

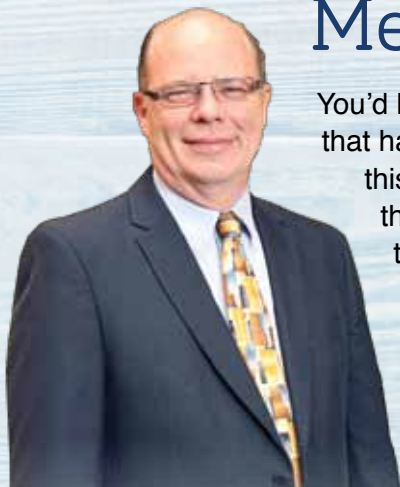


AMERICAN DAIRY
ASSOCIATION NORTH
EAST

2017 Annual Report



Message from the CEO



You'd be hard pressed to find a group of people more resilient than dairy farmers, and that has been so encouraging to the staff at American Dairy Association North East this past year. Our staff has been working diligently to complete the consolidation that started in 2016 and trying to drive efficiency through the system, and it's you, the dairy farmers, who have kept us motivated throughout this entire process.

In response to challenging times for dairy farmers we have challenged ourselves to get more out of each program delivered and each decision made.

Some key highlights included retail store coverage throughout the six-state territory and enhanced quality control for school milk. We have allocated health professional coverage in the Washington D.C., market where we are waging a battle to get chocolate milk back in schools since being banned in 2010. On the plus side, this past year USDA changed its regulations and now schools can upgrade chocolate milk from non-fat to one percent. Know that your staff is working closely with school nutrition directors to make this change as soon as possible. We also downsized our Philadelphia office, bringing operational savings and administrative staff reductions.

"The most critical element of our success are our dairy farmers and your image."

***- Richard Naczi,
CEO, ADA North East***

Nationally, foodservice businesses across the country are doing more with dairy. Pizza restaurants like Domino's are recognizing the importance of a strong cheese profile thanks to the work of Dairy Management Inc. Just recently, Pizza Hut increased the cheese on their classic Pan Pizza by 25 percent. Dairy staff embedded in these leading chains are constantly working to keep dairy top-of-mind when chains are developing drinks, desserts and entrees. McDonalds and Taco Bell are just a few other chains that have become more dairy friendly through your checkoff efforts.

The most critical element of our success are our dairy farmers and your image. Our consumers are increasingly interested in where their food comes from and dairy farmers are responding by hosting more farm tours and publicity programs, as well as showing a stronger media presence. Even though these tough times have made it difficult to leave your farms, we appreciate that you have come out in even greater numbers to engage with consumers at many events.

Thank you for your support of these programs and thank you for the inspiration you provide. We are so lucky to work for such industrious men and women, and we will do our best to live up to the responsibility you have given us to promote and protect nature's most nearly perfect food.

Richard Naczi

Chief Executive Officer

American Dairy Association North East



Forging on in Challenging Times —

A Message from the Chairmen

As we wrap up our second year as a combined organization, we are proud of the work ADA North East is accomplishing in these challenging economic times to show the positive side of the dairy industry and to help sell more milk.

We are leveraging our checkoff dollars differently than we have in the past so while it may not seem as visible as a television ad or a billboard, our dollars are being spent more efficiently and effectively. As individual farmers, we couldn't have forged the relationships with national food chains like McDonald's or Domino's to increase butter and cheese sales, taken our nutrition messages into nearly 14,000 schools, or partnered with local food banks to get milk into the hands of families that need and want it.

Milk prices, animal activists or negative nutrition messages. But the facts remain, milk and dairy products are wholesome and safe, our animals are treated humanely, and we protect our land and water resources.

While we're home working on the farm, we rely on the skills and talents of our promotion staff, and trust them to do the things we are not always able or equipped to do. However, speaking with one voice is critical, and we must all be active in telling our story.

As you read through the following pages, you'll see the variety of ways we are triumphing over the challenges and building consumer confidence through partnerships with health professionals, media, the NFL, schools, and the list goes on.

Please know that we remain a farmer-funded and farmer-directed organization. In this report, you'll find the list of our boards of directors who represent all dairy farmers in the ADA North East region. Feel free to reach out to any of us with questions you may have about the dairy checkoff.

Richard Byma, Chairman

American Dairy Association North East
American Dairy Association
and Dairy Council

Vernon Horst, Chairman

Mid-Atlantic Dairy Association

Jeff Raney, Chairman

Pennsylvania Dairy
Promotion Program

***"The harder the conflict,
the greater the triumph."***

- George Washington



Jeff Raney

Richard Byma

Vernon Horst

Youth Programs

Our youth nutrition programs enhance school meal opportunities to maintain and increase milk and dairy sales in schools. ADA North East represents 1,818 school districts, 13,865 schools and 7.2 million students.



