

Selling More Dairy—

REPUTATION *through* RELATIONSHIPS



Building relationships are
long-term investments in
dairy checkoff!



AMERICAN DAIRY
ASSOCIATION NORTH
EAST

ANNUAL REPORT | 2022

John Chrisman,
Chief Executive Officer
American Dairy
Association North East



CEO Message — 'Reputation through Relationships'

What an honor it was to be selected by our dairy farmer board of directors to serve as American Dairy Association North East's new CEO in June. I appreciate the groundwork my predecessor Rick Naczi laid during his 35 years at the helm and look forward to building on that strong foundation.

I've worked for dairy farmers through dairy checkoff for more than two decades and appreciate the meaningful relationships you develop within the industry and with your communities. I believe in that philosophy and it's the pattern we follow when it comes to developing checkoff programs and campaigns. Strong relationships lead to more productive, impactful results.

A food industry representative that I worked with more than 30 years ago told me that, "people do business with the people they like." This still resonates with me – and the positive results that your staff at ADA North East produce with your checkoff investment don't just happen overnight. It's days, months, and years of establishing relationships with key stakeholders to cultivate their trust and ultimately grow dairy sales on your behalf.

from the President and Chair

"Coming together is a beginning, staying together is progress, and working together is success."

– Henry Ford

There have been many changes in dairy checkoff since it began in 1984. We have especially experienced significant changes at ADA North East in the past two years with new leadership, new approaches to promoting our products, and new consumer expectations.

But what hasn't changed is that our industry is one that is built on relationships. From what we dairy farmers do everyday on the farm, to our partners in retail and schools, and to the consumers who purchase our products – we're all in this together.

As dairy farmers, we know that building consumer trust goes hand-in-hand with increasing sales. With consumers buying 80% of their milk in the grocery store, we don't want them to even think twice about what they're feeding their families. We want them to have complete confidence that what they're spending their money on is safe, responsibly produced, and deliciously nutritious.

Added to that, our dedicated checkoff staff is committed to creating long-term relationships with our partners so they WANT to work together to sell our products. Their association with foodservice directors is helping keep milk, cheese and yogurt in school meals. Their endorsement from social media influencers is getting positive dairy messages to millions of consumers that we couldn't reach on our own.

Our program successes show we're heading in the right direction – dairy consumption is on the rise and it's no coincidence that dairy checkoff is at the core of helping make that a reality.

I continue to be impressed, and you should be too, with not just the quantity of the work, but the quality, depth and results our staff has developed. We can actively participate in conversations regarding environmental initiatives, multiple distribution channels, a variety of consumer bases, targeted demographic groups, and so much more because of their expertise and dedication.

As we review the past year, and look toward the future, know that the work we do in dairy checkoff is a reflection of the work that is done on the farm. Our reputation is based on your good reputation, and we are diligently working to ensure consumers know what a safe, nutritious product you're producing to feed their families.

We will continue to maximize dairy's opportunities through our relationships and partnerships in retail, schools, consumer outreach, and all across the supply chain. I feel so fortunate to represent our nearly 9,000 dairy farm families and count my blessings daily.

Thank you for all you do,

John



Audrey Donahoe, President
American Dairy
Association North East

Jeff Raney, Chair
Pennsylvania Dairy
Promotion Program



We want to thank Rick Naczi for his nearly four decades of service to dairy farmers and dairy checkoff, and for positioning us to move forward. It was a privilege to help recognize him with the National Dairy Promotion and Research Board's Richard E. Ling Award at the national checkoff meeting, for his contributions and distinguished service to dairy promotion.

REPUTATION
through
RELATIONSHIPS

RETAIL MARKETING

Increasing dairy sales at the store level

ADA North East's retail team has developed long-term relationships with retail store dairy managers that have opened the doors to making improvements in the dairy case — and ultimately selling more milk and dairy foods.

