

# KENTUCKY

*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 KENTUCKY



- ▶ 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 **115 Kroger's stores** throughout Kentucky partnered with SUDIA to donate milk to local Feeding America food banks.

- ▶ The University of Kentucky is home to **two glass-front milk coolers** for post-workout chocolate and white fluid milk containers to be 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, 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 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 in its first year.

- ▶ The American Dairy Association of Kentucky is excited to be a **sponsor of the Kentucky Agriculture and Environment in the Classroom** (KAEC). KAEC programs promote all aspects of agriculture, including dairy education with the support of the Kentucky Department of Agriculture's Mobile Science Classrooms.

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



Maryland & Virginia  
Milk Producers Cooperative Association, Inc.



Domino's



Kentucky Dairy farmer Kim Jones (center) visits Maryville Elementary School with Fuel Up to Play 60 (FUTP60) MVP Artose Pinner (second from left) to present a grant for the school's new FUTP60 program.



## PROTECTING DAIRY'S IMAGE

- ▶ So far in 2015, over **450,000 Kentucky 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 13 filmed in Kentucky.

- ▶ **SUDIA partnered with the Kentucky Dairy Development Council** to extend our Community Outreach program and engage more of their consultants with consumers through speaking engagements at local community organizations.

- ▶ During June and July, **radio advertisements** voiced by Kentucky dairy farmers H. Barlow as well as Bill and Billy Christ, **ran throughout central Kentucky.**



Kentucky Governor Steve Beshear, accompanied by ADA of KY president Billy Rowe (front row, second from right), proclaimed June as dairy month throughout the Commonwealth.

## DAIRY IN SCHOOLS

- ▶ Dairy Everywhere programs in Kentucky schools continue to increase the availability of milk and dairy foods, increasing sales. Dairy Everywhere programs are **in every school district in Kentucky.**

- ▶ **Over \$83,000 was awarded to Kentucky 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 58 coolers to date in Kentucky schools.**

- ▶ In partnership with the USDA, SUDIA gave **11 grants to Kentucky school districts** to ensure that milk served at Summer Feeding sites was kept cold, Summer Feeding programs **provided over 2 million meals** in the state, a **14 percent increase from 2014**. All meals include an 8-ounce container of milk, helping to increase milk consumption during a time when school meals are not available.



# AMERICAN DAIRY ASSOCIATION OF KENTUCKY

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 Kentucky 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 Denise Jones via phone at (270) 970-4792 or through e-mail at [djones@sedairy.org](mailto:djones@sedairy.org).

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

