

# 2019 ANNUAL REPORT



# Dairy Checkoff response to COVID-19 in Maine

The point of the Annual Report is to look back on the activities of last year, but we know the current situation is very much on everyone's mind, and we wanted to give you an update on what the Maine Dairy Promotion Board and Maine Dairy & Nutrition Council have been doing in response to COVID-19.

Nationally, the dairy community has always made childhood nutrition and feeding the hungry top priorities. At the start of COVID-19, dairy checkoff quickly decided to set aside the previously agreed upon Unified Marketing Plan, which covered several areas of promotion, to refocus the majority of its resources and efforts on these two needs. Here in Maine, as soon as schools were closed across the state, we reached out to our partners in school food service to see how we could help. While it may seem mundane, the soft sided coolers we have awarded to schools in the past are a favorite among school food service

directors and have been a popular ask to aid them in practices like breakfast in the classroom and summer meal programs. As schools were forced to come up with a new plan to keep children fed, the coolers became essential equipment and have made it possible for students to have ice cold milk and other fresh dairy while at home. With that initial purchase, we were able to provide 364 coolers to 60 schools and districts. We also provided informational handouts for schools to give to families, regarding how to keep milk fresh, ways to use milk and how many servings are in a gallon of milk.

Nationally, GenYOUth has offered grants to provide coolers and similar equipment to schools, and at the time of publication, seven schools in Maine had been selected to receive \$2,000 each to help with purchases.

At the same time, because of their



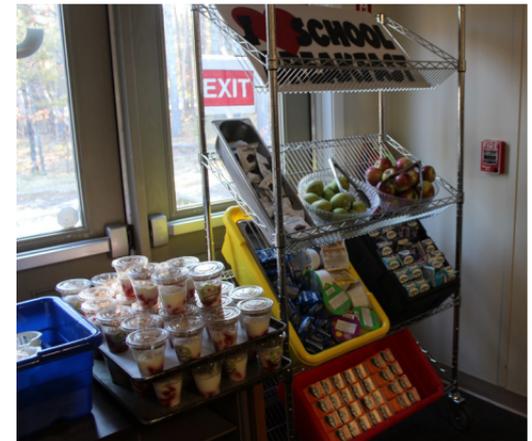
*Kittery Superintendent Mr. Wadell gives a thumbs up while helping to deliver student meals, using a FUTP60 cooler.*

connection to dairy farmers, Summit Natural Gas of Maine made a generous donation to the Maine Dairy and Nutrition Council so that we were able to purchase more Sterno soft-sided coolers for the Augusta and Waterville school food service programs.

At their meeting in May, board members voted to add \$40,000 to the already budgeted \$12,000 that was to be used for dairy optimization grants for schools to purchase small equipment for food service. The equipment we are offering them is centered on dairy foods, but because of the uncertainty of the near future, the board choose pieces that could be used if schools are back in session or if districts have to continue serving students outside of school if distance learning continues. Schools can request yogurt parfait carts, a smoothie bar, grab and go breakfast carts, wheeled milk coolers, or soft-sided coolers.



*School Food Service programs will be able to apply for equipment grants that can be used for moveable milk coolers, yogurt bars, breakfast carts and more. This year, we will be offering equipment that can be used in the event that distance learning continues.*



I have found that the relationships that you build will provide you opportunities. Many of the successful things that our staff has been able to do is because of the relationships that they have built. They build these relationships through respect and truth. Building relationships with people does not cost a lot but allows us to influence the habits and thoughts of others.



*Kate Fogler and her family, center, during on-ice recognition at Maine Dairy Night at UMaine Hockey along with fellow farmers Peter and Mary Castonguay, Jenni Tilton-Flood, Debbie and Steve Keene and Kacey Conant.*

I want to highlight one of our key relationships - childhood and school nutrition. Developing healthy eating habits in our youth, that include dairy, will create habits in eating that will last a lifetime. Equipment grants to school nutrition programs have impacted over 5000 students in our state. They have allowed schools to expand their menu offerings, serve milk and dairy at more desirable temperatures, and have made dairy easier to access. The impact has been an increase in dairy usage in our schools. By granting coolers to summer feeding programs ice cold milk was available in the 171,000+ meals served, on hot summer days.

Programs like Fuel Up to Play 60 have increased consumption of all healthy foods, including dairy, and physical activity. We also participate in school nutrition conferences allowing us to educate school nutrition directors and their staffs about dairy and how to incorporate it in school meals. As things continue to change, by having these programs and relationships in place, we can quickly move forward and address the new needs of school nutrition programs.

