



NEW ENGLAND DAIRY: LOCAL FARMS, REGIONAL IMPACT

2025 ANNUAL REPORT



2025 Impact at a Glance

174 million consumer impressions

850,000 consumer engagements

54 events

\$1.5 million in dairy sales through e-commerce campaigns

12% increase in dairy sales in granted schools

\$37,800 in Dairy Promotion Grants awarded to farmers

3,400 New England-based pediatricians reached

86 farmers trained to amplify dairy's positive message

95% positive perception of dairy following events or engagements with New England Dairy

Impressions: Eyes and ears seeing and/or hearing our content

Engagements: When a person interacts with our content (includes likes, comments, shares, saves, link clicks)

Local Farms, Regional Impact

New England Dairy is staffed with registered dietitians and marketing communications professionals whose expertise and experience is solely focused on serving farmers by building trust and sales for dairy.

The reality is that most farmers in our region may not be located in the same town (or even the same state) as the people who consume their products. Milk produced in Vermont could be enjoyed by a consumer in Boston or Hartford, for example. Our work supports the regional milk supply while telling the farm stories unique to each state and communicating the benefits of dairy.

New England Dairy staff have worked across five New England states, in local communities, and with partners for over 100 years. With this network, we are able to maximize our programs' impact and investment of farmer dollars, both locally and regionally.

Our Strategic Approach

We leverage research and insights and rely on our teams' experience to create a strategy and program tailored to New England. We collaborate with Dairy Management Inc. (DMI) to bring additional resources into New England and join nationwide dairy promotion efforts that benefit the region's farmers.

Everything we do works toward the same goals: building trust in dairy and growing sales of dairy products. Each year, we measure our progress, evaluate what's working, and continue to evolve our approach.

At the end of the day, we work on your behalf. Whether you milk ten cows or 1,500+, we're here for you.

LETTER FROM THE CHAIR



Heidi Dolloff

Springfield, VT

It has been a privilege for me to serve as the chairwoman of the New England Dairy Board of Directors. Our board is comprised of a dedicated group of dairy farmers from across our region that guide our work.

This report is for you to read about the impact New England Dairy has had on our behalf building trust with thought leaders, consumers and farmers to increase dairy sales within schools and retail.

Our team has the research and insights to know who our consumers are and to meet them where they are. Whether through our social media channels, mobile dairy trucks, working with influencers, school and dairy farmer grants, along with many more activations, our team at NED continues to make lasting impact across our region.

As 2026 ushers in change, NED will be here delivering more. Our work will continue to drive results across our region. Thank you to each and every one of you for your passion for our dairy industry and for your support. Please reach out if you have any questions, concerns, or comments.

Best Regards,
Heidi Dolloff

LETTER FROM THE CEO



Jenny Karl

I'm honored to serve as your CEO and lead our team of passionate dairy advocates through another impactful year of dairy promotion.

We're riding a wave of dairy positivity—sales are up, dairy protein is everywhere, and consumption is growing. While we know this moment won't last forever, we're taking actions now to ensure future success.

We recognize that despite strong sales and positive public sentiment, these highs aren't always reflected in your milk check, which is incredibly frustrating. While dairy checkoff isn't able to set your milk price, we do focus on what we can influence: driving demand, sales, and trust so real dairy remains the food of choice.

We take a diversified approach to have the greatest impact.

- We build community relationships to help protect your right to farm.
- We partner with schools to keep dairy on menus and equip nutrition directors with information to boost sales.
- We work with health professionals so they confidently recommend dairy for all populations.
- We collaborate with state government, food insecurity organizations, and processors to align their resources with dairy farmer priorities.
- We engage media to share positive dairy stories and ensure farmers have a voice in important conversations.

Our professional staff serves as your spokespeople, promoters, and cheerleaders across schools, health communities, media, industry partners, and consumers. We're here because we want to make a positive impact on behalf of dairy farmers.