Breakfast Programs Continue to Sell More Milk

When students in targeted school districts headed back to school last fall, many started the day with Breakfast in the Classroom, Breakfast After the Bell and Grab n'Go bags that included milk. ADA North East works with local school districts to drive awareness of and encourage additional participation in these important programs. Increased participation in school breakfast programs grows milk and dairy consumption in the schools.

Our Breakfast After the Bell program has increased yogurt sales by 205 percent in 53 of the largest school districts in the region by adding yogurt smoothies or parfaits to school menus. ADA North East's cheese program increased sales by 34 percent in 46 school districts.

**169,544 NYC Students =
127,158 half-pints of milk**

**+ 208,126 Breakfast after
the Bell participants**

In New York City alone, Breakfast in the Classroom reached an additional 169,544 students, which equates to 127,158 additional half-pints of milk (65,347 pounds of milk) sold per day. Also, an additional 208,126 students began eating breakfast through the Breakfast after the Bell program.



Tess Zuber of Zuber Farms in Byron, N.Y., and former Buffalo Bills player, Thurman Thomas celebrate Back to Breakfast with students in Rochester, N.Y.

1% FLAVORED MILK IS BACK!

5 REASONS FLAVORED MILK MATTERS!

- 1. BIG NUTRIENTS! BIG BENEFITS!**
The American Academy of Pediatrics and the 2015 Dietary Guidelines recognize the positive role flavored milk can have in schools. They acknowledge that the palatability and appeal of nutrient-rich foods, such as low-fat flavored milk, can be enhanced by a small amount of added sugars within the daily calorie limit.^{1,2}
- 2. NINE ESSENTIAL NUTRIENTS!**
Low-fat flavored milk contains the same nine essential nutrients as white milk, including calcium and vitamin D – nutrients of concern that many kids don't get enough of.³
- 3. MORE CONSUMPTION, LESS WASTE!**
A 2017 memo from USDA Food and Nutrition Services outlined the new position for the 2017-18 school year, "...will increase fluid milk consumption as well as overall participation in School Meals Programs."⁴
- 4. MORE MEAL FLEXIBILITY!**
The same USDA FNS memo described above went on to state that "schools need the flexibility to offer additional milk options to ensure children receive the nutrients provided by milk."⁵
- 5. KIDS LOVE THE TASTE!**
Milk provides nutrients essential for good health and kids drink more when it's flavored. Kids love the taste, and choice helps boost kids' overall intake of nutrients.^{6,7}

Adding flavor to milk doesn't change its nine essential nutrients!

Students' food choices should be both nutritious and appealing. Recent changes in nutritional guidelines allow schools greater flexibility in meeting nutrition requirements for their meal programs. Low-fat flavored milk can now be included through the National School Milk Program. Schools that participate in the program can now offer flavored milk as an option for students.

ADA North East vigorously provides program-specific materials, science-based research and staff assistance to help schools transition to a healthier school environment to ensure dairy remains a key part of childhood wellness. We sent direct mailers to 1,600 school districts about a regulatory change to include one percent flavored milk, in addition to a direct mail campaign to support Breakfast After the Bell in New York City.

Summer Meals Program Moves More Milk

Thanks to valuable partnerships with anti-hunger advocates, thousands of children throughout the ADA North East territory are receiving free summer meals that include nutrient-rich dairy products. Many children go hungry when school is not in session, and the Summer Meals program was established to fill the nutritional gap during the summer, and the program helps families find sites offering meals.

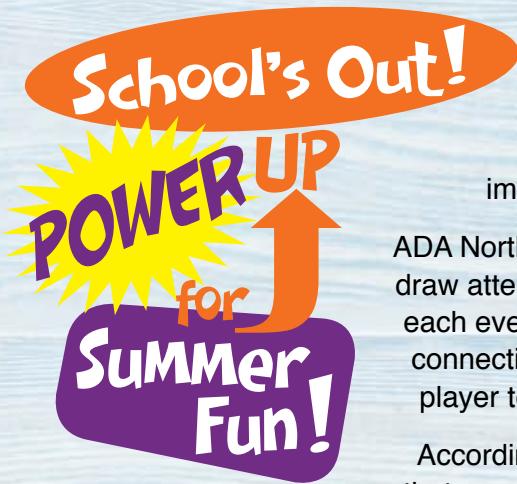
Like school breakfast and lunch programs, all federally-funded summer meals are served with milk which translates to more dairy products sold. ADA North East works to build more participation in these important programs.

ADA North East held 10 events last summer in highly-populated urban areas to draw attention to neighborhood locations serving meals. Dairy farmers attended each event with several bringing a calf on-site to help consumers make the connection between the farmer and their food. Most events included a local NFL player to help reinforce the message of including dairy foods in a healthy diet.

According to the United States Department of Agriculture, only one in 10 children that are eligible for free summer meals actually receives them, leaving 19 million children hungry. When school is out, families can spend an additional \$300 per month to feed their children.