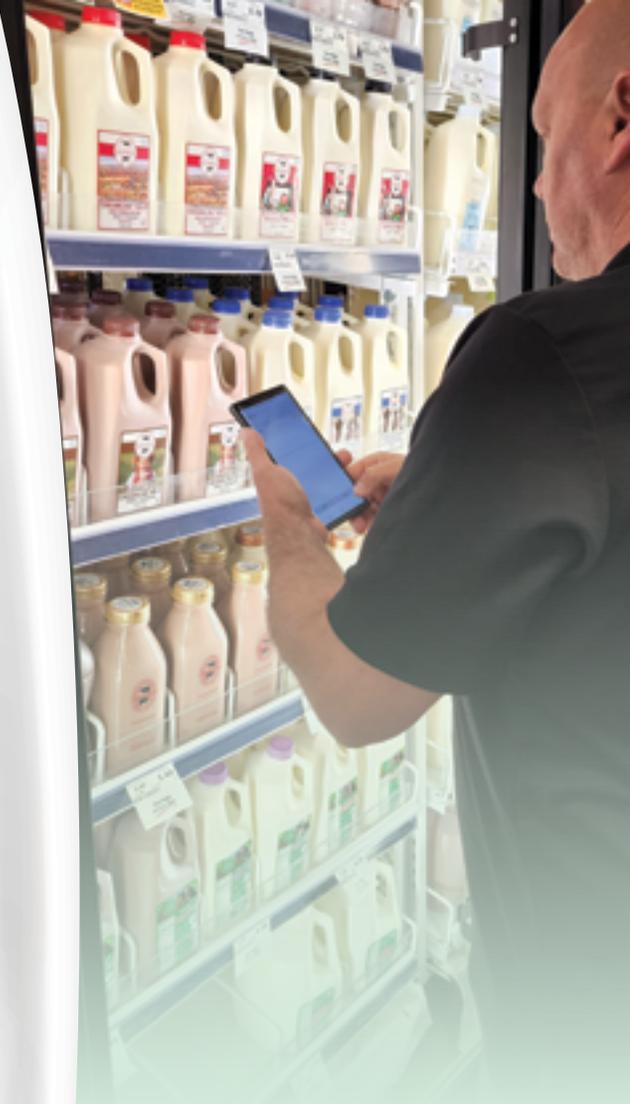
Keeping dairy cases clean, cold and well-stocked is the goal of the **Dairy Aisle Performance Program**. Our retail team serves as the “eyes and ears” in stores to see how dairy is being represented to the public.

Cross merchandising can generate **7-26% lift in sales!** We helped install 2,542 secondary placements of dairy in other areas of the store.

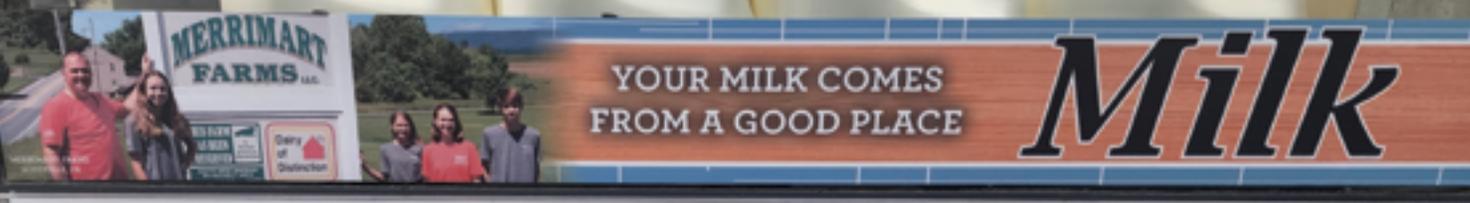
“Dressing up” the dairy aisle with new signage through the **Dairy Aisle Reinvention Program**, draws shoppers in and helps them easily find the products they want.

Farm to Table features help connect consumers to the farm families who produce their favorite products — **254 stores** received new signage.

The Hoover family of Brook Corner Dairy, Lebanon, Pa., and the Barch family of Merrimart Farms, Loysville, Pa., were featured in Karns Markets in Pennsylvania.



7,068 visits
to **1,735** stores



With online transactions totaling more than 12% of all grocery sales, ADA North East got on board to promote dairy to online shoppers in 2022 with new e-commerce programs.



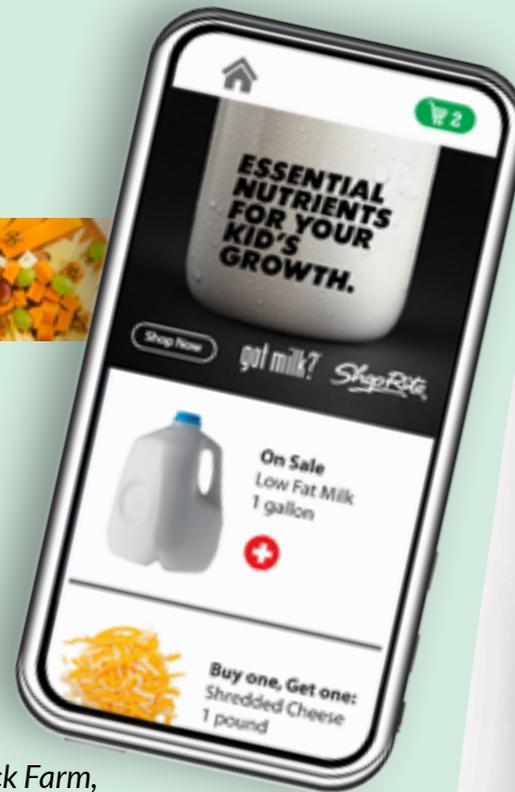
Programs focused on nutritional messaging with white milk; targeted plant-based beverage consumers with lactose-free nutritional messaging; and highlighted chunk and sliced cheese uses for different occasions to snack users.



As an extension of our e-commerce efforts, we facilitated a tour for staff members of Amazon Fresh to King Brothers Dairy and Welcome Stock Farm, both in Schuylerville, N.Y. Dairy Management Inc., initiated the visit so we could help build the connection of how milk is produced on-farm to the products they help sell through the e-commerce site.

Sales results tied to our programs were more than \$3.3 million and generated nearly 22.5 million impressions.

