

# ALABAMA

*Building dairy sales and protecting dairy's image through education and promotion.*

For more information, contact  
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## PARTNERSHIPS GROW DAIRY SALES IN ALABAMA



- ▶ SUDIA supports partnerships with Dairy Farmers of America, Maryland-Virginia Milk Cooperative, Southeast Milk, Coca-Cola/Fairlife and other companies **to help revitalize fluid milk consumption.**



- ▶ The Great American Milk Drive continues to gain traction as **Ingles, Kroger and Rouses stores** throughout Alabama partnered with SUDIA to donate milk to local Feeding America food banks.

- ▶ **Nine billion additional pounds of dairy** have been sold through partnerships between Dairy Management, Inc. and McDonald's Corp., Taco Bell, Domino's and others in the last three years.

- ▶ New partnerships with Krystal and Arby's have resulted in **additional menu items with cheese and other dairy products.**

- ▶ McDonald's Corp. announced they are switching to real butter in their restaurants, which is projected to push more than **500 million additional pounds of milk** through the marketplace during the first year.

- ▶ Alabama's Women, Infants and Children supplemental nutrition program has all new bulletin boards thanks to SUDIA. **All 175, or 100%,** of WIC programs throughout the state emphasize milk as a nutrient powerhouse and encourage consumption.



- ▶ Over **64 million pounds of milk** are sold through McDonald's stores in Alabama every year.

- ▶ Seven new partners will **invest more than \$500 million** in capital, infrastructure, research and human resources to put milk back at the center of the health and wellness market and invest in new product lines and processing facilities.

- ▶ SUDIA worked with the **Children's Hands-On Museum** in Tuscaloosa to launch the new "Moo, Moo, Moo A Healthy You" exhibit and bring Moosie, the milkable cow, to life.

▶



**Students enjoy cold milk during the 2015 Summer Feeding kickoff event hosted at the Foley Farmers Market.**



## PROTECTING DAIRY'S IMAGE

- ▶ So far in 2015 over **480,000 Alabama consumers** have been reached through nutrition media tours to promote milk consumption.
- ▶ **Seventy-seven Dedicated to Dairy** farm videos have been filmed across the Southeast, with 3 filmed in Alabama.



**Moosie the milkable cow sits on display at the Children's Hands-On Museum in Tuscaloosa. In addition to Moosie, the exhibit also includes televisions showing Dedicated to Dairy videos featuring Alabama farmers.**

## DAIRY IN SCHOOLS

- ▶ Dairy Everywhere programs in Alabama schools continue to increase the availability of milk and dairy foods, increasing sales. Dairy Everywhere programs are **in every school district in Alabama.**
- ▶ **Over \$38,000 was awarded to Alabama's Fuel Up to Play 60 schools** to promote dairy and fluid milk consumption with their students last year.
- ▶ SUDIA's Coolers for Coaches program has **awarded 79 coolers to date in Alabama's schools.**
- ▶ In partnership with the USDA, SUDIA sponsored Summer Feeding events in Alabama. All meals include an 8-ounce container of milk, helping to increase milk consumption during a time when school meals are not available. **Over 639,000 pounds of milk** moved through this program.
- ▶ More than **632 schools in Alabama** are enrolled in the New Look of School Milk program, switching from paper to plastic containers. In the last school year, milk sales **increased by 2 percent statewide,** resulting in an additional **63 million pounds of milk** sold.



# AMERICAN DAIRY ASSOCIATION OF ALABAMA

For more information on programs happening in your local area or to learn about ways you can get involved, please contact your local ADA of Alabama board member.

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## MEMBER SERVICES

Interested in taking dairy-themed materials with you to a local event? Want to know more about how to prepare for crisis on the farm? SUDIA is here to help! We offer a wide variety of resources for our farmers, such as:

- ▶ Farm tour kits
- ▶ Community outreach training
- ▶ Crisis management planning
- ▶ Media management and training
- ▶ Materials and merchandise to handout at local events

For more information on how you can get involved in our community outreach program or on how you can obtain our farmer resources, please contact Sarah-Baker Walker via phone at 404-210-4504 or through email at [swalker@sedairy.org](mailto:swalker@sedairy.org).

To order materials, please visit our online store at  
[store.southeastdairy.org](http://store.southeastdairy.org)