Graham Ackerly, right, of Ackerly Dairy, Vernon, N.J., participates in the Paterson, N.J., Summer meals event with New York Giants player Justin Pugh.



“As a mom, I can’t imagine any child going hungry, and as a dairy farmer, I’m glad we can provide such a nutrient-packed product to be served in the summer feeding programs.”

***— Andrea Stoltzfus,
Dairy Farmer from Berlin, Pa.***



Fuel Up to Play 60

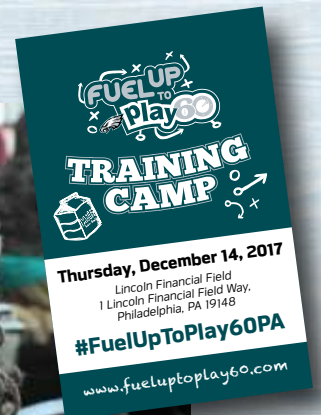
Fuel Up to Play 60, the dairy checkoff partnership with the National Football League (NFL) to promote healthy eating, including milk, cheese and yogurt along with 60 minutes of physical activity each day, is active in more than 17,200 schools in the ADA North East territory. Fuel Up to Play 60 helps ADA North East gain access to schools and school decision-makers which allows us to implement strategies that optimize dairy sales in schools.



With seven NFL teams in our region, we held many different Fuel Up to Play 60 events, including seven training camps, three Hometown Huddles and four forums.



Pittsburgh Steelers player Cam Heyward works with students at a Fuel Up to Play 60 event.





Natasha Sutherland of Stein Farm, LeRoy, N.Y. was part of a celebrity panel at the Buffalo Bills Training Camp.



Rich Byrna of By-Acres Holstein Farm, Sussex, N.J., presented a check to the students that won the Innovation Challenge to improve their school cafeteria at the New York Jets training camp.



Nate Chittenden, center, of Dutch Hollow farm, Schodack Landing, N.Y., enjoyed milk with two former players at the New York Giants training camp.

2017 STUDENT AMBASSADOR SUMMIT

Minneapolis, MN
July 24-27

ADA North East sent 29 students and 19 advisors from our region to the 2017 Fuel Up to Play 60 Student Ambassador Summit in Minneapolis, Minnesota, to interact with students from across the country. Mid-Atlantic Dairy Association and National Dairy Board member Jennifer Heltzel of Piney Mar Farm in Martinsburg, Pennsylvania, also attended the event.



“It was inspiring to see how many schools from across the country are doing the same things we’re doing to help kids become healthy eaters, including dairy products, and to become more physically active.”

*– Jennifer Heltzel,
Martinsburg, Pa.*



Retail Marketing

Nearly 80 percent of all milk is sold at retail stores, where it competes for sales with more than 60,000 different beverages for a place in the customer's shopping cart. ADA North East's retail marketing strategy brings attention to the dairy aisle through the Dairy Aisle Reinvention program by improving hygiene and presentation conditions as ways to increase sales. By engaging shoppers, they spend more time in the dairy aisle and purchase more dairy products. In total in 2017, 160 new stores benefited from the Dairy Aisle Reinvention program.

Program additions in 2017 consisted of yogurt dividers to keep shelves organized in 260 stores, cheese pushers in 53 stores to keep product front and center, and 20 new farm-to-table campaigns featuring signage and photos of local dairy farm families. Retail efforts were also expanded into 109 western Pennsylvania stores, including Shop 'n Save and Kuhn's Markets.

Through its Retail Marketing and Merchandizing Program, ADA North East conducted 1,500 store audits per quarter, totaling 6,000 audits. The audits help dairy case managers with hygiene, temperature control, stocking and display issues. Retail also conducted quarterly merchandising efforts to draw attention to dairy items, including protein snacking, quart yogurt programs and shelf strips for shredded cheese.



ADA North East's registered dietitians partnered with retail counterparts like Price Chopper's Ellie Wilson, left, to visit Murcrest Farm, owned by Lynn and Peggy Murray in Copenhagen, New York, and Great Lakes Cheese, Adams, New York, for a first-hand look at how milk and cheese are produced.



National Partnerships

Dairy checkoff ensures that the more than 50 million Americans eating fast food every day have the option to choose milk and dairy foods in top quick-serve restaurants. Since the start of these partnerships, dairy volume has grown a combined **25 percent** through our partners.

On average, for every \$1 invested by farmers through the dairy checkoff, the partners contribute more than \$10.



“Our food service partners are vital to checkoff because they innovate dairy products; advertise new menu items; and move more dairy. As individual dairy farmers we would never be able to accomplish this task.”

- Marilyn Hershey, Cochranville, Pa., Dairy Farmer, Mid-Atlantic Dairy Association Secretary and Dairy Management, Inc. Chair



The nearly 15-year checkoff partnership with McDonald's has dramatically boosted the sale of milk and dairy products, with **80 percent** of its menu including dairy. In 2014, the restaurant changed from using margarine to butter, leading to an additional 700 million pounds of milk equivalent per year.

