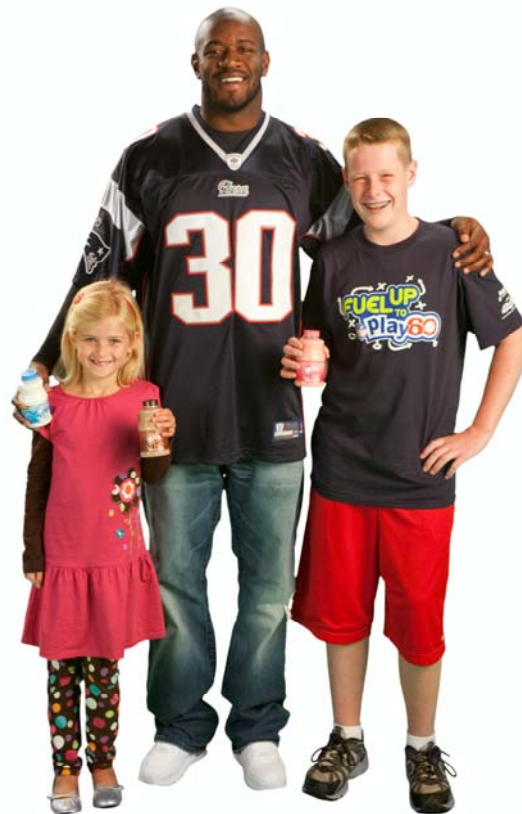




MAINE DAIRY PROMOTION BOARD
MAINE DAIRY & NUTRITION COUNCIL



2010 ANNUAL REPORT



Maine school children enjoy refreshing containers of milk as they get ready to play with Brandon McGowan, University of Maine alum and NFL Safety. Maine has over 500 schools using the Fuel Up To Play 60 program and are engaged in good nutrition, physical activity and making a difference in their schools. Fuel Up to Play 60 is a dairy check-off program, in collaboration with the National Football League (NFL) and United States Department of Agriculture (USDA) to address the increasing epidemic of childhood obesity.

SCHOOL MARKETING



*Over 500 Maine schools
have joined
Fuel Up To Play 60*

*“Fuel Up To
Play 60
is
Awesome!”*

*Maine 6th grade
student*

Fuel Up to Play 60 is an in-school nutrition and physical activity program launched by the National Dairy Council and National Football League, with additional partnership support from the U.S. Department of Agriculture. The program encourages youth to consume nutrient-rich foods including dairy and achieve at least 60 minutes of physical activity every day. More than 500 Maine Schools participate in the program.

- We partnered with Brandon McGowen, UMaine alum and NFL safety, to produce Fuel Up to Play 60 television advertising, radio spots and growth posters for schools.
- School teams consisting of educators, students and health professionals attended regional trainings, providing schools with practical tools and hands-on experience with the Fuel Up To Play 60 program.
- In the Fall of 2010, over \$4,000 was awarded to Maine schools to support implementation of Fuel Up to Play 60 through the creation of healthy eating and physical activity programs.
- Van Buren Elementary School was the Maine State Fuel Up to Play 60 State Winner with a large percentage of students actively participating in the program thanks to PE Teacher and Program Advisor Jay Edgecomb.

Cafeteria Mini-makeover Increases Milk Sales

The Maine Dairy & Nutrition Council teamed up with Freeport High School to give the school’s cafeteria a mini-makeover, a pilot program assisting the school in “restyling” its cafeteria. The program’s goal is to encourage healthier eating choices. The makeover included a freshly painted cafeteria, fun nutrition signage and a brand new milk merchandiser. The end result proved to be a school cafeteria that encouraged students to participate in the school lunch program. As a result, milk sales increased 14%!



NUTRITION AFFAIRS

The importance of dairy in the diet is recognized and supported by numerous health professional organizations. The Maine Dairy and Nutrition Council is committed to helping educate consumers and health professionals on nutrition related topics that reflect current health and wellness trends. It's staff of registered dietitians continues the work of sharing dairy nutrition research and educational tools to help Maine people achieve a healthy lifestyle.



In order to accomplish this in 2010, emphasis was placed on topics including nutrient-rich foods, lactose intolerance, flavored milk, Fuel Up To Play 60 and 3-Every-Day of Dairy.

- Our relationship with radio, television and print media garnered over 16 million media impressions on behalf of Maine dairy farmers.
- Our staff has worked with University of Maine Black Bear Sports Properties to bring fans, students and alumni a bi-weekly segment on the *Black Bear Insider* television program, as well as high-energy promotional events throughout the school year.
- The Blaine House 3-Every-Day of Dairy Reception continued our positive relationship with Maine's statewide network of community college culinary arts programs as well as impressed upon key thought leaders within education, health, and government the importance of dairy promotion and education within our state.
- Through live promotional events and media appearances, thousands of Maine families were educated about the importance of milk in their diets and urged to make milk their beverage of choice with meals as part of the 2010 Milk Mustache Mobile Tour.
- Hundreds of health professionals responsible for patient care were reached with science-based, dairy-nutrition information and patient education resources through our continued involvement with annual meetings throughout Maine.

