

Maryland & Virginia Milk Producers

Cooperative Association with *Your Dairy Checkoff*

Meet Your Host Farm

Nance Dairy

Owners:
Bill, Jane, William & Caci Nance

Location:
McConnells, SC

Fun Fact:
The dairy farm was established in 2005, however, the farm has been in the family for more than 12 generations!

MOOS & MORE

Nance Dairy Uplifts Education with Adopt-a-Cow in South Carolina

Nance Dairy in McConnells South Carolina has served as the South Carolina host farm for the **Adopt a Cow** program since the launch of the program in 2020. The farm is currently participating in the 2023-2024 school year where over 15,000 students across the state received regular updates on their “adopted calf” including birth announcements, farm videos, lesson plans, and a live virtual chat with the farm at the end of the program. Nance Dairy is one of the eight host farms from The Dairy Alliance region that reach **over 620,000 students** across the Southeast through the Adopt a Cow program in SY 23-24.

FROM FARM TO FORUM

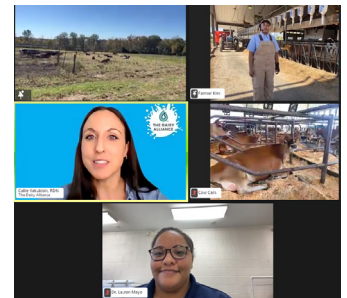
Charlotte’s Sustainable Dairy Showcase

The Southeast dairy industry was well represented during the **2023 Fall Dairy Sustainability Alliance meeting** and Sustainable Agriculture Summit in Charlotte, North Carolina in December 2023. The meeting kicked off with a farm tour at Whiterock Farms led by Roddy Purser and Grayhouse Farms led by Jimmy and Andy Gray to over **200 dairy professionals across the supply chain**, giving them the unique opportunity to see innovations in the Southeast dairy industry and how environmental and economic sustainability is a priority for our region.



EXPLORING DAIRY DIVERSITY

A Virtual Journey through North Carolina A&T’s Dairy Farm



Last Fall, The Dairy Alliance hosted a **virtual farm tour at North Carolina A&T** in Greensboro, North Carolina reaching people of color, health professionals, and collegiate students across the Southeast. Being able to highlight the only historically black college (HBCU) with a dairy farm in operation was a great opportunity and chance for us to resonate with health professional groups and universities that support people of color. One participant said: “I loved it all, I found out a lot I didn’t know about dairy farms and how they are trying to change things constantly for the better.” This is just one of the ways we are building trust for dairy farming and dairy foods among health professionals.

21% increase in trust that dairy foods are free from antibiotics and added hormones and safe for my family to consume



POURING SUCCESS:

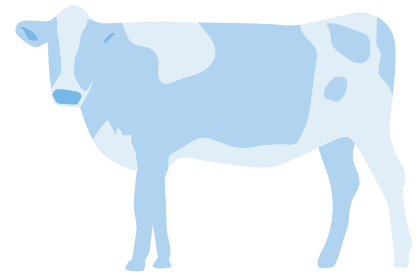
Bulk Milk Dispensers in Virginia Schools

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.

Maola milk is served in milk dispensers in these districts: Fauquier, Pittsylvania, Henrico, Norfolk City, Prince Edward and Madison.

Representing MDVA on Checkoff Boards

- **Johnny Sparkman**
Chair of the Tennessee Dairy Promotion Committee and The Dairy Alliance Board
- **Joanna Shipp**
Chair of National Dairy Board (NBD)
- **Ken Smith**
Treasurer of The Dairy Alliance Board
- **Roddy Purser**
The Dairy Alliance Board
- **Kevin Satterwhite**
South Carolina ADA President and The Dairy Alliance Board



— 2023 BY THE NUMBERS —



23%

increase in Trust surveys



10 MILK

campaigns with MilkPEP messaging



967%

increase in reach & impressions



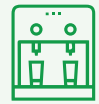
615M UNITS

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

JOIN US!

Want to learn more?

- @realdairyrealdelicious
- @thedairyalliance
- @dairy_alliance



JOIN the private Facebook group



SIGN UP for the weekly e-newsletter