The relationships that we are building and maintaining are allowing us to better promote dairy. We hope to continue to use our relationships locally and nationally to influence others and increase consumption.

**Kathryn Fogler, Stonyvale Farm, Exeter  
Chair, Maine Dairy & Nutrition Council  
[tkfogler@tds.net](mailto:tkfogler@tds.net)**

As the newest member of the board, I have been most impressed to learn how many different organizations we support and work alongside to promote dairy in the state of Maine. I have observed our influence in large, national programs such as Fuel Up to Play 60 as well as our involvement in our local schools, colleges and food chains to be highly impactful.

On the local level, we facilitate a variety of programs specifically for children including Fuel Up to Play 60 and farmers visiting schools and interacting with students. We not only inform kids about dairy nutrition, but we also work to get them excited about dairy and adding it as a staple in their diets. We provide milk coolers to districts in all corners of the state. Most recently, during the difficult times of COVID-19, we responded quickly to reported needs within our communities. We provided 364 milk crate coolers to 60 districts across the state which kept milk cool as meals were distributed to students who are at home engaging in distance learning.

In regards to our national involvement, I see that the companies we are working with value our partnership and I am pleased to see them striving to promote dairy. Their focus in promoting dairy has successfully increased dairy consumption through their products. They update us regularly regarding the changes they are making to their menus to add more dairy products. These updates are encouraging.

Within the Maine Dairy Promotion Board operations, I see our checkoff dollars being wisely and cautiously spent. I have observed every partnership and expense thoroughly considered before approved. There is no wasteful spending.

Our new CEO Sarah Littlefield has been a wonderful addition to the organization due to her farming experience and her passion for the industry. Her work ethic models that of us farmers and this has been recognized and praised by many. Her work has been effective and she has been a refreshing addition to the organization.

**Ben Taylor, Taylor Farm, St. Albans  
Chair, Maine Dairy Promotion Board**



*Ben Taylor during a tour with Schools Program Manager Katie Hoffmann, guest Emily Buell and former UMaine dietetic intern*

2019 is a year that brought with it challenge and change on our farms. We know, all too well, that 2020 has and will continue to heap upon us, our communities, and our industry even more challenge and more change. While the custom is to use this space to summarize the last year and our achievements and accomplishments I feel that instead what is needed is a reminder to us all that you are not facing these times alone and that you do have people on your side. There is someone to answer the phone when you have a question or when you have a concern. There is someone making outreach



to our schools and upon whom our schools depend when they need guidance and assistance, even in times of crisis. There is someone to make sure that we farmers, our cows, and our lands are seen by those who may only walk on pavement or whose only connection to us is the milk and dairy foods they put in their grocery cart. There is someone there for us and someone to depend upon from our amazing local staff of Sarah, Katie, Jami, and Meredith, to our entire board of Maine dairy farmers and industry representatives, to our network of resources here in Maine, to our national organization at DMI and our farmer leadership on the DMI Board, and of course including the UDIA Board and your Maine Director, me. We are here for you; we are here to listen, to hear you, to help you, and to support you. 2019 tested us greatly and the promise of 2020 has proven itself to be the promise of even more challenge and now, more than ever, you need to know that you are not alone. Never hesitate to reach out to us to carry your concerns or your issues to wherever they need to go and for us to find solutions.

We are in this together.

**Sincerely,**  
**Jenni Tilton-Flood**  
**Maine Director, UDIA**  
**207-313-3531 (text or call)**  
**[jtiltonflood@me.com](mailto:jtiltonflood@me.com)**

A reflection on 2019 seems inconceivable in the face of the current COVID-19 pandemic. However, I feel that the information you will receive in this annual report will give you confidence that your Dairy Checkoff organizations here in Maine have been working diligently to promote and educate on your behalf while looking toward the future.

2019 was my first full year at Maine Dairy, I focused my efforts toward better understanding the work of the Dairy Checkoff nationally and how to best represent the farms in Maine. This has led me to three conclusions. First, in all my work I strive to “keep the farmers’ voice in the room” regardless of herd size, acres, or management styles. I learned this in Maine working with ag service providers a few years ago and it is a priority in my work now. Secondly, I believe it is important for us, your staff and

board members, to be transparent with you about the work we do with your investment in our organizations. We have provided and taken many opportunities to talk with you directly over the last year and welcome you to reach out to us anytime. Finally, I feel it is equally important for me to tell you about my incredibly talented and passionate colleagues, both here and across the country. They embody your determination and mirror your work ethic with their own every day as they work for you.

