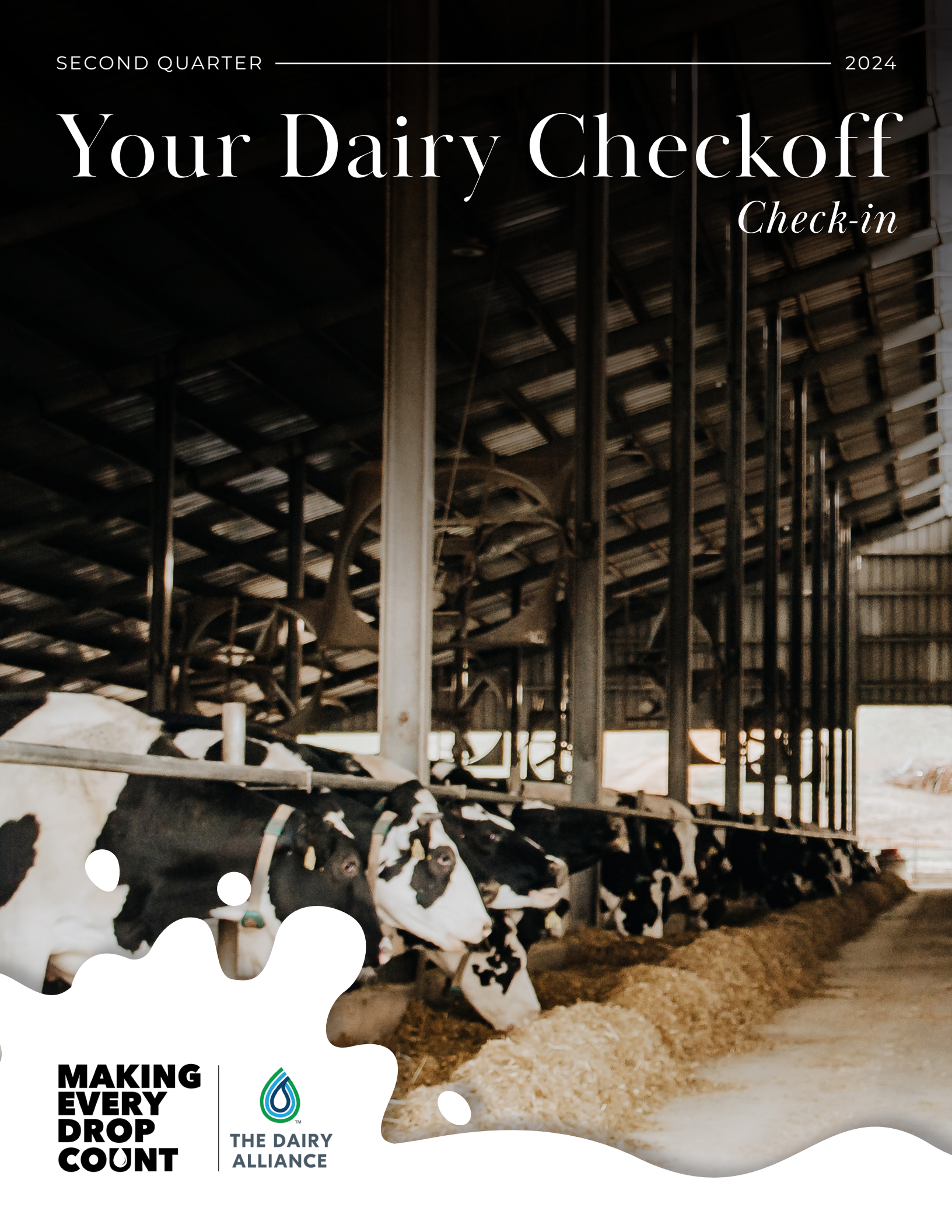


# Your Dairy Checkoff

*Check-in*



**MAKING  
EVERY  
DROP  
COUNT**





# A Note From CEO, *Geri Berdak*

As this edition of *Your Dairy Checkoff Check-in* reaches your mailbox, I will be celebrating the start of my fourth year as your Chief Executive Officer at The Dairy Alliance. Since I began in this role, I have spent countless hours listening to Southeast farmers to understand their needs, challenges, and insights. Your feedback and guidance have been instrumental in shaping a checkoff organization that drives dairy demand in the Southeast, measures program results, and improves farmers' return on investment. With farmers facing tight margins, limited processing options, and high hauling costs, our staff has worked diligently to build a strategy that fosters trust, encourages collaboration, and ensures our initiatives align with the needs of the farmers we serve.

Effective communication with our farmer investors is crucial to our organization's success. Last year, the Agricultural and Environmental Affairs team thoroughly reviewed our farmer communications strategy to ensure we are effectively reaching farmers of all ages through their preferred channels. Whether it is a printed report, text, or email, we are committed to informing you about how your checkoff contribution is spent, the reasons behind our marketing campaigns and programs, and the results we achieve.