In September 2017, McDonald's relaunched its McCafe' beverage line, of which **90 percent** includes dairy, offering the chain's 26 million daily customers a wider variety of milk-based coffee products.

Checkoff's partnership with Domino's started in 2008, and the chain has increased its overall cheese usage by more than **72 percent**. Domino's is also putting the Undeniably Dairy logo on its seven million pizza boxes sold each week.



Domino's



Pizza Hut is now adding **25 percent** more cheese on every signature “Pan Pizza.” Impacting nearly one-third of the pizzas sold by the chain, an incremental 150 million pounds of milk will be used each year.

In 2017, Pizza Hut, Taco Bell and Domino's invested \$900 million of their own money in advertising. Along with McDonald's, the four quick-serve restaurants used 9.6 billion pounds of dairy in 2017, and 27.6 billion pounds (fluid milk equivalent) in the past three years.



“Every aspect of our daily routine on the farm is executed with the goal of producing wholesome, nutritious milk for families like ours.” – Kendra Lamb, Oakfield, N.Y.

Oakfield, New York, dairy farmers Kendra Lamb and family were featured in the Undeniably Dairy kickoff campaign in June on the Food Network and Cooking Channel.

Undeniably Dairy is a multi-year effort to reintroduce America to dairy, led by the Innovation Center for U.S. Dairy, in partnership with America's Dairy Farm Families and Importers.



Sustainability Awards

Oakland View Farms in Ridgely, Maryland, and Midshore Riverkeeper Conservancy, a water quality advocacy non-profit organization in Easton, Maryland, received the 2017 U.S. Dairy Sustainability Outstanding Achievement in Community Partnerships Award for their successful implementation of the first woodchip bioreactor in Maryland.

Hissong's Mercer Vu Farms, Inc., in Mercersburg, Pennsylvania, received honorable mention in the Outstanding Dairy Farm Sustainability category for developing a manure management system allowing them to maintain high standards of cow comfort while protecting local waterways. A flush system was installed that uses recycled waste water to force manure and sand into a separator, reclaiming up to 95 percent of the sand for cows' bedding.

Sponsored by the Innovation Center for U.S. Dairy®, established under the leadership of dairy farmers, the sixth annual U.S. Dairy Sustainability Awards were presented during a ceremony on June 28, in Chicago. The program recognizes dairy farms, businesses and partnerships whose sustainable practices positively impact the health and well-being of consumers, communities, animals and environment.



The Hissong family of Mercer Vu Farms, Mercersburg, Pa., was named honorable mention Sustainability Award winner.



The Edwards family of Oakland View Farm, Ridgely, Md., and Riverkeeper Conservancy received the Sustainability Award for community partnerships.



**U.S. Dairy
Sustainability Awards**
Innovation Center for U.S. Dairy®

Consumer Confidence

Consumer interest in where their food comes from continues to grow. In 2017, we trained 179 dairy farmer spokespersons with Driving Dairy Discussions, a program developed by ADA North East to provide tools and tips to prepare farmers to have positive and effective conversations with consumers about the dairy industry.

DairyFAN (Dairy Food Advocacy Network) is our social media advocacy program that helps farmers learn to effectively share stories of farm life and how milk is produced. DairyFAN has 43 active members that garnered 55,274 impressions on Facebook and Instagram and 404,044 impressions on Twitter.

The Dairy Farmer Speakers Bureau provides training and resources to farmers to give presentations to local groups. Regionwide, the 47 members gave 81 presentations and reach 3,156 consumers with dairy messaging.

Kerry and Hal Adams of Black Brook Farm, Shortsville, New York, hosted 15 nutrition management students from the Rochester Institute of Technology. The visit, coordinated by ADA North East, was designed to help the students make the connection between farm and table, and understand that dairy farmers are committed to producing a healthy, safe product for consumers.



“By opening our farms to the nutrition community, we can show them how seriously we take producing a wholesome, safe product, so they can confidently recommend dairy to their client base.”

– Kerry Adams, Shortsville, N.Y.



ADA North East Nutrition Affairs and Consumer Marketing and Digital Strategy teams hosted the first-ever Undeniably Dairy Farm-to-Table Blogger’s Tour that took 22 health professionals and food bloggers to Yancey’s Fancy Cheese in Corfu, N.Y., and Noblehurst Farm in Pavillion, N.Y.



The event also included a culinary contest where participants competed in the Ultimate Mac and Cheese Throwdown by developing their own recipes using Yancey’s Fancy, as well as preparing a beverage, salad and dessert using fresh dairy products.

“Building consumer confidence in dairy is a responsibility for all of us. As a dairy farmer and registered dietitian, I have the advantage of seeing two sides – production and nutrition – and know I can use my voice to share positive messaging.”

– Abbey Copenhaver, Ivy Lakes Dairy, Stanley, N.Y.



