

Southeast Milk Inc.

with *Your Dairy Checkoff*



WaveMakers Share Their Dairy Story

Aligning with The Dairy Alliance campaigns and topic focus, the Digital Dairy Ambassadors help consumers learn more about dairy farming and its products through impactful milk messaging shared on their social media accounts. Amy Lewis of Lewis Family Farm in Alabama has served as a digital dairy ambassador since 2023 and alongside three other ambassadors have reached over **57,500 people in 2023** with their creative social media post. Ambassadors also reported an increase in followers and engagement levels throughout the program.



Milk > Water for Hydration

In July 2023, 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. Publix milk was the official milk sponsor of the event giving runners the ability to enjoy a cold bottle of milk and learned about milk's role in recovery. 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.



2023 Eastern Milk Seminar

Morgan Flowers of Flowers Dairy Farm in Tennessee presented at the 2023 Eastern Milk Seminar in Nashville alongside staff from The Dairy Alliance. Over 100 state regulatory officials who are federally certified State Rating Officers and Laboratory Evaluation Officers attended the event and learned of key communication practices when sharing dairy farm pictures and information with the public or online. Special thank you to Morgan for providing a farmer's perspective as part of the presentation.

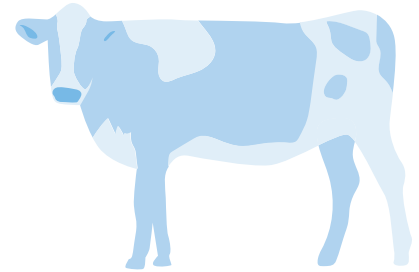


Made In Tennessee Building Grand Opening

The Dairy Alliance attended the Grand Opening Event for the Made In Tennessee Building on the Wilson County/State Fair Grounds. The program included remarks from Dr. Charlie Hatcher, Commissioner at the Tennessee Department of Agriculture and dairy farmer. At the event, “Pick Tennessee Products” were showcased and all in attendance got a chance to try them including SMI member Flower’s Creamery.

Representing SMI on Checkoff Boards

- **Kent Whetsell**
Director on ADA of South Carolina
- **Allen Riddle**
Director on ADA of South Carolina
- **Heather Johnson**
Director on ADA of Georgia
- **Benny Overholt**
Director on ADA of Georgia
- **Amy & Caleb Lewis**
Director on ADA of Alabama
- **Lee Newel**
Director on ADA of Mississippi
- **Mike Peterson**
Director on ADA of Mississippi
- **Roman Rials**
Director on ADA of Mississippi
- **Brad Bean**
Director on ADA of Mississippi



— 2023 BY THE NUMBERS —



23%

increase in Trust surveys



10 MILK

campaigns with MilkPEP messaging



967%

increase in reach & impressions



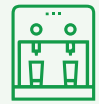
615M UNITS

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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for the weekly e-newsletter