

GEORGIA

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 GEORGIA



- ▶ 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 **459 Kroger, Ingles and Circle K stores** throughout Georgia partnered with SUDIA to donate milk to local Feeding America food banks. To date, **60,418 gallons of milk** have been donated to Georgia food banks, making Georgia the top donation state in the country.

- ▶ The University of Georgia is home to **five new fluid milk dispensers** in student dining halls and **two high-volume blenders** for milk-based smoothies served in their athletic facilities thanks to the College Sports Nutrition Initiative.

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

- ▶ SUDIA's new partnership with Georgia Grown has led to the sponsorship of the new **"Georgia Dairy Farm Families Theatre"** at the Georgia National Fairgrounds & Agricenter.

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

- ▶ **The Atlanta Falcons awarded a \$50,000 grant** to SUDIA's Fuel Up to Play 60 program, supplementing dairy farmer dollars and promoting fluid milk consumption across Georgia.

- ▶ For the next 26 weeks, **30-second commercials** featuring footage from Georgia's Dedicated to Dairy farm videos will air on the Georgia Farm Monitor.

- ▶ 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 in its first year.

- ▶ Over **120 million pounds of milk** are sold through McDonald's stores in Georgia every year.

- ▶ SUDIA revamped their **partnership with the Children's Museum of Atlanta**, sponsoring the expanded farm-to-table exhibit, which includes a milkable cow and a new video display area showing Georgia Dedicated to Dairy videos. SUDIA also sponsors the milkable cow at the **INK Children's Museum in Gainesville.**



PROTECTING DAIRY'S IMAGE

- ▶ So far in 2015 over **4.7 million Georgia consumers** have been reached through nutrition media tours to promote milk consumption.
- ▶ SUDIA conducted **three farm crisis preparedness seminars** in partnership with Georgia Milk Producers.
- ▶ For the first time, **June was officially proclaimed as dairy month throughout Georgia.** The Truelove and Haynes dairy farm families met with Governor Nathan Deal to sign the proclamation at the capitol building in Atlanta (photo below).



Milk processors, retailers, food bank staff and dairy farmers gathered with Governor Nathan Deal to proclaim June as dairy month in Georgia.

DAIRY IN SCHOOLS

- ▶ Dairy Everywhere programs in Georgia schools continue to increase the availability of milk and dairy foods, increasing sales. Dairy Everywhere programs are **in every school district in Georgia.**
- ▶ **Over \$154,000 was awarded to Georgia's Fuel Up to Play 60 schools** to promote dairy and fluid milk consumption with their students last year.
- ▶ In partnership with the USDA, SUDIA sponsored three Summer Feeding events in Georgia, **providing meals to over 2.7 million children** in the state. All meals include an 8-ounce container of milk, helping to increase milk consumption during a time when school meals are not available. **Over 1.1 million pounds of milk** is moved through this program.



AMERICAN DAIRY ASSOCIATION OF GEORGIA

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 Georgia 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.

To order materials, please visit our online store at
store.southeastdairy.org