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

Driving Demand for Dairy

We employ a range of strategies to drive current demand for dairy in communities throughout New England through retail channels, national partnerships, in-school promotion, and recipe inspiration.

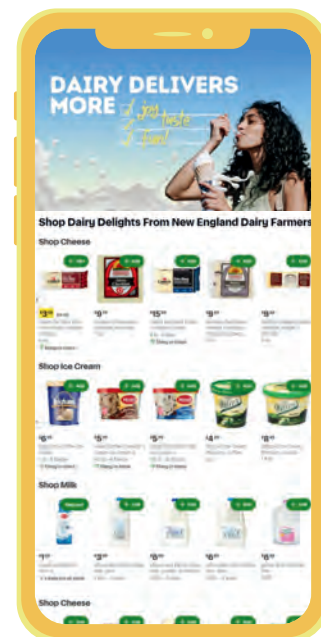
Retail Sales

\$1.5 million in sales through e-commerce campaigns

435,000 incremental pounds of milk

Instacart, an online grocery shopping platform, continues to be a way to meet consumers when they are purchase-ready. The ecommerce grocery category is expected to grow to \$1.5 trillion by 2030, and dairy is the second largest category. This creates the opportunity to drive dairy sales where consumers are already actively shopping.

In 2025, we ran two region-wide Instacart sales campaigns that leveraged the enjoyment of milk, cheese, yogurt, ice cream, and other dairy. In June and July, our campaign focused on the fun and joy that dairy delivers. In November and December, we celebrated how dairy makes the holidays delicious in partnership with American Dairy Association Northeast and other dairy checkoff organizations. We supplemented this campaign with social media posts, digital ads, and influencer content that drove consumers to the Instacart shopping page.



National Foodservice Partners: Driving More Dairy Sales

At a national level, DMI's foodservice partnerships increased dairy use more than 8 percent each at Domino's and Taco Bell. These results come from checkoff-led menu innovation that highlight cheese, milk, and other dairy ingredients in new ways.

For example, Taco Bell has elevated cheese from a garnish to a hero ingredient. DMI has an on-site dairyscientist at Taco Bell who helped launch a string of successful dairy-forward items:

- The Cheesy Dipping Burritos: showcasing a grilled cheese crust
- Toasted Cheddar Street Chalupas: portable and packed with cheese
- Cheese taco shell: crispy shell made entirely of cheese
- Churro Chillers: dairy-based beverage line

These foodservice partnerships, including McDonald's, help move significant milk and cheese volume, supporting overall market health as milk production continues to rise.



Driving Demand for Dairy

In-School Grants

\$96,700 in funding to 76 schools

12% average increase in dairy sales in granted schools

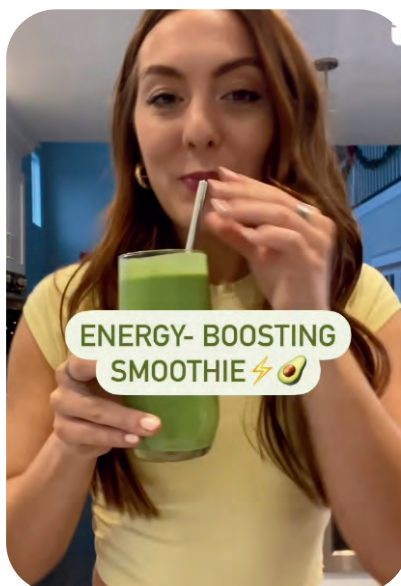
School grant funding supports equipment and marketing for programs that have historically resulted in sustainable increases in meal participation and dairy sales. To lower costs and simplify the application process, we offer grant equipment packages for hot chocolate milk, bulk milk, smoothies, grab-n-go meal programs, and a dairy-based custom food bar.



In 2025, Colchester High School in Colchester, VT added hot chocolate milk to their school meals and increased sales by 91 pounds of milk per day. Their School Nutrition Director, Steve Davis, reported that the students love the hot chocolate milk, and he loves the idea of students consuming more milk.

