


Your Dairy Checkoff

Check-in



**MAKING
EVERY
DROP
COUNT**





A Note from CEO, *Geri Berdak*

For decades, The Dairy Alliance has worked in school cafeterias and classrooms across the Southeast to inspire thousands of children to eat well, build strong bones and muscles, and teach them the importance of an active lifestyle. In school year 2022-2023 alone, our school programs touched **nearly 1 million students** in our eight-state region; improving the milk experience in the cafeteria, on breakfast carts, and as a recovery beverage students can count on when competing in sports and other performance-focused activities. Reaching kids early in life sets the stage for success as they grow into young adults. It is a fundamental block in our foundation of success for dairy promotion checkoff.

Beyond our innovative grant programs that introduce milk in a fresh and relevant way to students, The Dairy Alliance is leveraging our strong relationship with school systems across the region to reach young consumers. This generation is further removed from the farm than any other generation preceding them and with that comes a lack of understanding of where their food comes from. Having a strong foothold in K-12 classrooms, we can introduce programs like **Adopt a Cow** to show over **620,000 students** how a dairy farm is managed, and that cow comfort and environmental sustainability is top of mind in producing each gallon of milk. Our dedicated Youth Wellness staff located in each of our eight states have established relationships with school nutrition directors who are incredible



advocates for the dairy industry and assist in distributing our educational materials and unique opportunities to learn more about dairy foods and farming.

Every year The Dairy Alliance evaluates our programs and explores new opportunities to reach our target audience. In 2023, that led us to look beyond the K-12 school system to reach college and university students. For some, this was a chance to make independent decisions on what to include in their daily diet while being influenced by their peers. Our new programs will guide students in making dairy-friendly meal decisions with recipes developed for dorm room living, offering milk beverages to college athletes, and offering educational opportunities such as farm tours to dietetic students and displays around dining halls to shock students with the dairy industry's surprisingly low environmental impact.

In the following pages, you will find some of the work your local checkoff staff executed to build trust and reputation for the dairy industry among Gen Z consumers through existing and new programs. We are committed to making dairy a relevant beverage choice for young consumers across our region.

A handwritten signature in black ink, appearing to read "Geri Berdak". The signature is fluid and cursive.

Milk Hydrates Better Than Water

This summer, The Dairy Alliance promoted milk by sharing the research backed claim that milk is more hydrating than water or sports drinks. Milk's natural electrolytes, carbohydrates and high-quality protein make it more effective at improving hydration status and keeping you hydrated longer than water and sports drinks.

Digital ads and billboards with the messaging were strategically placed to reach young, active consumers in

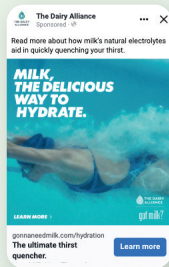
Southeastern cities Raleigh, North Carolina, Nashville, Tennessee, and Atlanta, Georgia. The ads reached their targeted audience through their sources of information: social media platforms, streaming services, and websites, especially on mobile devices. However, as part of a 360-marketing approach, The Dairy Alliance positioned hydration across various touchpoints with consumers outside of our traditional streams to hit over **41 million impressions**.

As an expansion of the hydration campaign, The Dairy Alliance exhibited at the Peachtree Road Race in Atlanta. Runners picking up their numbers at the race expo had the opportunity to visit with The Dairy Alliance Staff and sports nutritionist Marie Spano. In addition to enjoying a cold bottle of milk and stocking up on milk themed race essentials like sweat towels, runners learned about milk's role in recovery.

