



2022 Annual Report



Photo by Gary Anderson

**Maine Dairy Promotion Board/Maine Dairy & Nutrition Council
337 State St., Suite 2, Augusta, ME 04330 • 207-530-9043**



Photo courtesy of UMaine Cooperative Extension

On the cover: 2022 Green Pastures Award Winner Paine Farm, Madison

The Maine Green Pastures committee visited two Maine dairy farms on Friday, July 1, 2022, and selected Paine Farm as the recipient of the 2022 Maine Outstanding Dairy Farm of the Year. The Paine's will represent Maine dairy farmers over the next year. Dean and Juanita Paine are the current owners of this outstanding dairy farm, and their son Josh along with 2 part-time employees run the farm.

The Paine farm has a rich family history which begun in the early 1920's when Dean's great grandmother, Elsie Stoutamyer, bought the land the farm currently sits on for \$1,800 and moved from Virginia to Madison, ME. The family even received a visit from President Franklin D. Roosevelt when he was visiting Maine in the 1930's, and Virginia (Dean's mom) got to meet and shake the President's hand at 4 years old.

In 1952, Virginia married Gerald Paine and in 1955 bought the farm from Dean's grandfather. The Paine's raised chickens until the 1970's. From 1981 to 1984, Gerald and Virginia raised heifers after deconstructing the chicken barns and in 1984 began milking 11 heifers in a tie-stall barn. Dean bought the dairy farm in 1996 from Gerald and milked 42 cows.

In 2014, the farm suffered a barn fire which caused them to rent a farm in Norridgewock to get by. This began the rebuilding of the new and current free stall facilities, and the conversion from a pipeline to a double 8 parallel milking parlor.

Currently, the farm milks 130 cows, mostly Holsteins but sprinkled with a few crossbreds. The herd produces just over 25,000 pounds of milk per cow, testing 4.2% fat and 3.3% protein.

The farm has an active cropping program that produces feed for the cows and young stock with 250 acres of hay crop, 220 acres of corn and 25 acres of alfalfa. The Paine's have a self-propelled mower and sell excess silage and hay to local farms.

They have a farm stand with vegetables and sell beef locally. Their son Josh also had a business of creating pig hide for lobster bait.

Gerald passed earlier this summer but was an integral part of the family farm. He was recognized as the oldest farmer in Madison and loved to decorate a float to participate in the Madison/Anson days.

Congratulations to this family on their continued hard work. - Glenda Pereira, UMaine Extension

Message from the director



We continue to work on your behalf, portraying your farming practices and the value your business and products bring to your communities to increase dairy consumption.

The board members, configured of your peers, both locally and nationally ensure that Your Dairy Checkoff is working here in Maine and around the world to build confidence in your products, dedication, and reputation.

In this year's annual report, you can read about some of the work that is being done. If you'd like to learn more, experience Checkoff for yourself, or serve on our boards please reach out to me via email Sarah@DrinkMaineMilk.org or on my cell phone 207-446-6121.

Sarah Littlefield

Maine Dairy & Nutrition Council



Kate Fogler
Stonyvale Farm



Steve Keene
Conant Acres



Betsy Bullard
Brigeen Farms



Heath Miller
Green Valle Farm



John Blake
H.P. Hood Inc.

Maine Dairy Promotion Board



Ben Taylor
Taylor Dairy Farm



Isabel Mullin
Johnson Farm
As of 2023



Teresa Hardy
Hardy Farm



Julie-Marie Bickford
MDACF



Jenni Tilton-Flood
Flood Brothers Farm

Your Farmer Representatives' Perspectives

It continues to be an honour and privilege to represent Maine Dairy Farmers as your UDIA Director and as Maine's Farmer Representative on the Dairy Sustainability Alliance.

For the past few years I think we all feel that every look back on the "year that was" has been too much talk about how 'unprecedented' the events were and how we 'pivoted' and how we handled the 'headwinds'. Sure, 2022 was another year where there were new challenges that joined the old ones and our dairy community and industry faced hurdles and hills that have felt too steep and high to overcome. And I could talk about where and how we stood the charge and our ground, through programming and research, partnerships and innovation because of our farmer funded Checkoff. But instead I want to talk about the year ahead. I want to talk about what we are going to do and how we are going to continue to do best and do better.

