



2021 Annual Report



Maine Dairy Promotion Board/Maine Dairy & Nutrition Council
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On the cover: 2021 Green Pastures Award Winner Harris Farm, Dayton

“We’ve been moving in the direction of improved cover crops and reducing tillage for a while now, and this year we finally made the leap into the world of no-till,” says Jake Harris, 27, of Harris Farm in Dayton. “This is totally new. Not only for us, but for our entire area, so we’re doing a LOT of experimenting with different cover crops and methods.”

Experimentation and willingness to try new things in a changing climate among other factors is what led to Harris Farm being selected as Maine’s 2021 New England Green Pastures Award Winner.

A diversified farm, the Harris family grows food for animals AND people. Their livelihood is literally rooted in healthy soil. Healthy soil has always been important to dairy farmers, but it is becoming increasingly so. In recent summers, it is more common to see longer, hotter dry spells followed by torrential downpours. If the ground is dry and packed, the hard rains will just run right off causing erosion and nutrient run off. Healthier soils hold onto the moisture and nutrients so that the crops have something to nourish them during the next dry spell.

The farm’s new no-till planter allows them to plant crops like corn and beans without having to plow or “till” the soil, “preventing soil erosion, controlling weeds and improving the soil’s biological systems. The Harrises have also become big proponents of cover crops and have found innovative ways to use them around the farm, like by planting silage corn amongst crimped rye.

“The rolled rye is mostly for vegetable crops and is entirely experimental as far as silage corn goes,” Jake says. “The rolled rye does have a huge benefit of weed control and adding organic matter without the hassle of tilling it in. I’ve also been experimenting with growing triticale for feed to harvest ahead of planting silage corn, and while I still have a LOT of experimenting and learning to do, I will probably stick with it.”

Along with rotationally grazing their cattle, the Harris family also rotates crops, or more specifically they employ a practice called “double-cropping”. After corn was harvested last fall, triticale – a winter annual cereal grain- was planted in the same field and then harvested in the spring and wrapped in bales that will be fed to the cows this winter. Once the triticale is harvested, corn and other crops are again planted in these fields.

To see more results in their cover crop and no-till experiments as well as other sustainable farming practices, follow Harris Farm on Facebook or Instagram as @Harris.Farm.

Does your farm have a sustainability story to tell? We want to share your fantastic work with consumers. Please contact Jami Badershall, our communications manager, by email - jami@drinkmainemilk.org - or by calling our office - 207-530-9043.

Message from the director



As you look through our annual report, I hope you see a reflection of your values in dairy and dedication to your communities. Even as the world remained unsettled in 2021, Your Dairy Checkoff organizations stayed the course, both locally and nationally, to research, educate, and promote the products and practices of the dairy industry.

The farmer leaders who represent you as directors have continued to work on your behalf, both virtual and in person as guidance has allowed. I encourage you to reach out to any of them to learn more about the efforts Maine Dairy & Nutrition Council and Maine Dairy Promotion Board are engaged in. You may also contact myself or my team if you see something that impresses you, you have questions, or you'd like to experience our work first hand!

Please read through our annual report to see great examples of all we have completed in the past year, it continues to be an exciting opportunity to work for you.

Sarah Littlefield

Maine Dairy & Nutrition Council



Kate Fogler
Stonyvale Farm



Steve Keene
Conant Acres



Betsy Bullard
Brigean Farms



Heath Miller
Green Valle Farm



John Blake
H.P. Hood Inc.

Maine Dairy Promotion Board



Ben Taylor
Taylor Farm



Harold Larrabee
Aghaloma Farm



Teresa Hardy
Hardy Farm



Tim Drake
MDOAC&F



Jenni Tilton-Flood
Flood Brothers Farm

After more than 30 years of service, Harold Larrabee stepped down from his position on the board in 2021. We are so grateful for the decades of service, leadership and wisdom that Harold provided to our boards. His input was always thoughtful and carried great weight in our decision making.

School Nutrition Keeps Dairy Relevant

The relationships that have been fostered with those in the school nutrition realm are some of the most important in the work we do. While we have not been able visit schools for the last couple years, we still enjoy seeing all the creative, healthy ways dairy is being served to students.



UMaine Dietetic Interns

Internships allow us to connect with future dietitians and share our excitement around dairy with them. We are able to get them on farms, share science-based research, give real-life examples of dairy's sustainable nutrition, and establish ourselves and the National Dairy Council as reliable resources.