I know these are difficult times, that is not lost on me as I write this looking out over the dairy farm I call home. I know you are working hard and preparing for the future even during this uncertainty. I want you to know that all of us at Maine Dairy are here doing the same - telling your stories, promoting your products, supporting your communities, and looking ahead.



**Sarah Littlefield, Executive Director  
Maine Dairy Promotion Board/  
Maine Dairy & Nutrition Council  
[sarah@drinkmainemilk.org](mailto:sarah@drinkmainemilk.org)**



Ben Taylor,  
Taylor Farms  
St. Albans



Harold Larrabee  
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Kate Fogler  
Chair  
Stonyvale Farm  
Exeter



Tim Drake  
MDOAC&F



Jenni Tilton-Flood  
UDIA Director  
Flood Brothers Farm  
Clinton



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# GROWING Sales

## Over the Short- and Long-Term



### U.S. & INTERNATIONAL PARTNERS

Checkoff foodservice partners in the U.S. — Domino's®, McDonald's®, Pizza Hut® and Taco Bell® — have grown

**1.3 BILLION LBS** between 2014 and 2019. This represents a **3% GROWTH RATE**, which is 3x the average growth rate for quick-serve restaurants.

**MORE THAN 64%** U.S. cheese growth in 2019 with Pizza Hut Asia Pacific.

New cheese uses include the Cheese Bomb Pizza® (Indonesia) that offers a crust surrounded by breaded mozzarella cheese balls with unique flavors that include salsa, BBQ and truffle; and Black Volcano Pizza® (Malaysia) with a charcoal-infused dough, 25 “poppable” crust bites with oozing string cheese and topped with crispy chicken bites.



### TOTAL U.S. DAIRY SALES

**2019 TOTAL U.S. DAIRY SALES**  
**0.3% GROWTH**  
compared to 2018.

Total dairy commercial use exceeded total milk production.

**DOMESTICALLY,**  
**2019 TOTAL DAIRY SALES**  
**GREW 1.7%**  
compared to 2018.

*Source: USDA total dairy reported on milk equivalent, total solids basis*

### DAIRY EXPORTS

U.S. Dairy Export Council is celebrating its

**25TH YEAR**  
**SINCE 1995,**

Annual export value has increased by more than **500%**  
Annual volume has grown by more than **550%**



### FLUID MILK

**94% OF U.S. HOUSEHOLDS**  
**PURCHASE FLUID MILK**

10 new milk products launched in 2019 from checkoff partners that includes:

- Darigold® FIT
- Live Real Farms™ (DFA) Dairy — Plus Milk Blends
- Kroger — Private Selection™ Flavored Whole Milks
- Shamrock Farms® — Rockin' Refuel Protein™ Milks that is available in new channels

These new products stimulated other innovation. Borden Kid Builder, Horizon Protein, Organic Valley Protein, Dean's Flavored Whole Milk all launched new products with no additional checkoff investment.

The successful Milk Revitalization Alliance shares category insights and drives action at top 25 retailers, including Amazon, with MilkPEP, state and regional checkoff organizations and milk processors.

# 2019 Audited Financial Statement

## Maine Dairy Promotion Board

### INCOME

Carried forward from previous year	\$ 205,507
Current Year Income:	
Producer Checkoff Remittance	\$ 616,175
Transfer to Maine Dairy & Nutrition Council	(122,744)
Net Checkoff Income	<u>\$ 493,430</u>
Interest Income	\$ 1,506
MEMIC Dividend	179
Other Income	25
Supplemental Funding (Restricted)	125,200
<b>Total Current Year Income</b>	<u><b>\$ 620,341</b></u>
<b>Total Current Income &amp; Carryover</b>	<u><b>\$ 825,848</b></u>

### EXPENSES

Local Marketing Implementation:	
Operating Expenses	\$ 224,155
UDIA Dues	<u>125,000</u>
Total Local Marketing Implementation	<u>\$ 349,155</u>
National Program Funding Commitment	\$ 151,413
Unified Marketing Plan Programs	\$ 88,332
<b>Total Expenses</b>	<u><b>\$ 588,901</b></u>
<b>Funds available for future year programs</b>	<u><b>\$ 236,947</b></u>