Recipe Inspiration

One of the top performing categories of content across our social media channels is recipes. Whether it's simple, easy to make breakfasts that help our followers meet their nutrition goals or dishes that connect with their cultural heritage, we want to remind consumers of all the ways dairy plays an important part in cooking and baking. We've seen in the comments section that many viewers either plan to make the recipes or have already done so.

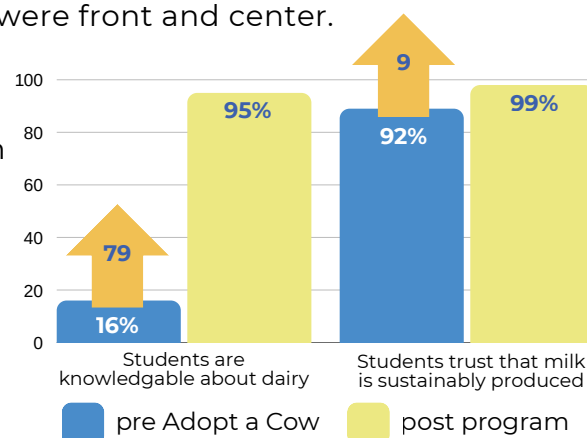


Sharing Dairy Farmer Stories

There's no one better to share dairy's story than dairy farmers themselves. Consumers trust your expertise, and we're here to help you share it. In 2025, we worked with farmers throughout the region to educate students about dairy farming, share stories in the media, create social media content, and interact with consumers at a variety of events. From Instagram to The Big E, dairy farmers were front and center.

Adopt a Cow

We partnered with the Dairy Excellence Foundation on Adopt a Cow, a year-long virtual education program connecting classrooms with local dairy farms through photo and video updates, hands-on lessons, and live virtual chats. During the 2025–26 school year, more than 3,000 educators across New England enrolled, reaching over 116,000 students (9.5 percent increase from last school year).



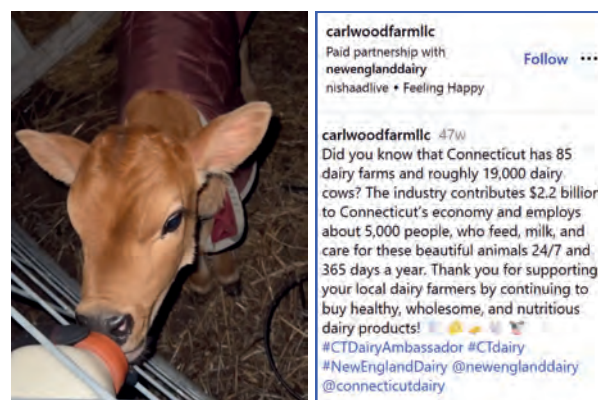
For host farmer Julie MacGlaflin of MacGlaflin Farm in Claremont, NH, Adopt a Cow is a meaningful way to share her family's story and daily farm life. "I've learned that one of the things I love about this program and being a dairy farmer is teaching others. Programs like Adopt a Cow keep farmers at the heart of dairy education, helping students understand where their milk comes from."

From Emily M., 5th-grade educator in Wethersfield, CT: "This program has made our students appreciate dairy farms and understand the importance of the milk we drink. We do not take for granted the hard work and environmental practices of dairy farmers and their staff."



Dairy Ambassadors

The Dairy Ambassador Program connects farmers directly with consumers in their communities, strengthening trust in local dairy. Through in-person and online experiences like farm tours, fairs, and social media campaigns, ambassadors share real stories about cow care, sustainability, and the role dairy plays in a healthy diet. In 2025, five ambassadors completed 12 dairy promotion activities, reaching over 4,600 consumers and creating meaningful conversations where they matter most. This program amplifies authentic farmer voices and ensures dairy is represented by those who know it best.



