



2023 Annual Report



Maine Dairy Promotion Board // Maine Dairy & Nutrition Council
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On the Cover: 2023 Green Pastures Award Winner Green Valle Farm, Newburgh

The Maine Green Pastures Program committee visited two dairy farms in July 2023, and they selected Green Valle Farm for the 2023 Maine Dairy Farm and Family of the Year (Green Pasture Award).

The Green Valle Farm began when the Miller's settled in Newburgh, ME, in the mid-1850s. Linwood and Myron Miller, Heath's grandfather and great-uncle, started milking cows and sold milk commercially in the 1930s. They decided to separate after a fire in the late 1950s, but both remained in the dairy industry. The baton was passed to Keith Miller, Linwood's son, and later to Heath, who makes the 5th generation of Miller's dairy producers at Green Valle Farm. This fall, the 6th generation: Ethan and Makayla, will be attending the State University of New York and the University of New Hampshire, to earn degrees in dairy herd management and production, and Animal Sciences focusing on pre-vet for large animals.

Currently, Green Valle Farm owns 275 Holstein dairy cows, where 82% of the animals are on milk. The herd

produces over 26,000 pounds of milk per cow, with averages of 3.9% fat, 3% protein, and 94,000 somatic cell count. The farm has two free-stall barns, a dry cow-calving-fresh cow barn, a manure pit, a silage store pad, and a double 10-milking parlor, where the cows have been milked thrice daily for the past four years. Additionally, the farm has an active crop program, with 260 acres of BMR corn and 400 acres of mixed grass for silage production. The Miller family also grows 50 acres of winter rye in the same area as their corn. In this way, they take advantage of the rye as a cover crop in winter and harvest it for silage before planting corn the following year.

Lastly, the Miller family has always maintained close contact with the people and has kept service to the community. Linwood Miller and his father, John Miller, were both town selectmen. Keith Miller was a 50-year member of the Newburgh Fire Department, many of those as assistant chief. And his son, Heath, has served ten years on the RSU 22 School board and the Maine Dairy Promotion Board, where he is now chair. Furthermore, he has served eight years in the Maine Dairy Industry Association and has been a 4-year State FSA board member, representing dairy farmers in Maine.

Congratulations to the Miller family: Keith, Cindy, Heath, Heather, Ethan, and Makayla, on their continued hard work.

-New England Green Pastures



The Miller family at Eastern States with Maine Governor Janet

Your Farmer Representatives' Perspectives

One of the things that remains constant for me, other than my love of being a dairy farmer, is the honour and pride that comes from serving as Chair of Maine Dairy & Nutrition Council and representing Maine Dairy Farmers as their UDIA (United Dairy Industry Association) Director. This position provides me with a seat on the DMI (Dairy Management Inc.) Board, and has allowed me to be Maine's Farmer Representative on the Dairy Sustainability Alliance. On the national board I have previously been elected and served as Vice Chair of the DMI Sustainability Committee and I was re-elected in 2024 as well) and am currently serving in the elected position of Secretary of the National Dairy Council. I have also been appointed to serve as a farmer representative on the Innovation Center for U.S. Dairy's Food Security Task Force. My roles have enabled me to of join fellow farmers from throughout the country visiting Congressional Offices to answer the questions of policymakers as well as to participate in scientific, global, and stakeholder conferences and share with them information, education and bring to them the voice of the dairy farmer.

2023 saw a lot of hard work on our farms and there is no denying that we faced immense challenges beyond our control, but it also was a year where our hard work had some wins. Like Cottage Cheese having its moment;, the value and goodness of Whole Milk being recognized through research and scientific data, and policy; and support for the sustainability and resiliency on our farms providing meaningful and impactful ways for farms of all sizes and system to invest and achieve goals...and all of this is supported, promoted, and forwarded by our farmer funded Checkoff.

Once again I look forward to a year of carrying Maine producer voices, perspective, and needs to the board rooms and the meeting rooms and to advocate for our special and unique corner of the dairy food chain.