## 2019 Audited Financial Statement

### Maine Dairy & Nutrition Council

<b>INCOME</b>		<b>EXPENSES</b>	
Carried forward from previous year	\$ 111,006		
Current Year Income:		Local Marketing Implementation:	
Transfer from Maine Dairy Promotion Board	\$ 122,744	Operating Expenses	\$ 204,913
Dealer Fee	99,727	Unified Marketing Plan Programs	\$ 14,082
Miscellaneous Income	10		
Interest Income	588		
<b>Total Current Year Income</b>	<b><u>\$ 223,069</u></b>	<b>Total Expenses</b>	<b><u>\$ 218,996</u></b>
<b>Total Current Income &amp; Carryover</b>	<b><u>\$ 334,075</u></b>	<b>Funds available for future year programs</b>	<b><u>\$ 115,080</u></b>

## Special events and once-in-a-lifetime opportunities offered to students, advisors and active FUTP60 schools.



Active schools were rewarded with a FUTP60 reception at a UMaine Men's Ice Hockey Game, where they heard from dairy farmers, the head football coach and the director of hockey.



Schools where at least one student applied to become the State Ambassador were invited to attend an Ultimate Field Day at Gillette Stadium.



Four Maine Student Ambassadors and two Program Advisors attended the four-day National Fuel Up to Play 60 Summit in Cleveland, Ohio.



## Students meet governor, football great at leadership day

Maine Dairy and Nutrition Council offered its second annual student summit. Active FUTP60 Schools were invited to attend a Student Leadership Day at The Blaine House, where students presented their healthy eating and physical activity projects from the past year, lead group physical activities, problem solved and developed communication and leadership skills.

Students and their advisors toured the Blaine House and then had the opportunity to meet Governor Janet Mills who commended them for their commitment to making a difference. Other special guests included Maine Olympian, Team Milk athlete and biathlete Clare Egan via Skype and Kristen Davis of Silver Valley Farm who gave a virtual tour of her family's dairy farm. The day finished with a visit from New England Patriot Matt Light who talked with the students about leadership and then tossed the football around with them.

# Checkoff dollars benefit schools in your communities

Through Fuel Up to Play 60 grants, we were able to award funds to six schools - two elementary, three middle and one high school, impacting more than 3,000 students.

With the funds, each school is required to complete healthy eating and physical activity “plays”. Healthy eating plays in 2019 included Breakfast for Everyone – First Meal Matters, Food Waste Less and Enjoy – It’s Good For All of Us, and Highlight Healthy Food – Go Nutritious. Physical Activity Plays included Recess Refresh – It’s Not So Elementary, All In, All Abilities – Activate Your School, In Class Physical Activity Breaks – Good for Mind and Body, and Walk This Way – Start a Walking Club.

School Nutrition Equipment Grants were awarded to 15 schools - 13 elementary and two high schools, impacting more than 3,500 students.

Equipment included yogurt bars, milk barrels, milk cooler wraps, blenders and a breakfast cart.

Thank you to all the dairy farmers who

helped us present giant grant checks at a local school or showed up for breakfast or lunch to meet students and school food service staff and to see the new equipment in action. It’s always beneficial for students and school staff to be made aware of the dairy farmers in their area who are contributing to childhood nutrition and school wellness.



## **FUTP60 coolers supported 20 school-based summer meal programs that provided over 170,000 meals to Maine students over the summer months!**

*The cooler we received kept the milk very cold during transportation and the kids enjoyed having ice cold milk on a hot summer day at the beach! The grant was very much appreciated and allowed us to provide service in a much more efficient way. Andrew Hutchins, RSU 9*

*Summer Meals Coolers were perfect for keeping milk cold during the summer heat, and our children enjoyed their cold refreshing milk each day. Thank you! Lori Hartin, Waterville, Winslow*

*This year, our small district was tasked with also feeding 4 locations in a neighboring town. The coolers from this grant allowed us to transport breakfasts and lunches every day to the children of Saco and ensure we were able to keep them cold and safe! Let me just say, the coolers were amazing and were used every single day of our summer program! Thank you so much! Caroline Trinder, RSU 23*

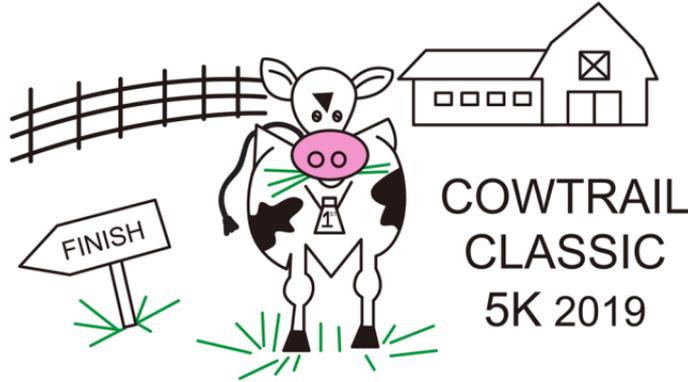
*Having the summer meals coolers helped us expand our summer meal offerings to students at playgrounds, libraries and public swim areas. We served an additional 958 meals in these areas. Thank you for allowing us the ability to feed more kids! Tina Fabian, RSU 3*

