

TENNESSEE

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

PARTNERSHIPS GROW DAIRY SALES IN TENNESSEE



Maryland & Virginia
Milk Producers Cooperative Association, Inc.



Dairy Farmers of America



- ▶ The Great American Milk Drive continues to gain traction as **218 Kroger, Ingles and Circle K stores** throughout Tennessee 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.
- ▶ 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.
- ▶ **Hatcher Family Dairy in Tenn. hosted 120 dietitians from across the United States** during the Food & Nutrition Conference and Expo as part of the **National Dairy Council's Centennial Anniversary** celebration.
- ▶ The checkoff 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**.
- ▶ New partnerships with Krystal and Arby's have resulted in **additional menu items with cheese and dairy products**.
- ▶ Over **86 million pounds of milk** are sold through McDonald's stores in Tennessee every year.



ADA of Tennessee President Randy Davis interviews with the Titans' media about Fuel Up to Play 60 programs.



For more information, contact
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PROTECTING DAIRY'S IMAGE

- ▶ In 2015, over **7.2 million impressions were made on Tennessee consumers** through nutrition media tours to promote milk consumption.
- ▶ **Seventy-seven Dedicated to Dairy** farm videos have been filmed across the Southeast, with 12 filmed in Tennessee.
- ▶ Tennessee dairy farmers have spoken to **over 525 consumers in 2015** through the Community Outreach Program as the program continues to grow and reach new audiences such as culinary arts professionals.
- ▶ Tennessee dairy farmer Celeste Blackburn **signed copies of "The Dairy Good Cookbook"** to help celebrate the National Dairy Council's 100th birthday at the Food and Nutrition Conference and Expo in Nashville, which hosted 10,000 dietitians from across the country.
- ▶ Tennessee 4-H and SUDIA have teamed up to promote Fuel Up to Play 60 (FUTP 60) by hosting **seven joint workshops for 4-Hers, Student Ambassadors and Extension Agents**. Through this new partnership, 4-H students help implement FUTP 60 programs across the state.

DAIRY IN SCHOOLS

- ▶ Seven Tennessee universities and colleges, including **Vanderbilt University and the University of Tennessee-Knoxville** utilize **27 pieces of equipment** thanks to the College Sports Nutrition Initiative.
- ▶ Dairy Everywhere programs in Tennessee schools continue to increase the availability of milk and dairy foods, increasing sales. Dairy Everywhere programs are **in every school district in Tennessee**.
- ▶ **Over \$119,000 was awarded to Tennessee 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 244 coolers to date in Tennessee schools**.
- ▶ In partnership with the USDA, SUDIA promoted Summer Feeding programs in Tennessee. All meals include an 8-ounce container of milk, helping to increase milk consumption during a time when school meals are not available. **Over 969,000 pounds of milk** is moved through this program.
- ▶ The Tennessee Secondary School Athletic Association continues to make **chocolate milk the official beverage of TSSAA**. Chocolate milk messaging is distributed through electronic newsletters, advertisements, game programs and public service announcements.



AMERICAN DAIRY ASSOCIATION OF TENNESSEE

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 Tennessee 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.

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