2 MILLION IMPRESSIONS
through health advocates



4 MILLION IMPRESSIONS
via social challenges

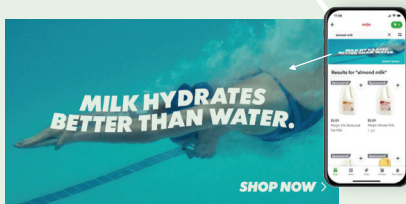


2.5 MILLION IMPRESSIONS
through convenience store
at-pump videos

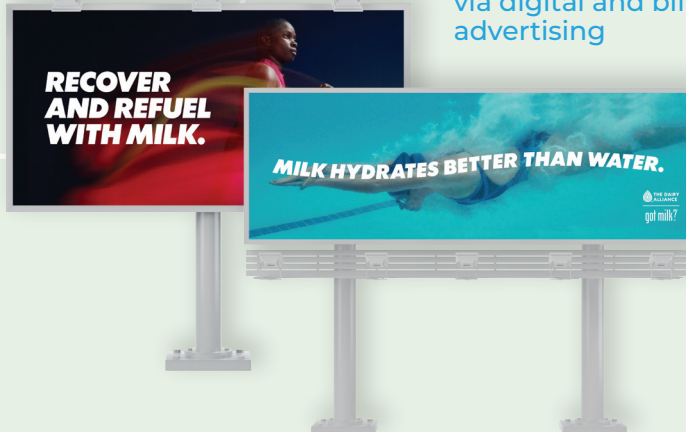


Hydration Messaging

2.8 MILLION IMPRESSIONS
in e-commerce shoppable ads



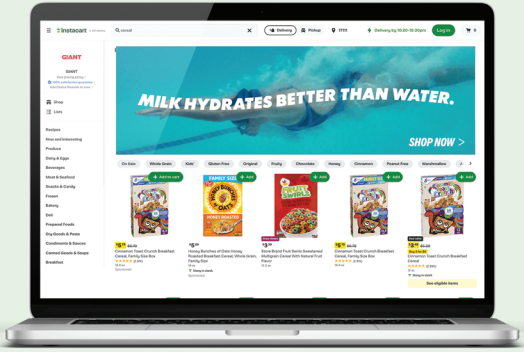
22 MILLION IMPRESSIONS
via digital and billboard
advertising



← Hydrating with Milk at Peachtree Road Race

Through the Peachtree Road Race and its expo, The Dairy Alliance received **44.4M impressions** and **distributed 4,700 pints of milk** to

attendees eager to learn about real milk. Thanks to these successes, The Dairy Alliance seeks to expand into other races across the region in 2024.



Awareness to Purchase Using Instacart

The goal of building awareness around milk's nutritional benefits is to ultimately increase the sale of fluid milk in our region. The Dairy Alliance utilized the ecommerce space through Instacart to deliver our hydration message and track sales. Grocery partners across the Southeast promoted shoppable display ads on their

apps and websites featuring the hydration health claims. Bringing the hydration campaign to e-commerce impacted conversions, with consumers purchasing **388,000 milk units and driving \$2.17 million in direct sales** from May 25 to August 31.

The next campaign will focus on the theme *Balanced Nutrition by Milk*.

Public Relations Efforts Showcase Dairy

The Dairy Alliance's focus on public relations drives mass awareness of milk's benefits. From implementation in March 2023 to September 2023, The Dairy Alliance reached **250.9M impressions with a \$4.7M in publicity value through press releases, interviews and events**. Through these efforts, public relations creates, maintains and protects our reputation, builds relationships with our key audiences, and enhances the image and prestige of The Dairy Alliance and Southeast dairy industry. The focus on public relations efforts has also led to new partnership opportunities including our new partnership with Handel's Homemade Ice Cream detailed below.



New Dairy Menu Innovations Launch in September 2023

To reach Hispanic audiences, The Dairy Alliance partnered with Handel's Homemade Ice Cream to innovate and nationally launch Horchata ice cream, milkshake and pint options during Hispanic Heritage Month in September. Horchata is a permanent menu item at Handel's Homemade Ice Cream. Handel's currently has 117 locations.

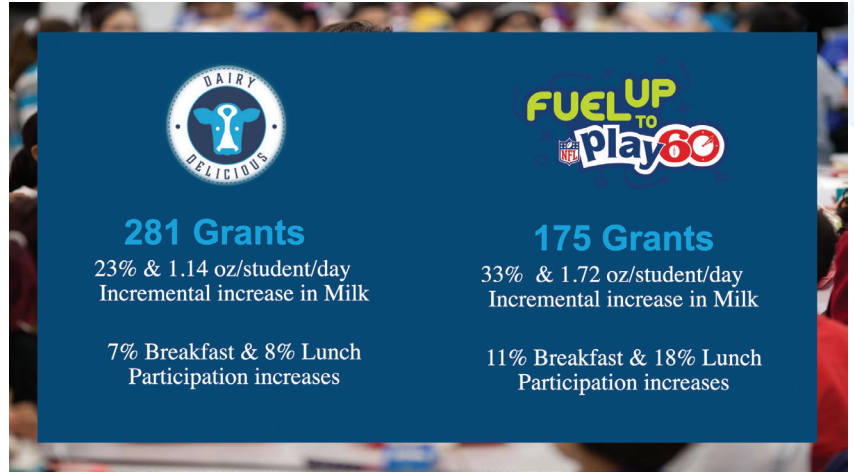
The Dairy Alliance partnered with Fazoli's to create a new platform menu innovation. Fazoli's introduced 4 new flatbreads to their menu in a September market test, with the offerings being launched nationally to its 213 locations in 2024.