For instance, this quarterly newsletter, sent to all farmers and stakeholders, focuses on one strategic priority per issue. This approach provides deeper insights into our purpose, strategy, and outcomes. Instead of overwhelming you with information about all our activities at once, we explain the reasons behind the priority, how we achieve success, and the overall results upon completion.



Our Agricultural Affairs team is also increasing collaboration with stakeholders to amplify our impact and voice within the Southeast dairy industry. By partnering with dairy cooperatives, universities, extension, and producer advocacy groups, we maximize our resources, share knowledge, and deliver unified messaging.

A prime example of this collaboration is our partnership with the Virginia State Dairy Association to install bulk milk dispensers in more schools across the state. This initiative has led to increased milk sales in schools compared to those without dispensers, an enhanced milk experience for students and expansion of the program across Virginia, benefiting more students and promoting a better school milk experience.

Effective communication and collaboration are essential for The Dairy Alliance's success. We are dedicated to transparency, fostering collaboration, building trust with our farmer investors, and maintaining strong engagement with our industry partners. We encourage you to provide feedback, read our communications, and reach out to your Ag Affairs manager with any questions or concerns. This is your local dairy checkoff, and our success depends on your success.



# Real Milk Powers 2024 Road Races

Following our work at the 2023 Peachtree Road Race, The Dairy Alliance will continue to highlight milk as the performance beverage of 2024. In April, The Dairy Alliance exhibited at the **Cooper River Bridge Run in Charleston, SC**, and the **Rock 'n' Roll Marathon in Nashville, TN**. The Dairy Alliance returned to the **Peachtree Road Race in Atlanta, GA**, this July, and will support MilkPEP's **Every Woman's Marathon in Savannah, GA**, in November.



## ↑ Cooper River Bridge Run

The Dairy Alliance showcased the benefits of dairy milk by providing dairy swag and chocolate milk samples to runners during the exhibit and at the finish line. Nearly **40,000 people** participated in the Cooper River Bridge Run event and

over **23,000 people** ran the Rock 'n' Roll Marathon. To keep dairy milk top of mind for race day and every day, we also registered women for the Team Milk online community, which shares resources and merchandise for female runners in marathon training through our partnership with MilkPEP.



## ↑ Rock 'n' Roll Marathon

At the 2024 Peachtree Road Race, The Dairy Alliance handed out chocolate milk donated by Publix at the exhibit booth and offered dairy swag to attendees picking up their bib numbers. Sports dietitian Marie Spano, MS, RD, CSCS, CSSD spoke during the expo on the benefits of

choosing real milk for race day in her presentation, "Fuel Your Race Performance." Marie also joined The Dairy Alliance team at the booth to meet the athletes.

These races align with our ongoing performance benefit messaging, touting milk's place as a better hydration beverage than sports drinks. The Peachtree Road Race is part of the marketing mix for the summer Hydration campaign. The Hydration campaign is an integrated campaign reaching consumers through social media, billboards, PR, ecommerce, and advocates. The goal is to drive reconsideration of dairy milk and highlight dairy milk as a performance lifestyle beverage to young consumers, specifically Gen Z.

A full overview and results for the Hydration campaign will be featured in a future edition of the *Checkoff Check-in*.

## Data Shows Continued Growth in Milk Consumption

Quarter 2 of 2024 was a phenomenal quarter for milk driven by key economic factors. The Dairy Alliance led milk and cheese sales across all DMI state regions, achieving its strongest first and second quarter in years with significant growth in consumption.

This success includes seven consecutive months of unit growth and five consecutive months of volume growth, with every state showing unprecedented year-over-year growth.

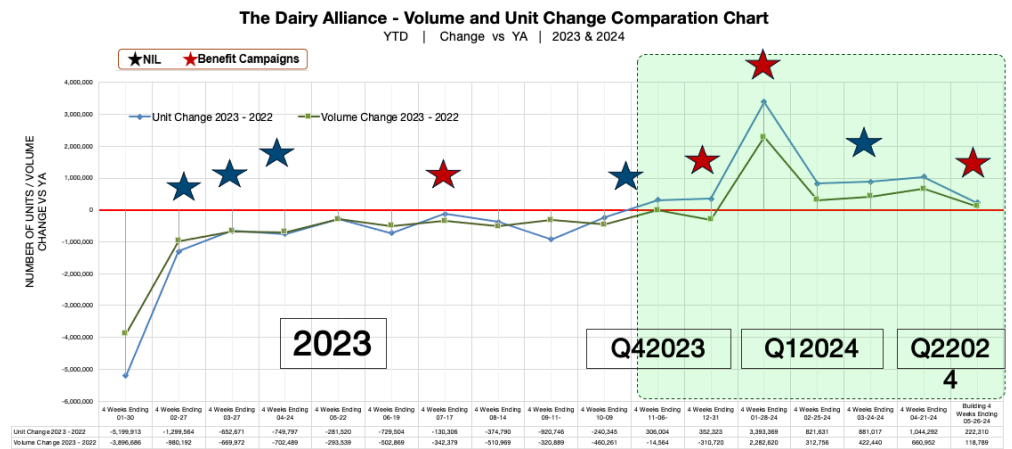
Several strategic factors contributed to this rise in milk volume: coordinated efforts by The Dairy Alliance, integrated benefit messaging, school programs, targeted marketing initiatives,

