



MAINE DAIRY PROMOTION BOARD  
 MAINE DAIRY & NUTRITION COUNCIL

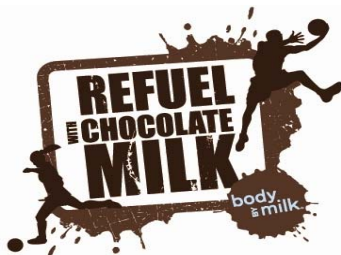


## 2008 Annual Report

### Retail Refuel Your Body, Refuel Your Home Chocolate Milk Promotion Is a Winner!

The *Refuel Your Body, Refuel Your Home* retail promotion in November 2008 was a winner on numerous fronts. Working with our sister organization, New England Dairy Promotion Board, this joint initiative allowed us to reach a much larger audience, making this promotion more appealing to Hannaford, which has over 167 stores. This retail promotion is an example of how partnerships can accomplish more expansive results and have local applications. The focus of this promotion was to increase sales, increase consumer awareness of the nutritional value of chocolate milk and its benefit as a refueling, replenishing beverage. This program was a perfect tie-in to Milk PEP’s “Refuel with Chocolate Milk” retail program also highlighting chocolate milk as an excellent recovery drink after exercise.

*Refuel Your Body, Refuel Your Home*, encouraged consumers to purchase chocolate milk and register online to be eligible to receive one year’s worth of heating fuel. There were almost 20,000 entries! The Willett’s from Bangor, were Maine’s winning family. They have two young boys who are big chocolate milk drinkers! Bangor’s three affiliated news stations, WLBZ 2 (NBC), WVII 7 (ABC), and, WABI 5 (CBS) in the Bangor media market carried stories of the winning family and their beverage of choice, Chocolate Milk!



This collaboration effort involved coordination between the Maine Dairy Promotion Board retail and communications team, the New England Dairy Promotion Board retail and communications team, and Hannaford category management and marketing teams: A great example of how partnerships can enhance and impact dairy sales and promotions.

*Sales nationally for the same time period were down for flavored milk, except in New England and Maine where they had an overall winning increase of 4.5%.*



Your dairy checkoff programs are undergoing changes to address marketplace and consumer demands. Positive, yet challenging changes for your checkoff programs and the dairy industry. As more and more consumers become concerned about where their food comes from and how it is produced, the national and local checkoff programs have initiated proactive messaging and programs to address consumer concerns and protect the industry. An example of such consumer messaging includes "dairy farmers are dedicated to providing you with safe, high-quality milk and dairy products. Their commitment to quality also means caring for their animals and the environment." Websites such as [dairyfarmingtoday.org](http://dairyfarmingtoday.org) provide consumers with a greater understanding of what it means to be a dairy farmer, and proactively address consumers concerns about farming practices.

Nationally, with the 2008 inception of the Innovation Center for US Dairy, the industry brought together the leadership of over 70% of the U.S. dairy industry. These leaders are working together to address barriers and challenges for the dairy industry, becoming a more consumer driven industry and support for dairy producers' priorities. One of Maine's processing companies, Oakhurst Dairy, has representation on the Carbon Council, a component of the Sustainability Initiative within the Innovation Center.

*New Look of School Milk* is going green! This successful program promotes and encourages school milk in re-sealable plastic containers because doing so makes school milk sales and consumption soar. Offering schools milk bottle recycling bins eliminates the environmental concern of disposing of the plastic

milk bottles - a barrier for some when considering implementing the *New Look of School Milk*.

To help address the health and fitness challenges around the issue of childhood obesity, we continue to stress the importance of including the recommendations of the most recent Dietary Guidelines for Americans - 3 daily serving of dairy. One of the ways your dairy checkoff program accomplishes this is through the concept of Nutrient-Rich Foods, which emphasizes the nutrient contributions of foods such as dairy. This is messaging we use with health professionals, schools and consumers.