Utilizing Schools as a Channel to Reach Gen Z

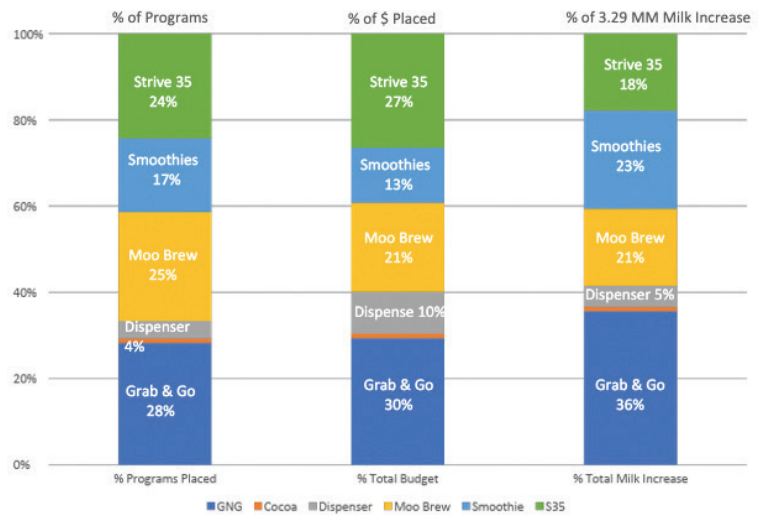
The Dairy Alliance Youth Wellness team implements programming in schools to build trust in dairy foods and dairy farmers through grant funding, educational opportunities and the positioning of dairy's relevance to students. To build trust with students and build healthy eating habits for life, The Dairy Alliance introduces dairy products in tasty, relevant ways through our innovative grant programs.

In 2022, 281 dairy optimization grants were awarded to schools across the Southeast leading to a 23% incremental increase in milk sales. Participating schools saw an overall increase in school meal participation, with a 7% increase at breakfast and an 8% increase at lunch. An additional 175 grants were awarded to schools across the Southeast with funding from the GENYOUth foundation through the Fuel Up to Play 60 program leading to a 33% incremental increase in milk per student per day.

And in the 2023 school year, our efforts will continue. So far, The Dairy Alliance has awarded dairy optimization and Fuel Up grants for



Are program results aligned with investment?



In addition to our innovative grant programming, The Dairy Alliance staff host trainings for school nutrition professionals that provide educational information about dairy farming and foods. These trainings give cafeteria staff a better understanding of the health benefits milk provides and the high level of animal care and environmental

stewardship dairy farmers practice. In a recent survey conducted in September 2023 of 721 respondents, The Dairy Alliance nutrition staff trainings led to over 97% agreeing that dairy products are healthy, nutritious, and safe for their family to consume, in addition to being environmentally friendly.



11
milk dispensers



69
Strive for 35 programs



98
Moo Brew Programs



142
smoothie programs



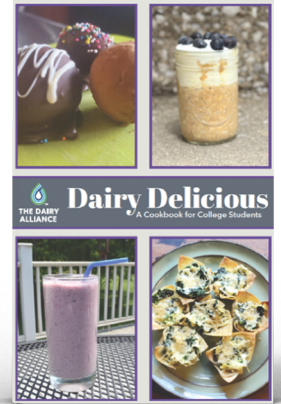
39
initiates to expand breakfast



College and University Pilots

> Put Dairy on the Menu

The Dairy Alliance is looking beyond the K-12 school systems and piloting several new programs and opportunities that benefit college and university students, dining hall staff, and academic departments. Consumers who are Gen Z, African American or live in urban areas score lower in their trust in dairy than other groups. This new work aims to secure dairy's place with the next generation of consumers by building trust in the product through improved perceptions about dairy's nutritional value, sustainability, and taste.



This fall, these pilots will be on display in six of the eight Southeast states: Alabama, Kentucky, Mississippi, North Carolina, Tennessee and Virginia. Some schools will receive promotional materials to share with students, like the recipe books distributed to Tennessee Tech students highlighting how to cook with milk in the school dorms or the dairy messaging that will be present in dining halls at the University of Louisville. The Dairy Alliance's established school programs like Moo Brew will also be visible, with the Ole Miss athletic department planning to serve Moo Brew to student athletes.

These pilots will also include dairy farm tours for students. The University of Mississippi, Mississippi State University and the University of Southern Mississippi recently presented dietetic students with dairy information through a field trip coordinated and sponsored by The Dairy Alliance. The program was a huge success as shown with a **9.5 rating out of 10 and a 34.75% increase in the perception of dairy amongst participants.** Following this success, the event will become an annual event that will help students understand the importance of breastfeeding, choosing dairy, and helping others in need through food banks.