If you have questions, concerns or even ideas- let's talk. It's not just an honour to be your Director, a Representative, and Chair of YOUR Organizations, it's a responsibility and I always want to hear how I can do this work better for you.

Jenni Tilton-Flood

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Your Farmer Representatives' Perspectives

In June of 2023 I had the honor of representing U.S. Dairy farmers on a DMI/USDEC farmer information mission trip to Singapore. The purpose of the mission was to see how USDEC (US Dairy Export Council) works to develop overseas opportunities for U.S. dairy from market to market, and for us to act as emissaries for the U.S. dairy industry. I was one of 9 farmer leaders from across the U.S. representing geographic and farm diversity of the U.S. dairy community.

Singapore is a part of the Southeast Asia region that is full of consumers seeking nutritional and great tasting products. Southeast Asia is home to some of the world's fastest growing economies, which has increased prosperity, urbanization, and consumer spending. Rising household incomes, evolving diets, and busy lifestyles make this area a bright spot for growth of dairy. Singapore is also home to The Port of Singapore, the second busiest port in terms of shipping tonnage, and the busiest transshipment port, shipping a fifth of the world's shipping containers.

Singapore is also home to the USDEC Center for Dairy Excellence (CDE), which opened in 2020. The CDE was founded and funded by U.S. dairy farmer funds. While there we were able to see and experience the variety of programs, education, and innovation that occurs, all featuring U.S. dairy. We were immersed in the major markets, had hands-on product innovation sessions, supermarket and food service tours, plant visits, a port visit, receptions, and more. We were able to interact with staff to better understand their roles, and helped to create material that they could use to inform their partners about U.S. dairy farms and their sustainable practices.

U.S. dairy exports play a critical role since 1 in 7 trucks leaving American dairy farms end up in products and ingredients sold overseas. There continues to be areas of opportunity and growth in the area of exports as markets continue to look for high quality quality dairy. The U.S. can deliver high quality, consistent products that meet the needs of their diverse populations.

Kate Fogler
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U.S. Dairy Farmers and USDEC Staff at the CDE

Message from the director

Our annual report will give you a glimpse into the work of Your Dair Checkoff organizations. I hope you will find that some part of these highlights make you want to learn more about how we utilize your funding to build consumer confidence and sales of your products.



The people who represent your investment on the Board of Directors, both in Maine and nationally, ensure that our funding and programing are responsibly managed. You can learn more about how National Dairy Checkoff is Making Every Drop Count by looking through Dairy Management Inc's annual report (found on dairycheckoff.com). There you will see highlights of our collective focus areas, Reputation, Innovation, Exports, and Sustainability.

Additionally, you can listen to your fellow farmers talk with staff about the areas that interest them on 'Your Dairy Podcast' episodes 20-27 were recorded in 2023.

The talented team at Maine Dairy is dedicated to telling your stories in the places that we meet consumers. If you'd like to join us at an event, be highlighted in our stories, or simply ask a question please reach out to us! You can always email, call or text me utilizing my contact information listed below.

Sarah Littlefield

Maine Dairy Promotion Board



Heath Miller
Green Valle Farm



Betsy Bullard
Brigeen Farms



Isabel Mullin
Johnson Farm



Teresa Hardy
Hardy Farm



Julie-Marie Bickford
MDACF

Maine Dairy & Nutrition Council



Jenni Tilton-Flood
Flood Brothers Farm



Steve Keene
Conant Acres



Kate Fogler
Stonyvale Farm



John Blake
H.P. Hood Inc.