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Cheese pushers – 178 installations in 2022 – with 400 stores incorporating them in total. Sales can increase up to 14%!



Yogurt Dividers – 135 installations completed in 2022 – with 2,000 stores in total. Retail chains invested \$7 million for dividers after our installation in test stores showed sales increases and lowered costs.



FILL A GLASS WITH HOPE®

Getting milk to those in need



Charitable food campaign, **Fill a Glass with Hope®**, has helped food banks provide 34 million servings of milk to families in need.

In 2022, **\$731,004** was raised between the corporate donations collected by Feeding Pennsylvania and local food banks, and ADA North East's retail consumer donations. That's **164,762 gallons of milk** that were distributed to local families.



ADA North East board member Dina Zug from Mifflintown, Pa., helped kick off the 2022 Fill a Glass with Hope® campaign at the Pennsylvania Farm Show.

Otsego County dairy promoters participated in the Fill a Glass with Hope® retail campaign at a Grand Union store.



Dairy farmer Brett Reinford from Mifflintown, Pa., shared the importance of dairy during the retail Fill a Glass with Hope® campaign at Weis Markets.



For **every dollar** we spend in promotion, Fill a Glass with Hope® receives **\$17 in return!**

Working with all processors across the region helps get Fill a Glass with Hope® sales to food banks. We help them get access to milk and dairy through state and federal programs that provide grant money to place coolers for storing and distributing milk continually to families throughout the year.

*“We have partnered with the ADA over the last several years, and when we have done remodels Nick and his team have been there to install all the signage. They do an amazing job with every store they do. **Together the goal is to drive top line dairy sales and stay ahead of the curve when it comes to competition and innovation in the field.**”*

- Perry Blatt, Village ShopRite Operator and Director of Marketing and Business Development

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through
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New York State Dairy Ambassador Gabby Taylor joined ADA North East to celebrate a cooler installment at a New York food bank.



INTEGRATED MARKETING COMMUNICATIONS

Connecting Consumers to Dairy

Reaching consumers with the good news of dairy is not “one size fits all,” so it’s critical to meet them “where they are” with messages that resonate with personal wants and needs.

Who are Gen Z?

- Ages 11-26
- 20% of U.S. population
- Spend \$143 billion annually
- Most digitally connected generation

Young Gen Z – Because of stringent federal law prohibiting certain types of marketing to young audiences, we are partnering with Strong National Museum of Play in Rochester, N.Y., and Wegman’s to share the virtues of dairy consumption.

Adolescent Gen Z – The #PasstheMilk and #MeetMilk TikTok campaigns focus on sports nutrition and active lifestyles for high school students.

#PASSTHEMILK

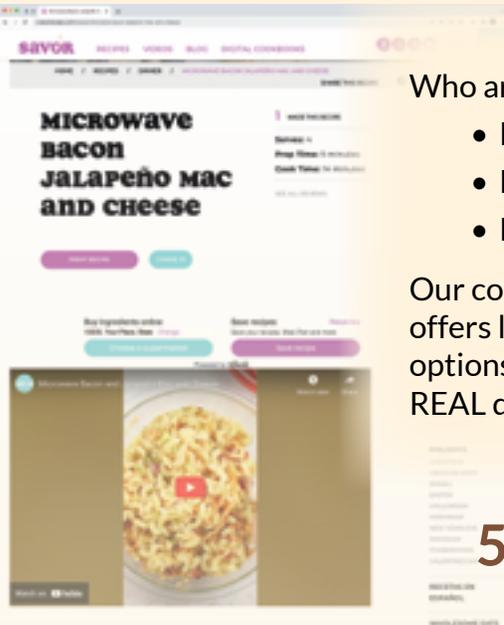


Out-of-Home Gen Z – Focus on college students through the “Dorm Room Dairy” campaign that used geo-fencing to target students at Syracuse and Cornell universities with digital dairy messages and recipes right to their dorm rooms!



Gen Z Outreach –
Grabbed **20.6 million** social media impressions





Who are Millennial Parents?

- Food-buying decision makers in the home
- Love to prepare healthy meals for families
- Do most shopping online

Our consumer-facing website, Savor Recipes, offers live cooking classes and e-commerce options that only allow the purchase of REAL dairy!

Savor Recipes
5.6 million impressions
7 million recipe video views

savor



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Through Savor's e-commerce application, consumers are purchasing more dairy.



#MakeMilk Moments — our award winning month-long holiday marketing campaign geared toward families reached them in retail stores, online and in traditional media.



#MakeMilkMoments
1.56 digital impressions
1.5 million video views

Connecting Consumers to Dairy

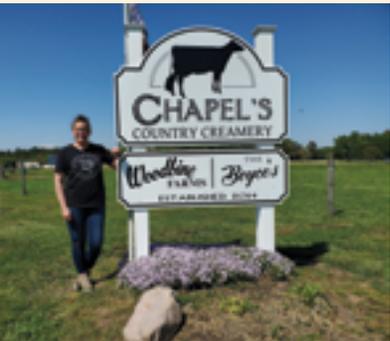
Reaching **general consumers** through digital and traditional media allows us to tell dairy's story a variety of ways to help bolster dairy farmer image.

