

Your Dairy Checkoff

Check-in



**MAKING
EVERY
DROP
COUNT**



A Note from CEO, *Geri Berdak*

One of the questions I often get,
“Is The Dairy Alliance local?”

The answer is YES! The Dairy Alliance
is local on two levels:

- 1) We advocate for our farmers in the Southeast and;
- 2) We live in and support the communities within our 8-state region.

Many of you may not know that The Dairy Alliance has staff in every one of our 8 states. Like you, we live and raise our families in the Southeast.

Our kids go to the schools in your states, our employees support local businesses, and we recognize the importance of sharing the story of how our farm families maintain local infrastructure, provide jobs and drive economic impact locally and across the Southeast. We are vested and proud to promote the amazing benefits of milk and support farm families in our communities.

We have found that operating as a regional organization that complements your national checkoff investment and MilkPEP’s national plans is efficient and provides big benefits in effectively aligning our collective investments on a consistent consumer marketing strategy and message. Our strength is localizing our programs to ensure they are relevant to all partners, communities, and families in the Southeast.

What does “localizing” mean? “Localizing” is the process of considering community contexts in the achievement of The Dairy Alliance goals. We set goals and targets to determine the means of implementation and use indicators to measure and monitor our progress. Localization relates to how The Dairy Alliance strategic plan provides a framework for local programs and how local and regional teams work together to achieve our goals in the Southeast through action from the bottom up.

Why does localizing matter? While The Dairy Alliance goals are regional, their achievement will depend on our ability to make them a reality in our cities and communities. That’s why local and regional partnerships are at the heart of our plans.

In this report – you will find examples of our local focus and the impact we are making at The Dairy Alliance. Our commitment is to be your advocates for dairy as an essential ingredient to life in each community in the Southeast.



Milk's protein is of high interest to consumers

and will remain a constant messaging focus throughout other dairy promotion campaigns.

Following the Immunity integrated marketing campaign, which ended in mid-January 2023, The Dairy Alliance focused on milk's protein as part of an active lifestyle through May.

Highlighting the 8 grams of complete, high-quality protein present in each serving of milk, protein messaging centers around staying strong, energized and focused for all of life's demands. With 8 grams of complete protein per serving, milk helps you build muscle, stay active, and recover.

A pilot project with Quality Mart in their 80 North Carolina and Virginia stores used this protein messaging at the pump to drive customers into the stores to increase milk sales. Throughout May, these advertisements were viewed **1.2 million times and led to an increase in sales of 5.1%** compared to 2022.

In media interviews, The Dairy Alliance shared protein messaging with audiences, garnering **2,575,918** impressions so far.



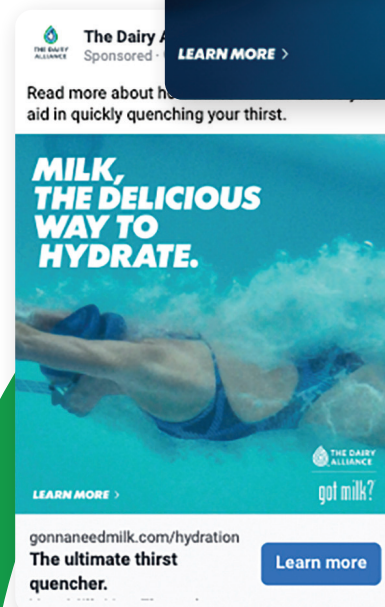
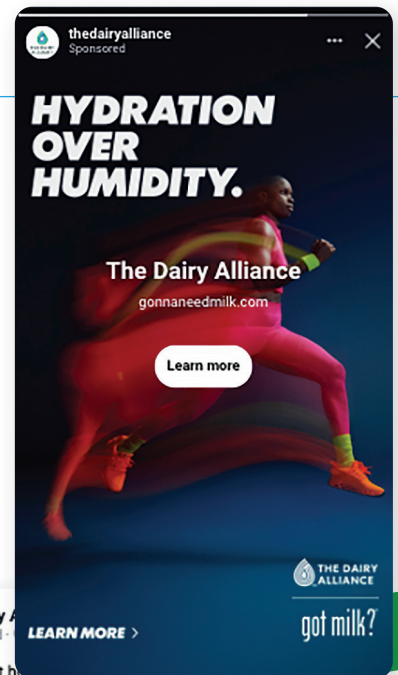
Young Consumers Learn About Milk's Role in Hydration and Exercise

This summer, The Dairy Alliance is promoting milk by highlighting how 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 are strategically placed to reach young, active consumers. The ads

are reaching their targeted audience through their sources of information: social media platforms, streaming services, and websites, especially on mobile devices.

