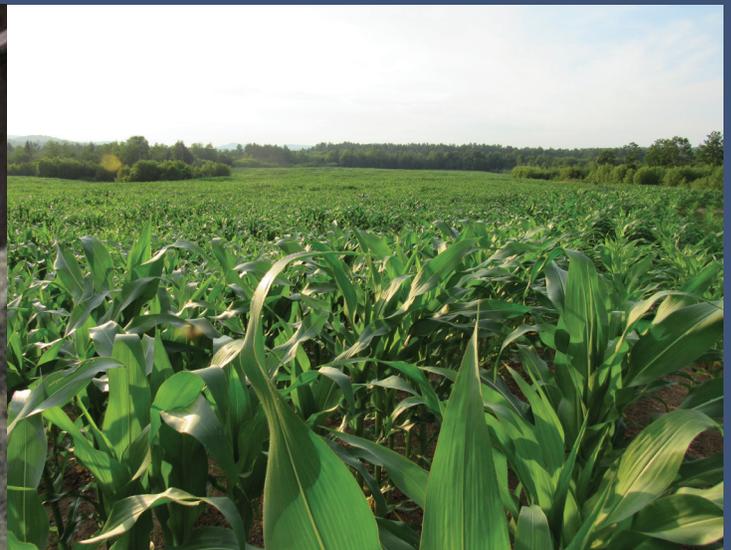




2020 Annual Report



Message from MDPB/MDNC Director



Sarah Littlefield

In all the uncertainty that 2020 brought I am proud to say that our work and mission remained steady. We changed course and adapted our messaging as the pandemic challenged our normal. As you browse this annual report you will see just some of the highlights from the work your Maine Dairy checkoff team did to

promote the product you put so much effort into producing and how we highlight the farm, sustainability, and nutrition story to consumers we interact with.

I realize that you adapt your practices every day to overcome the challenges this industry has all while still trying to get cows cared for and the crops in, I spent a fair number of evenings doing the same on the farm this year. I want you to know that your Maine Dairy checkoff staff emulates your tenacity and dedication to dairy in all that they do on your behalf. We continue telling your stories, promoting your products, supporting your communities, and looking ahead.

I encourage you to reach out to me, our staff, and your board members to ask questions about our work or learn how to participate more actively in your dairy checkoff organizations. There are many opportunities locally and nationally to engage and input with both.



We were delighted to be asked to decorate a tree at the Blaine House on behalf of dairy farmers as part of the Governor's holiday display honoring the resilience of Maine people. Topped with a gallon milk jug, the tree's decorations included ear tags, cowbells, and ornaments stating the every Maine town that is home to a dairy farm. Photo by Dave Dostie

On the cover: 2020 Green Pastures Award Winner Lowell Family Farm exemplifies Net Zero Initiative

The Lowell family of Buckfield was selected as Maine's New England Green Pastures Award Winner in 2020, being recognized for exceptional forage quality and cow comfort among other things. Their story of sustainability is exactly the story we want to share with consumers.

With the announcement of the Net Zero Initiative, a commitment to achieving net zero carbon emissions by 2050 across the dairy industry, the goal is not to pile additional work or requirements upon the dairy farmers. A great deal of what farms already do contributes to the initiative.

Like many Maine dairy farmers, the Lowells operate their farm based on their personal skills and interests, available land and facilities, available labor, etc. They use no-till methods, house their small Jerseys in what used to be a riding arena with a bedded pack, and they have brought life and health back to land that was misused or neglected in the years before their arrival.

As the Maine Dairy Promotion Board, we look to share through various formats what practices Maine dairy farmers put to use that not only benefit their farm but benefit the land, the air, the water and the environment as a whole. If you have a sustainability story to tell, please contact our communications manager at jami@drinkmainemilk.org or call the office at 287-3621.

Maine Dairy Promotion Board



Some top takeaways from 2020 - what we've experienced and what we've learned

Ben Taylor, Chair, Taylor Farm

Challenges Surrounding the Pandemic

A large challenge for the dairy industry brought about by the pandemic is the unique nature of being a 24/7-operating, essential business trying to operate in a world that has partially shut down. The closure or limited hours of many businesses has made parts and materials more difficult to acquire, has inflated prices of certain materials and commodities by huge percentages and has further complicated the already difficult issue of hired labor.

Net Zero Initiative

Many dairy farms have already been working to become more environmentally sustainable over the past couple decades with the use of methane digesters, no-till farming and other eco-friendly technologies. In many cases, these sustainable practices proven profitable to use. The Net Zero initiative is the natural progression and a respectable goal of an industry that has been moving in that direction for so many years.

