

MISSISSIPPI

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 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 Mississippi 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.
- ▶ SUDIA's 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.
- ▶ **Mississippi's Women, Infants and Children** supplemental nutrition program has all new bulletin boards throughout the state that emphasize milk as a nutrient powerhouse and encourage consumption, placed by SUDIA.
- ▶ Over **37 million pounds of milk** are sold through McDonald's stores in Mississippi 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 (left) filmed a "Fight Fatigue with Food" segment with Joy Redmond on WLTB Mississippi News Now in Jackson during the September media tour.

PROTECTING DAIRY'S IMAGE

- ▶ In 2015 over **2.6 million Mississippi 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 6 filmed in Mississippi.
- ▶ **Over 4,300 Mississippians** attended Dairy Night at the **Mississippi Braves versus Biloxi Shuckers** game on June 13. During the game, announcers interviewed dairy farmer Max Anderson and children participated in a milk-mustache competition on the field.



ADA of Mississippi president Max Anderson throws out the first pitch at the Mississippi Braves game on June 13.

DAIRY IN SCHOOLS

- ▶ Dairy Everywhere programs in Mississippi schools continue to increase the availability of milk and dairy foods, increasing sales. Dairy Everywhere programs are **in every school district in Mississippi.**
- ▶ **Over \$21,000 was awarded to Mississippi'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 55 coolers to date in Mississippi's schools.**
- ▶ In partnership with the USDA, SUDIA sponsored Summer Feeding events in Mississippi. All meals include an 8-ounce container of milk, helping to increase milk consumption during a time when school meals are not available. **Over 604,000 pounds of milk** is moved through this program.



AMERICAN DAIRY ASSOCIATION OF MISSISSIPPI

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 Mississippi 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