Maine Dairy and Nutrition Council
2023 Audited Financial Statement

INCOME

Carried forward from previous year (restated) \$ (79,998)

Current Year Income:

Transfer from Maine Dairy Promotion Board	\$ 108,113
Dealer Fee	88,501
Other Income	1
Interest Income	36

Total Current Year Income	<u>\$ 196,651</u>
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Total Current Income & Carryover	<u>\$ 116,653</u>
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EXPENSES

Local Marketing Implementation:

Operating Expenses	\$ 179,642
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Unified Marketing Plan Programs	\$ 12,066
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Total Expenses	<u>\$ 191,707</u>
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Funds available for future year programs	<u>\$ (75,054)</u>
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Maine Dairy Promotion Board
2023 Audited Financial Statement

INCOME

Carried forward from previous year (restated) \$ 128,353

Current Year Income:

Producer Checkoff Remittance	\$ 539,412
Transfer to Maine Dairy & Nutrition Council	(108,113)

Net Checkoff Income	<u>\$ 431,298</u>
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Interest Income	\$ 136
MEMIC Dividend	140
Other Income	25
Supplemental Funding (Restricted)	135,200

Total Current Year Income	<u>\$ 566,801</u>
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Total Current Income & Carryover	<u>\$ 695,154</u>
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EXPENSES

Local Marketing Implementation:

Operating Expenses	\$ 198,367
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UDIA Dues	<u>125,000</u>
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Total Local Marketing Implementation	\$ 323,367
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National Program Funding Commitment	\$ 127,847
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Unified Marketing Plan Programs	\$ 86,384
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Total Expenses	<u>\$ 537,599</u>
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Funds available for future year programs	<u>\$ 157,555</u>
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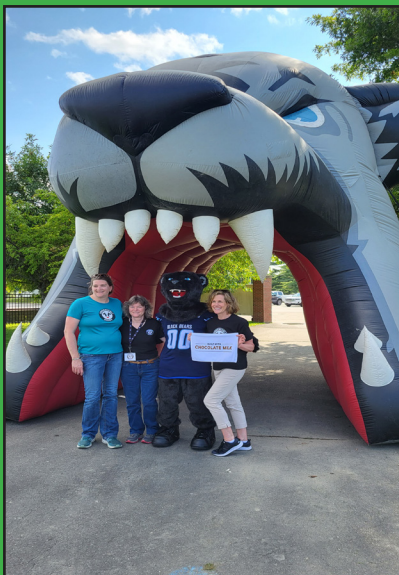
UMaine Athletics Partnership

For more than 15 years, the Maine Dairy Promotion Board and Maine Dairy & Nutrition Council has had a partnership in place with University of Maine Athletics. Every year, we sponsor a Black Bear Hockey game. Along with being able to interact with key demographics - families and college students - at the game, we also have the opportunity to have a dairy farmer interviewed on both radio and ESPN+ during the airing of the game and have several mentions throughout the game.



But our partnership goes far beyond this one event. Maine dairy appears in the football and hockey programs every year, and is announced as a sponsor at all athletic events and on-air during games as well as having generous radio and television ad play. We also attended the 'Meet the Bears' event with UMaine athletics that started in 2022. This event is an opportunity for area kids to go on the field with Black Bear football players, do drills just like the team does, and then enjoy pizza and movie on the field. We were there with fun and informational packets for the families, football posters from MilkPEP, chocolate milk rally towels, and, of course, chocolate milk. Our staff was very happy with the amount of interaction we had with the kids and their families, and UMaine Athletics was appreciative of what our organization was able to bring to the event.

Now that NCAA rules regarding players being able to do promotional activities has changed, UMaine Athletics has also worked with us to create some outstanding social media assets featuring star athletes and coaches that is shared on not only our pages, but UMaine Instagram and Facebook as well!



Future Dietitians Intern With Maine Dairy & Nutrition Council



Separate from our relationship with UMaine athletics, MDPB and MDNC have formed a long-standing relationship within the dietetic intern program at University of Maine. Each year, we host multiple interns, sharing them with the Department of Education's Child Nutrition. Each intern does several dairy-centric projects with us and always tours one or two dairy farms, focusing on cow health and nutrition and/or sustainability on that farm.