Name Image Likeness (NIL) partnerships, and e-commerce strategies.

Enhanced Circana reporting provided better market insights, while a 2.5% reduction in milk prices made

it more affordable. Additionally, increased social discussions about dairy's health benefits, especially as a natural, high-quality protein, further drove consumer demand.

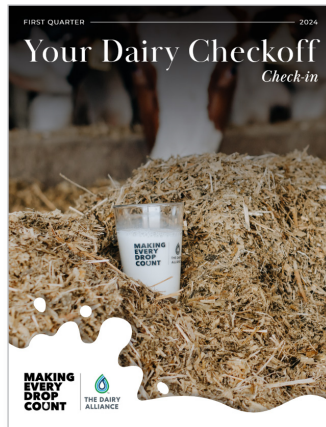
### Milk Volume and Units Consumption – 7 Consecutive Months of Unprecedented Growth



# Checkoff at Work!

The Dairy Alliance is strengthening our farmer-focused programming through improved communications to keep information on checkoff efforts and farmer opportunities easily accessible. For Southeast dairy farmers like you to effectively showcase your work within your communities and understand how checkoff can help reach consumers, it's crucial to be aware of the opportunities available in your area and how to get involved.

To do this, we have revamped our communications to better highlight what farmers need to know to best benefit from checkoff efforts. We have also listened to local boards and farmers regarding how and when you should receive checkoff updates. What's new:



## Checkoff Check-in Newsletter:

Each Checkoff Check-in newsletter focuses in depth on one of our four strategic pillars per quarter to help farmers understand the strategy within that area of focus.



## Cooperative Highlighters:

Many of the Southeast's farmers work with partners outside of The Dairy Alliance. These cooperative highlights cover the projects The Dairy Alliance is participating in with their members to bring visibility to our work and provide opportunities for our partners to reshare for greater impact.



## 2023 Annual Report:

This report shares our results and demonstrates how The Dairy Alliance is responsibly investing your checkoff contribution into efficient, impactful programs to grow milk volume in targeted programs through our four priorities: Transform Dairy, Build Reputation, Drive Volume, and Amplify Checkoff at Work.



## State Highlighters:

Our state highlighters showcase the top recent events in each state and what is coming up in your community.



## Weekly Dairy Update Email Newsletter:

Each Friday, an email is sent highlighting recent local events, dairy industry news, and The Dairy Alliance social media posts.

## Your Dairy Checkoff

**Our Organization**  
The Dairy Alliance is the dairy farmers' product promotion organization representing over 100 dairy farm families in 8 Southeastern states, including Alabama, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, and Virginia. Our market has close to 55 million consumers and continues to grow each year.

**Start work today in each of our eight states and our website lists our headquarters based out of Atlanta, GA.**

**MAKING EVERY DROP COUNT** THE DAIRY ALLIANCE

**The value of being a member of the national dairy checkoff Dairy Management Inc. (DMI)**

- Provides a Unified Marketing Plan that The Dairy Alliance can customize for the region.
- Investment in our region to drive national messaging to our large consumer base. Being a member of DMI adds additional dollars to the region.
- Southeast representation at the national level on Boards of Dairy Management Inc. (U.S. Dairy Export Council (USDEC) and the Innovation Center for Dairy.
- Stronger partnerships with food service partners, adding dairy to menus across the U.S. and collaborations with trusted healthcare providers such as the Mayo Clinic.
- Access to research and consumer trends that advance dairy's benefits to public health.

**DCI for Farmers:** For every dollar invested in Your Dairy Checkoff, the return to producers is over \$4 (per dollar on production analysis of the effectiveness of dairy checkoff programs).

**DCI for Consumers:** Of the 15 cents per hundredweight that dairy farmers invest in checkoff, 10 cents stay local and the remaining 5 cents goes to the National Dairy Promotion and Research Board.

