

LOUISIANA

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

PARTNERSHIPS GROW DAIRY SALES IN MISSISSIPPI



Maryland & Virginia
Milk Producers Cooperative Association, Inc.



- ▶ 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 **Kroger and Rouses stores** throughout Louisiana 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. with McDonald's Corp., Taco Bell, Dominos 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.
- ▶ Over **65 million pounds of milk** is sold through McDonald's stores in Louisiana 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.



Rebecca Turner visits WRFB in Baton Rouge during September as part of the media tour. Turner's segment featured ways to "Fight Fatigue with Food" and highlighted dairy.

PROTECTING DAIRY'S IMAGE

- ▶ In 2015 over **1.9 million Louisiana 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 5 filmed in Louisiana.



Students at Honey Island Elementary School in Slidell, St. Tammany Parish, Louisiana, celebrate World School Milk Day.

DAIRY IN SCHOOLS

- ▶ Dairy Everywhere programs in Louisiana schools continue to increase the availability of milk and dairy foods, increasing sales. Dairy Everywhere programs are **in every school district in Louisiana**.
- ▶ **Over \$30,000 was awarded to Louisiana'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 70 coolers to date in Louisiana schools**.
- ▶ In partnership with the USDA, SUDIA sponsored Summer Feeding events in Louisiana. 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 million pounds of milk** is moved through this program.
- ▶ The **Our Lady of the Lake Medical Center in Baton Rouge** became one of the first non-school Summer Feeding sites in the country this summer, setting a precedent across the Southeast.