Reaching the Younger Generations

Reaching the younger generations such as Gen Z and Millennials is extremely important for the health and success of the industry. Those generations will soon make up most dairy consumers. If we make dairy a normal part of their diets today, we will not have to work to regain their generations as dairy consumers in future years. Being environmentally sustainable is increasingly important to those in the younger generations. Becoming Net Zero will help consumers view the dairy industry and our products in a much more positive way. This will, in turn, will increase dairy consumers across the nation.



Harold Larrabee
Aghaloma Farm



Teresa Hardy
Hardy Farm



Tim Drake
MDOAC&F



Jenni Tilton-Flood
Flood Brothers Farm

Maine Dairy & Nutrition Council



Kate Fogler, Chair, Stonyvale Farms

2020 was a year of change and resiliency. What we were used to was no longer normal and there were strong feelings of uncertainty everywhere. Locally and nationally, your promotion organizations, were able to quickly adapt and make an impact. We pushed on and, in the end, saw wins in the areas of sales, trust, and global positioning. I think some of the biggest wins were in our communities - helping youth/schools adapt, farmers helping to get dairy into food banks, and helping our neighbors, now at home, incorporate dairy into their day.

While we continue to work on the now, we are also looking at the future. Who will be our future consumer? what will consumers want? and what will influence them to buy our product? What do we need to do to be innovative and develop products from dairy and byproducts of our farms? How do we use technology and research to keep advancing forward? These are some of the questions that your promotion leaders have been asking, looking to transform the industry and our products in ways that will provide opportunities for farmers, of all sizes and geographies. Just as 2020 was a year of change, we are going to continue to see change in our future. We hope that by being forward thinking, and by being a part of the conversations that are directing the change, that we can create a vision for the future to help farmers and the industry be resilient.



Steve Keene
Conant Acres



Betsy Bullard
Breen Farms



Heath Miller
Green Valle Farm



John Blake
HP Hood



Maine Dairy Promotion Board

2020 Audited Financial Statement

INCOME

Carried forward from previous year	\$ 236,947
Current Year Income:	
Producer Checkoff Remittance	\$ 585,865
Transfer to Maine Dairy & Nutrition Council	(118,481)
Net Checkoff Income	<u>\$ 467,383</u>
Interest Income	\$ 947
MEMIC Dividend	142
Other Income	25
Supplemental Funding (Restricted)	<u>125,200</u>
Total Current Year Income	<u>\$ 593,697</u>
Total Current Income & Carryover	<u>\$ 830,644</u>

EXPENSES

Local Marketing Implementation:	
Operating Expenses	\$ 230,579
UDIA Dues	<u>125,000</u>
Total Local Marketing Implementation	\$ 355,579
National Program Funding Commitment	\$ 156,544
Unified Marketing Plan Programs	\$ 86,038
Total Expenses	<u>\$ 598,160</u>
Funds available for future year programs	<u>\$ 232,484</u>

Maine Dairy & Nutrition Council

2020 Audited Financial Statement

INCOME

Carried forward from previous year \$ 115,080

Current Year Income:

Transfer from Maine Dairy Promotion Board	\$ 118,481
Dealer Fee	97,647
Miscellaneous Income	-
Interest Income	371
Total Current Year Income	<u>\$ 216,499</u>
Total Current Income & Carryover	<u>\$ 331,579</u>

EXPENSES

Local Marketing Implementation:

Operating Expenses \$ 211,702

Unified Marketing Plan Programs \$ 19,561

Total Expenses **\$ 231,263**

Funds available for future year programs **\$ 100,317**

School Nutrition by the Numbers in 2020

Alternative Breakfast Grants

- 2 Schools
- Breakfast Cart, Milk Barrel Cooler and Tablet Package
Student Impact: 770

Spring Soft-Sided Coolers for Schools

- 60 Schools/Districts
 - 364 Coolers
- Student Impact: 37,800

Summit Natural Gas Cooler Donation

- 2 Districts
 - 31 Coolers
- Student Impact: 3,900

School Nutrition Equipment Grants

- 21 Districts
 - 56 Grants Awarded
 - 3 Yogurt Bar Carts
 - 37 Breakfast Carts
 - 2 Smoothie Bars
 - 9 Moovable Milk Barrel Packages (17 barrels)
 - 5 Soft Sided Cooler Packages (32 coolers)
- Student Impact: 23,667