Additionally, a social media contest using the hashtag #NYDairyTour17 and #undeniablydairy resulted in more than seven million impressions on Instagram, Facebook and Twitter.



Four New York dairy farmers – Kerry Adams of Shortsville, Abbey Copenhaver and Katie Wood of Stanley, and Colleen Andrew of Newark - joined the group for a farm-to-table dinner at Left Bank steakhouse in Buffalo, and catered by FLX Table in Geneva. The dinner helped the bloggers make the connection with the farmers who produce the food and dairy products.

Environmental Impact

Dairy Part of Youth Educational Outreach Program

Thousands of students in the ADA North territory are learning about dairy farming practices through the Young Minds Inspired, or YMI, an educational outreach program provided to teachers.

ADA North East annually develops STEM, or Science, Technology, Engineering and Math, curriculum that meets educational standards and helps connect students with dairy farmers. The 2017 lesson plans focused on environmental efforts of dairy farmers to be good stewards of water resources. The theme coincides with the educational work ADA North East is conducting with communities in New York's Owasco Lake area and the Chesapeake Bay watershed.

Called "Water Wise," the lessons focus on what dairy farmers do to conserve and recycle water on their farms. Components included a four-panel poster guide that contained a teacher guide and three reproducible student activity sheets on one side, and a wall poster on the other. The program materials were distributed to 52,500 second to fourth grade teachers in 10,500 schools in the ADA North East territory. The program was downloaded more than 5,500 times.



Partners
FOR HEALTHY WATERSHEDS

ADA North East works with environment-focused organizations to bridge understanding and trust of dairy farmers' environmental stewardship. In 2017, we developed and implemented the Partners for Healthy Watersheds initiative in the Owasco Lake area in conjunction with Northeast Dairy Producers Association, New York Farm Bureau and New York Animal Agriculture Coalition. The multi-faceted campaign included radio and print advertising, social and digital media and public forums in the Owasco Lake region.

Partnering with the Chesapeake Bay Alliance is another priority area to help restore and protect the Chesapeake watershed.

“Dairy farmers strive to do the right thing—for the bay, for our communities, and for our families. Bay restoration requires a collective effort and we are pleased to share the alliance’s passion for collaborative stewardship.”

***– Vernon Horst, Chambersburg, Pa.,
dairy farmer and Mid-Atlantic
Dairy Association chair***

We also worked with the Upper Susquehanna Coalition to participate in the Upper Susquehanna Watershed Forum and with SUNY-ESF (State University of New York College of Environment, Science and Forestry) to host professors and students at dairy farm tours in New York.



Don Jenny, left, of Jenny Dairy Farm, Moravia, N.Y., hosted SUNY-ESF students.



Dale Mattoon of Pine Hollow Dairy, Locke, N.Y., showed SUNY-ESF students parts of his farm on a map.

“Getting groups like the SUNY-ESF students out on farms is one of the best ways to help the general public better understand the work farmers to do protect the land, air and water.”

– Dale Mattoon, Locke, N.Y.

Integrated Marketing Communications

Integrated Marketing Communications programs work to bolster the image of dairy farmers and dairy foods by developing relationships with consumers that generate advocacy for dairy farmers, dairy farms and dairy products through increased quality media placements. In 2017, the team placed more than 1,350 stories in consumer media and secured 261 million media impressions.

A new website — AmericanDairy.com — was launched in 2017, and increased our online presence through daily postings and paid digital advertising on our own social media platforms. Website traffic increased by 18.5 percent, online impressions by 22 percent, and social engagement by 33 percent compared to 2016.



Website traffic increased by 18.5 percent engaging more consumers about dairy.

ADA North East's online impressions promoting dairy foods and dairy farming increased by 22 percent in 2017.

ADA North East maintains a nutrition speakers bureau of third-party experts, as well as a sports panel speakers bureau. Both include health and nutrition influencers including registered dietitians that advocate for the inclusion of dairy in child nutrition, and educate consumers about food insecurity and lactose intolerance. More than two dozen health professionals helped promote dairy to state athletic associations, in retail circulars and on websites, through our social media channels, and in editorial responses in local newspapers. Nutrition Affairs' consumer communications racked up 491 social media posts, 20 blogs and shared our messaging at 17 events.

Refuel with Chocolate Milk

ADA North East sponsored Team Chocolate Milk and Stanley, New York, dairy farmer and registered dietitian Abbey Copenhaver, who completed the Ironman Lake Placid race.

Social media engagement was a large component of the ADA North East support of Team Chocolate Milk. Nearly 250 hours of positive chocolate milk messaging hit the airwaves with 141,200 Facebook impressions; 45,000 digital views of Abbey's video; and 2,200 blog visits.



Abbey Copenhaver, Stanley, N.Y., completed the Ironman race that consists of a 2.4-mile swim, 112-mile bike ride, and a 26.2 mile-full marathon, in 14 hours and four minutes.