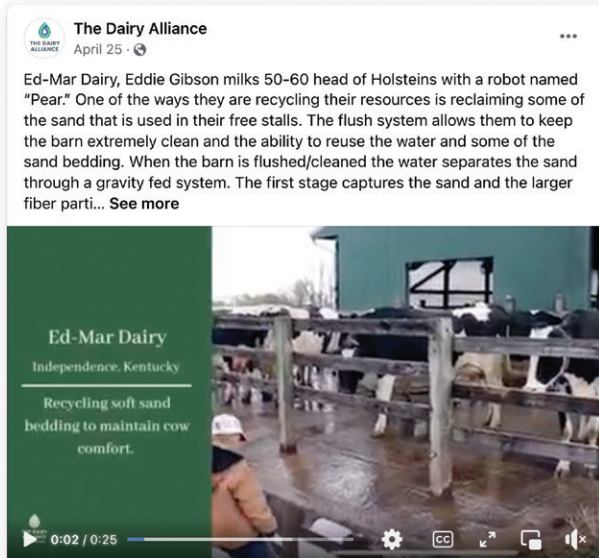
As part of the hydration campaign, The Dairy Alliance will exhibit at the Peachtree Road Race in Atlanta this July. Runners will learn why they should reach for milk following exercise. There is more to come about this prominent event and its results in the next issue.



The Dairy Alliance

Brings Farmers to Forefront

Through Advertising and Online Campaigns



In renewed efforts, The Dairy Alliance Agricultural Affairs team is building farmer-focused programming and communications across the Southeast. By leveraging dairy farmers' status as hardworking members of their local communities, promotional efforts can have a greater impact on the Southeast consumer looking for local, good-for-you products.

First, dairy farmers need to know about the opportunities in their area and how they can get involved. These programs highlight what Southeast dairy farmers do for their communities and how checkoff can help reach consumers. Below are highlights from ongoing campaigns that spotlight our dairy farm families and the nutritious milk they produce.



New Round of Digital Dairy Ambassadors Share Their Dairy Story

Farmer-led interactions are an important part of connecting consumers with their food system. Aligning with The Dairy Alliance campaigns and topic focus, the Digital Dairy Ambassadors (DDA) help consumers learn more about dairy farming and its products through impactful milk messaging shared on their personal or company social media accounts.

The DDAs for the remainder of the year are Jay Moon of Moon Dairy in Buckhead, Georgia, Hope Reynolds of R&T Farms in Magnolia, Kentucky, Ally Jones of Legacy Dairy in Cave City, Kentucky, and Amy Lewis of Lewis Family Dairy in Ashford, Alabama. These farmers recently received social media training and learned how to communicate

with interested consumers. They will have ongoing support as they create informative yet entertaining content that helps consumers connect with and support local agriculture.

The previous DDAs that participated from January-June **reached over 35,600 people** with their creative social media post. They all also reported an increase in followers and engagement levels on their post throughout the program.

The Digital Dairy Ambassador program is part of Wavemakers. Wavemakers is a community outreach initiative designed to offer impactful connections between farmers and consumers online and in person through community events.



*Coopers of
Coopland
Farms in
Hopkinsville*



*Longs of
Long Dairy
in Glasgow*



*Corbins of
Corbin Dairy in
Campbellsville*

Billboard Pilot Showcases Local Dairy Farmers to Kentucky Residents

Kentucky residents may have noticed The Dairy Alliance’s three recent billboards featuring Kentucky dairy farmers with the Making Every Drop Count logo. Each ad features a dairy farmer or farmers standing with their cows with the slogan “Real Milk Starts Here™” and a prompt to learn more online.

Each billboard depicts a farm family living in the community: the Corbins of Corbin Dairy in Campbellsville, the Longs of Long Dairy in Glasgow, and the Coopers of Coopland Farms in Hopkinsville.

The billboards are part of a pilot program in Kentucky aiming to connect communities to their local producers. Though dairy farmers’ work is vital to providing nutritious, affordable milk to American families, they receive little recognition for their dedication to their communities. These billboards serve as a visual reminder to residents across Kentucky of the hard work of dairy farmers.

“

Dairy farming often involves long hours, demanding work, and a deep connection to the land and the animals we care for. While many farmers may not seek recognition, our contributions are valuable to the industry and the communities we serve. It is an honor to be recognized in the dairy industry, and that is because **if you truly know a dairy farmer, you know they will never ask for recognition.**”

— Annie Cooper, Coopland Farms

The billboards are part of Making Every Drop Count, an ongoing program highlighting the benefits of checkoff promotion of the consumption of milk and other dairy foods to consumers. Building trust in dairy farming is part of our strategic priority to increase milk sales within the region. We know that people are more willing to purchase a product if they have a local connection to it. These billboard placements remind people that dairy is one of the most local products you can buy. **For more information, visit realmilkstartshere.com.**