**Growing Milk Sales through our Goals**  
Our goal is to continue to grow milk volume sales in the Southeast. We do this through these four strategic priorities:

- 1. Southeast Dairy Transformation through Innovation**  
Facilitate new product and/or infrastructure investments in the Southeast dairy category, seeking a potential differentiator for Southeast milk.
- 2. Drive Volume Growth Through Value**  
Protect and grow fluid milk sales up 3% in targeted programs that show dairy's value to our Southeast consumers and customers.
- 3. Build Trust & Regulation**  
For the Dairy Industry as a source of nourishment and as an environmental solution.  
Improve the perception of dairy and the dairy industry among Gen Z and Millennial moms by 10% year-over-year in targeted programs.
- 4. Checkoff at Work**  
Strengthen perceived value of checkoff among farmer members by providing program progress, insights, and direct support to farmers.

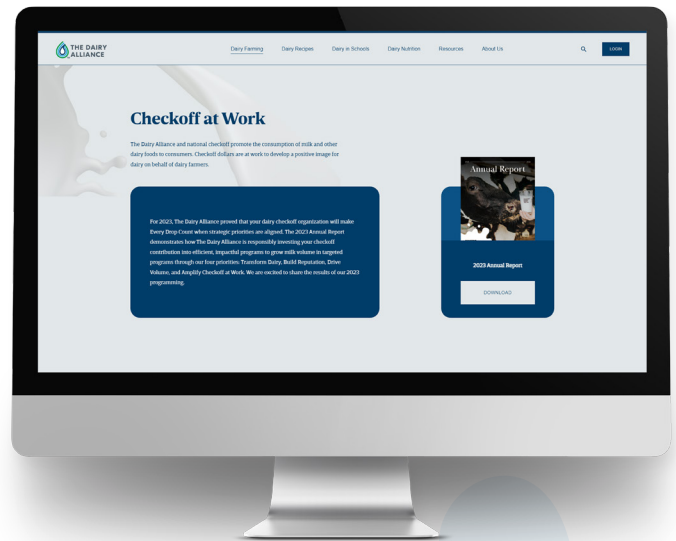
**JOIN US! Want to learn more?**

JOIN our private Facebook group

JOIN our LinkedIn group

JOIN UP for the National Dairy Inventory

Follow us on social media: @thedairyalliance, @dairy\_alliance



### Checkoff at Work Webpage:

The Dairy Alliance has a dedicated section on thedairyalliance.com for farmer resources. The Checkoff at Work page has been redesigned to consolidate resources, making everything easily accessible in one place.

### Your Dairy Checkoff:

This one-pager gives a high-level view of the workings and benefits of local and national checkoff. Additional resources are included for those interested in learning more or getting involved in checkoff efforts.

**THE DAIRY ALLIANCE**

### HPAI Update for SE Dairy Community

Dear Southeast Dairy Community,

We ask that you not share unverified information to ensure harmful or misinformation is not shared. Producers are strongly encouraged to contact their veterinarian about any animal health concern to help learn more about Highly Pathogenic Avian Influenza (HPAI).

**FDA Milk and USDA Beef Sampling Reaffirms Supply is Safe**  
The U.S. Food & Drug Administration has released new preliminary results of egg inoculation tests showing pasteurization is effective in inactivating HPAI. Additional testing of the viral particles did not detect any live, infectious virus, reaffirming FDA's assessment that the commercial milk supply is safe.

The FDA continues to advise strongly against the consumption of raw milk and recommends that the industry does not manufacture or sell raw milk or raw milk products.

USDA said on Wednesday that all the ground beef samples sent to the National Veterinary Services Laboratories for PCR testing were negative for HPAI.

USDA's Food Safety and Inspection Service collected 30 samples of ground beef from retail outlets in the states with dairy cattle herds that had tested positive for HPAI at the time of sample collection.

**USDA Provides Clarification on Movement of Cattle**  
USDA issued a clarification statement regarding the movement of cattle through markets or auctions to slaughter, under the April 24 Federal Order. The clarification states that "the Federal Order does not apply to the intrastate movement of a lactating dairy cow to a sale barn. Subsequent interstate movement for a lactating dairy cow from a sale barn directly to a slaughter facility requires only a Certificate of Veterinary Inspection (CVI) stating the animal is clinically healthy; no testing is necessary."

### Issues & Crisis Updates:

Timely email updates are sent to farmers and industry stakeholders to stay informed during issues and crisis, such as H5N1.



### Dairy Checkoff Advocates of the Southeast Facebook Group:

Members of our Facebook group can learn more about current The Dairy Alliance events and campaigns. To join the Facebook group, please reach out to your Ag Affairs manager.

### The 2023 Annual Report Available Now

The 2023 Annual Report is now available. Please open your phone's camera and follow the QR code to open the report. Do you have any thoughts on the report? We would love to hear your feedback as we continue to improve our communications.

