



MAINE DAIRY PROMOTION BOARD
MAINE DAIRY & NUTRITION COUNCIL



2016 ANNUAL REPORT

Message from our United Dairy Industry Association Maine Director

Checkoff is more than a line item deduction on our milk checks, it has value and it has meaning. Representing Maine Dairy Farmers and their hard earned contribution by serving on United Dairy Industry Association (UDIA) Board my priority is to ensure that it is a FULL 15 cents worth of value for our programming & marketing, as well as advocating the best interests for our industry. Working to make sure our State's dairy farms are represented at the national level. The importance of maintaining and improving our long standing trade



School Programs Manager Catherine Hoffmann, 2016 dietetic intern Zakk Castonguay and Jenni Tilton-Flood during a tour of the Flood Brothers Farm.

relationships with neighbors as well as the development of new trading partners and markets in our global economy is a key piece to the future of dairy. Strengthening our brand partnerships, safeguarding the trust of dairy's natural goodness throughout the value chain and finding new ways to convey to our buyers and consumers that the dairy our farms produce comes from a good place, as well as protecting our rights to care for our cows and land is imperative and necessary. These priorities of UDIA serve our dairy farmers well, and moving forward we need to build upon them and improve them to protect the future of dairy and help it prosper.

***Jenni Tilton-Flood, Flood Bros. Farm, Clinton
Maine Dairy Promotion Board***



Teresa and husband Henry during a tour of their farm by New England college students.

Our staff has been working hard this past year to increase consumption and demand for real dairy. They have been able to showcase many of the great things happening on our Maine dairy farms, and have shared them with consumers in our communities, building confidence and trust. Schools, child nutrition/fitness, and working with health professionals all continue to be a large part of our programs. Marketplace partnerships and Exports continue to grow and evolve, creating exciting new opportunities for dairy and dairy products."

**Kathryn Fogler, Stonyvale Farm, Exeter
Chair, Maine Dairy Promotion Board**

The Unified Marketing Plan has had many benefits for the dairy industry. We have several schools in the state becoming more involved with Fuel Up to Play 60, and this program is helping youth and adults get more exercise as well as eat a better diet. We have helped put lots of tools/equipment into local schools to encourage consumption of dairy products from smoothie machines, to coolers, to grab and go snacks. We have also partnered with several chains to encourage more dairy consumption from more cheese on Dominos pizza to more milk products in McDonald's lattes and coffees.

**Teresa Hardy, Hardy Farm, Farmington
Chair, Maine Dairy & Nutrition Council**



Kate Fogler and Simon Alexander, DVM during a Maine School Nutrition Association farm tour.



Victor Bissell,
Somerset Farm
Palmyra



Harold Larrabee
Treasurer
Aghaloma Farm
Knox



Kate Fogler
Chair
Stonyvale Farm
Exeter



Tim Drake
MDOAC&F



Jenni Tilton-Flood
UDIA Director
Flood Brothers Farm
Clinton



MAINE DAIRY PROMOTION BOARD
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Conant Acres
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Jim Lesser
Oakhurst Dairy
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Teresa Hardy
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Heath Miller
Treasurer
Green Valle Farm
Newburgh



Betsy Bullard
Brigean Farms
Turner

Collaboration, the Cornerstone of the Full Fifteen Cents Dairy Checkoff Assessment

**Cheryl Beyeler, CFCS, Executive Director
Maine Dairy Promotion Board
Maine Dairy & Nutrition Council**

The importance of synergy of the total 15 cents of U.S. dairy farmers' checkoff encourages closer collaboration locally, nationally and internationally. Locally, increased collaboration between health professionals, educators and local dairy farmers and their families has strengthened and enhanced understandings about dairy farming and dairy farming practices.

Nationally, closer involvement and collaboration between and with the local states and regions (S/Rs) across the country has resulted in sharing of best

practices and greater S/R input into the Unified Marketing Plan and Dairy Management Inc. national programs. Thus, enhancing a greater capacity for the total 15 cent Dairy Checkoff to address the most positive interests of U.S. dairy farmers.

Internationally, collaboration is critical to enhancing increased trade development, and the expansion of international markets. Encouraging removal of barriers to trade and expanding worldwide dairy markets require many aspects, however collaboration is of prime importance.

Collaboration of the whole is imperative in achieving the most effective and efficient utilization of dairy farmers' funded Dairy Checkoff program!