Sharing Dairy Farmer Stories

Dairy Promotion Grants

The Dairy Promotion Grant Program supports grassroots dairy promotion activities organized by dairy farmers and dairy groups. We awarded 18 grants totaling over \$37,800, supporting on-farm and community events and dairy-focused partnerships. Grant-funded activities reached nearly 10,000 consumers. The program strengthens relationships between farmers and their neighbors, ensuring dairy remains visible and valued across our region.



"This grant is critical for us to continue to contribute to this historical event. Our longstanding partnership with the Enosburgh Lions is crucial for making this event happen here in Franklin County." – Paul & Linda Stanley, whose grant supported the Vermont Dairy Festival

Supporting Farmers

New England Dairy hosted four communication trainings to help farmers, including more than 50 4-H participants at The Big E, confidently build trust with consumers. We also supported industry events like the Vermont Dairy Producers and New Hampshire Dairy Management Practices conferences, Vermont Breakfast on the Farm, and New England Green Pastures, creating spaces for farmers to learn, connect, and grow. Our team provided critical crisis and issues management support, including addressing community concerns about dairy farming and other issues that impact our dairy farmers.

Earned Media Opportunities

\$1.4 million in advertising value

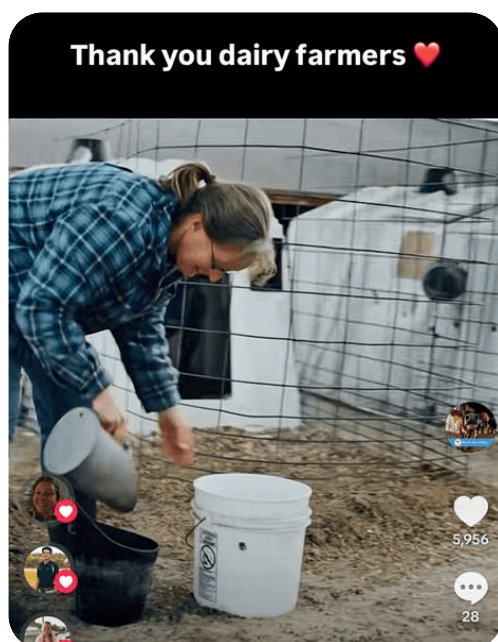
Earned media is a story placement in a media outlet that we didn't pay for. We know from our research that animal care is a topic consumers care about, so we regularly pitch stories centered on cow care to regional outlets. For instance, CBS Boston visited a farm in Rehoboth, MA to get a firsthand look at the robotic milkers that many dairy farmers use to care for their cows. Placement on a major Boston network allowed us to reach a large population of consumers who may not have the chance to visit a dairy farm. Stories featuring farmers accounted for 110 million of our 150+ million earned media impressions for the year.



Promoting Dairy Across New England

Social Media

One of our top-performing social posts put dairy farmers front and center. A TikTok shared on National Farmers Day showcased farmers across New England carrying out daily chores and life on the farm. The video earned more than 33,000 views and 6,000 engagements. Other strong-performing farmer content from this past year highlighted holiday traditions on the farm. These results reinforce that farmer-facing content resonates with consumers and helps to form deeper connections to dairy and the people behind it.



Consumer Events

To connect with consumers throughout the region, we send our mobile dairy trucks to a wide variety of events. From fairs to half marathons, events allow us to not only share educational messages about dairy foods and dairy farming, but also hand out free samples that help reconnect consumers to their love of dairy.



Whenever possible, we try to bring farmers along to these events to provide firsthand education. For example, we attended events on University of Vermont's campus where we were joined by Cooperative for Real Education in Agricultural Management (CREAM) students who shared their perspective with their peers on campus. Young adults are often skeptical of dairy and its environmental sustainability, but the response from students was positive. Students were waiting in line to visit the Mobile Dairy Bar and were curious to learn more.

Reaching Consumers Through Trusted Voices

Educating Health Professionals

Thought leaders, including registered dietitians, pediatric care specialists, and food insecurity partners, play a key role in shaping how patients and communities understand food. This year, New England Dairy continued to invest in professional education that reinforces dairy's role in healthy eating.