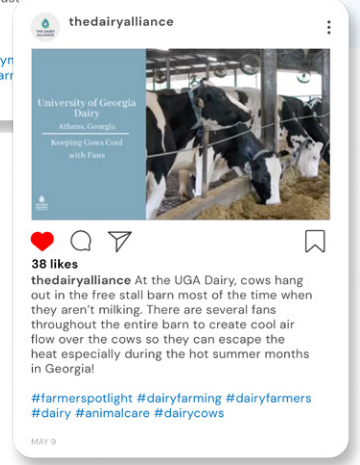
Farmer Spotlights

Encourage Community Engagement

Starting in March and continuing through the end of 2023, dairy farmers from across the Southeast will be featured on The Dairy Alliance social media channels in short videos. Each month will focus on a different topic like female farmers, National Dairy Month activities, sustainability, or animal care. These spotlights encourage social media users to interact with the posts and provide the featured farmers the opportunity to become involved in checkoff work and connect with their community.



Family Farm is a in Port Republic, Virginia. has been to partner es Conservation Service re Virginian trees. The goal river bank, reduce carbon and create a birds and pollinators. include bedded pack barns n the herd, no till farming er crops, and injecting with their nutrient on Family Farm is proud as it gives so much



FROM MARCH TO JUNE:

REACH: 13,494 PEOPLE,
ENGAGEMENT: 910 PEOPLE

What The Dairy Alliance Provides Farmers

Checkoff has even more to offer farmers than marketing and dairy education to consumers. As part of checkoff, The Dairy Alliance provides free promotional materials for events, signage for agritourism, issues and crisis management support and more to the Southeast's dairy farmers. To discover how The Dairy Alliance can help with your advocacy efforts, contact your Agricultural Affairs Manager.



Your Local Events for National Dairy Month

The Dairy Alliance supported over **28 events** reaching **9,918 people** across the Southeast in June. Here is a snapshot of events throughout National Dairy Month.



Kentucky

Dairy farmers and industry leaders like The Dairy Alliance joined Governor Andy Besheer and Agriculture Commissioner Ryan Quarles to proclaim June as National Dairy Month at the State Capitol. The day was celebrated with a milk toast.



Virginia

The annual Explore More Discovery Museum Farm Day saw over 650 attendees enjoy free Maola milk and other dairy products, provided by The Dairy Alliance. Families also had the chance to meet a real dairy cow and calf, along with other farm animals



Tennessee

Planned by The Dairy Alliance, The ADA of Tennessee, TN Farm Bureau, and TN 4-H hosted the TN June Dairy Month Kick-off Celebration in recognition of 4-H students' contributions to dairy promotion.



North Carolina

Wake County Farm Bureau held a "Dairy Awareness" event to celebrate National Dairy Month. The Dairy Alliance supplied educational resources and games.



Mississippi

The Dairy Alliance's Donna Speed appeared on Good Things with Rebecca Turner on SuperTalk Mississippi to celebrate National Dairy Month and highlight sustainability.

Alabama

The Dairy Alliance exhibited at the Alabama FFA Annual State Convention in Montgomery. Many of the over 1,000 middle and high schoolers attending the convention spoke with The Dairy Alliance and tested their dairy trivia knowledge for a prize!



South Carolina

The Anderson County Farmers Market held a Dairy Day, with attendees enjoying ice cream and a visit with a calf. The Dairy Alliance provided promotional materials and a giveaway.



Georgia

The Dairy Alliance attended the annual Putnam County Dairy Festival in Eatonton, Georgia. Local FFA students helped hand out ice cream to festival goers and promotional materials to educate them about dairy farming.

Dairy promotional materials shared for National Dairy Month: nearly **50,000 items** shared with Southeast consumers

Have You Heard?

UPCOMING EVENTS

<p>ALABAMA August 1 Alabama Board Meeting</p> <p>October 6 Kickoff of Alabama National Fair</p>	<p>GEORGIA August 8 ADA of Georgia Board Meeting</p> <p>October 5 Kickoff of Georgia National Fair</p>	<p>KENTUCKY August 17 Kickoff of Kentucky State Fair</p> <p>September 7 ADA of Kentucky Board Meeting</p>
<p>MISSISSIPPI August 10 ADA of Mississippi Board Meeting</p> <p>October 5 Kickoff of Mississippi State Fair</p>	<p>NORTH CAROLINA September 13 ADA of North Carolina Board Meeting</p> <p>October 12 Kickoff of North Carolina State Fair</p>	<p>SOUTH CAROLINA August 2 ADA of South Carolina Board Meeting</p>
<p>TENNESSEE August 17 Kickoff of Tennessee State Fair</p>	<p>VIRGINIA September 22 Virginia State Fair Dairy Days</p>	<p>SUNBELT AG EXPO October 17</p>

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