

SOUTH CAROLINA

For more information, contact
Elizabeth Moretz

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

at emoretz@sedairy.org or (828) 406-9482

PARTNERSHIPS GROW DAIRY SALES IN SOUTH CAROLINA



- ▶ 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 **245 Circle K, Kroger and Ingles stores** throughout South 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.

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

- ▶ 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.



- ▶ **South Carolina's Women, Infants and Children supplemental nutrition program** has all new "Think About Your Drink" bulletin boards, which educate mothers on the health benefits and importance of dairy in young children's diets, thanks to SUDIA.

- ▶ Over **55 million pounds of milk** are sold through McDonald's stores in South Carolina every year.



South Carolina dairy farmer Kevin Satterwhite (left) joined by his family shoots a video for the "Proud to be a South Carolina farmer" series.



PROTECTING DAIRY'S IMAGE

- ▶ So far in 2015 over **308,000 South Carolina consumers** have been reached through nutrition media tours to promote dairy consumption.
- ▶ **Seventy-seven Dedicated to Dairy** farm videos have been filmed across the Southeast, with 8 filmed in South Carolina and more planned for the fall.



Students at Leaphart Elementary in Columbia celebrate with Carolina Panthers player Graham Gano after winning a hometown grant to promote dairy breakfast programs in schools.

DAIRY IN SCHOOLS

- ▶ Dairy Everywhere programs in South Carolina schools continue to increase the availability of milk and dairy foods, increasing sales. Dairy Everywhere programs are **in every school district in South Carolina.**
- ▶ **Over \$63,000 was awarded to South Carolina's schools** through Fuel Up to Play 60 grants to promote dairy and fluid milk consumption with their students last year.
- ▶ SUDIA's Coolers for Coaches program has **awarded 62 coolers to date in South Carolina's schools**, promoting chocolate milk to student athletes.
- ▶ In partnership with the USDA, SUDIA promoted Summer Feeding programs in South 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 790,000 pounds of milk** is moved through this program.



AMERICAN DAIRY ASSOCIATION OF SOUTH CAROLINA

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 South Carolina board member.

Hal Arant

Bowman, S.C.
(803) 682-5623

Ed Ettinger

Kinards, S.C.
(864) 923-2977

Allen Riddle

Norway, S.C.
(803) 682-4070

Watson Dorn

Edgefield, S.C.
(803) 275-6141

Scott Mayer

Newberry, S.C.
(803) 924-1297

Kevin Satterwhite

Newberry, S.C.
(803) 924-1508

Glen Easter

Laurens, S.C.
(864) 923-0286

Bill Nance

McConnells, S.C.
(803) 372-8429

Stanley Shumpert

Leesville, S.C.
(803) 657-5777

Peter Ebenhack

Westminster, S.C.
(864) 647-6141

L. D. Peeler

Starr, S.C.
(864) 617-5911

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 Elizabeth Moretz via phone at (828) 406-9482 or through e-mail at emoretz@sedayry.org.

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