We are dairy farmers and we know all too well and too intimately that if we do not move forward after a bad day, a bad calving, or a bad crop we won't move at all. So let's talk about the new partnerships with Raising Cane's that is going to put dairy where it hasn't been before and where folks are choosing to spend their money.

Let's talk about taking back Sustainability, and all the other words that are both inherent and intentional for us dairy farmers, like regenerative and circularity through proof, partnerships and data via farmer funding and outside funding. Let's talk about the Greener Cattle Initiative, Dairy Scale for Good (DS4G), focused case studies of small/mid size farms to help assess and inform and shape environmental stewardship goals and practices, Newtrient, and on and on and on...

Let's talk about putting in the work to learn more about our largest customer base who also happen to be our future customer base- Gen Z so that we can meet them where they are, speak the way they hear, and deliver the real dairy foods and products they want and are willing to pay for.

Let's talk about partnering and collaborating with the National Medical Association and ensuring that our research and work includes ALL and, in turn, ALL of our potential consumers are able to choose dairy with confidence and conviction.

Let's just talk about the future and how our farmer funded Checkoff is working to build upon our historic investments and heritage while keeping an eye on what's to come and what we can build and support. If you have questions about the work your money is doing; if you have concerns or even ideas- let's talk. It's not just an honour to be your Director and Representative, it's a responsibility, and I always want to hear how I can do this work better for you.

With Gratitude,
Jenni Tilton-Flood
207.313.3531 (text or call)
jtiltonflood@me.com

Hi. My name is Kate Fogler and I am your National Dairy Board (NDB) appointee, as well as representing you locally on the Maine Dairy and Nutrition Council Board. I am one of 36 farmers appointed to the NDB by the Secretary of Agriculture, and I represent Region 12 - Maine to New York. By being on the NDB I am also part of the Dairy Management Inc. (DMI) Board of Directors.

DMI - Your Dairy Checkoff is busy in many different areas, reaching out to many different key demographics, to make sure your investment goes as far as possible, with the most impact. Work continues to occur in the key focus areas of sustainability, innovation, reputation (trust), partnerships, and exports. I currently Chair the Reputation committee which is charged with programs that build consumer confidence in dairy, demand for dairy, and educating the public on dairy and dairy farming's essential role in a healthy, sustainable food system. Engaging with youth, consumers, and thought leaders; and communications, marketing, and dietary guidance are key parts of our programming.

This year I will also have the opportunity to be a part of a farmer dairy export mission trip to Singapore. While in Singapore I will be able to interact with current and potential partners/users of US dairy, experience the shipping ports, and experience the U.S. Center for Dairy Excellence. The U.S. Center for Dairy Excellence is a hub for customers and partners in Southeast Asia to spark collaboration, ideation, and exploration of U.S. Dairy as an innovation solution. U.S. Dairy exports have continued to grow in volume, value, and reputation.

I hope to be able to continue to share with you some of the exciting, educational, and innovative things going on in Dairy Checkoff.

Kate Fogler
kfogler2948@gmail.com

**Maine Dairy Promotion Board
2022 Audited Financial Statement**

INCOME

Carried forward from previous year	\$ 263,300
Current Year Income:	
Producer Checkoff Remittance	\$ 548,490
Transfer to Maine Dairy & Nutrition Council	(109,812)
Net Checkoff Income	<u>\$ 438,677</u>
Interest Income	\$ 133
MEMIC Dividend	132
Other Income	25
Supplemental Funding (Restricted)	135,200
Total Current Year Income	<u>\$ 574,168</u>
Total Current Income & Carryover	<u>\$ 837,468</u>

EXPENSES

Local Marketing Implementation:	
Operating Expenses	\$ 214,428
UDIA Dues	125,000
Total Local Marketing Implementation	<u>\$ 339,428</u>
National Program Funding Commitment	\$ 137,289
Unified Marketing Plan Programs	\$ 73,073
Total Expenses	<u>\$ 549,790</u>
Funds available for future year programs	<u>\$ 287,678</u>