2016 Audited Financial Statement

Maine Dairy Promotion Board

| INCOME | | EXPENSES | |
|---|--------------------------|---|--------------------------|
| Carried forward from previous year | \$ 69,542 | | |
| Current Year Income: | | Local Marketing Implementation: | |
| Producer Checkoff Remittance | \$ 627,051 | Operating Expenses | \$ 199,429 |
| Transfer to Maine Dairy & Nutrition Council | (125,225) | UDIA Dues | <u>125,000</u> |
| Transfer to New England Dairy Promotion Bd | <u>(15,000)</u> | Total Local Marketing Implementation | <u>\$ 324,429</u> |
| Net Checkoff Income | <u>\$ 486,826</u> | National Program Funding Commitment | \$ 146,700 |
| Interest Income | \$ 357 | Unified Marketing Plan Programs | \$ 107,777 |
| MEMIC Dividend | 201 | Total Expenses | <u>\$ 578,907</u> |
| Other Income | 25 | | |
| Supplemental Funding (Restricted) | <u>125,200</u> | Funds available for future year programs | <u>\$ 103,244</u> |
| Total Current Year Income | <u>\$ 612,609</u> | | |
| Total Current Income & Carryover | <u>\$ 682,151</u> | | |

2016 Audited Financial Statement

Maine Dairy & Nutrition Council

| INCOME | | EXPENSES | |
|---|--------------------------|---|--------------------------|
| Carried forward from previous year | \$ 52,350 | | |
| Current Year Income: | | Local Marketing Implementation: | |
| Transfer from Maine Dairy Promotion Board | \$ 125,318 | Operating Expenses | \$ 183,509 |
| Dealer Fee | 65,254 | Unified Marketing Plan Programs | \$ 12,381 |
| Sale of Materials | 20 | | |
| Interest Income | 259 | | |
| Total Current Year Income | <u>\$ 190,850</u> | Total Expenses | <u>\$ 195,890</u> |
| Total Current Income & Carryover | <u>\$ 243,200</u> | Funds available for future year programs | <u>\$ 47,310</u> |



Bath Middle School Funding Success Story

Healthy Eating Play: Breakfast....Anytime, Anywhere

Although breakfast is available upon arrival each morning, we found that most of our students were skipping breakfast for one reason or another only to feel ill or hungry later in the day. Administrators, food service, and teachers collaborated on creating and trialing a new school schedule that would incorporate a new school-wide, mid-morning break period where students could return to the cafeteria to access Second Chance Breakfast for a grab and go breakfast or snack. Since starting this program, our breakfast participation has more than doubled, students remain attentive and trips to the clinic for stomachaches and headaches have greatly decreased!

We convinced our principal and food service director to trial a new schedule with a designated breakfast break. Food service agreed to reopen for late grab and go breakfast. We added new decor and breakfast signage to our cafeteria to generate new interest. Wellness students did announcements, made posters and even lead a breakfast parade to advertise the program and proclaim the importance of breakfast in fueling greatness.



1. Enfield Station Elementary
2. Brunswick Jr. High
3. Morse High School
4. Bath Middle School

Small Equipment Grants

Six schools awarded Fuel Up to Play 60 branded milk coolers

We love our new milk cooler. It looks and performs great! The larger storage capacity allows us to provide milk for our after-school program in addition to our breakfast and lunch programs. We cannot thank you enough!

Kris Chapman,
Edna Drinkwater School



Jeff Keene of Keene Dairy in Belfast at **Edna Drinkwater School**.



Brian Johnson of Johnson Farm in Kittery at **Coastal Ridge Elementary** in York.



The **Ella Burr School** cafeteria staff in Lincoln is excited about their new cooler.



Heath Miller of Green Valle Farm in Newburgh with Pre-K students at **Beech Hill School** in Otis.



Jimmie Howard of Tween Hills Farm in Orrington visits **Center Drive School**.



Jane Bell and son Aaron of Tide Mill Farm visited **Edmunds Consolidated School** with calf Arugula in tow.



New England FUTP60 Summit

On July 21, 18 students and 10 program advisors from six Maine schools participated in the New England Fuel Up to Play 60 Summit at Gillette Stadium. Represented were Ridge View Community School, Hichborn Middle School, Shapleigh Middle School, Pittston Consolidated School, Van Buren Secondary School and Westbrook Middle School. Last summer, Maine Student Ambassadors Angelica Johns of Westbrook and Jaylen White of Westbrook Middle School and a Westbrook Middle School Program Advisor, were also able to attend the National Fuel Up to Play 60 Summit in Indianapolis, Ind., where they learned how to be great wellness leaders and role models.



Angelica Johns (left) with her winning smoothie contest team.



