



MAINE DAIRY & NUTRITION COUNCIL

MAINE DAIRY PROMOTION BOARD



2014 ANNUAL REPORT



Comments from Executive Director Cheryl Beyeler

2014 has been a year of increasing and deeper engagement by staff in their respective Unified Marketing Plan program areas. While the number of dairy farms in Maine continues, unfortunately, to decrease so does our budget. The Maine dairy checkoff staff has made every effort to continue to engage school personnel and students, health professional, thought leaders, school nutrition directors and community members in all aspects of the 2014 Unified Marketing plan and activities.

The relationships that staff has forged over time and those they work with, have stood our dairy checkoff organizations in good stead, particularly when as organizations we are not able to be as generous with materials, sponsorships and diversity of programs as the organizations had been in the past when our budget was more lucrative. These relationships are priceless and have been formed and cultivated by numerous staff members from years ago to the present.

This year National Dairy Council is celebrating its 100th year anniversary; the Maine Dairy & Nutrition Council, formerly named the Maine Dairy Council has been in existence since 1949 and Maine Dairy Promotion Board since 1953. Maine has a long history of serving our Maine communities and their members due to the generosity of Maine dairy farmers and their promotion/checkoff assessment.

However, due to a changing consumer landscape, it is becoming increasingly important to recruit more of our checkoff dairy farmers to participate in the various programs and components of the Unified Marketing Plan programs. As consumers have become more removed from agriculture, a void exists, and an opportunity for dairy farmers to assist in educating consumers and community members about dairy farming, farming practices and to help dispel misinformation that many consumers have around dairy products and dairy farming. Together we are stronger!



Heath Miller
Green Valle Farm
Newburgh



Kate Fogler
Treasurer
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

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Edna Fletcher
Fletcher Farm
Pittsfield



2014 Audited Financial Statement

Maine Dairy Promotion Board

INCOME

Carried forward from previous year	\$ 134,142
Current Year Income:	
Producer Checkoff Remittance	\$ 598,390
Transfer to Maine Dairy & Nutrition Council	(118,796)
Transfer to New England Dairy Promotion Bd	(10,000)
Net Checkoff Income	<u>\$ 469,594</u>
Interest Income	\$ 370
Other Income	198
Supplemental Funding (restricted)	65,000
Total Current Year Income	<u>\$ 535,162</u>
Total Current Income & Carryover	<u>\$ 669,304</u>

EXPENSES

Local Marketing Implementation:	
Operating Expenses	\$ 190,064
UDIA Dues	103,167
Total Local Marketing Implementation	<u>\$ 293,231</u>
National Program Funding Commitment	\$ 146,869
Unified Marketing Plan	\$ 114,389
Total Expenses	<u>\$ 554,489</u>
Funds available for future year programs	<u>\$ 114,815</u>

2014 Audited Financial Statement

Maine Dairy & Nutrition Council

INCOME

Carried forward from previous year	\$ 138,997
Current Year Income:	
Producer Checkoff	\$ 118,795
Dealer Fee	74,317
Sale of Materials	137
Interest Income	253
Total Current Year Income	<u>\$ 193,502</u>
Total Current Income & Carryover	<u>\$ 332,499</u>

EXPENSES

Local Marketing Implementation:	
Operating Expenses	\$ 165,887
Unified Marketing Plan	\$ 61,065
Total Expenses	<u>\$ 226,952</u>
Funds available for future year programs	<u>\$ 105,547</u>

FUEL UP TO PLAY 60 *Empowering kids to make a difference in their lives, their schools and their communities. FUTP60 encourages students to consume nutrient rich foods, including dairy, and achieve at least 60 minutes of physical activity every day.*



Success starts with breakfast

School Breakfast – Maine dairy farmers are helping students achieve success by supporting increased breakfast participation. Kids who eat school breakfast experience less tardiness and absenteeism, improved math and reading scores, fewer visits to the nurse's office, fewer behavior issues and fewer issues such as depression, anxiety and hyperactivity. And, they drink more milk.

In Maine schools, farmer dollars provide:

- Equipment
 - Blenders
 - Insulated portable coolers
 - Breakfast carts
 - Milk coolers
- Posters
- Exciting New Dairy-Based Recipes
- Physical Activity and Healthy Eating funds
- School Enhancements, such as banners, food service equipment, bulletin boards and playground stencils
- NFL player visits
- Incentives and rewards

"Funds were used to purchase a smoothie machine for our program...Kids love it and it has increased breakfast participation."



THE PROOF IS IN THE ~~PUDDING~~ YOGURT

Here in Maine, Fuel Up to Play 60 is good for dairy.

- 67% of Maine schools receiving FUTP60 funds reported increased consumption of milk.
- 33% of Maine schools receiving FUTP60 funds reported increased consumption of cheese.
- 83% of Maine schools receiving FUTP60 funds reported increased consumption of yogurt.
- 83% of Maine schools receiving FUTP60 funds reported increased breakfast participation.
- Schools receiving Fuel Up to Play 60 funding this year increased milk sales approx. 9%
- Schools receiving Dairy Optimization Funding reported a net increase in milk sales.
- Schools receiving Dairy Optimization Funding reported an increased use of yogurt.

"We just cannot thank this program enough for allowing our school to make great changes and benefit our small community as a whole."

"After taste testing the smoothies, many kids came back to school the next day saying that they had talked about it with their parents. They said that they wanted more smoothie options at school and would be more interested in school breakfast if they knew there were smoothies there."



