



MAINE DAIRY & NUTRITION COUNCIL

MAINE DAIRY PROMOTION BOARD



2013 ANNUAL REPORT



## Message from Maine's United Dairy Industry Association Director, Victor Bissell, Chair of the Maine Dairy Promotion Board

I represent Maine Dairy Checkoff farmers on the national board along with other United Dairy Industry Association Directors from the 18 state and regions (S/Rs) that comprise the nation-wide network of dairy farmers who oversee and direct the strategies of Dairy Management Inc.™ (DMI) in Rosemont, Ill. Collectively, DMI and the local S/Rs are responsible for accomplishing the goals of UDIA through implementation of the Unified Marketing Plan (UMP) on the national and local levels.

The dairy industry continues to face numerous challenges, but through a cohesive UMP, we allocate limited resources where they can most affect marketing efforts to maintain and ultimately increase sales and demand for the products dairy farmers produce. 2013 has been an extremely good year for exports and consumers have increased demand for cheese and butter. While fluid milk sales continue to decline, some of it is a result of cannibalization

within the category, such as increase demand and sales of yogurts and new competitive beverages. DMI's Fluid Milk Initiative is addressing the declining fluid market.

Partnerships help sell more dairy products. Working with national partners like McDonald's™ has resulted in more dairy being added to their menu offerings from McCafes made with milk, additional cheese on their burgers to McDonalds' "Thanks to America's Dairy Farmers" video. Quaker's partnership is built around breakfast, encouraging consumers "to make it with milk." Domino's has successfully redeveloped their pizza business and increased the amount of cheese on their pizzas. Taco Bell is introducing a new Quesadilla featuring more cheese and sour cream topped with additional real sour cream. These national partnerships help further the utilization of local dairy farmers' products and markets and contribute to the survival of the entire dairy industry.

# 2013 MDPB/MD&NC Annual Report



Jim Howard  
Treasurer  
Tween-Hills Farm  
Orrington



Kate Fogler  
Stonyvale Farm  
Exeter



Victor Bissell,  
Chair  
UDIA Director  
Palmyra



Tim Drake  
MDOAC&F



Jenni Tilton-Flood  
Flood Brothers Farm  
Clinton



MAINE DAIRY PROMOTION BOARD

MAINE DAIRY & NUTRITION COUNCIL



JOINT BOARD OF DIRECTORS



Teresa Hardy  
Hardy Farm  
Farmington



Dave Lorenz  
Garelick Farms  
Bangor



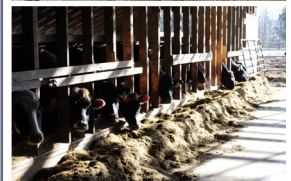
Beth Johnson, Chair  
Johnson Farm  
Kittery



Harold Larrabee,  
Treasurer  
Aghaloma Farm,  
Knox

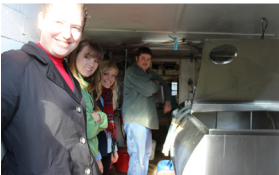


Edna Fletcher  
Fletcher Farm  
Pittsfield



# 2013 Audited Financial Statement

## Maine Dairy Promotion Board



### INCOME:

Carried forward from previous year \$ 215,670

### Current Year Income:

Producer Checkoff \$ 605,476

Transfer to NE Dairy Promotion Board (25,000)

Transfer to ME Dairy & Nutrition Council (121,504)

Net Checkoff Income \$ 458,972

Other Income 193

Interest Income 503

**Total Current Year Income \$ 459,668**

**Total Income & Carryover \$ 675,338**

### EXPENSES:

Unified Marketing Programs \$ 100,473

National Program Implementation \$ 171,745

### Local Marketing Implementation:

Operating Expenses 187,645

UDIA Dues 81,333

**Total Local Marketing Implementation \$ 268,978**

**TOTAL EXPENSES \$ 541,195**

**Funds available for future year programs \$ 134,142**

# 2013 Audited Financial Statement Maine Dairy & Nutrition Council

## INCOME:

Carried forward from previous year      \$ 129,316

## Current Year Income:

Producer Checkoff                              \$ 121,553  
Dealer Fee    81,112  
Sale of Materials                                      108  
Interest Income                                      318