Students did drills with former New England Patriots.



Students and advisors had the opportunity to meet current New England Patriots player Duron Harmon.





- Free, 1-Day non-contact football clinic hosted by the New England Patriots and The New England Patriots Alumni Club
- Open to boys and girls ages 9-14.
- Coached by former Patriots players.
- Kids & parents learn about healthy foods to fuel their physical activity.
- Expanded locations:

| | |
|----------|--------------|
| Bangor | 200 students |
| York | 100 students |
| Portland | 150 students |



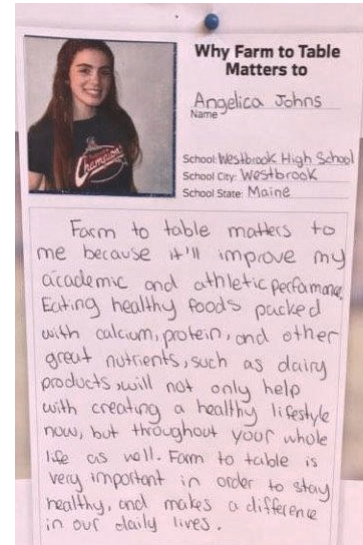
At Football For You clinics, Fuel Up to Play 60 has an opportunity to provide healthy snacks and nutrition information, including the importance of dairy in a healthy diet, to parents and kids.





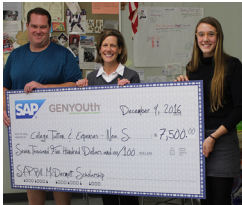
2016-17 State Ambassador Angelica Johns Freshman, Westbrook High School

As the Maine State Fuel Up to Play 60 Ambassador, Angelica has attended both the New England and National FUTP60 Summits, earned a visit from Patriots' player Duron Harmon for her school, started a "second chance" breakfast cart at her high school and has worked with an area elementary school to promote the Fuel Up to Play 60 program.



Former state ambassadors earn college scholarships

Of three national Bill McDermott Scholarships awarded by SAP in association with GENYOUth, TWO of them were given to former Maine Ambassadors Noa Sreden of Bath and Madison Damon of Westbrook. Each was worth \$7,500. Both young women have remained active in Fuel Up to Play 60 throughout their high school careers.



Making Summer Feeding a little cooler

Summer means families are unable to rely on school meals to provide nutrition. As 1 in 4 Maine children deals with hunger, Summer Feeding programs around the state are helping to fill the gap. In 2016, the Maine Dairy Promotion Board was able to provide 24 school districts with 61 coolers to ensure that those meals are served at a safe temperature and with cold milk.

The coolers were a tremendous help in our expanded summer meal program. We added two satellite sites this year and were able to keep milk and meals at the optimal temperatures. Thank you for your part in helping us decrease student hunger in our area. They were perfect for our program.

Lisa, RSU 67

Thank you very much. We love the coolers!

Jodi, SAD 17

We will be using the coolers to merchandise milk at Pizza Parties and Field Trips. They are great!

Linda, RSU 24

Thank you for supplying us with the cooler bags for transporting to the satellite sites. They worked out wonderfully especially in the extreme heat of the summer!

Allison, RSU 3

The meals that were brought to Woodland Commons daily were transported in the milk cooler. It made it

much easier to transport (size and shape and handles). The kids loved seeing the big red bag arrive ... it signaled lunch time for them!!

Wendy, Kittery

The coolers helped draw kiddos to lunch! They are easily seen and kept the milk chilled!

Laura, RSU 54



MAINE SCHOOL NUTRITION ASSOCIATION

STONYVALE FARM TOUR



Social media posts following our farm tour of Stonyvale Farm in Exeter, which included a conversation about cow care by Kate Fogler and Simon Alexander, DVM and a tour of the Methane Digester with Sarah Wintle:

What a wonderful tour ... thanks @DrinkMaineMilk.org.

THX @DrinkMaineMilk 4 GR8 presentation by @dairyfarmerRD & today's #dairyfarm tour! @JeanRagalieRD @Amy-MyrdalMiller

Thank you again for the farm tour and sponsorship at last week's MSNA Conference. It really helped make it the best MSNA Conference I have attended in several years.

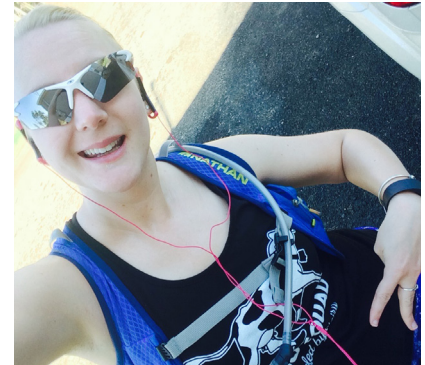
Had a great tour of the farm today while at the conference in Bangor. We learned so much and I fell in love with all the baby cows.