Building on nutrient-rich foods messaging, 2008 introduced a new nation-wide initiative called the Childhood Nutrition and Fitness Initiative (CNFI). The first tier of this program is targeted at schools. *Do Amazing Things* was created in collaboration with the National Football League to encourage the consumption of healthy, nutrient-rich foods and encourages participation in at least sixty minutes of physical activity a day for children. In Maine, we had 341 schools sign-up to participate in this program. There are plans to expand it for the 2009 school year.

2008 has been a year of program and economic challenges at both the national and local level of the dairy checkoff programs. Challenging, yes, but events that have made all staff, whether national or local, implement the most effective and efficient ways to focus programs where they will protect, enhance and grow markets and sales for dairy farmers nationally and our Maine dairy farmers locally. More than ever your dairy checkoff programs are working to build demand for dairy, to enhance and protect the place and image of dairy products in our diets and to preserve the dairy industry.

## **Milk Does a Planet Good**

**1. Cow power.** In addition to producing enough milk each day to fill six one-gallon jugs, an average dairy cow produces enough manure to help dairy farmers fertilize their fields naturally. And now, farmers are finding even more ways to recycle manure, such as turning it into power for their farms and their communities.

**2. From farm to glass.** Experts are measuring the greenhouse gas (GHG) emissions produced from milking a cow to delivering a fresh glass of milk, and every step in between. They estimate that the dairy industry accounts for less than 2 percent of total U.S. GHG emissions, an amount that the industry continues working to reduce. And dairy foods provide essential nutrients including nearly 75 percent of the calcium naturally available in the food supply, making every glass of milk a good choice for

people and the planet.

**3. Less is more.** Over the past 60 years, the dairy industry has reduced the carbon footprint of its products by 63 percent, thanks to production efficiencies, nutrition management and other improvements. Today, dairy farmers, dairy processors, milk delivery companies and local retailers are all working together to reduce GHG emissions of fluid milk by 25 percent by 2020 — equivalent to taking 1.25 million passenger cars off the road every year.

**4. Mother (Nature) says drink your milk.** A healthy planet and healthy people go hand in hand. More than 17 million gallons of milk are consumed in the U.S. each day, and mom does know best. Dairy foods provide a unique package of nine essential nutrients for growing children and teens, including protein, calcium,

vitamin D and potassium. Lifelong dairy consumption helps to sustain and enrich a healthy, productive lifestyle.

**5. Care and feeding of the land.** In many ways, farmers are the original environmentalists. They live on the land; they drink the water; and they care for their animals and the soil. Farm families and the dairy industry are committed to the health and wellness of people, communities and the earth. See [www.dairyfarmingtoday.org](http://www.dairyfarmingtoday.org)

*Innovation Center for U.S. Dairy provides a forum for the dairy industry to work together pre-competitively to address barriers and opportunities to foster innovation and increase sales.*



## Milk Gets School Breakfast MOOving!



Expanding Breakfast is a Dairy Council program designed to increase dairy consumption and ensure all schoolchildren experience the benefits of eating a nutritious breakfast. Numerous and well-documented benefits show eating breakfast, including dairy, leads to better student test scores, increased concentration and attendance, and decreased disciplinary problems. At a time when schools are strapped for funds, yet want to maximize student achievement, Expanding Breakfast is a win-win. Our

2008 Expanding Breakfast Grant was designed to increase breakfast participation in Maine schools by providing funds to allow them to offer breakfast in a quick and convenient way at a time when all students are at school, thereby increasing participation and milk sales.

This year's grant was awarded to the South Portland school system to implement Grab-n-Go breakfast programs in two of their elementary schools. Students can grab a nutritious breakfast including milk when they arrive at school and take it to their homeroom to eat. In September, we celebrated the new breakfast programs with a special visit from celebrity chef, Jon Ashton. He kicked-off the day with a school-wide morning assembly at Kaler Elementary School. At lunch, he made and served the "Red Riot Wrap" at South Portland High School, and in the afternoon, Jon spoke to students in South Portland's alternative high school program. He continued his day with an on-air interview at Portland's WJBQ 97.9 radio station and finally made a guest appearance on WCSH 6's news magazine program 207 where he demonstrated the delicious benefits of 3-A-Day of Dairy. Jon's visit and the Expanding Breakfast program also appeared in a feature story in the Portland Press Herald. What a busy and successful day!