Through live webinars, on-demand recordings, and in-person speaker sessions, we delivered practical, science-based education grounded in real-world application. In 2025, New England Dairy provided 3,200 hours of continuing education to health professionals. Health professionals are choosing to spend their time learning with us, strengthening their knowledge and confidence in communicating about dairy with patients and families. Following participation, 88 percent reported a positive perception of dairy and 89 percent identified New England Dairy as a trusted source of nutrition information.



Kelsey Mangano, Ph.D., RDN, University of Massachusetts Lowell, presented her research on bone health at regional dietetic conferences, highlighting full-fat dairy benefits.

Our iodine webinar was recognized by the National Dairy Council (NDC) for its quality and relevance, leading to a partnership with NDC to feature the webinar on Today's Dietitian, a national professional education platform for dietitians. Leveraging NDC's existing commitment with Today's Dietitian expanded the webinar's reach beyond our channels, maximizing the impact of farmer investment.

With Elizabeth N. Pearce, MD, MSc

Earn 1 CPE Free



**THE IMPORTANCE OF
MATERNAL AND INFANT
IODINE IN BABY'S BRAIN
DEVELOPMENT**

Reaching Consumers Through Trusted Voices

New England Dairy Staff as Thought Leader Experts

As part of our earned media strategy, we also pitch our on-staff Registered Dietitians to local and national publications. This allows us to share trusted dairy nutrition information, establish our staff as health and wellness experts, and lead the conversation on dairy, protein, and nutrition — backed by research.

REAL SIMPLE

8 Foods You Should Always Pack in Your Lunch for All-Day Energy, Nutritionists Say

For a fall twist, try pumpkin spice Greek yogurt topped with apple slices and a sprinkle of cinnamon granola. "This combo makes a delicious, protein-rich snack for steady energy," says [Jane Vergnani](#), RDN, LDN, a senior nutrition specialist for New England Dairy. Pack the yogurt in a sealed container and keep the granola separate until you're ready to eat so it stays crisp. Store both in an insulated [lunch bag](#) with an ice pack to keep everything chilled.

HOLA! U.S.A.

Best foods with Vitamin D, according to nutrition experts (and why you're probably not getting enough)

Fortified cereals and yogurts can help, but watch the sugar content. "At about \$0.24 per serving, milk is an affordable and accessible dietary source of vitamin D," Walentuk notes. "Lactose-free milks are also fortified, helping those with lactose intolerance achieve their recommended daily value."

Influencer Collaborations

Consumers are increasingly turning to social media (and the influencers there) as a source of information, ideas and inspiration. We work with influencers to benefit from their reach and the trust they have built with their audience and illustrate the ways dairy can fit into a variety of different lifestyles, cultures, and routines. In 2025, we collaborated with a diverse group of 12 influencers ranging from foodies to parents. The average engagement rate for our collaborations was 4.4 percent, significantly higher than the industry average of 1-3 percent, showing that the content resonated with their audiences.



Left: A collaboration with UCONN women's basketball player Ashlynn Shade, where she explained how dairy is part of her routine as a student-athlete.

Right: An Arroz con Leche recipe video and farm visit with Boston-area influencer @Ana.Velez89, presented in Spanish.

Dairy for the Next Generation

Part of protecting the future of dairy is ensuring that dairy is seen as an important component of people's everyday diets. To do so, we work with schools to ensure that dairy offerings meet nutritional guidelines and are served in an appealing and relevant way for students. Similarly, we work with DMI at a national and regional level to share dairy product innovations that speak to consumers' evolving wants.

Collaborating with School Nutrition Professionals

We partnered with Maine Dairy & Nutrition Council to convene 31 school nutrition professionals from influential school districts across New England at our annual School Nutrition Experts Forum. Attendees shared how they run effective dairy programs, learned about national dairy pilots, and explored ways to strengthen the dairy farm cafeteria connection. Attendees expressed interest in doing more with milk on their menus and serving higher fat milk options if regulations change to allow them to do so.