Maine Dairy Promotion Board

2021 Audited Financial Statement

INCOME

Carried forward from previous year \$ 232,484

Current Year Income:

Producer Checkoff Remittance \$ 563,156
Transfer to Maine Dairy & Nutrition Council (112,782)

Net Checkoff Income \$ 450,373

Interest Income \$ 117

MEMIC Dividend 130

Other Income 25

Supplemental Funding (Restricted) 125,200

Total Current Year Income **\$ 575,846**

Total Current Income & Carryover **\$ 808,330**

EXPENSES

Local Marketing Implementation:

Operating Expenses \$ 218,677

UDIA Dues 125,000

Total Local Marketing Implementation \$ 343,677

National Program Funding Commitment \$ 138,716

Unified Marketing Plan Programs \$ 62,635

Total Expenses **\$ 545,030**

Funds available for future year programs **\$ 263,300**

Maine Dairy & Nutrition Council

2021 Audited Financial Statement

INCOME

Carried forward from previous year	\$ 100,317
Current Year Income:	
Transfer from Maine Dairy Promotion Board	\$ 112,782
Dealer Fee	91,892
Miscellaneous Income	-
Interest Income	53
Total Current Year Income	<u>\$ 204,727</u>
Total Current Income & Carryover	<u>\$ 305,044</u>

EXPENSES

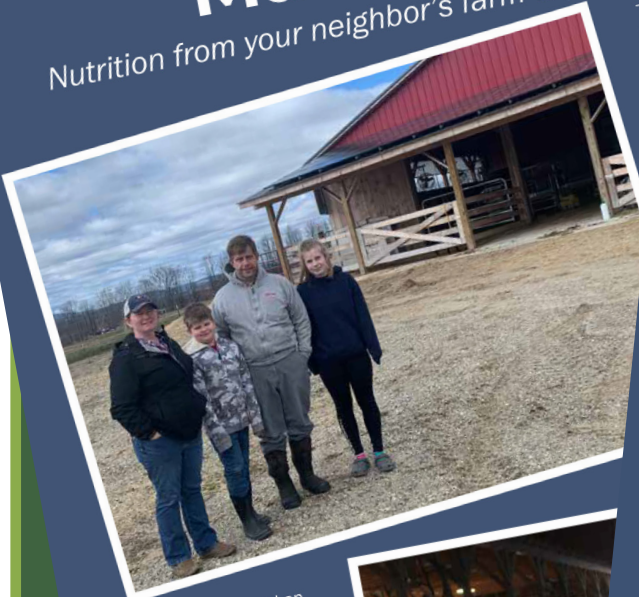
Local Marketing Implementation:	
Operating Expenses	\$ 203,640
Unified Marketing Plan Programs	\$ 11,450
Total Expenses	<u>\$ 215,090</u>
Funds available for future year programs	<u>\$ 89,954</u>

2021 continued to be virtual ...

With less in-person opportunities, communications focused on at-home baking and cooking with simple recipes through social media and a partnership with a new farm to table cookbook show - Plate the State - on NEWS CENTER channels 6 and 2 and via YouTube. Print ads in *Edible Maine* (a local foodie publication) and *Parent and Family* shared the sustainability story of dairy, which continues to be a national topic. DMI developed the #ResetWithDairy campaign to target the stressed out millennials and college-age students and encourage them to take a breather with a latte or comfort food like mac and cheese.

Maine Dairy

Nutrition from your neighbor's farm to your family's table



Solar panels installed on a barn roof provide power to run the creamery. The Bullards also help reduce food waste by partnering with a Maine brewery to upcycle spent grains from beer making, mixing it with forages grown on their farm to create a highly-nutritious feed for their registered Holsteins. Whey from yogurt production is then spread on the cows' feed for even more nutrients and protein. Milk from Brigen Farms, along with milk from other Maine dairy farms, can be found at your local store under various labels.

Learn more at DrinkMaineMilk.org a...



The industry

Nutrition from your neighbor's farm to your family's table

MAINE DAIRY

At Stonyvale Farm in Exeter, the Fogler family isn't just concerned about taking care of their cows and producing quality milk. They also want to take care of the land and minimize their impact on the environment.

The entire U.S. dairy industry has committed to a goal of Net Zero Carbon Emissions by the year 2050. The work happening at Stonyvale Farm and other dairy farms across the state is what makes that goal attainable.

An anaerobic digester and food waste processing facility on farm is part of a green company called Exeter-Agri Energy. Cow manure is combined with food waste from Maine grocery stores and institutions to create energy that powers the farm and the surrounding community. Dry matter from the process is heat treated to kill bacteria and then used as bedding for the cows while nutrient-rich liquid manure is spread on the fields as fertilizer for crops.

The Fogler family uses no-till methods to grow its cow corn, allowing the soil to retain carbon. The farm also partners with a local potato farmer to rotate crops between potatoes and corn to promote soil health.



Learn more at DrinkMaineMilk.org and find us on social media as @drinkmainemilk.