**Maine Dairy and Nutrition Council
2022 Audited Financial Statement**

INCOME

Carried forward from previous year	\$ 89,954
Current Year Income:	
Transfer from Maine Dairy Promotion Board	\$ 109,812
Dealer Fee	85,455
MAITCA Grant	1,995
Interest Income	44
Total Current Year Income	<u>\$ 197,306</u>
Total Current Income & Carryover	<u>\$ 287,260</u>

EXPENSES

Local Marketing Implementation:	
Operating Expenses	\$ 197,268
Unified Marketing Plan Programs	\$ 10,665
Total Expenses	<u>\$ 207,933</u>
Funds available for future year programs	<u>\$ 79,327</u>

YOUR DAIRY CHECKOFF HIGHLIGHTS

Driving Innovation that Grows Sales & Identifies New Opportunities

Checkoff launched a new partnership with Raising



Cane's to drive dairy-focused menu innovation that will **increase dairy opportunities** throughout the day through sandwich, beverages and sides innovation

National Dairy Council announces collaboration with Mayo Clinic to explore



research and consumer outreach that **improves public health and advances dairy's benefits**, including the role full-fat dairy may play in cardiovascular and metabolic conditions



Working through checkoff-employed food scientists, partner Taco Bell rolled out a **dairy-based creamer** used in coffee and cold-whipped drinks - and relaunched the checkoff-created Grilled Cheese Burrito that features **10 times the amount of dairy** vs. a traditional taco

Globally, U.S. dairy set record export levels in 2022 (through November) with export growing 4 percent compared to 2021 data; in all, exports today represent **18 percent of total U.S. production**



U.S. Dairy Export Council.

Ingredients | Products | Global Markets

YOUR DAIRY CHECKOFF HIGHLIGHTS

Advancing Dairy as a Solution for Consumers & Society

Checkoff's "Dairy Dream Team" of chefs, recipe



developers, "foodies," gamers and lifestyle influencers delivered nearly **80 million impressions** and jump-started the "**butter board**" craze that became a viral sensation, generating coverage from major news and entertainment outlets

A partnership with gamer "**Mr. Beast**," one of the most subscribed-to YouTube personalities, led to a video and Minecraft game touting farmers' environmental stewardship and animal care practices following his visit to a dairy farm - the video had **more than 3 million views** and thousands of comments within 24 hours



"Reset Yourself with Dairy" targeted Gen Z to show how dairy fits within their personal lifestyles; content led to **more than 526 million impressions** to raise awareness around relevant dairy wellness benefits



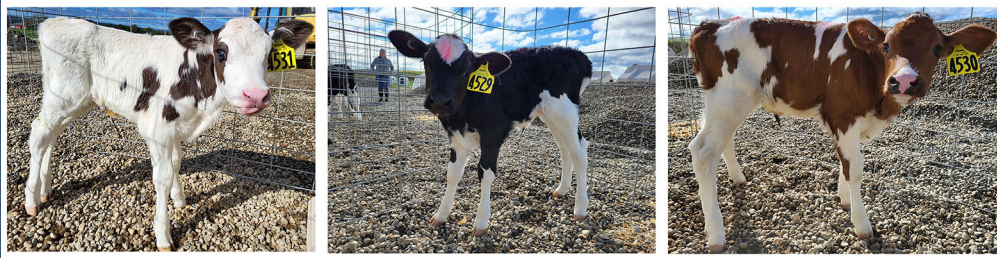
Building Science & Proof of Dairy's Role as Sustainability Solution



Checkoff continued its role of convener and secured funds that help farmers and dairy industry advance continuous improvement to help meet 2050 Environmental Stewardship Goals by establishing science-based proof points that help sets the record straight about dairy's part in a sustainable food system

- **70 partner organizations** engaged in environmental research and implementation
- **Nearly \$38 million** in grants and partner support to the U.S. Dairy Net Zero Initiative
- To date, **388 dairy farms** involved in environmental research to support goals





