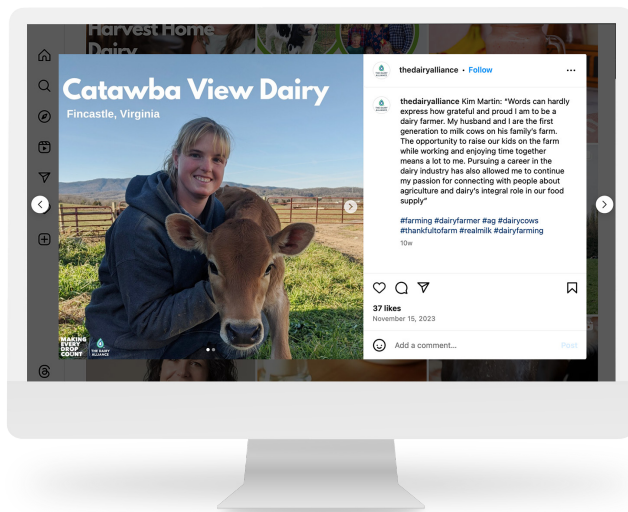


Cooperative Milk Members Partnering with *Your Dairy Checkoff*

SPOTLIGHT ON CATAWBA VIEW DAIRY IN The Dairy Alliance's Thankful to Farm Series

Kim Martin served as one of the four farms The Dairy Alliance spotlighted in November 2023 as part of the Thankful to Farm series. This series shed light on the many ways dairy farmers are thankful for the opportunity to farm including the ability to work alongside family, raise their kids to understand the value of hard work, and spend their days with the cows and on the land. Kim shared *"My husband and I are the first generation to milk cows on his family's farm. The opportunity to raise our kids on the farm while working and enjoying time together means a lot to me."*

**October-December spotlights received over
96,000 impressions**



VIRGINIA TEACHERS:

Adopt a cow for your classroom!

» discoverdairy.com/adopt

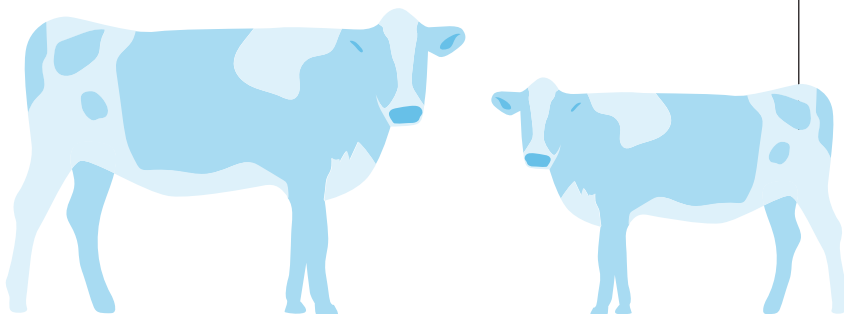


CONNECTING CALVES AND CLASSROOMS: Kim Martin's Role in Virginia's Adopt a Cow Initiative

Kim Martin of Catawba View Dairy in Fincastle Virginia has served as the Virginia host farm for the Adopt a Cow program several times since the launch of the program in 2020. She



most recently participated in the 2022-2023 school year where almost **79,000 students** across the state received regular updates on their "adopted calf" including birth announcements, farm videos, lesson plans, and a live virtual chat with Kim at the end of the program. Kim is one of the eight host farms from The Dairy Alliance region that reached over **467,000 students** across the Southeast through the Adopt a Cow program in SY 22-23.





FARM TO FRIDGE:
A Spark of Dairy Discovery at Virginia State University

Brittany Jones of Richlands Dairy in Virginia **hosted The Dairy Alliance tour with dietician interns and professors from Virginia State University**, a historically black college and university (HBCU), in April 2023. The goal of this farm tour was to give attendees a first-hand experience on a dairy farm and to see how farmers care for their animals and the land while producing high-quality milk. Following the farm tour, The Dairy Alliance staff provided information on dairy's nutritional benefits including lactose intolerance education, avoiding milk alternatives and dairy throughout the lifespan. Bridging the gap between the farm and the dining hall, The Dairy Alliance partnered with Virginia State University to install magnets touting milk's impressive 8 grams of protein per serving on **milk dispensers located at two different dining halls on campus.**

POURING SUCCESS:
Bulk Milk Dispensers in Virginia Schools

In a landmark effort to enhance the school milk experience for students, The Dairy Alliance and Virginia State Dairymen's Association (VSDA) have joined forces to offer equipment grant funding for school nutrition programs to transition to bulk milk dispensers. The partnership began in 2021 when TDA and VSDA awarded three schools in Bedford County with equipment grants and to date we have placed **31 milk dispensers** with more to come this year. This partnership revolutionized the way students experience their daily servings of milk and reduced waste, with participating school systems reporting a **91% reduction in packaging waste and 60% reduction in milk waste** by converting from cartons to dispensers.

— 2023 BY THE NUMBERS —



23%

increase in Trust surveys



10 MILK

campaigns with MilkPEP messaging



967%

increase in reach & impressions



615M UNITS

sold at retail



16% INCREASE

in school milk sales where programs were implemented



12 NEW ITEMS

on menu launched at 4,626 locations



\$200,000

awarded from GA + TN



25% INCREASE

Increase participation in College & Universities

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- [@dairy_alliance](#)



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