Our organization also helped to pay for dairy supporter, author and educator Dayle Hayes, MS, RD and dairy farmer and registered dietitian Abbey Copenhaver to attend and speak at the conference.

The Moo Squad brings attention to dairy amongst athletes

The cow print leggings and shorts were a conversation starter for sure, and happily, that conversation was all about dairy as part of a healthy diet for athletes. In our first season with the Moo Squad, we had two dairy farmer's daughters who work off the farm but were excited to promote the dairy industry through their running, a dairy nutritionist, an employee of the Department of Agriculture who came from a dairy farm family in Massachusetts,

and a Spartan obstacle race competitor who grew up next door to a dairy farm and now heads up the recreation department for Thomas College. All the athletes wrote blogs for us and made regular social media posts about their love of dairy and how it fuels them for their workouts. But the biggest success was their personal interactions with athletes at 5Ks, triathlons, half marathons and obstacle course races around the state and nation.



ALSO HAPPENING IN 2016 ...

Hosting a UMaine Dietetic intern



Each year, the Maine Dairy and Nutrition Council shares an intern with the Maine Department of Education's Child Nutrition Program. During the intern's short time with us, we try to visit multiple farms to give them closer to the farm to table experience.

We value this time with interns as we feel it can shape their relationship with dairy throughout their professional career.

In 2016, we visited Flood Bros. Farm, the Milkhouse and Tidemill Farm.



The Maine Dairy Princesses lent a hand during **NELE Kids Day** at Windsor Fair Grounds, during which more than 1400 school children learned about Maine agriculture. At the dairy booth, they got a tour of the milking parlor, fun and educational hand outs and Cabot cheese.



We had fun hosting Maine Dairy Night at the Portland Sea Dogs. Many farmers and their families were able to attend, including Betsy Bullard of Turner who gave the on-air interview during the game.

WANT TO STAY INFORMED?

We have a great deal happening nationally and locally with Dairy Checkoff. If you want to have more regular updates or want to know what great news about dairy you can share with others, there are ways to stay connected.

SIGN UP FOR OUR NEWSLETTER

Stay informed about the goings on right here in Maine. We'll give you the highlights about activities for both the Maine Dairy & Nutrition Council and Maine Dairy Promotion Board and let you know of any upcoming events. To sign up, please e-mail jami@drinkmainemilk.org. In the interest of cost, this newsletter is only available through e-mail. If you don't have access to e-mail but would still like a newsletter, give us a call, and we will try to accommodate.

SOCIAL MEDIA PLATFORMS

Follow along and share! Look for @DrinkMaineMilk on Facebook, Instagram and Twitter.

DAIRY HUB AND/OR AMPLIFICATION CENTER

See what's happening in dairy around the country. Join other dairy farmers following along with latest updates from DMI and other state's regions and have input in the Dairy Hub. And be alerted to positive dairy stories that you can share with others in the Amplification Center. Those in the Hub have access to the Amplification Center, or opt to just access the Amplification Center. Either way e-mail jami@drinkmainemilk.org to sign up.

On the cover: The Hall Farms Family, 2016 Green Pastures Winner

Congratulations to Hall Farms of East Dixfield, the 2016 Green Pastures Award winner for Maine. Hall Farms is operated by Dick Hall and his sons Rodney and Randy (the farm's eighth generation) with the help of other family members (including the ninth generation). Among the farm members are a county director of the Farm Service Agency, chief and captain of the local fire department, national YF director for the Farm Bureau, chair of the Board of Selectmen, President of the Maine Maple Association, and Vice President of the New England Belted Galloway Group. The family has always been involved in agricultural fairs around the state, showing cattle or pulling steers or often as part of the staff that organizes the fair. Randy is the president of the local Farmington Fair; while at Fryeburg Fair he is the beef cattle superintendent, his father Dick has been the pulling ring superintendent for 24 years, and for nearly 15 years Rodney (who is president of the Maine Maple Association) and his crew of volunteers have been working the sugar house on the fairgrounds, where visitors can see just how maple syrup is made as well as sample and/or purchase many different maple products from Hall Farms, including a fair favorite – maple cotton candy.



Maine Dairy Promotion Board and Maine Dairy & Nutrition Council Staff

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Communications Manager - Jami Badershall

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