GENYOUth Emergency COVID Grants

- 10 Schools/Districts
 - Awarded Funds: \$19,500
- Student Impact: 4,439

Fuel Up to Play 60

Healthy Eating and Physical Activity Funding Awards

- Gray-New Gloucester Middle School
 - Messalonskee Middle School
- Student Impact: 1,120

NFL FLAG Kits

- 45 Maine Schools
- Student Impact: 14,773

UMaine Hockey Night (February)

- Alford Arena, Orono
- Student/Educator Impact: 90

Maine Virtual Student Leadership Celebration (May) with New England Patriot Chase Winovich

- 9 Schools
- Student/Educator Impact: 45



Additional School Programs Highlights

- Ridge View Community School in Dexter was selected for the New England Patriots Adopt-a-School Program.
- NFL Virtual Player Visits for both the FUTP60 Student Leadership Celebration in May and Maine Association of Health, Physical Education, Recreation and Dance Conference
- Participated in the Maine Department of Education's Harvest of the Month program during dairy month in April with an electronic school mailing featuring, What's Your Maine Moo IQ? posters, handouts and Discovery Ed Undeniably Dairy resources
- Outreach and Collaboration with various organizations
 - Maine Department of Education, School Health Promotion Program
 - Maine Department of Education, Child Nutrition Program
 - Maine School Nutrition Association
 - Maine Ag in the Classroom
 - Maine Farm to School Network
 - Maine Association of Health, Physical Education, Recreation and Dance
 - University of Maine
 - Full Plates Full Potential
 - Let's Go
 - Superintendents Letter of Support for Healthy Eating and Physical Activity in Schools
 - Maine Women, Infants and Children Program
 - Clancy Harrison keynote speaker sponsorship at annual conference/Dairy-Plant Based Diet mailing'
 - University of Maine Dietetic Interns
 - One intern shared in partnership with the DOE Child Nutrition Program: Kalee Tinker



Virtual Student Leadership Day via Zoom with New England Patriots player Chase Winovich.

Appreciation and Perspective from the School Nutrition Community

"We are well and thankful we have a job to go to everyday and see kids, even if behind masks and in a car, but we are right out straight, we have been serving up nearly 2000 meals a day since March 17th, the crews are tired."

"We were in need to hear some great news. These coolers will be very helpful in getting meals to the kids safely. Our numbers continue to rise everyday. We are now serving 2260 meals per day."

"I am over the moon hearing this. I think I might cry. Thank you and our Maine's Dairy Farmers!! Our students are great milk drinkers! This is so exciting and huge for us we are so grateful. I will pass this on to our Board, Superintendent, and staff."

"This will make our transporting so much easier. Please pass on how much we appreciate this. With gratitude."

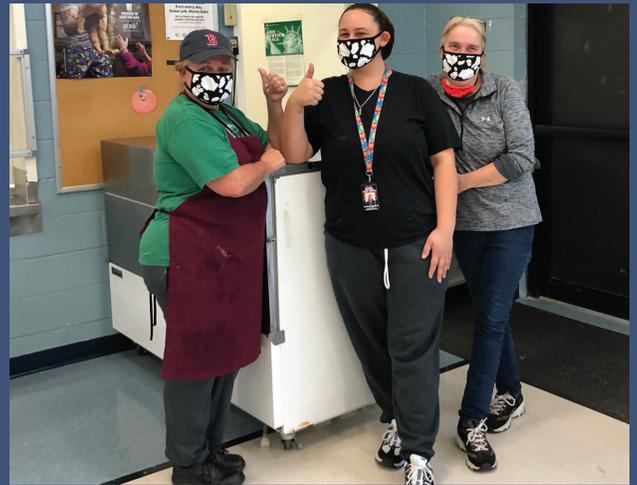
"Oh my word...so generous! Thank you so much."

"Thank you for all you do!! We truly appreciate your organizations support and assistance with our meal program/distribution."

"Thank you for this gift! It is so important to make sure our children's nutritional needs are met, especially during this difficult time."