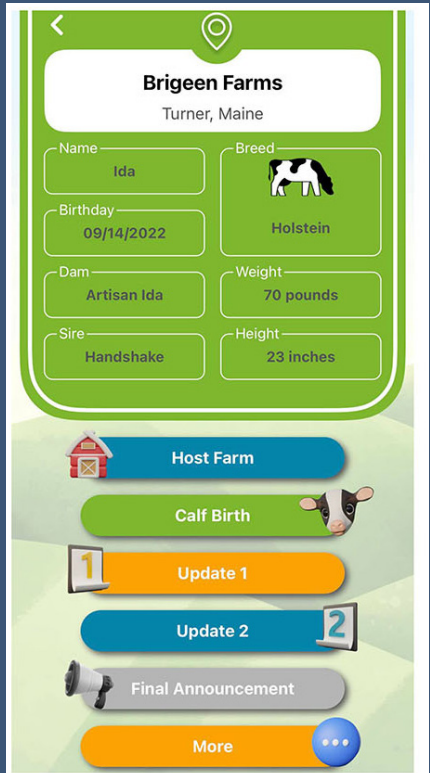
Adopt A Cow success

For the 2022-23 school year we explored another avenue through which to help Maine students develop a stronger relationship with dairy - the Adopt A Cow program, offered by the Dairy Excellence Foundation. We were thrilled by the opportunity to connect to the 547 classrooms that signed up.

From October to May, participants explore where their food comes from while connecting with a local dairy farm and their calves, bringing the dairy farm right to their classroom. Each participating state works with one farm and one to three calves. Classrooms are assigned a calf and then receive photos and updates about the calf's growth, housing, diet, etc., as well as details about the calf's mother.

Participants receive a birth announcement, three updates about their calf, lessons that accompany the updated materials, and an opportunity to chat LIVE with their calf and host farm on YouTube. Additionally, a packet is mailed to them which includes a printed photo of the calf and an official adoption certificate. A mobile app also allows anyone to track information about their calf and the farm.

Betsy Bullard and her family at Brigeen Farms in Turner took on the challenge of being this year's host farm for Maine, which involved taking photos and measurements, filling out update forms, answering emails, recording videos, offering farm tours in person and virtually, and more. It was a huge commitment, and we are grateful for the time and effort they put in. We heard from so many people at various events throughout the year about the excitement this program generated in their classrooms. We also worked with the Bullards to host about 200 students in the fall of 2022 at the farm.

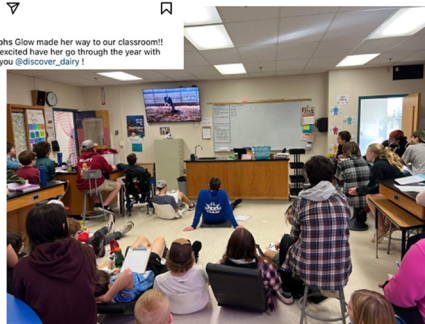


*Dear Farmer Bill and Farmer Betsy,
It's a pleasure to meet you! We are 19 1st and 2nd grade students at Ella Lewis School in Steuben, ME. We are SO happy and excited to get updates on our adopted calf, Ida! We have so much love for her already and think she is the cutest thing we've ever seen! We know you are very busy, and we really appreciate all the time you take to update us on Ida. Thank you SO much! Please give Ida 19 kisses for us!
All our love,
Ella Lewis 1st & 2nd Grade*



Gray/New Gloucester Middle Math & Science

6 likes
katie.josephs Glow made her way to our classroom!! We are so excited have her go through the year with us! Thank you @discover_dairy!



UMaine Partnerships

UMaine Athletics

For more than 15 years, the Maine Dairy Promotion Board and Maine Dairy & Nutrition Council has had a partnership in place with University of Maine Athletics. Every year, we sponsor a Black Bear Hockey game, and historically, we have used this event as a reward for our most active Fuel Up to Play 60 schools. Thanks to Covid, this has changed over the past few years, but we have still worked with UMaine to make this a fun, fan-favorite event. Along with being able to interact with key demographics - families and college students - at the game, we also have the opportunity to have a dairy farmer interviewed on both radio and ESPN+ during the airing of the game and have several mentions throughout the game.

But our partnership goes far beyond this one event. Maine dairy appears in the football and hockey programs every year, and is announced as a sponsor at all athletic events and on-air during games as well as having generous radio and television ad play.

Now that NCAA rules regarding players being able to do promotional activities has changed, UMaine Athletics has also worked with us to create some outstanding social media assets featuring star athletes and coaches that is shared on not only our pages, but UMaine Instagram and Facebook as well!