This American Dairy Farmer is a video series that features dairy farmers on their farms, highlighting the many ways they care for their animals and their land.

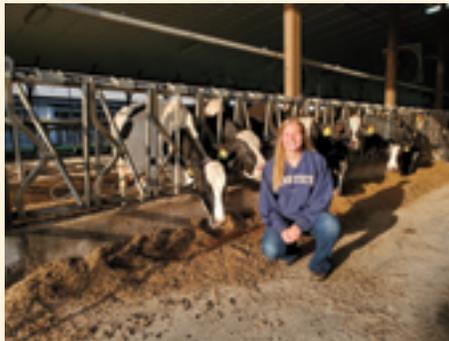
12 episodes

3 million impressions

THIS AMERICAN DAIRY FARMER



Trisha Boyce of Chapels Country Creamery, Easton, Md.



Katarina Coffman of Penn State University, University Park, Pa.

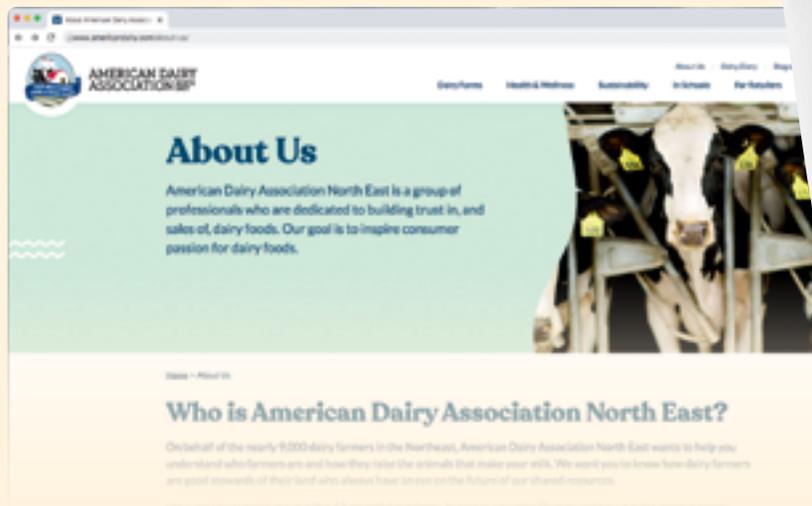


Jayden and Jody Neal of Orleans Poverty Farm, Albion, N.Y.

AmericanDairy.com is ADA North East's website that has information for consumers, as well as for our partners in retail, schools, nutrition and farmers.

5.6 million impressions

3 million video views



New York City Marathon was a partnership with Milk Processor Education Program (MilkPEP) that focused on women athletes.

King Brothers Dairy in Schuylerville, N.Y., made 5,000 custom-label chocolate milks, which Jan and Pandora King gave to refuel the runners after the race.



ADA North East Sports Nutrition Advisory Panelist Stevie Lyn Smith touted the benefits of dairy and our support of women athletes on lifestyle programs in Scranton, Pa., and Washington, D.C. The segment had **27 news placements** and tracked **3.6 million impressions**.



Traditional media – television, newspaper, radio and digital options – are successful because of the long-standing relationships ADA North East has built with key news people and outlets throughout the region.

3,685 story placements

453 million total media impressions

Recruiting respected **health professionals** and **social media influencers** who believe in the health benefits of milk goes a long way in building credibility on behalf of dairy farmers.

Health professionals are reached with current science-based research and nutrition information through webinars, targeted digital advertisements, social media and direct eblasts. They in turn share the information with their clients and patients.

In 2022,
8,453 health professionals
with
3.9 million
potential
patient reach
participated in
our webinars.

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through
RELATIONSHIPS



Dairy farmer Jason Frye of Pleasant Lane Farm, Latrobe, Pa., worked with ADA North East to write a letter to the editor to stand up for dairy.

Free Webinar!

Milk's Journey
Farm TO Fridge

October 26
1:00 pm

[Register Here](#)

"The Office of School Health Nursing team has worked with the American Dairy Association North East, and they have been wonderful partners and are very receptive to our needs. From keynote speakers to hosting the platform used for our professional development training, they provide a professional and organized event for our nursing staff. Their support is invaluable."

- Gail Adman, RN, BSN, MPH, Executive Director of Nursing, New York City Office of School Health

Reaching Socially Diverse Audiences

To reach **socially diverse** audiences with “dairy is for everyone” messaging, ADA North East partners with culturally diverse influencers to build trust in dairy. Specifically, we have geared outreach to Hispanic audiences.

Hispanic traditional and social media outreach focus

28 million impressions

192 million video views



Leche (3 Ingredientes)	Bebida de Almendras (11 Ingredientes)
Leche	Bebida de almendras
Vitamina A	Agua filtrada
Vitamina D	Almendras
	Cítricos de sabor
	Lactosa de gusano
	Goma/Gelano
	Sabores naturales
	Polifenoles de almendra
	Vitamina D2
	D-alfa tocoferol



“By working with American Dairy Association North East, we’ve been able to effectively reach the Hispanic consumer market – the fastest growing segment in the region – to educate them about the benefits of dairy and the commitment northeast dairy farmers have with their cows and the environment. Through culturally relevant messaging, we are educating Hispanic consumers that milk is delicious, nutritious and more sustainable than ever.”