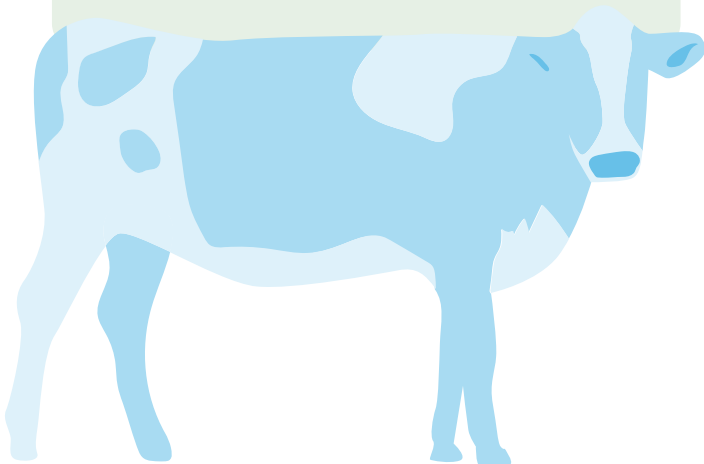


# Working Collaboratively With Cooperatives in the Southeast



## Sharing Cooperative Media Toolkits for Unified Voice

This year, The Dairy Alliance developed and distributed **cooperative media toolkits** to enhance messaging and unify resources within the dairy industry. These toolkits address consumer concerns, such as sustainability and the local connection to their food. By sharing benefit-focused creative content, farmer sustainability stories, and a social media content calendar, checkoff can collaborate with partners to create a cohesive voice and have greater impact among consumers. Distributing this content across various channels and platforms simultaneously encourages more consumers to purchase and enjoy dairy foods.



## Leveraging Social Media Influencers To Sell More Milk

At the **2024 Maryland Virginia Milk Producers Association** meeting in March, Joanne Engelhardt-Risko, VP, Strategic Marketing for The Dairy Alliance, took the stage as a panelist. The discussion, aptly titled “Leveraging Social Media Influencers to Sell More Milk,” featured two dynamic social media influencers: Lauren Twigge (@nutrition.at.its.roots) and Kath Younger (@KathEats). It's fantastic to see collaboration among industry partners, dietitians, and influencers to discuss this important way to reach consumers effectively.

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## Georgia NRCS Technical Assistance Grant

The Dairy Alliance has secured funding from the Natural Resources Conservation (NRCS) Technical Assistance Funding to bolster sustainability efforts on Georgia dairy farms. Collaborating with Georgia Milk Producers, The Dairy Alliance has partnered with Newtrient to provide conservation planning and technical assistance to 10 Georgia dairy producers of varying sizes and designs. This initiative aims to produce a **Georgia Dairy Smart Roadmap** which will be available in 2025, outlining viable technologies and practices that apply to all dairy producers in Georgia and can be used as a model to replicate throughout the Southeast region.

# WaveMakers Connect Consumers and Farmers

Farmer-led interactions are an important part of connecting consumers with their food system. In recognition of this, Wavemakers is a community outreach initiative designed to offer impactful connections between farmers and consumers online and in person through community events. The Dairy Alliance provides training and opportunities so dairy farmers can better connect their community to wholesome, nutritious milk. Wavemakers is connecting farmers and consumers in a variety of ways, including the following:

## The Dairy Alliance Joins Midwest Dairy's DEAL Program

The Dairy Alliance is excited to announce its partnership with Midwest Dairy to expand the **Dairy Experience and Leadership (DEAL)** program to producers in our region. This unique leadership opportunity aims to inspire young individuals in the dairy industry to become strong advocates for dairy and to develop the next generation of dairy leaders.

The DEAL program consists of three phases and spans 18 months. It was created by Midwest Dairy to offer young dairy farmers a deeper

understanding of the dairy checkoff, as well as other opportunities for growth within the industry and in their leadership skills.

In February, Midwest Dairy hosted Phase 1 of Class 3 in Nashville, Tennessee. This gathering focused on personality training, particularly color training, to help participants discover their personality color. They learned to apply this understanding to leverage their strengths, enhance their leadership and collaboration skills, and support their personal and professional well-being. The group also received presentations on dairy checkoff from Midwest Dairy and The Dairy Alliance. Additionally, six farmers shared insights about their farms and business management.

The 2024-25 class consists of **17 participants** from Illinois, Iowa, Kansas, Kentucky, Minnesota, Missouri, Nebraska, and North Carolina. Currently Caden Cowherd (KY) and Rachel Gray (NC) are participants from The Dairy Alliance Region. We will continue to share more about Class 3's experiences and learning as the year progresses.

To learn more about the DEAL program, visit [www.midwestdairy.com/DEAL](http://www.midwestdairy.com/DEAL).