Through the sports marketing team and its Refuel with Chocolate Milk campaign, we reached 1.13 million athletes, 55,000 coaches and had a presence at 136 state championships.





"I'm so proud to see championship tickets printed with the Refuel with Chocolate milk message. It's a constant reminder of the nutrition found in every glass - they can't ignore it because it is right there on every ticket!"

- Barb Hanselman, Del-Rose Farm, Bloomville, N.Y.

Chocolate milk is the official beverage of:

-  New York State Public High School Athletic Association
-  Pennsylvania Interscholastic Athletic Association
-  Maryland Public Schools Secondary Athletic Association
-  New Jersey State Interscholastic Athletic Association
-  Delaware Interscholastic Athletic Association

We also sponsor championship events through partnerships with:

-  Public Schools Athletic Association, in New York City
-  District of Columbia Interscholastic Athletic Association

“On behalf of the dairy farmers in our community, I hope we can continue more programs like refueling to help all the students be successful – on and off the basketball court.”

– Kevin Basset, Genoa, N.Y.



Dairy farmers take active roles in their communities. Kevin Bassett of Rodan Dairy Farm, Genoa, New York, presented Moravia High School with two new milk coolers to celebrate June Dairy Month, and recognized the athletic achievement of the boys' basketball team that won the 2017 New York State Public High School Athletic Association Class C Championship.

Yankees Partnership

ADA North East's New York Yankees partnership continues to be successful with the Summer Meals and Refuel with Chocolate Milk events, and the first-ever Yankees Education All-Star Day. More than 8,000 students from the Bronx, New York, gathered in Yankee Stadium to hear messaging about healthy lifestyles. ADA North East shared the importance of incorporating dairy in the diet and refueling with chocolate milk.



Yankees Manager Joe Girardi and former player Cecil Fielder participated in a Summer Meals events in New York City, encouraging kids to eat healthy and be physically active.



Hunger Collaborations

Great American Milk Drive

A partnership between Feeding America®, National Dairy Council™ and the Milk Processor Education Program (MilkPEP), the Great American Milk Drive is a national initiative to help deliver highly-desired and nutrient-rich gallons of milk to regional food banks. Milk is one of the most requested items and yet the least donated because of its perishability.

ADA North East's retail team worked with the region's 136 Price Chopper/Market 32 stores to encourage customers to make cash donations for the purchase of milk for families in need at the checkout, as part of the Great American Milk Drive. The retailer collected nearly \$25,000 and donated an additional \$10,000. In the Maryland, Virginia and Washington, D.C., areas, Shoppers Food and Pharmacy helped raise a milestone \$85,000 to provide milk to the Capital Area and Maryland food banks.

“Producing nutritious, wholesome milk is a responsibility we take very seriously, and it saddens me that so many families are missing out on this important staple in their diets. I’m proud to help get milk to families in need.”

– Terri Phillips, Dellavale Farm, Pattersonville, N.Y.



Joanne Dwyer, Regional Food Bank of Northeastern New York; Terri Phillips, Pattersonville, N.Y.; Commissioner Richard Ball, New York State Department of Agriculture and Markets participated in The Great American Milk Drive Price Chopper retail event.



The Great American MILK DRIVE®

The dairy industry is committed to providing 50 million servings of milk to families in need by 2020. Several additional retailers in the ADA North East territory have begun participating in the campaign.

Former Washington Redskin Brian Mitchell, dairy farmer Laurie Savage and daughter Catherine, Alternate Maryland Dairy Princess, of Savage-Acres Farm, Dickerson, Md., participate The Great American Milk Drive event in Washington, D.C.

Fill a Glass with Hope®

Initiated by Pennsylvania dairy farmers, the charitable milk campaign, Fill a Glass with Hope, a partnership between ADA North East, Pennsylvania Dairymen's Association and Feeding Pennsylvania, is helping get milk to families who need it most. All funds raised enable Feeding Pennsylvania's member food banks to purchase milk directly from their local dairies at a reduced price to distribute to families facing hunger issues.

Since its inception in 2015, the campaign has provided more than seven million servings of fresh milk to Pennsylvania families, thanks to more than \$800,000 in donations raised in support of the program.



“One in seven Pennsylvanians face hunger, but it’s now easier to help those in need to get

the benefit of milk’s essential nutrients thanks to the support of the Fill a Glass with Hope campaign.”

*- Tim Kurtz, Kurtland Farms,
Elverson, Pa.*

FILL *a* GLASS *with* HOPE®



Providing nutritious milk to families in need.



“We enjoyed being a part of the Fill a Glass with Hope effort at the Penn State games to help raise more awareness for the program that is mutually beneficial for Pennsylvania families and for the dairy industry.”