"We are excited to partner with Fuel Up to 60 School Nutrition and the Maine Dairy and Nutrition Council to use our new equipment and supplies in our breakfast and lunch programs here at the Easton School Department. With the challenges that we have faced this year, we have had to be creative in the use of the equipment. By doing this it has enabled us to use the equipment in multiple ways in both the breakfast and lunch programs and for all age groups. Our goal remains to increase breakfast participation and to ensure our children have a nutritious start to their day. Some of the challenges we have faced this year are being able to provide meals at two separate locations safely and efficiently. Another challenge is keeping the meals at the proper temperature because of the distance within the two buildings. The equipment has benefited the school to meet these challenges by their ability to multi-purpose so that it can be utilized in two locations. With the new equipment provided we have also been able to keep things warm or cold and to set up and display offerings, which has increased interest in our program. With grateful hearts a huge virtual hug we thank you!"





Some of the comments from one school's students:

"I love school breakfast because...."

"It fills my stomach."

"It makes me strong."

"I love breakfast because it is something I can eat it."

"There is always something for me to choose that I love."

"Breakfast gives me energy to get me through the day."

"The students seemed very excited this morning when they saw the smoothie cart set up in the lobby for breakfast. It was nice to see the smiles. After our first smoothie offering at lunch one student wrote a note saying "As a student that has a harder time being able to eat everything the school offers for lunches because of my dietary restrictions, I feel that having the option to eat a smoothie during lunch is great."

"We love the milk coolers (barrels)! They are awesome!"

"We are unable to do breakfast in the classroom like planned due to social distancing requirements, we were still able to use these breakfast carts. We have created grab and go sites beyond the traditional serving line and it has created convenience and easy access for children to have breakfast at school. We are excited to expand our programs even more next year!

"That is great news!!!!!! Knowing there are kind, generous people like you and the Maine Dairy Family out there supporting all of our efforts means more than you can imagine."

REFLECTION: Morse Graduating Senior Boden Gould on his time with Fuel Up to Play 60 and the Youth Council

What has FUTP60 and being a member of the Youth Council meant to you?

I have been involved with the program since I was in the 6th grade. As I finish out my senior year in high school, I think back at all the adventures and leadership courses I have been through. Not only has this program shaped the way I am as a student and an athlete, it helped me realize that I wanted to make change, and learn to help and lead students across the nation. Thanks to my FUTP60 Advisors and Catherine Hoffmann, I have grown as an individual and have gained so much leadership skills. This program is more than just a wellness committee. This is a family, and I will always remember the late nights at the Summit with the Youth Council, and the early mornings with my teams. Thank you FUTP60 and the rest of the national team for making this a four years I will never forget.

How have FUTP60 and your YC experience shaped you as a person and helped develop your leadership skills?

I started the program as a small, shy, middle schooler and did not know much about public speaking or leading anything. As soon as I got involved, I was leading breakfasts and workout challenges throughout my school, I even held a fruit costume parade during class! When I was selected to start working with the Youth Council, saying I was nervous was an understatement. I was told to lead a team of 12 students through a long week of fitness activities, leadership workshops and so much more. During my first summer with the YC, I gained so much knowledge from the upperclassman about being a leader and speaking in front of a crowd with a little over 300 audience members. As my senior year rolled around, I decided I was going to major in a field that had something to do with leadership. A few months later, I made the decision of attending flight school, with hopes to become a pilot for a commercial airliner. This program has helped me figure what I want to do with the rest of my life because it not only teaches you about wellness, but about life and stepping out of your comfort zone.

What does a “healthy school” mean to you and how has FUTP60 helped to make that happen in your schools?

A healthy school can mean a lot of things. For me, I think a healthy school is one of which students are never hungry. I work closely with the Bath Area Food Pantry, and even helped start an in-school food pantry for students that may not have lunch or a snack. Studies show that if students do not have a proper breakfast, they will not perform well in class. So, I wanted to make sure everyone was getting something in the morning, even if it was just a granola bar. I never understood what some students were going through until I started to work at the food pantry. Four years later, the school decided to give free breakfast for all students, this means anyone can afford it. Just by making the first step in creating an in-school food pantry, the leaders around me could see the problem we were facing and could make a change that would benefit so many. Thanks to FUTP60, we were able to buy a new and improved breakfast cart for our lobby. This way students can get a grab and go FREE breakfast and eat it right in class. This has been a huge success and the number of students eating breakfast went up tremendously!

Finally, I cannot express enough how grateful I am for FUTP60 and the experiences it has brought me. This is a journey of a lifetime and you will never forget the experience and friendships that come out of it!





Barb Hamlin and her students from Hichborn Middle School have been faithful attendees to Maine Dairy/Fuel Up to Play 60 Night at UMaine Hockey.