Vermont School Nutrition Directors Laura LaVacca (Burlington), Kathy Alexander (Mt. Abraham Unified/Addison Northwest), and Karyl Kent (Mount Mansfield) discussed additional milk opportunities on school menus during the brainstorm session.

Smart Swaps

By July 2027, schools must reduce added sugars in school meals to an average of 10 percent of total calories for the week. Currently, added sugars average 17 percent at breakfast and 11 percent at lunch. To position dairy as part of the solution, DMI partnered with state and regional dairy checkoff organizations to develop compliant, craveable, and cost-effective recipes, sample menus, and training resources. These tools help schools meet the new standards while maintaining appealing meal options for students and lowering added sugar.

Two of New England Dairy's staff members are on the planning team for this program, helping develop the recipes and training resources. The new recipes were tested in schools across the country in the spring, and resources were launched in the fall. Local efforts to promote the new recipes and resources are underway, and several schools have already featured some of the recipes on their menus.



Students sampled Cherry Lime Smoothie Bowls at Lakeview High School in Litchfield, CT

Dairy for the Next Generation

Forward-Looking Innovation in Health & Wellness

At the national level, DMI identified four health and wellness areas that drive demand for food products with today's consumers: grow & perform, immunity & digestive health, healthy heart & weight, and mental & emotional health. They developed and tested 33 innovative dairy product concepts across these areas including:

- Ready-to-drink protein smoothie with high-quality protein and essential nutrients for women's health
- Whey protein powder with probiotics and fiber for performance and digestive health
- Cottage cheese ice cream that provides 22 grams of high-quality protein per pint

We began pitching these product innovation concepts to brands and processors in our region on a pre-competitive basis, to help seed further dairy innovation and investment.



This ready-to-drink smoothie for women's health is low in sugar and lactose-free, two attributes that are in high demand.



Cottage cheese posted double-digit sales growth again in 2025. This cottage cheese ice cream innovation could expand usage occasions and drive further growth.



Financials

New England Dairy & Food Council Operating Statement

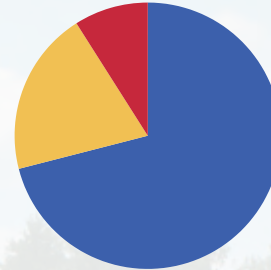
Jan. 01 - Dec. 31, 2025*

INCOME

Unrestricted Farmer Contributions	\$ 1,300,000
Restricted Farmer Contributions	\$ 45,000
DMI Supplemental Funding	\$ 800,000
Other Income	\$ 7,462
TOTAL INCOME	\$ 2,152,462

NEW ENGLAND DAIRY & FOOD COUNCIL EXPENDITURES

- 71% Youth Wellness
- 20% Sustainable Nutrition & Research
- 9% Administrative



New England Dairy Promotion Board Operating Statement

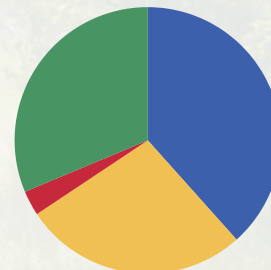
Jan. 01 - Dec. 31, 2025*

INCOME

Unrestricted Farmer Contributions	\$ 3,907,758
Restricted Farmer Contributions	\$ 38,165
Other Income	\$ 30,197
TOTAL INCOME	\$ 3,976,120

NEW ENGLAND DAIRY PROMOTION BOARD EXPENDITURES

- 38.3% Marketing Communications
- 31.0% NEDFC Funding
- 26.8% Nationwide Programs
- 3.3% 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 2025-2026 BOARD OFFICERS



