

NORTH CAROLINA

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

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PARTNERSHIPS GROW DAIRY SALES IN NORTH CAROLINA



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



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



- ▶ **Nine billion additional pounds of dairy** have been sold through partnerships with 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 dairy products**.



Maryland & Virginia
Milk Producers Cooperative Association, Inc.

- ▶ Through our dairy partnership, 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 **107 million pounds of milk** are sold through McDonald's stores in North Carolina every year.



North Carolina dairy farmer Clifford Loflin (right) conducts an interview during Dairy Night at the Charlotte Knights versus Indianapolis Indians game on June 20.



PROTECTING DAIRY'S IMAGE

- ▶ In 2015 over **1.3 million North Carolina 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 **nine filmed in North Carolina** and more planned for the fall.
- ▶ SUDIA was a key sponsor of the Third Annual Ag Day hosted by North Carolina State University. During the October 3rd game versus the Louisville Cardinals, a **30-second spot ran on the Jumbotron** highlighting North Carolina's dairy farm families.
- ▶ SUDIA's crisis preparedness workshops grew in popularity, **gathering North Carolina dairy farmers and industry leaders** from the North Carolina Department of Agriculture, North Carolina State University, North Carolina Farm Bureau Federation, co-ops and the North Carolina Cooperative Extension Service.



Dairy farmer Jimmy Gray speaks with Iredell County students during a World School Milk Day celebration in September about dairy farming and the importance of milk.

DAIRY IN SCHOOLS

- ▶ Dairy Everywhere programs in North Carolina schools continue to increase the availability of milk and dairy foods, increasing sales. Dairy Everywhere programs are **in every school district in North Carolina**.
- ▶ **Over \$587,000 was awarded to North Carolina'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 108 coolers to date in North Carolina's schools**.
- ▶ In partnership with the USDA, SUDIA sponsored Summer Feeding programs in North Carolina. All meals include an 8-ounce container of milk, helping to increase milk consumption during a time when school meals are not available. **Over 947,000 pounds of milk** is moved through this program.

AMERICAN DAIRY ASSOCIATION
of NORTH CAROLINA