*All my schools fight over these coolers!! We not only use them to transport delicious cold milk in our summer meals program, but they are useful for field trips during the school year as well! It is comforting knowing the milks and food being delivered using these coolers are safe and high quality! Wendy Ordway, MSAD 15*

**WE ARE SO THANK FUL FOR THE SUMMER MEALS COOLERS. THE COOLERS DO A FANTASTIC JOB OF KEEPING THE MILK COLD AND DELICIOUS! THANK YOU!** Dottie Janotta, RSU 6

*Our Summer Meals Program uses the coolers every day we serve meals. Some days our van is stacked full ! The many sites we deliver to know that when they see the cooler, healthy meals and cool, nutritious milks are arriving ! **THANK YOU!!!!!!** Tammy Conners, RSU 74*

# Roundup of events and activities in 2019



**Crisis Preparedness Training with Don Schindler, SVP Digital Initiatives at DMI and Jenni Tilton-Flood, Maine director, UDIA**



## Hannaford RDs visit a Cabot farm

We were fortunate to be invited by Cabot to participate in a visit to Flood Brothers Farm with Hannaford Registered Dietitians. We asked large animal veterinarian Amy McGee to join us, and she was able to answer the dietitians' questions regarding cow health and care.



## Maine Public's "Create It Maine" Recipe Contest

Along with Maine Department of Agriculture, Conservation and Forestry and Southern Maine Community College, we were a sponsor of Maine Public's Create It Maine, a recipe contest, in which cooks are directed to use certain food products in their recipe. We were able to ensure that dairy foods were highlighted in the ingredient list and we received a generous advertising package with Maine Public radio and television.



## UMaine Dietetic Interns visit farm

Each year, we host interns from the Food Science and Human Nutrition program and try to get them onto at least one dairy farm during that time.



## On the cover: Cooley Farm, 2019 Green Pastures Winner

Nearly 30 years ago, the future of Cooley Farm was put into the hands of the owner's 14-year-old granddaughter. On Aug. 25, 1990, the farm's milking barn burned down, killing about 60 of their milk cows. Rufus Cooley asked his granddaughter Marcia if she wanted to keep farming.

"I said 'Yuh'," Marcia remembers. And so the barn was rebuilt, and cows were back in there, being milked two months later. Marcia farmed side by side with her grandfather until his passing on Sept. 10, 2019.

On Sept. 13, Marcia and her children Hunter and Hannah traveled to the Big E Fair to accept the Maine Farm of the Year and Maine Green Pastures Award for the Cooley Farm.

The Ripley farm has been in operation since Rufus and his wife Janice started it in 1968 after clearing the land with help of a nephew and some friends. A tiny camp was added on to and still remains part of the Cooley home on the property. They started with half a dozen cows, supplementing their income with Rufus' logging and Janice working in the local shoe shop. When they rebuilt after the fire in 1990, they had grown large enough to build a barn to house 95 cows.

Except for three years that she worked on Piper Farm in Emden, Marcia has spent her whole life on Cooley Farm. She moved back in August of 2003 with her husband Stacy, who had worked on the Piper farm for 11 years, and their son Hunter, who had been born the previous year. The

young couple built a new heifer barn that first year and a new free stall barn for the milk cows the next and then a new barn for dry cows. The farm has continued to change and grow, and the family now milks about 160 cows, mostly Holstein with a handful of Jerseys and some Brown Swiss crosses.

Marcia's work revolves around the cows and calves and taking care of the farm's finances (she also carts her kids back and forth to sports practices and is a coach herself, currently coaching middle school soccer at Ridge View Community School in Dexter). Stacy feeds the milk cows and is responsible for all the field work. On the day I visited the farm, they were chopping some of their 150 acres of corn to get ready for winter (they also have 180 acres for grass and hay and 20 acres of pasture). The Deans have two full time employees but also rely greatly on their children Hunter, a high school junior, and Hannah, an eighth grader.

"The kids are highly involved on the farm," says Marcia, adding that Hunter serves as an equipment operator and helps his father with the field work, "and he can milk cows, which he does on Sundays."

"Hannah is like me," she says. "She can do anything with the cows. She can breed cows, handle any calving cases, and she can do any minor vet work."

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

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### **Maine Dairy & Nutrition Council**

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