**Total Current Year Income                      \$ 203,092**

**TOTAL INCOME & CARRYOVER                  \$ 332,408**

## EXPENSES:

Unified Marketing Programs                      \$ 32,238

## Local Marketing Implementation:

Operating Expenses                                161,173

**TOTAL EXPENSES                                      \$ 193,411**

**Funds available for future year programs      \$ 138,997**





## HEALTH & WELLNESS

2013 was our first Farm Fest Milk Run in Mapleton, put on in conjunction with the Maple Meadows Farm Fest. It was also the day after a major triathlon in Presque Isle, and we had some serious runners participate. This event was a great opportunity to share messaging about refueling with chocolate milk.

Along with chocolate milk, other health and wellness topics included enjoying dairy while lactose intolerant, dairy as a source of high quality protein, and the importance of supplying food pantries with dairy products. In regards to the latter, milk is one of the most requested nutritious items in food pantries, yet it is donated the least because of its short shelf life. The solution has been the implementation of the Great American Milk Drive in 2014. Through monetary donations to Feeding America, food pantries are able to hand out coupons for clients to buy milk. As a part of the food insecurity conversation, breakfast in schools is an important factor because nutrition is proven to affect student performance.



# 2013 MDPB/MD&NC Annual Report

In an attempt to connect a younger audience to Maine's dairy farmers and talk about fueling with dairy, two scholar athletes who also happen to be dairy farmers - Seth Powers of Silver Maples and Lilla Tilton-Flood of Flood Bros. - serve as models for the posters below. These have been given out to teachers, school health coordinators, and other school staff for their classrooms. If you have schools that visit your farm and would like to hand out these posters to them, please let us know and we can send some to you. If you want to pose in a 2014 image, email [jami@drinkmainemilk.org](mailto:jami@drinkmainemilk.org) or call us.

He's got chores. He's got schoolwork.  
He's got a big game.

**No problem.  
He's got MILK.**



Seth Powers - Third generation farmer on Silver Maples Farm in Milton, Maine.



Seth Powers - Tight End and Safety for the Lawrence Bulldogs.

Dairy foods such as milk, yogurt and cheese are excellent sources of high-quality protein to fuel your body and help it recover naturally.

**Dairy Farmer. Scholar. Athlete.**

Good thing Lilla has three servings of dairy each day to keep her going strong.



Lilla Tilton-Flood - Fourth generation dairy farmer on Flood Brothers Farm in Clinton, Maine.

Lilla Tilton-Flood - Field hockey player for the Maine Magnet and Lawrence Bulldogs.

Dairy foods such as milk, yogurt and cheese are excellent sources of high-quality protein to fuel your body and help it recover naturally.

## For 2014

**BRAAP. REFUEL. REPEAT.**

The Trundys of Twin Brook Dairy are a hard working and hard playing family, but luckily they always have CHOCOLATE MILK on hand to keep them going, whether in the fields or on the trails.

**NATURE'S RECOVERY DRINK**

[DrinkMaineMilk.org](http://DrinkMaineMilk.org)

**Ride. Refuel. Repeat.**

When dairy farmer Cathryn Wright isn't milking cows or feeding calves or working in the fields, you can bet she's on a horse.

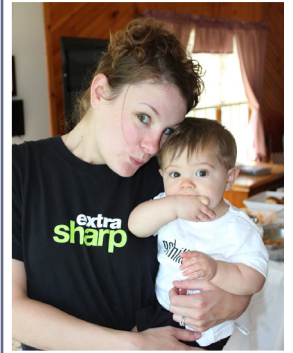
Lately, she has the horse stop when it comes to the best way to recover from a day of working hard and playing hard.

**CHOCOLATE MILK**

nature's Recovery Drink

The egg combination of casein and dairy protein to REFUEL your body.