## Communicating the Importance of Dairy

### Maine Media Spotlight On Dairy



Whether television or radio, from Fort Kent to Kittery, the airways were filled with positive dairy messages throughout the year reaching Maine homes with nearly 4 million media impressions.



### Promoting Dairy Through Nutrient Rich Foods

As part of our continued effort to promote increased consumption of nutrient-rich foods, including dairy, among consumers, the Maine Dairy and Nutrition Council hosted a day-long seminar for health professionals led by award-winning nutrition consultant Dayle Hayes. Over 120 nutrition experts from throughout Maine enhanced their

nutrition knowledge and communication skills through a series of hands-on experiences and activities. The goal of the day was to provide practitioners with the knowledge and tools needed to create positive changes in the way people think about nutrition and healthful eating, including increased dairy consumption.

*“By far—(the) best day-long seminar I’ve ever been too.”*

*“Thank you Dairy Council for putting this day together.”*



### University of Maine Black Bears Team Up with Dairy



The University of Maine Black Bear athletic teams have a large and loyal fan base here in Maine. The Maine Dairy Promotion Board’s continued relationship with Black Bear Sports Properties has provided numerous opportunities to

reach families with nutrition messages promoting milk’s role in a healthy diet. The importance of three servings of dairy a day and chocolate milk’s benefit for athletes have been priority themes for the bi-weekly *Black Bear Insider* television show and game-day promotions reaching thousands.



# 2008 Financial Information as Reported to USDA

## MAINE DAIRY AND NUTRITION COUNCIL

### INCOME

Carryover funds from 2007	\$ 85,819
<b>Current Year Income:</b>	
Producer Checkoff	110,350
Dealer Fee	76,073
Sale of Materials	742
Interest	1,357
Other Income	102

<b>TOTAL INCOME</b>	\$ 274,443
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### EXPENDITURES

Unified Marketing Plan	\$ 162,703
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### Non Unified Marketing Plan:

Administrative	7,273
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<b>TOTAL EXPENDITURES</b>	\$ 169,975
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## MAINE DAIRY PROMOTION BOARD

### INCOME

Carryover funds from 2007	\$ 208,234
<b>Current Year Income:</b>	
Producer Checkoff	603,079
Transfer to New England Dairy Promotion Board	(25,000)
Transfer to Maine Dairy & Nutrition Council	(130,826)
MEMIC Dividend	111
National Dairy & Research Board verification fee	25
Interest	4,012

<b>TOTAL INCOME</b>	\$ 659,635
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### EXPENDITURES

Unified Marketing Plan	\$ 344,072
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### Non Unified Marketing Plan:

Administrative	7,068
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UDIA Dues	59,500
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<b>TOTAL EXPENDITURES</b>	\$ 410,640
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# *Dairy Checkoff Works!*

Maine Dairy Promotion Board  
Maine Dairy & Nutrition Council  
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www.drinkmainemilk.org



## **Maine Dairy Promotion Board**

Victor Bissell, *Chair & UDIA Director* (Palmyra)  
James Howard, *Treasurer* (Orrington)  
James Richmond (Pittsfield)  
Jane Aiudi, (MDAF&RR)

## **Maine Dairy & Nutrition Council**

Jennifer Grant, *Chair* (Gorham)  
Harold Larrabee, *Treasurer* (Knox)  
Leroy Crane (Hodgdon)  
Beth Johnson (Eliot)  
John Blake (H.P. Hood)

### **Staff**

Cheryl Beyeler, Executive Director  
Meredith Fahey, Office Manager  
Catherine Hoffmann, Nutrition Affairs Manager  
Sarah Platt, School Nutrition Manager