## Virtual Community Engagers Training With Animal Ag Alliance

To prepare farmers and industry staff to participate in the **Community Engagers program**, The Dairy Alliance hosted a virtual training in the fall of 2023 to kick off the program. Eleven dairy farmers and industry staff joined the training to hear from Emily Ellis with the Animal Ag Alliance about how to best communicate with skeptical consumers. Attendees learned best practices for interacting with consumers about dairy including communicating the “why” behind your farm, sharpening listening skills and developing a clear message. Communication tips were provided including how to handle tough questions on social media and at community events such as finding common ground with the person before trying to persuade them.

# Creating Trust Through Digital Dairy Ambassador Program

According to consumer surveys, farmers are one of the most trusted sources of information when it comes to caring for the land and animals. That is why The Dairy Alliance launched our **Digital Dairy Ambassador (DDA) program** in 2023 to keep farmers who are active on social media connected with their audiences and rally around specific themes each month.

This program is a 6-month commitment where farmers are treated similarly to a social media influencer--they are compensated for their time creating social media post, they are provided monthly content calendars with key messages, creative ideas, and "themed days," and are provided trainings and 1:1 technical assistance from The Dairy Alliance staff. In 2023, 8 farmers across the Southeast region participated in the program and collectively they **reached over 57,000 people with over 3,000 engagements** on their social media post. Based on feedback from previous DDAs, our staff has created "Social Media 101 Tutorial" videos that walk viewers through different topics including blocking words and accounts, creating a reel, and navigating specific social media channels.

In the first half of 2024 we have 4 new DDAs who have knocked it out of the park **reaching over 128,000 people with over 7,000 engagements** on their post from January-May. Ambassadors include Jennifer Glover, Glo-Crest Dairy Georgia, Olivia Miller, Riverbend Creamery North Carolina, Amy Lewis, Lewis Family Farm Alabama, and Carla Taylor, Taylor Jersey Farm Mississippi.

## April: Earth Month

- **Key Messaging:**
  - New technologies on farms help turn cow manure into helpful environmental resources, such as natural fertilizer for cropland or soft bedding for cows.
  - By 2050, goals set by the dairy industry aim to: Achieve greenhouse gas neutrality, optimize water usage and improve water quality by optimizing utilization of manure and nutrients. On our farm, we are doing our part by (insert a sustainable practice).
  - Water conservation is a critically important practice on today's dairy farms. Water is recycled up to four times to cover uses from chilling the actual milk produced to drinking water for cows, to cleaning of stalls and irrigation of crops.
  - Up to one-third of a dairy cow's diet comes from byproducts (e.g., almond hulls and distillers' grains) which helps to reduce food waste and methane emissions in landfills.
  - Dairy production creates a closed loop model of circularity: manure from dairy cows can be converted into fertilizer that can be applied to crop fields to grow more feed for dairy cows.
  - Additional talking points and resources can be found [here](#). 2024 Earth Month Cheat Sheet coming soon.
- **Idea to Share Your Farm's Story:**
  - Show what technological advancements on your farm has helped you before more efficiency, and therefore reduced GHG emissions.
  - Are you planting or harvesting this spring? Share a behind the scenes video of what that looks like.
- **Examples for Inspiration:**
  - Hillcrest Farms [Water Recycling](#)
  - TaraVanderDussen [As much as 40% of our cows' diet is made up of byproducts aka leftovers](#)
  - [How cows \(and worms\) can make dairy a more sustainable solution](#)
- **Social Media Tip:**
  - **Social Media 101 Tutorial Videos** are now available starting with "how to block words and accounts on Facebook and Instagram" and "How to Create a Reel on Instagram"
  - Engage your followers by giving them a way they can participate at home! "Looking for a yummy way to help the planet and get a protein boost? Freeze dairy milk in an ice cube tray for your morning smoothie or iced coffee!" 🥰 It's a great way to use up milk before it expires, and you'll feel good knowing you're doing your bit for the environment by supporting local farmers 🥰 #SustainableLiving #HealthyLiving #DairyisGood
  - Hashtags #sustainableagriculture #dairyfarming #ethicalconsumerism #earthmonth #earthday (only April 22\*)
- **What's Trending**
  - What we hear when someone says dairy is bad for the [environment\\_DFA\\_Milk](#)
- **Reminders:**
  - You must post on your social media at least two times per month and tag @thedairyalliance as a collaborator.
  - Please provide analytics at the end of each month for the number of people reached from your two (or more) post.

**Carla Coburn Taylor**  
January 21

This cute calf and her herd mates have sta and windbreaks. We have also been feedin nutrients and energy they need. Cattle car Dairy farmers across the whole country ha are thankful to see warmer days in the fon Use whole milk in your next mug of hot c

The Dairy Alliance



Pat Ard, Julie Ard James and 111 others

11 comments 5 shares

Like Comment Share

**Mountain Fresh Creamery**  
May 16

Our customers at MFC care about the Earth. Good thing that dairy farmers do, too! At Gio-Crest Dairy, we recycle our waste water four times each day and we also feed our cows up cycled food byproducts like citrus pulp and almond hulls that would end up in landfills if not used in the TMR that we feed our cows! We take care of our land so that the next generation of our family can continue to farm there.