Longtime teacher and FUTP60 advisor Barb Hamlin retires

Being a program advisor has meant a lot to me, the school, and the community at large because it enables us all to make healthier choices. First and foremost, it allowed me to have a club that met most Fridays during homeroom time to have brief meetings about special changes we would make. From the students' perspective, it was mostly about being active and having more physical activity time. The students were in 6, 7 and 8th grades and seeing how they learned to work/play together was just awesome. They even developed their own football game to play before school in the mornings that FUTP60 supported. The morale of the school improved with all the initiatives. For example, giving students a voice in having breakfast served more conveniently (grab & go) with choices they advocated for, after polling their peers, was a big change. We celebrated and had a wonderful assembly with FUTP60 guests. Another big change was the Backpack Program providing take home groceries to anyone with need. We are in an economically disadvantaged area so that was huge. We got a grant for a refrigerator to use for this program too. Also the money and prizes for being a Touch Down School always went into encouraging more fitness especially during each fall when we would have a culminating PE/FUTP60 kickoff event called our 1 Mile Walk Run Assembly which dovetailed with work we did in PE but also was motivating for students to see higher aspirations in fitness via the race for prizes but also linked to a field trip to UME to meet with the Varsity track team. Another example was the school wide activity breaks and especially the special events like dancing down the halls or having a school wide dance challenge of all doing the same dances at once. FUTP60 was a part of the whole school visiting the YMCA for a day which we did every year until COVID.

Also the extra conferences that my students and I attended were very inspirational. Often times I was developing leadership in students who were not the ones you expect. They weren't the smartest, nor the most athletic, though occasionally they were. But most rewarding to me was to see the leadership growth in students who didn't have any of the limelight other than the special things we did with FUTP60.

Matt Mulligan and Mike DeVito have been guest speakers for our students on multiple occasions. Both played in the NFL, and Matt was a middle school student of mine. Their presentations on aspirations and opportunities were always outstanding and meaningful for our students and school community.

We also had opportunities to meet at UMO Hockey games! These are extra special to kids who might not get an opportunity to see a college campus even for sporting events because their parents can't afford the "luxuries". So being from poor communities and being able to raise aspirations and show all the great things out there is special to me and all in our district. These are just a few examples that I can quickly call to mind. There were many more. Thank you very much from all of us at MSAD 31 in Howland. - **Barb Hamlin**

2020: Making an Impact During Uncertain Times

SALES



7-pound
increase in per
capita dairy
consumption

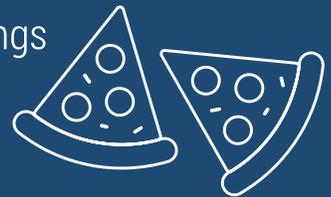
(Source: USDA 2019 data)



11 new
product/promotion
launches through
foodservice



Average pizza servings
**grew more
than 10%**
among checkoff pizza partners



Online milk* sales
grew 122%
vs. 2019

(*refrigerated; Source: IRI e-market insights)



2020 U.S. exports
up 10% over 2019



TRUST



21,000 stores
participate in Subway
partnership with
Undeniably Dairy to
support food insecurity



110 million
additional pounds
fresh milk directed to
Feeding America



9% increase in trust
for dairy farmers among
consumers after seeing
Undeniably Dairy content

TRUST

12.5 million organic video views through Gen Z-focused barnstorming pilot project



Potential reach of **40 million** educators, parents and students through Fuel Up to Play 60 Homeroom



GLOBAL POSITIONING



DGA recommends **3 servings** of dairy/day in Healthy U.S. and Healthy Vegetarian eating plans



74% of U.S. milk production adopts Innovation Center's U.S. Dairy Stewardship Commitment



\$30 million in external support for Net Zero Initiative



U.S. Dairy Export Council opens **U.S. Center for Dairy Excellence** in Singapore to grow export sales

Raised awareness of U.S. dairy's global presence in sustainable food systems



Dairy Transformation initiative creates roadmap for change

41 National Dairy Council peer-reviewed articles published

New web site design and logo to better reflect greener, local messages about dairy



Maine Dairy and Nutrition Council works to bring the story of dairy to Mainers - the nutritional benefits, how to use it in the kitchen,

How we communicated with consumers in 2020

Though our year at the Maine Dairy Promotion Board/Maine Dairy & Nutrition Council started with scheduling school visits and plans of attending food festivals, we were forced to quickly adjust and relied

heavily on sharing recipes via social media, virtual experiences and a great deal of video with the help of dairy farmers. Thank you to all who helped us out this year!

