dairy checkoff program. Farmers contribute 15 cents per hundred-weight of milk produced—10 cents for local promotion and 5 cents for nationwide and export partnerships—to help drive demand and ensure the industry's success.

Innovation

Innovation in science and product development is a key strategy in driving dairy sales with consumers.

- DMI research has identified a **\$350 billion** demand opportunity in health and wellness where dairy can grow by investing in science, innovation, and marketing claims. The health and wellness opportunities for dairy are in areas like immunity, heart health, growth and performance, and mental/emotional health.
- DMI continued a collaboration with the Mayo Clinic to further research the role of dairy in cardiovascular health.



Sustainability

Sustainability efforts are focused on finding more solutions and resources for farms of all sizes.

- Version two of the Feed Additive Evaluation Tool and Guidance is now accessible via the Dairy Conservation Navigator (www.dairyconservation.org), an online platform that consolidates science-based materials and technical insights on sustainability topics for farmers and farm advisors.
- The Greener Cattle Initiative, to date, has awarded **\$10 million** for research representing a 10:1 return on farmer investment. Grants were awarded for research on genomic selection for low emitting cows, research on new methane inhibitors, and other research projects.



Exports

Exports of U.S. dairy forge ahead by fostering key partnerships and exploring opportunities to grow dairy export value and volume.

- Partnering with U.S. foodservice companies internationally led to the launch (or relaunch) of 10 new products using US cheese and a dozen successful promotions.
- DMI customer research identified nearly **\$1 billion** opportunity in Japan for U.S. cheese product innovation, and consumer testing is underway.



Financials

New England Dairy & Food Council Operating Statement

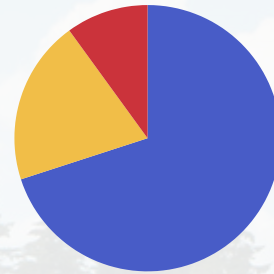
Jan. 01 - Dec. 31, 2024*

INCOME

Unrestricted Farmer Contributions	\$ 1,300,000
Restricted Farmer Contributions	\$ 44,756
DMI Supplemental Funding	\$ 800,000
Fundraising	\$ 24,573
TOTAL INCOME	\$ 2,183,869

NEW ENGLAND DAIRY & FOOD COUNCIL EXPENDITURES

- 70% Youth Wellness
- 20% Sustainable Nutrition & Research
- 10% Administrative



New England Dairy Promotion Board Operating Statement

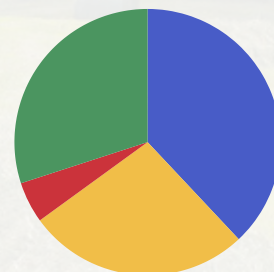
Jan. 01 - Dec. 31, 2024*

INCOME

Unrestricted Farmer Contributions	\$ 3,872,340
Restricted Farmer Contributions	\$ 252,960
TOTAL INCOME	\$ 4,125,300

NEW ENGLAND DAIRY PROMOTION BOARD EXPENDITURES

- 38% Marketing Communications
- 30% NEDFC Funding
- 27% Nationwide Programs
- 5% Administrative



*At the time of publication, the financial audit was pending.

BOARD OF DIRECTORS

NEW ENGLAND DAIRY & FOOD COUNCIL AND NEW ENGLAND DAIRY PROMOTION BOARD 2024-2025 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

2024-2025 BOARD OF DIRECTORS

Mike Barnes
Upton, NY
Agri-Mark

Ray Brands
Ferrisburgh, VT
Dairy Farmers of America

Heidi Dolloff
Springfield, VT
Dairy Farmers of America

Paul Doton
Woodstock, VT
Agri-Mark

Mark Duffy
Carlisle, MA
Agri-Mark

Todd Giroux
Plattsburgh, NY
Agri-Mark

Marcella Guillette
Derby, VT
NFO

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

James Jacquier
East Canaan, CT
Agri-Mark

Warren Nop
Middlebury, VT
Dairy Farmers of America

Suszyne Burch
Fort Ann, NY
Dairy Farmers of America

2024-2025 MANAGEMENT TEAM

Jenny Karl, MS, RD
Chief Executive Officer
Boston, MA

Lisa Robinson, RD, LDN, SNS
Vice President, Operations
Boston, MA

Michael DeAngelis, MS, MPH, RD
Vice President, Integrated
Marketing Communications
Boston, MA



1034 Commonwealth Ave.
Boston, MA 02215

617-734-6750
info@newenglanddairy.com