The Dairy Alliance



Farah Newberry, Hannah Painter and 206 others

5 comments 7 shares

Like Comment Share



riverbendcreamery and thedairyalliance Flavored Mangoes • 11

riverbendcreamery

At Riverbend Creamery do. From our dairy, passing down our next generation. 🥰

Our young ones a baby calves with f We believe that a for our cows. 🥰

Every small hand t our farm. 🥰

#RiverbendCreamery #DairyFarmLife #FarmLife

cardingemita29

3w 1 like Reply



**lewis.family.farm** • Follow  
Dothan, Alabama

lewis.family.farm 9w

🎉 Celebrating National Milk Day with a throw back family photo from a couple years ago. 📸 As a family owned dairy farm, every drop of milk we produce is a testament to our hard work and dedication (thus not many days for family photos 🥰🥰🥰)! Cheers to the wholesome goodness that nourishes families across the nation! Family fun fact: Caleb and I were

39 likes

January 11



# Your Local Events for National Dairy Month

The Dairy Alliance supported over **19 events reaching over 11,000 people** across the Southeast in June. Here is a snapshot of our local events throughout National Dairy Month.

The Dairy Alliance social media channels promoted local events like the ones described below. Other National Dairy Month content included a sweepstakes, a trendy smoothie recipe series, and state-specific facts about

the dairy industry receiving over **730,000 impressions and engaging over 29,000 people** throughout June.

The Dairy Alliance received a **reach of 50,472,110 impressions and \$1,167,168 in publicity value** throughout June through PR efforts. The Dairy Alliance was featured in various local TV segments like WSFA, WALA, and WSFA in Alabama and WBKO in Kentucky, as well as an *eDairy News* article.



Farmer Will Moss

Farm Cam



## TENNESSEE



- The Dairy Alliance hosted its **annual National Dairy Month Kickoff Luncheon** at Battle Mountain Farm in College Grove, spotlighting the contributions Tennessee youth and 4-H have to the dairy industry and bringing in over **150 people**.
- **Virtual dairy farm tour at Tri Springs Jersey Farm** in Henry County focusing on STEM (Science, Technology, Engineering, and Mathematics) resources and demonstrating how dairy farmers use STEM on their operations. Over **130 people** tuned into the live tour, and we anticipate it reaching **over 73,000 students** during the 2024-2025 school year. Thank you to Will Moss for opening his farm gate and participating in this tour.



The Dairy Alliance set up a booth at **National Moofest** in Athens, offering giveaways and sampling Moo Brew iced coffee to the **over 1,500 attendees**.

## KENTUCKY



- Dairy advocate and registered dietitian Karman Meyer appeared on **WBKO 13** to share The Dairy Alliance's Tropical Smoothie Refresher and Chocolate Peanut Butter Smoothie, showing viewers how they can receive essential nutrients and stay hydrated with dairy. This segment reached **over 13,000 people** across Kentucky.
- **Dairy Night at the Ballgame** has been a fun collaboration with The Dairy Alliance, Kentucky Dairy Development Council (KDDC), and several other sponsors for almost 20 years. Dairy is represented at both the Lexington Legends and Bowling Green Hotrods baseball games. Promotional items were given away, and the spotlight was shown on the farmers who make this industry what it is today to **over 1,000 fans** that attended the games!
- The Dairy Alliance attended the **Annual Mercer County Dairy Month Breakfast** in Harrodsburg to celebrate the Kentucky dairy industry.



## SOUTH CAROLINA

- The Dairy Alliance created signs and tour booklets for the self-guided tour of Will-Do Jerseys, a stop on the **Ag+Art** tour.
- Pendleton 4-H and the Anderson County Farm Bureau Women's Leadership Committee hosted **Dairy Day at the Anderson County Farmers Market**. Milky Way farm provided milk and Pendleton 4-H had a dairy calf for over **200 visitors** to interact with. Dairy themed posters were on display and The Dairy Alliance promotional items were available for shoppers to learn more about the local dairy industry.

## NORTH CAROLINA

- The Wake County Farm Bureau Women's Leadership Committee hosted a **Dairy Day** on June 22 at Po Hous Farm to celebrate the dairy industry in North Carolina with a family friendly event including free ice cream, craft, activities, and The Dairy Alliance promotional items. The event brought in over **200 people** to enjoy a fun-filled day!
- Over **80 North Carolina dairy farmers, industry, youth, and agriculture leaders** gathered at **Danner Farms in Statesville** to kickoff National Dairy Month. The Marvin E. Senger Distinguished Dairy Farmer award was presented to White Rock Farms.