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Dairy Farmers of America



Paul Doton
VICE CHAIR
Woodstock, VT
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Harold Howrigan, Jr.
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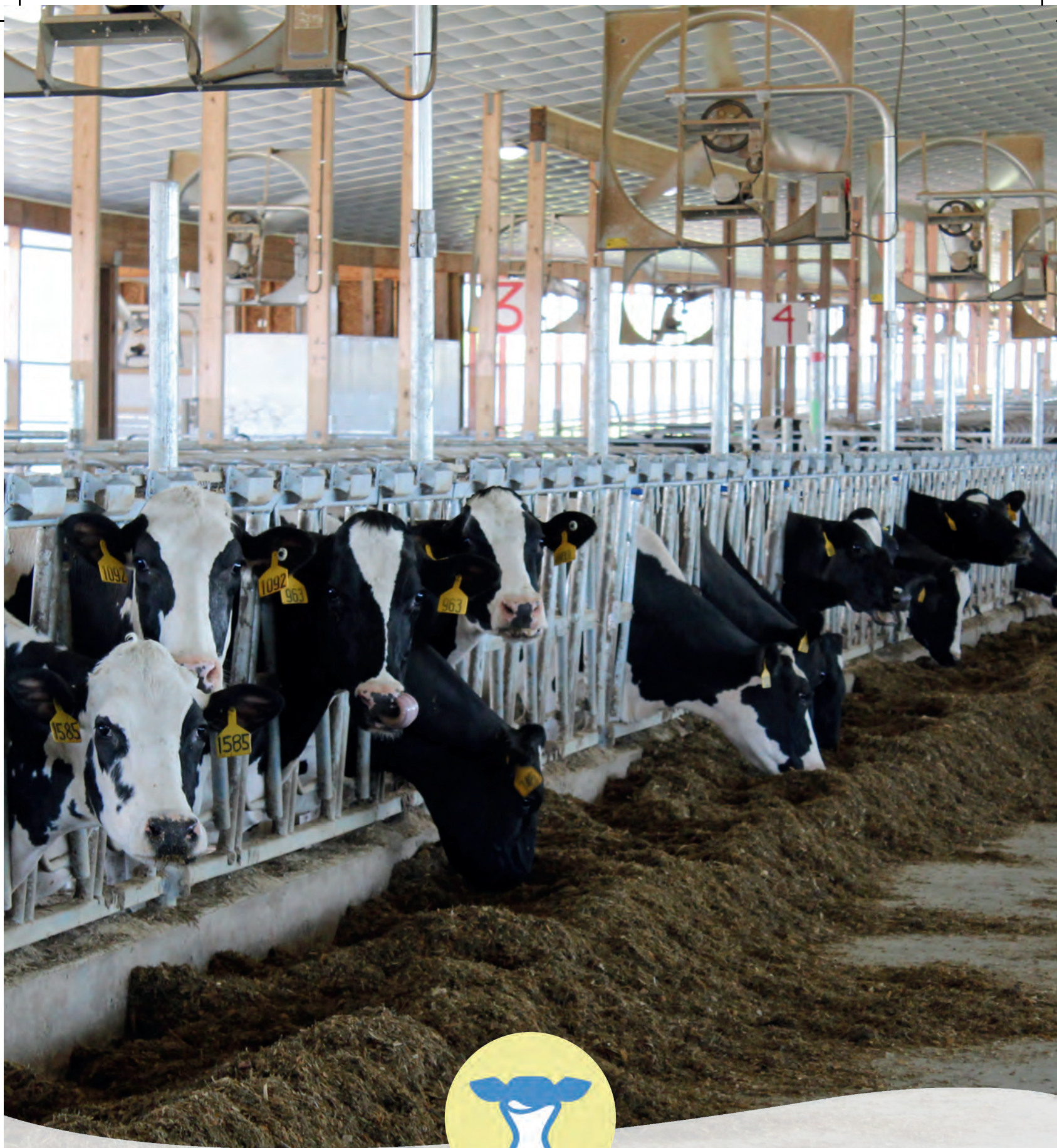
Suszyne Burch
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