*- Nathan Ulmer, Guided Path
Farms, Bellefonte, Pa.*



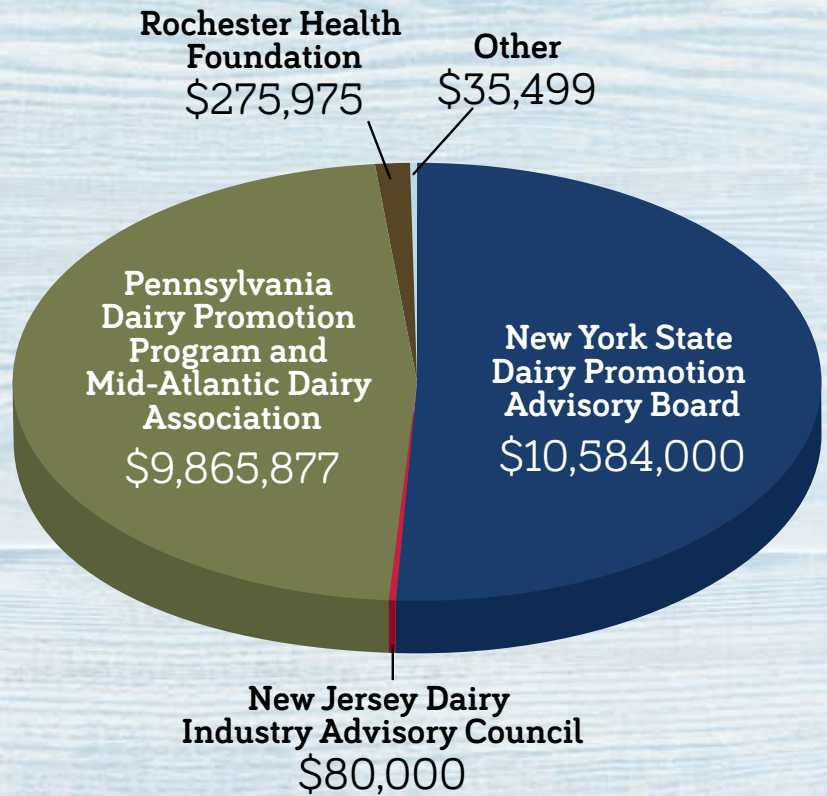
World Milk Day

Lee Ramsburg of Rock Creek Farm, Gettysburg, Pa., helped coordinate a World Milk Day event with the Gettysburg Community Soup Kitchen at the Gettysburg United Methodist Church. Dairy Maid Dairy donated milk to serve.