## MISSISSIPPI

- The **Walthall County Dairy Festival** has been described by out-of-town media as one of the best old-time festivals in existence. Visitors could grab free ice cream and milk at the festival, as well as The Dairy Alliance promotional materials, for **over 4,000 people** at the festival.
- The Dairy Alliance supported the **Brookhaven Farmers Market Dairy Day** by providing promotional items, giving marketing support, and coordinating milk and ice cream donations for the event. The day highlighted all things dairy, reaching **over 500 people** throughout the day.

## ALABAMA

- For National Dairy Month, **Boondocks BBQ and Creamery** in Wedowee highlighted the Alabama dairy industry by sharing social media posts, passing out promotional items provided by The Dairy Alliance, and encouraging customers to purchase a milkshake to support local dairy farmers.
- Youth Wellness manager Jana Miller appeared on **Montgomery's WSFA Channel 12 news** to highlight how The Dairy Alliance works with schools to improve the school milk experience. This segment reached **over 947,000 people** across the state.

## VIRGINIA

- **Over 1,000 kids and adults** visited **Down on The Farm Day at the Explore More Discovery Museum** during Harrisonburg's Best Weekend Ever on June 15. The event featured a dairy cow and calf, dairy trivia, dairy swag, and free ice cream sandwiches. The Dairy Alliance and Explore More Discovery Museum have partnered for over a decade to host this event.
- The Dairy Alliance supported the **Rocky Mount and Wytheville County Farmers Market Dairy Day** providing promotional items and marketing support. The day highlighted all things dairy with dairy product samples, dairy themed display, and fun promotional items reaching over 400 visitors!

## GEORGIA

- Kicking off the dairy industry's favorite month of the year was **Putnam Dairy Festival** in Eatonton on June 1. The Dairy Alliance handed out ice cream, fans, and educational materials to over **1,000 visitors** with help from Putnam High FFA students. Visitors came to run in the 5K, watch the parade, visit vendors, and see milking demonstrations from the Georgia Mobile Dairy Classroom.

- The Dairy Alliance is the official milk partner of the **Dairy Daddies!**
- Registered Dietitian, certified personal trainer, and The Dairy Alliance advocate Brianna Frutchet joined **Hampton Road Show** to share how milk hydrates better than water and share a delicious smoothie recipe to beat the heat this summer. The segment reached **over 166,000 people** across Virginia.



## The Dairy Alliance Named Official Milk Partner for the Danville Dairy Daddies

The Dairy Alliance is the official milk partner of the Dairy Daddies in Danville, Virginia. This partnership will raise awareness amongst baseball fans about how milk delivers a nutrient package for athletes and fitness enthusiasts of all ages, as well as celebrate Virginia dairy farmers.

The Dairy Daddies are part of the Danville Otterbots' expansion into the Old North State League. Leading up to the announcement, players of the new team visited Vanderhyde Dairy in Chatham, Virginia, to see a dairy operation up close and are sharing their adventures on the farm on the Dairy Daddies social media accounts.

The partnership was officially announced during National Dairy Month, with media mentions in Ag Daily, Morning Ag Clips, Dairy Business, Yahoo, AP News, and more.

The Dairy Alliance is supporting the growing baseball team through various events. These include being the presenting sponsor for the team's "Dairy Princess" awards, conducting fan giveaways, hosting a Farmer's Day on June 20, and more throughout the summer season. Virginia dairy farmers were spotlighted during the special Farmer's Day event, where The Dairy Alliance set up an exhibit display and partnered with Maola to provide free milk and keepsake cups for **all 350 attendees**.



# Have You Heard?

## UPCOMING EVENTS

### AUGUST

- 1** Clemson Dairy Field Day and ADA of SC meeting; Old Salem Dairy Olar, SC
- 1** ADA of Mississippi Virtual
- 6** ADA of Georgia Virtual
- 7** Crisis and Issues Communication Training Lexington, VA
- 7** Williamson County Fair TN (Dairy Show) Franklin, TN
- 8** VA ADA Board Meeting Lexington, VA

**15-25** Kentucky State Fair  
Louisville, KY

**15-24** Tennessee State Fair  
Lebanon, TN

### SEPTEMBER

**6-15** North Carolina Mountain State Fair

**9-20** South Carolina State Fair

**12** NC ADA Board Meeting  
Statesville, NC

**26** Hillcrest Virtual Farm Tour Georgia

**27-  
Oct 6** State Fair of Virginia

### OCTOBER

**3-13** NC ADA Board Meeting  
Statesville, NC

**3-13** MS State Fair  
Jackson, MS

**4-14** AL National Fair  
Montgomery, AL

**15-17** Sunbelt Ag Expo  
Moultrie, GA

**17-19** Sunbelt Ag Expo  
Moultrie, GA

**17-27** North Carolina State Fair

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