2014 NFL player appearances

Jermaine Wiggins
Westbrook Middle School



Matthew Mulligan
Leonard Middle School



Troy Brown
Shapleigh Middle School

Hichborn
Middle School

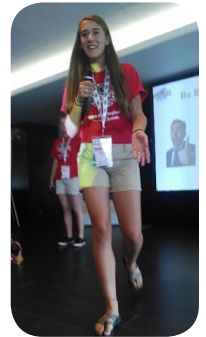


"When we began the Fuel Up To Play 60 program, (we) had no idea how it would transform our school. Our K-5 students were somewhat active and made healthy choices occasionally. Since beginning FUTP60 several years ago, our students are now always "ready to roll" with various forms of physical activity and actively look to make healthy snack and meal choices on a consistent basis."

"We are so grateful to Fuel Up To Play 60 for all the amazing opportunities it offers our students!!"

NFL partnership = touchdown for dairy.

Photos from the Fuel Up to Play 60 New England Summit



Maine Dairy Night at the Sea Dogs

June Dairy Month event

As our big Dairy Month event, the Maine Promotion Board sponsored a Portland Sea Dogs game. In keeping with a dairy theme, the Maine Dairy Princess threw out the first pitch, two players competed in a cow milking contest, and we made an attempt at the world record for largest cow ensemble. We also used the event to promote the Great American Milk Drive, and Garelick Farms, Hood and Oakhurst all donated 10 gallons per run that night to a designated food bank or pantry.



Milking contest with a cow borrowed from Smiling Hill Farm.



It was a sell out night for the Sea Dogs, and the cow bell ensemble was a hit.





In 2013, the National Dairy Council, in partnership with the Washington Post, took the lead in discussions about how farmers will feed a growing population on less land with a decreasing environmental footprint in their Future of Food events. In 2014, they continued to keep dairy at the forefront of the discussion by making sure we had a voice in the National Geographic's Future of Food series.

MilkPEP has addressed the hunger issue by partnering with Feeding America. The Great American Milk Drive, an on-line food drive, asks for a \$5 donation, which is in turn given to food banks to distribute locally in the form of coupons or vouchers good for the purchase of a gallon of milk. Visit milklife.com/give for more information.

In September of 2014, nearly 500 gallons of milk were collected for Good Shepherd Food Bank at Hannaford Supermarkets in Turner, Gray, Falmouth, Auburn and Lewiston with the help of Dairy Checkoff staff, Cabot Creamery Cooperative, HP Hood and Good Shepherd. Also on hand were dairy farmers Beth and Rick Johnson of the Johnson Farm in Kittery, Betsy and Sydney Bullard of Brigeen Farms in Turner and Steve Keene of Conant Acres in Canton, Fuel Up to Play 60 National Youth Council member Noa Sreden of Bath, and Tim Drake of the Maine Milk Commission also participated.



NATIONAL PARTNERSHIPS

Quaker Oats® -

Larry the Quaker Oats® guy donned a milk moustache in 2014 and can be seen on oatmeal canisters and in advertisements. Consumers are encouraged to “Make it with milk for a boost of protein.” The hashtag #quakerwithmilk can be found on Twitter, Instagram and other social media platforms. Checkoff resources also aided Quaker in the development of innovative products such as the Breakfast Shake and Warm and Crunchy Oatmeal, which must be prepared with milk.



McDonald's® replaced soda with milk as the standard drink for Happy Meals. Go-Gurt® is a side option. Dairy Checkoff worked with McDonald's® to develop the lower-sugar yogurt. It actually has 25% less sugar than the leading kids' yogurt.



Dairy Checkoff also worked with Taco Bell® to develop its breakfast menu that launched in 2014. Five of the six items use cheese as the main ingredient. The dairy-based taco menu is projected to grow Taco Bell's dairy sales by 5 percent.

Consumer confidence efforts continue in 2015

The goal of DMI in 2015 is to make milk relevant again, for all ages.

With schoolchildren, we have had a captive audience for milk, but in recent years the age of skipping milk in school moved from 15 to 9 because milk isn't considered "cool" by that age. As those people age, there are more and more choices available to them. When making those choices regarding a product or a brand - people want to know "What's the benefit to me and my community?" While social media has brought the world to our finger tips, consumers' real concerns are closer to home.

In 2015, DMI is shining light on three important areas:

- **Emotional** Create a sense of personal relevance for dairy in people's own lives.
- **Rational** Show the real and meaningful impact milk and dairy have on our health and well-being.

- **Societal** Highlight the role of dairy and the industry in making a better world today and tomorrow.

The themes they have already begun to incorporate are as follows:

- **Dairy Bold & Proud** Sharing the FACTS for consumers who are being bombarded with scare tactics.
- **Farmer 2.0** Showing that dairy is keeping up with the times and leading the way when it comes to technology, acceptable animal care practices, innovation and entrepreneurship.
- **The Greater Good** Highlighting dairy's role in providing sustenance for the world, including benefits in your local community.
- **Milk & Me** Making milk contemporary and not relying on nostalgia; communicating that dairy is key to a vibrant and healthy life.
- **Brand Milk** Highlight the innovation of the fluid milk category and the positive role of dairy-based protein.

On the cover: Congratulations to the Davis Family of Silver Valley Farm in New Sharon on their selection as the 2014 Maine Green Pastures Award Winner. They were also featured on this poster that was printed as part of the Fuel Up to Play 60 program.



Maine Dairy Promotion Board and Maine Dairy & Nutrition Council Staff

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