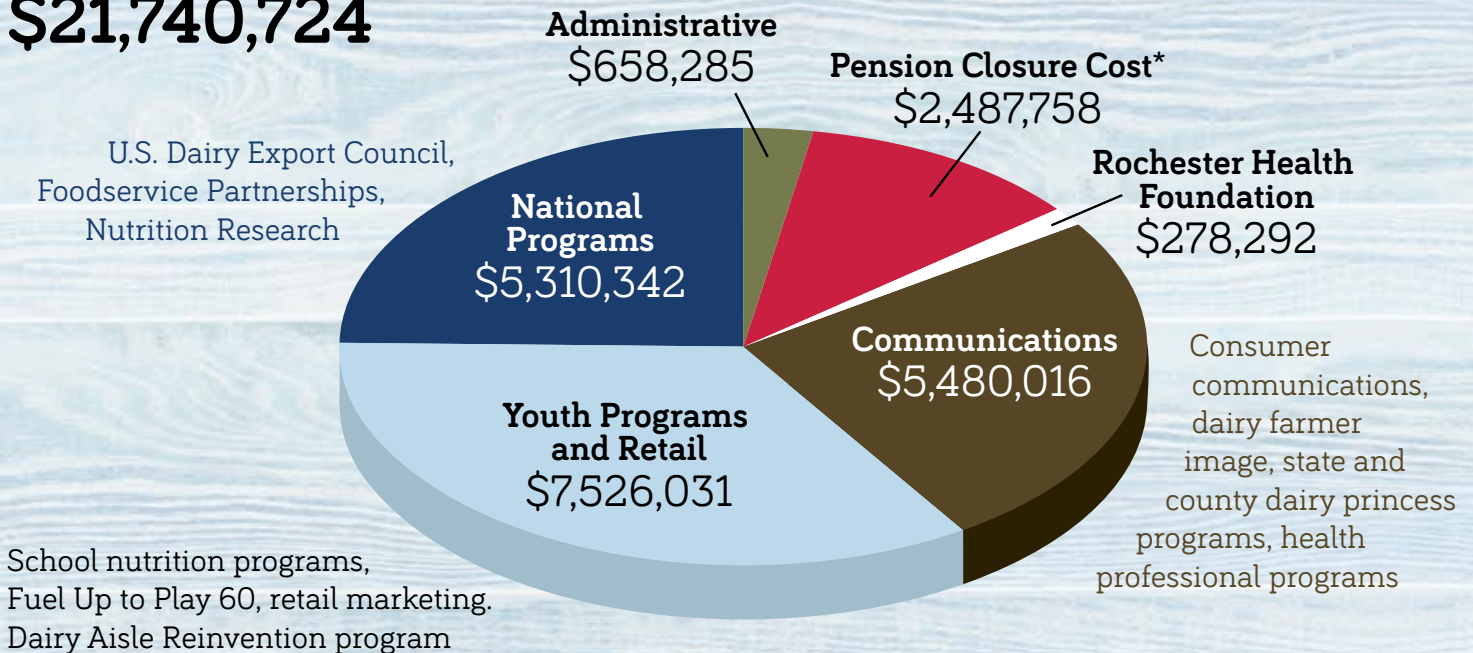


AMERICAN DAIRY ASSOCIATION NORTH EAST

Total Income
\$20,841,351



Total Expenses
\$21,740,724



*Final termination cost of pension plans

2017 Board of Directors

American Dairy Association North East was created in 2016 by consolidating American Dairy Association and Dairy Council, Mid-Atlantic Dairy Association and Pennsylvania Dairy Promotion Program. The dairy farmer boards of directors for each organization remain in place; each organization has representation on the American Dairy Association North East corporate board.



American Dairy Association and Dairy Council

American Dairy Association and Dairy Council

Richard Byma, Sussex, N.J., *chair**
George Andrew, Newark, N.Y.
Corinne Banker, Morrisville, N.Y.
Patricia Bikowsky, Madison, N.Y.
Kris Brock, Schaghticoke, N.Y.*
David Burns, Cohocton, N.Y.;
Audrey Donahoe, Clayville, N.Y.
Paul Fetter, Dalton, Pa.
Ernie Gelsinger, Robesonia, Pa.
Brian Gunning, Trumansburg, N.Y.
Norm Gustafson, Frewsburg, N.Y.
Barb Hanselman, Bloomville, N.Y.*
David "Skip" Hardie, Groton, N.Y.
Bill Harrigan, Chateaugay, N.Y.
Terence Ives, Bainbridge, N.Y.
Linda Kays, Callicoon, N.Y.
Jason Kehl, Strykersville, N.Y.
Karen Koerner, Portageville, N.Y.
Fred Lovell, Linden, Pa.
Kelli Morgan, Union Springs, N.Y.;
Peggy Murray, Lowville, N.Y.
Terri Phillips, Pattersonville, N.Y.
Doug Sattazahn, Womelsdorf, Pa.
Joan Smith, Sauquoit, N.Y.;
Sandy Stauffer, Nicholville, N.Y.
Lynette Swendsen, Akron, N.Y.
Gary Truckenmiller, Watsonstown, Pa.
Carroll Wade, Jasper, N.Y.
Jim Warburton, New Albany, Pa.
Eric Zuber, Byron, N.Y.
Dina Zug, Mifflintown, Pa.*

Mid-Atlantic Dairy Association

Vernon Horst, Chambersburg, Pa., *chair*
Bruce Bartley, Cogan Station, Pa.
Bill Beeman, Kingsley, Pa.
Wayne Beidel, Newburg, Pa.*
Jim Biddle, Williamsburg, Pa.
Richard Byma, Sussex, N.J.
Jerrel Heatwole, Greenwood, Del.*
Marilyn Hershey, Cochranville, Pa.*
Larry Kulp, Martinsburg, Pa.
Tim Kurtz, Elverson, Pa.
Gib Martin, Elizabethtown, Pa.
Sherry Patterson, Chestertown, Md.
Jeff Raney, Adamsville, Pa.*
Tim Stoner, Mercersburg, Pa.



Pennsylvania Dairy Promotion Program

Jeff Raney, Adamsville, Pa., *chair*
Bertha Ackerson, Marion Center, Pa.*
Harold Bailey, Roaring Spring, Pa.
Bruce Bartley, Cogan Station, Pa.
Bill Beeman, Kingsley, Pa.*
Wayne Beidel, Newburg, Pa.
Marie Canon, West Middlesex, Pa.*
Erick Coolidge, Wellsboro, Pa.
Louie Diamond, Masontown, Pa.
Douglas Harbaugh, Loganton, Pa.
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American Dairy Association North East (ADA North East) is the dairy farmer-funded organization funded by participating dairy farmer's checkoff investment to build demand and sales for milk and dairy foods throughout the local region. Representing nearly 12,000 dairy farm families in Pennsylvania, Maryland, Delaware, New York, New Jersey and northern Virginia, ADA North East develops and implements local programs to drive milk and dairy sales at retail outlets and in schools. The organization also conducts consumer education about dairy through events, traditional and social media, and in collaboration with health professionals through National Dairy Council®. ADA North East works closely with Dairy Management Inc.™, the national dairy checkoff organization, to support nutrition research, national partnerships and developing export markets for dairy to bring a fully integrated promotion program to the region. For more information, visit www.americandairy.com.