[DrinkMaineMilk.org](http://DrinkMaineMilk.org)





## Keeping kids active and loving dairy!

### MAINE RESULTS

- Maine currently has over 500 schools enrolled in FUTP60, 83,000 students locally who have heard of the program and 47,000 students who are involved.
- The number of schools in Maine with adults signed-up as Program Advisors increased by 20 percent and now is 112, up from 93 in 2011-2012. This year the number of Program Advisors in schools, correlates with higher activation, engagement and more time spent on the program.
- Because of their schools' involvement in FUTP60, 70,000 students have greater access to healthier foods, including dairy, and more opportunities for physical activity.
- Seventy percent of adult stakeholders say FUTP60 is increasing access to dairy products on campus. This confirms dairy is benefiting from the improved school nutrition environment that the program facilitates, along with the other key food groups to encourage.



Promoting funding opportunities to increase dairy consumption in Maine schools at Maine School Nutrition Association Conference.



## SCHOOL BREAKFAST

Research shows that improved nutrition, including daily breakfast, and increased physical activity can lead to improved academic performance. Eating breakfast at school can help kids be more attentive, behave better and achieve higher test scores. Whether it's milk, a smoothie, or yogurt parfait, dairy helps power up students' morning meal. Grants provided funding for schools to purchase equipment to help increase dairy consumption among Maine schoolchildren.

### It Starts With School Breakfast!

Students who eat  
#schoolbreakfast  
are better learners  
and healthier kids.

[startwithschoolbreakfast.com](http://startwithschoolbreakfast.com)



**"We usually serve  
about 130 for breakfast  
for a school of 650, but  
this a.m. we served 450!  
Yay!!!!"**

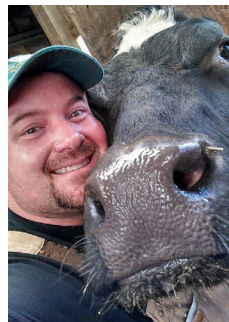
*School Nutrition Director, Saco*



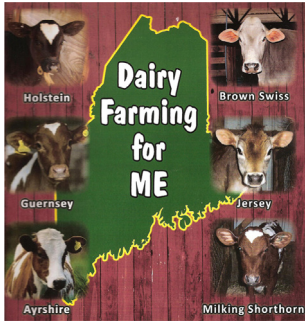
## CONSUMER CONFIDENCE

Consumer Confidence seems to be the buzz phrase for the dairy industry in 2014, but we've been focusing on this for a long time here in Maine. One of the best ways to build consumer confidence is to get your story - the story of the dairy farmer - out to the public. If you don't tell it, someone else will, and unfortunately, they probably won't be telling the honest story. Animal rights activists have taken to social media with videos and images of cruelty to dairy cows, telling the public that this is the day to day treatment of all dairy cows on all dairy farms. It doesn't have to be a blog or take a lot of time; a picture speaks a thousand words and platforms like Facebook, Pinterest, Twitter and Instagram are simple but effective ways to reach your audience. If you have a page with one of those platforms, please "like" or "follow" our DrinkMaineMilk pages, and we'll return the favor!

**Images like these, can do a lot to combat an image like this:**



# 2013 MDPB/MD&NC Annual Report



Maine dairy farmers helped fund the 2013 Read Me Ag. book Dairy Farming for ME. Over 600 classrooms participated in the 2013 Read ME Agriculture program.



Where does your milk go?  
Share your photo with us!

## Maine Dairy Promotion Board and Maine Dairy & Nutrition Council Staff

Executive Director - Cheryl Beyeler

Communications Manager - Jami Badershall

Office Manager - Meredith Fahey

School Nutrition Program Manager - Catherine Hoffmann

E-mail [info@drinkmainemilk.org](mailto:info@drinkmainemilk.org)

Call us 207.287.3621

Maine Dairy Promotion Board  
Maine Dairy & Nutrition Council  
333 Cony Road  
Augusta, ME 04330

Visit [www.DairyGood.org](http://www.DairyGood.org)