- Wilson Camelo, President/Chief Marketing Officer of Camelo Communication

Chocolate Milk + Student Athletes = Peak Performance

“Refuel with Chocolate Milk” is the core of ADA North East’s **sports marketing campaigns**. Making the connection between chocolate milk and peak athletic performance to the regions’ high school athletes is part of our Gen Z outreach.

We also shared sports nutrition information, developed by our Sports Nutrition Advisory Panel members, with more than 15,000 high school coaches and athletic directors monthly.



Chocolate milk is the official beverage of:



Dairy farmer Rich Hill from Cattaraugus, N.Y., participated in the NYSPHSAA state basketball championships where he served the athletes chocolate milk to refuel.



REPUTATION
through
RELATIONSHIPS



Professional runner and dairy farmer Elle Purrier St. Pierre partnered with ADA North East to promote our “Refuel with Chocolate Milk” partnership with the Armory Track in New York City.

The partnership also featured chocolate milk branding milk sales by athletes and visitors. Renamed “The Refuel Zone, Presented by Chocolate Milk,” the Café features a branded refrigerator, as well as a life-size image of Purrier St. Pierre drinking chocolate milk with her quote, “Runners need to refuel! Chocolate milk provides the ideal carbohydrate to protein ration to rebuild muscle!”

“The Refuel With Chocolate Milk sponsorship of the New York State Public High School Athletic Association (NYSPHSAA) is more than just advertising, it’s a partnership between dairy farmers and our association, athletes, coaches, and fans, and has been one of the most beneficial in the 100-year history of the association.”

Chocolate milk has become synonymous with NYSPHSAA Championships over the last 14 years, and is an official sponsor of our 34 championships, scholar athlete, sportsmanship, and student leadership programs.”

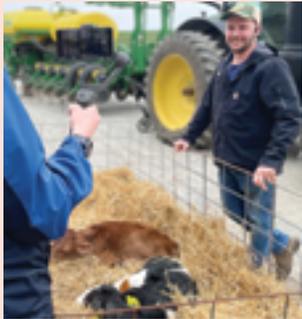
- Dr. Robert Zayas, NYSPHSAA Executive Director

INDUSTRY RELATIONS

Empower and Amplify Dairy Farmer Efforts

Bringing Cows to the Classroom through Virtual Farm Tours

Helping students make the connection with those who are producing the milk and dairy products they enjoy at school and at home is the core of the Virtual Farm Tour program. More than 85,000 students were reached with the 2022 Spring and Fall tours, adding to a total of more than 550,000 student views since the program launched in 2018.



Ed Facer of
Star Rock Farms,
Conestoga, Pa.



Sarah Lyness of
Spring Run Dairy,
Pittstown, N.J.



John and Chris Albano from
Albano Farms, Stamford, N.Y.



Jared Kurtz of
Kurtland Farms
in Elverson, Pa.

Classroom lesson plans developed by ADA North East complement the Virtual Farm Tours. Up to 50% of the teachers said they used the lesson plans with the tours, and **5.4 million educators and students were reached!**

Mark Murray from Murcrest
Farm in Copenhagen, N.Y.



One Virtual Farm Tour
reaches as many
students as about
200 on-farm tours!



Kelly Reynolds of Reyncrest Farm,
Corfu, N.Y.

"The tour was perfect and engaging for my third graders. The farmer was very knowledgeable but kept things easy to follow."

- An elementary school teacher

Dairy Farmers in the News

Dairy farmers are the perfect spokespersons to develop consumers' trust in dairy. We provide media training to farmers to prepare to speak to reporters about different topics.



Becca Walter from Reinford Farms, Mifflinburg, Pa.

Becca Walter from Reinford Farms, Mifflinburg, Pa., Chris Noble from Noblehurst Farms in Linwood, N.Y., and Nate Chittenden from Dutch Hollow Farm in Schodack Landing, N.Y., conducted three of the **58 dairy farmer media interviews** coordinated by ADA North East.



Chris Noble from Noblehurst Farms in Linwood, N.Y.



Nate Chittenden from Dutch Hollow Farm in Schodack Landing, N.Y.

Dairy Farmers on Social Media

Dairy farmers engaged in social media outreach received support through ADA North East's American DairyENGAGED Facebook page that has more than 1,000 members.



Our **ENGAGED #influencer** program involved 12 dairy farmer influencers who create monthly content. Their efforts have tracked more than **1.3 million media impressions!**

Renee Kenny from Kenny Farms, Enon Valley, Pa., is part of our American DairyENGAGED influencer program, where she shares our dairy messages on her personal page, Eat Farm Love.



REPUTATION
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RELATIONSHIPS

Local Grassroots Promotion

State and county dairy promoters participate in a multitude of ADA North East events and programs to help build trust in dairy with consumers.