Stonyvale Farm visit for seven junior dietetic interns and the internship program director



Dairy in Schools

School Nutrition Equipment Grants

- 13 grants awarded representing 12 districts
- 10 Moovable Milk Barrels
- 4 Yogurt Bar Carts
- 2 Bulk Milk Dispensers
- 3 Soft Sided Coolers
- student impact: 4,079



Summer Meals Cooler Grants

- 12 grants awarded
- sets of 3 Sterno soft-sided coolers
- student impact: 115,926 meals served

Fuel Up to Play 60/Fuel Up/GENYOUTH

Healthy Eating and Physical Activity Funding Awards

- 7 grants awarded representing 4 districts
- 4 Refrigeration Stations
- 3 Mobile Meals Carts
- student impact: 1,894

NFL FLAG Kits

- 12 Maine Schools
- student impact: 3,383

Root4Her

- 2 Maine Schools
- student impact: 985

National GENYOUTH YOUTH Council

- 2 Maine students



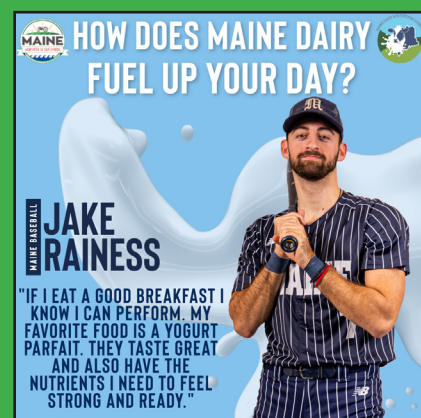
National School Breakfast Week (March) Harvest of the Month (April)

- As a part of our University of Maine Athletics partnership, digital assets were developed featuring Black Bear athletes and coaches to celebrate both events.
- During Harvest of the Month there was also the Pineland Farms Culinary Training in partnership with DOE Child Nutrition for school nutrition staff.



School Lunch Hero Recognition Day (May)

- Sent School Lunch Hero thank you packages with a letter of appreciation



Back to School Kick Off Open House (September)

- School visits: Traip Academy, Shapleigh Middle School, and Kittery

World School Milk Day (September)

- School visits: Carrie Ricker School, Litchfield

National School Lunch Week (October) National Farm to School Month (October)

- School visits: Community Regional Charter School, Cornville; Caravel Middle School, Carmel; Lawrence Junior-Senior High School, Fairfield; Belgrade Central School; Perry Elementary School; Rose M. Gaffney School, Machias High School, Machias; Mountain Valley High School, and Rumford.



National Hot Chocolate Pilot w/ Chartwells

- Great Works School, Berwickoi

Adopt a Cow Program



For the 2023-24 school year we continued to support the Adopt a Cow program, offered by the Dairy Excellence Foundation. This program aims to help Maine students develop a stronger relationship with dairy. We were thrilled by the opportunity to connect to the 721 classrooms that signed up. That was an increase in 174 classrooms compared to our first year participating.

From October to May, participants explore where their food comes from while connecting with a local dairy farm and their calves, bringing the dairy farm right to their classroom. Each participating state works with one farm and one to three calves. Classrooms are assigned a calf and then receive photos and updates about the calf's growth, housing, diet, etc., as well as details about the calf's mother. Participants receive a birth announcement, three updates about their calf, lessons that accompany the updated materials, and an opportunity to chat LIVE with their calf and host farm on YouTube. Additionally, a packet is mailed to them which includes a printed photo of the calf and an official adoption certificate. A mobile app also allows anyone to track information about their calf and the farm.



For the second year, Betsy Bullard and her family at Brigeen Farms in Turner took on the challenge of being the host farm for Maine, which involved taking photos and measurements, filling out update forms, answering emails, recording videos, offering farm tours in person and virtually, and more. It was a huge commitment, and we are grateful for the time and effort they put in. We heard from so many people at various events throughout the year about the excitement this program generated in their classrooms. Betsy Bullard also joined us to visit some different participating Maine classrooms to meet the students and answer any questions they have.