Meet the Bears

New in 2022 was our presence at the annual Meet the Bears event, an opportunity for area kids to go on the field with Black Bear football players, do drills just like the team does, and then enjoy pizza and movie on the field. We were there with fun and informational packets for the families, football posters from MilkPEP, chocolate milk rally towels, and, of course, chocolate milk. Our staff was very happy with the amount of interaction we had with the kids and their families, and UMaine Athletics was appreciative of what our organization was able to bring to the event.



Future dietitians intern with Maine Dairy & Nutrition Council

Separate from our relationship with UMaine athletics, MDPB and MDNC have formed a long-standing relationship within the dietetic intern program at University of Maine. Each year, we host multiple interns, sharing them with the Department of Education's Child Nutrition. Each intern does several dairy-centric projects with us and always tours one or two dairy farms, focusing on cow health and nutrition and/or sustainability on that farm.

A 2022 intern is able to see how dairy farmers track their animals' health and nutrition right from their phone. These future dietitians can easily relate how they develop a meal plan for a human client with how TMRs are developed for cows.

Dairy in Schools



FUEL UP TO PLAY 60

- Healthy Eating and Physical Activity Funding Awards
 - Dexter Regional High School
 - Machias Memorial High School
 - Messalonskee Middle School
 - Hampden Academy
 - Wisdom Junior-Senior High School
 - Madawaska High School
- Student Impact: 2,031



SCHOOL NUTRITION EQUIPMENT GRANTS

- 12 grants awarded in 10 school districts
 - 3 Movable Milk Barrels
 - 7 Mobile Milk Carts
 - 1 Yogurt Bar Cart
 - 1 Latte Bar

Student Impact: 4,325

Students at grant-funded schools consumed 1,194,336 ounces more milk and 11,586 ounces more yogurt than the prior year.



SUMMER MEALS COOLER GRANTS

- 12 grants awarded for sets of three Sterno soft-sided coolers

Student Impact: 85,000 meals served



DMI SMOOTHIE STATION PILOT

• DMI collaboration with Chartwells includes Marshwood High School in Elliot. Thank you to local dairy farmer Isabel Mullin for visiting the school with us.



Lunch at Noble Middle School, Berwick.

SCHOOL LUNCH HERO RECOGNITION DAY (MAY)

School Nutrition Staff were sent School Lunch Hero buttons with a letter of appreciation.

NEW ENGLAND DAIRY SCHOOL LUNCH EXPERT FORUM (MAY)

Attended by Maine School Nutrition Association leadership.

WORLD SCHOOL MILK DAY (SEPTEMBER)

Staff visited Bowdoinham Community and Bowdoin Central Schools.

NATIONAL SCHOOL BREAKFAST WEEK (MARCH) HARVEST OF THE MONTH (APRIL)

As a part of our University of Maine Athletics partnership, digital assets were developed featuring Black Bear athletes and coaches to celebrate both events.

National School Breakfast Week Superstars



**SCORE
BIG** WITH SCHOOL
BREAKFAST

**Bananas
UMaine Mascot**

"Breakfast gives me the power to study hard and succeed in the classroom. My favorite breakfast to fuel my day is cereal with real Maine milk! I also love banana smoothies!!"



#NSBW21
DrinkMaineMilk.org



NATIONAL FARM TO SCHOOL MONTH (OCTOBER)

Staff visited Madison Jr. High, Lincolnville Central, Westbrook Middle, Marshwood High, Madawaska Elementary, Madawaska High, Fort Kent Elementary, Wisdom High Schools and Hampden Academy.

Farm & Sea to School Institute Farm Tour at Harris Farm

August 18, 2022



Focus continues (and will continue) to be on sustainability

Consumers want to know the choices they make, including food choices, are environmentally sustainable. Fortunately, dairy has a great story to tell when it comes to green practices, but we need to be sure that WE (as in the dairy industry) are the ones telling it. That's why it was so exciting to see the interest in the July 2022 ground breaking ceremony of the digester being built by Peak Renewables and Summit Utilities at Flood Brothers Farm in Clinton. Manure from six area dairy farms will be used to create natural gas for heating and cooking.