204
Farmers
involved in
events in
2022

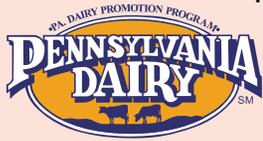
Dairy at the Fair!

State fair events in Pennsylvania, New York and Maryland featured dairy



Environmental Allies Help Build Trust in Dairy

Fortifying relationships with established and respected environmental organizations shows consumers that dairy farmers are putting sustainability issues at the top of their priority lists, which goes a long way to building trust in the milk they are producing.



The Pennsylvania Dairy Promotion Program, working through ADA North East, and in partnership with the Alliance for the Chesapeake Bay, highlighted dairy farmers' environmental commitment through a riparian buffer campaign.

The partnership involved planting trees along waterways to help keep water clean and improve quality in local streams that lead into the Chesapeake Bay.

"The partnership we have with ADA North East is really important since teachers are interested in teaching about farm-to-table and helping kids understand where food comes from. The virtual farm tours are very helpful." Laura Johnson Collard

- Maryland Association for Environmental and Outdoor Education

The campaign featured:

- Two landing pages on AmericanDairy.com – with an average view time of 2:46 minutes each
- Six videos featuring the program with 303,000 video views

"Partnerships like these are perfect examples of how dairy farmers and other groups can come together to provide solutions to important environmental issues," said former Philadelphia Eagle and dairy advocate Jason Avant who participated in one of the tree planting videos.



Leroy Troester of Troester Dairy in Mifflinburg, Pa., talks about the importance of planting riparian buffers on his dairy farm.



"The riparian buffer campaign with ADA received some of the most recognition of any of our projects, and our number one priority is finding solutions that make sense for farmers."

- Jenna Mitchell Beckett - Alliance for the Chesapeake Bay

Partners for Healthy Watersheds

ADA North East partnered with Northeast Dairy Producers Association, New York Animal Agriculture Coalition and Cayuga County Farm Bureau in 2017 to form Partners for Healthy Watersheds to help consumers learn more about what farmers are doing to help protect local watersheds.



Oakwood Dairy in Auburn, N.Y., owned by Kelly O'Hara and Garret Miller, hosted a farm tour for Cayuga County public officials in support of the initiative and to build trust in dairy.

We're Ready!

Our issues and crisis preparedness efforts are on "high alert," maintaining a state of readiness to respond to a crisis or emerging issues that could affect the dairy industry. Our assembled team of on-staff communications experts monitor issues 24/7, locally and nationally, on traditional and social media.

The following graphs highlight 2022 issues and the most notable activist groups that we track.



2022 Activist Breakout



YOUTH PROGRAMS

Selling More Dairy Through Increased School Meal Participation

Establishing credibility and trust with key school stakeholders — school administrators, parents, school nutrition directors — is critical to protect milk's place in school meals. Likewise, navigating the complicated state and federal child nutrition program regulations is essential.

Programs like “Breakfast After the Bell” and “Lunch 4 Learning” ensure more students have access to school meals. Through our signature menu enhancement programs, dairy remains integral to those that are part of reimbursable meals through the National School Lunch Program.

We encourage schools to offer chocolate milk because kids like flavored milk. In fact, more than 60% of milk served in schools is flavored!

More Students + More Meals = More Milk Sold



Yogurt All Ways – 42 participating districts marked a **235% increase** in sales by adding nearly **45,000 additional 4-ounce servings** during the two-week test.

Example: Southmoreland Schools in Pennsylvania saw lunch participation increase by 11%



Hot Chocolate Milk – 33 districts added hot chocolate milk to menus — reaching **232,331 additional students** with dairy.



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RELATIONSHIPS

Hot Chocolate Milk is the most popular dairy sales program in schools!



New York Thursdays Connects Kids and Farmers

New York Thursdays brings food grown and raised in New York to the state's public school cafeterias every Thursday. To help students make

the connection with dairy farmers and the milk they drink every day, they watched a video ADA North East produced featuring local dairy farmers.

Students with the most video views scored a virtual farm tour with Tyler Beck of Beck Farms in Freeville, N.Y., and live virtual interactive chat with our National Football League partner, Buffalo Bills wide receiver Isaiah Mackenzie. Roy B. Kelley Elementary in the Lockport City School District in Buffalo, N.Y., was the big winner!



Students viewed the dairy video **11,297 times!**



"We are fortunate that programs are available for schools like ours. We want to thank American Dairy Association North East for continuing to prioritize school meals and providing our students with two unique experiences."

- Tom Hegarty, Lockport City School District Food Service Director

Fuel Up to Play 60 – Opening Doors for Dairy

The nation's largest in-school health and wellness program, started with a partnership between the National Dairy Council and the National Football League to create Fuel Up to Play 60. The program provides ADA North East access to students and facilitates additional support for our strategies designed to protect and promote dairy in schools.



Dairy farmer Graham Ackerly of Mount Vernon, N.J., (right) and New York Giants wide receiver Darius Slayton helped present a grab and go breakfast cart at the Newark School of Global Studies in Newark, N.J., during National School Breakfast Week. The equipment was made possible through the GENYOUth End Student Hunger Fund.

