

VIRGINIA

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 VIRGINIA



- ▶ 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 **63 Kroger and Ingles stores** throughout Virginia 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.**

- ▶ 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.

- ▶ SUDIA has been invited to serve on **Virginia First Lady Dorothy McAuliffe's breakfast task force** to help bring more school breakfast programs to Virginia students and increase breakfast participation.

- ▶ Over **105 million pounds of milk** are sold through McDonald's stores in Virginia every year.



Maryland & Virginia
Milk Producers Cooperative Association, Inc.



Domino's



Virginia First Lady Dorothy McAuliffe greets Virginia dairy farmers Matt Nuckols (left) and Bobby Combs (right) while enjoying a "Grab N' Go" breakfast, complete with milk and yogurt.



PROTECTING DAIRY'S IMAGE

- ▶ So far in 2015 over **619,000 Virginia 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 Virginia** and more planned for the fall.
- ▶ SUDIA's long-standing partnership with the **Children's Museum of Richmond-Central** continues to flourish as the permanent Dairy Barn exhibit attracts visitors and hosts large events such as the June Dairy Month kickoff.
- ▶ A SUDIA-sponsored dairy cow also resides at the **Explore More Discovery Museum's Down On the Farm exhibit in Harrisonburg**. Each year the museum hosts a Explore More with Dairy! Day.



Former Washington Redskin Greg Scott (left) visits students at College Park Elementary School in Virginia Beach to celebrate winning the Milk at Every Meal contest.

DAIRY IN SCHOOLS

- ▶ Dairy Everywhere programs in Virginia schools continue to increase the availability of milk and dairy foods, increasing sales. Dairy Everywhere programs are **in every school district in Virginia.**
- ▶ **Over \$65,000 was awarded to Virginia'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 81 coolers to date in Virginia's schools.**
- ▶ In partnership with the USDA, SUDIA sponsored Summer Feeding programs in Virginia. All meals include an 8-ounce container of milk, helping to increase milk consumption during a time when school meals are not available. **Over 848,000 pounds of milk** are moved through this program.



AMERICAN DAIRY ASSOCIATION OF VIRGINIA

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

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