Trust-Building ADOPT A COW 2023 Program Registrant Numbers Are In

The popular Adopt A Cow program is back, and its reach continues to rise. In amplification efforts, The Dairy Alliance reached **8,516,379** through press releases and articles. For the 2023-2024 school year, **11,255 classrooms** across the Southeast registered to adopt a calf. Below are the registration totals broken down by state so you can see how many students will be learning about their local dairy industry this school year.

Alabama: 1,017 classrooms

Georgia: 1,691 classrooms

Kentucky: 1,097 classrooms

Mississippi: 1,773 classrooms

North Carolina: 1,892 classrooms

South Carolina: 1,159 classrooms

Tennessee: 1,359 classrooms

Virginia: 1,267 classrooms

**Total: 11,255 classrooms
and over
620,000 students**



Promoting Sports Nutrition to High School Student Athletes

Half of Virginia's 400,000 high school students participate in the Virginia High School League (VHSL) sanctioned sports and activities. High school athletics and activities provide a powerful platform to engage with the Gen Z population and their coaches, grandparents and parents.

The Dairy Alliance first tapped into this channel in December 2021 and is now expanding dairy's reach.

In 2023, VHSL garnered **130,104 impressions** on social media and **558,482 engagements via website resources promoting dairy-centric content**. Approximately 185,557 stakeholders were reached via social media content and in-person events.

By reaching athletes, coaches and families through this channel, it is important to show dairy as the top recovery and performance beverage. The Dairy Alliance will continue their partnership with the VHSL and expand the partnerships to

other state public and private high school athletic associations across 7 other Southeast states through 2024! Chocolate milk will be positioned to student athletes across the Southeast as the best recovery beverage, with sports nutrition resources shared with students and their families to promote dairy's important role in the diet.



Southeast Farmers Share Commitment to Sustainability

The Dairy Alliance is serving as a leading advocate for sustainability in the Southeast and successfully launched several videos to showcase efforts from the farm. Dairy plays an essential role in sustainable food systems and environmental solutions. In each video, farm owners across the Southeast--Sam Craun from Tennessee, Nathan Souther from North Carolina, the Elgin Family from Virginia and Pete Gelber from Georgia — share their unique stories about how they are utilizing technology and local resources and implementing best management practices to preserve natural resources in their communities.

A press release announcing the video series reached over 4 million people and directed them to The Dairy Alliance Facebook page to watch the full stories. From April to August, the series received **over 548,000 impressions with more than 2,500 post engagements**. Total impressions garnered through press releases and articles amplifying the **series reached 4,067,124 consumers**. The final video that highlights all four Southeast dairy farm families is currently featured in DMI's See Dairy Differently paid ads this fall and on USDEC's Farmers in Action webpage targeting thought leaders to showcase the surprising way dairy farms can be an environmental solution.



Fuel Up to Play 60 Transitions to New Fuel Up Program

For more than 12 years, checkoff has partnered with the NFL through Fuel Up to Play 60 to bring attention to good nutrition and the importance of physical activity in schools and communities across the nation. Through the program, we have inspired millions of kids, made a difference in communities across the nation and helped preserve trust in, and access to dairy. As schools continue to grow, so do the needs of administrators, educators and youth. The needs of our schools have changed, particularly when it comes to accessing good nutrition and the emphasis on overall wellness, not just healthy activity. That's why the Fuel Up to Play 60 program is transitioning into Fuel Up, a broader effort that can more easily adapt to new education demands, help address youth food insecurity and health inequities and build up a diverse network of partnerships with like-minded wellness organizations for even greater community impact.

While we will no longer be NFL sponsors following the 2022-2023 school year, The Dairy Alliance and checkoff will continue to collaborate with the league to support youth wellness through schools through our ongoing Fuel Up work.

Have You Heard?

UPCOMING EVENTS

<p>NOVEMBER 12 The Dairy Alliance Board Meeting Orlando, FL</p>	<p>NOVEMBER 13-15 NMPF/DMI Joint Annual Meeting Orlando, FL</p>	<p>NOVEMBER 16 KDDC Board Meeting Campbellsville, KY</p>
<p>NOVEMBER 30 Kentucky Farm Bureau Annual Meeting Louisville, KY</p>	<p>DECEMBER 2-3 Georgia Farm Bureau Convention Jekyll Island, GA</p>	<p>DECEMBER 4-5 Dairy Sustainability Alliance Fall Meeting Charlotte, NC</p>
<p>DECEMBER 6-7 Sustainable Agriculture Summit Charlotte, NC</p>	<p>JANUARY 8 Virginia Dairy Princess Pageant Harrisonburg, VA</p>	<p>JANUARY 9 ADA of Virginia and VSDA Board Meetings Harrisonburg, VA</p>
<p>JANUARY 15-17 Georgia Dairy Conference Savannah, GA</p>		

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