10,236 schools – more than 70% of the schools in our region – are enrolled in FUTP60 in 2022





Dairy farmer Jaime Mowry from LeRoy, N.Y., New York Dairy Ambassador Gabby Taylor and Associate Ambassador Annika Donlick participated in a Fuel Up to Play 60 event at the Buffalo Bills stadium.

“The students thought it was great when they realized I’m one

of the dairy farmers who produce the Upstate milk that they drink in the Buffalo schools,” said Mowry. “It went a long way to help build trust in dairy!”

Dairy farmer Thad Sturgeon of Fombell, Pa., joined Pittsburgh Steeler and dairy advocate Najee Harris and GENYOUth CEO Ann Marie Krautheim to help present a Fuel Up to Play 60 Hometown Grant to the Barack Obama



Academy of International Studies during Hunger Action Month in September. The \$10,000 grant, used to buy equipment to serve student meals, was provided by the Pittsburgh Steelers.



Dairy farmers Caleb and Alice Crothers (center) of Long Green Farm in Rising Sun, Md., and former Philadelphia Eagle and dairy advocate Jason Avant (right) learn about dairy checkoff school nutrition programs from ADA North East Youth Nutrition Specialist Jerry Simmons (left) at the checkoff-hosted School Nutrition Forum in Philadelphia.

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through
RELATIONSHIPS

Strategic Partnerships with School Nutrition Associations

“To help keep dairy forefront in nearly 14,000 schools across the six-state region, forging relationships with school foodservice staff is critical, and connecting them with dairy farmers further cements their commitment to including milk and dairy in their school menus.”

– ADA North East CEO John Chrisman

NATIONAL DAIRY CHECKOFF NEWS

All about Relationships!



Dairy Management Inc., committed to a five-year collaboration with the Mayo Clinic to bring more credibility and name recognition to messaging and to better leverage data and technology related to dairy nutrition.



National foodservice partners invest their own money to bring real dairy to millions of consumers everyday.

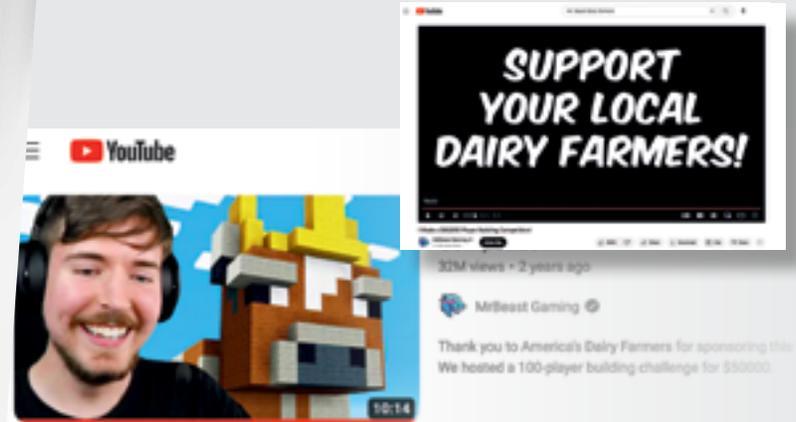
National dairy checkoff partner Taco Bell rolled out a new dairy-based vanilla coffee creamer and a new cinnamon flavored coffee drink that includes the creamer with the help of dairy checkoff scientists. The coffee creamer replaces a non-dairy product and is now available at 7,500 U.S. locations!



In 2022, dairy checkoff recognized the “chicken and cheese” partnership as a fast-growing, untapped opportunity.



For example, 3 billion chicken sandwiches are sold in five of the top restaurant chains each year – and 2.3 billion are served without cheese! Checkoff is joining forces with Raising Cane's, one of the U.S.'s fastest growing restaurant brands with stores starting to pop up in the Northeast.



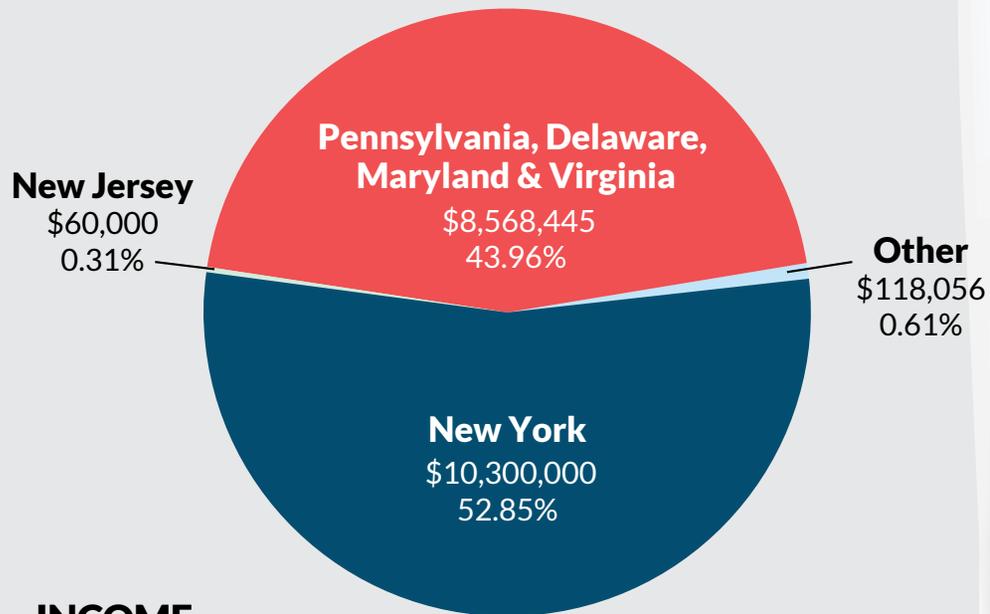
Reaching Youth Where They Live – Video Gaming!
YouTube sensation Jimmy Donaldson, known as Mr. Beast, is partnering with dairy checkoff by challenging a group of video gamers in a Minecraft gaming competition featuring a dairy-dedicated level. Mr. Beast, who has 106+ million subscribers, delivered dairy sustainability and nutrition messages in support of America's dairy farmers.