"I use your materials all the time with my patients. You have great nutrition education resources"

Maine Nurse Practitioner



Health professional meetings are an important way to reach physicians, nurses and dietitians with research and resources.

DIRECTOR'S REPORT

Integration: A Strategic Marketing Tool - Cheryl Beyeler, CFCS, Executive Director

Fuel Up To Play 60 has become a major initiative for the school market under the Unified Marketing Plan for the last two years. However with each successive year it has morphed into more and more program areas within the Plan. The rationale for this integration into various program areas of the Unified Marketing Plan is to extend and enhance the consistency of messaging and activities. Consequently, the focus is to address all program areas and target audiences with the same key concept messaging whether the programs target educators, health professionals, consumers,

dairy farmers or other segments of the dairy industry. This approach helps assure the most efficient and effective program messaging and an overarching strategic approach to a major initiative. While the wordage may be different for each target audience exposed to the Unified Marketing Plan each target audience is exposed to the same basic concepts. These concepts reflect back to strategies. In this case, that the dairy industry is vested in addressing the issue of childhood obesity by encouraging the consumption of nutrient-rich foods, including lowfat and fat-free dairy products, while

encouraging Americans to be more physically active. Utilizing partners, maximizing resources, best practices, etc.; all to impact and increase dairy sales and the positive perceptions of the dairy industry and dairy products.

From a staff and management perspective, this integrated approach has resulted in more collaborative working relationships, increased knowledge of others' programming areas, and a better understanding of dairy checkoff's "big picture", its mission, goals, and strategies.

Maine Dairy Promotion Board teams up with University of Maine Black Bears for a fun-filled FUTP60 Hockey event



Maine Dairy Promotion Board 2010 members from left to right: Jim Howard, Treasure; Jim Richmond; Dick Perkins; Victor Bissell, Chair and Blake James, University of Maine Athletic Director

In recognition of dairy checkoff initiatives encouraging children to consume a nutrient-rich diet and increase physical activity to at least 60 minutes a day, members of the Maine Dairy Promotion Board were recognized on ice and thanked for their support during a University of Maine Black Bear hockey game in January. Dairy checkoff programs nationwide support and encourage the concepts of consuming a nutrient rich diet including low fat and fat-free dairy products and increased physical activity for all ages. These two factors are primary in helping to intervene in the ever increasing incidences of obesity among Americans, both adults and children.

During the event University of Maine Coach Tim Whitehead spoke to groups of Fuel Up to Play 60 school students encouraging them to consume dairy products and be physical active. Coach Whitehead let the students know he loves chocolate milk!

The event highlighted the on-going relationship Maine Dairy Promotion Board has with the University of Maine.

2010 Financial Statements as Reported to USDA


Maine Dairy Promotion Board

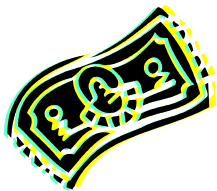
<u>Income</u>		<u>Expenditures</u>	
Carryover from 2009	308,089		
Current Year Income		Unified Marketing Plan	364,449
Producer checkoff fees	585,028		
Transferred to New England Dairy Promotion Board	(25,000)	Non Unified Marketing Plan	
Transferred to Maine Dairy & Nutrition Council	(116,995)	Public and Industry Communications	38,018
MEMC Dividend	88	Administration	10,569
National Dairy & Research Board verification fee	25	UDIA Dues	59,500
Interest	1,864	Total Non Unified Marketing Plan	108,087
Total Current Year Income	445,010		
 Total Income	 \$ 753,099	 Total Expenditures	 \$ 472,536

Maine Dairy & Nutrition Council

<u>Income</u>		<u>Expenditures</u>	
Carryover from 2009	109,932		
Current Year Income	117,326	Unified Marketing Plan	199,882
Producer remittances from other QP			
Dealer's fee	73,940	Administrative	9,654
Sale of Materials	1,632		
Interest	714		
Total Current Year Income	193,612		
 Total Income	 \$ 303,544	 Total Expenditures	 \$ 209,536




 MAINE DAIRY & NUTRITION COUNCIL
 MAINE DAIRY PROMOTION BOARD
 333 CONY ROAD
 AUGUSTA, ME 04330



Did You Know?

Estimated return on investment (ROI) for checkoff dollars invested in the pizza category is thirty-six dollars (\$36.00) for every one dollar (\$1.00) invested!

Our 2010 Board of Directors

Maine Dairy Promotion Board

- Victor Bissell (Chair), Palmyra
- James Howard (Treasurer), Orrington
- Jenifer Tilton-Flood, Clinton
- Vacant Seat
- Tim Drake, Maine Milk Commission

Maine Dairy & Nutrition Council

- Beth Johnson (Chair), Eliot
- Harold Larrabee (Treasurer), Knox
- Teresa Hardy, Farmington
- Edna Fletcher, Pittsfield
- John Blake, H.P. Hood, LLC

Our Staff

- Cheryl Beyeler, Executive Director
- Catherine Hoffmann, Communications Manager

- Sarah Platt, School Nutrition Programs Manager
- Meredith Fahey, Office Manager