U.S. Dairy Export Council, created by checkoff in 1995, reported a record year for dairy exports with **18% of U.S. production heading to international markets, tracking \$8.08 billion in sales!**



1 in 5 tankers of dairy shipped overseas each year!

2022 FINANCIALS

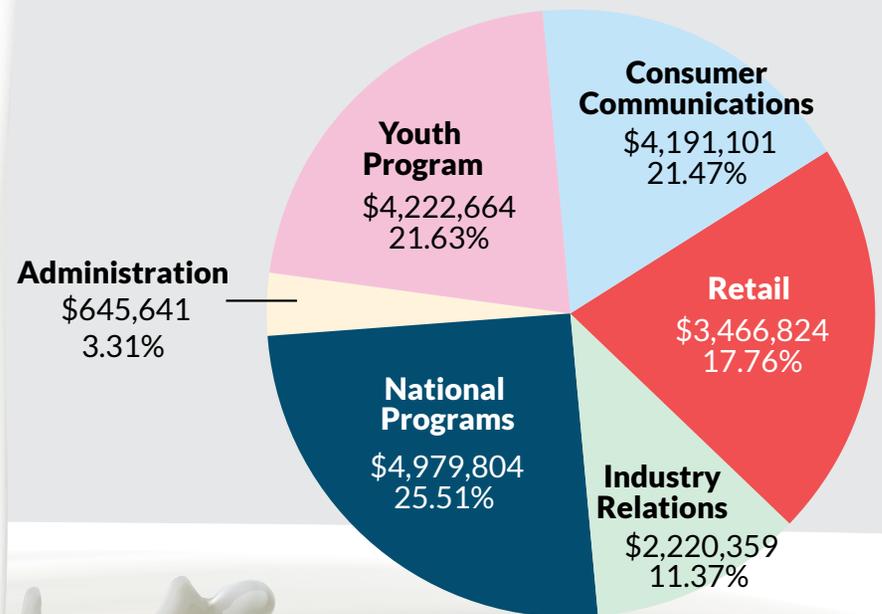


INCOME

		% of total
New York	\$ 10,300,000	52.85%
New Jersey	\$ 60,000	0.31%
Pennsylvania, Maryland, Delaware & Virginia	\$ 8,568,445	43.96%
Other Income	\$ 118,056	0.61%
Total	\$ 19,046,501	

EXPENSES

Youth Programs	\$ 4,222,664	21.63%
Retail	\$ 3,466,824	17.76%
Consumer Communications	\$ 4,191,101	21.47%
Industry Relations	\$ 2,220,359	11.37%
National Programs	\$ 4,979,804	25.51%
Administration	\$ 645,641	3.31%
Total	\$ 19,726,393	



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2022 BOARD MEMBERS

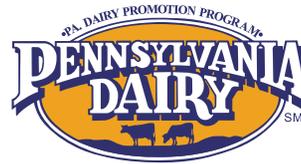
American Dairy Association North East and Pennsylvania Dairy Promotion Program are the dairy farmer-funded organizations funded by participating dairy farmers' checkoff investment to build demand and sales for milk and dairy foods throughout the local region. Representing 9,000 dairy farm families in Delaware, Maryland, New Jersey, New York, Pennsylvania and northern Virginia, we develop and implement local programs to drive milk and dairy sales at retail in schools. The organizations conduct consumer education about dairy through events, traditional and social media and in collaboration with health professionals through National Dairy Council®. We work closely with Dairy Management Inc.™, the national dairy checkoff, to support nutrition research, national partnerships and developing export markets for dairy to bring a fully integrated promotion program to the region.



**AMERICAN DAIRY
ASSOCIATION** NORTH
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American Dairy Association North East

Audrey Donahoe, Clayville, N.Y. – President	Marilyn Hershey, Cochranville, Pa.
George Andrew, Newark, N.Y.	Terry Ives, Bainbridge, N.Y.
Jesslyn Balmer, Lititz, Pa.	Linda Kays, Callicoon, N.Y.
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