

2024 HIGHLIGHTS

(as of 9.30.24)



Building Trust with Consumers

- **34** earned media hits generated **48 million** impressions
- **91,000** students reached through the Adopt a Cow program. Student knowledge grew by **82%**
- Partnered with Story Land theme park in NH, which hosts **300,000** annual visitors, for its 70th anniversary
- Awarded **21** dairy promotion grants to farmers totaling over **\$21,100**



Our Community Engagement team attended **44** events, reaching over **210,800** consumers

Generated over **60 million** impressions with digital activations

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- One video went viral*, generating **5.8 million** video views and **14,000** engagements
 - **35** influencer videos drove over **2.8 million** video views and over **82,000** engagements
 - **360** posts from Digital Dairy Ambassadors generated over **82,300** engagements

**Viral videos are so popular that they quickly spread across the internet, eliciting strong engagement from viewers.*

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Building Trust with Thought Leaders

- Educated **380** health professionals at in-person meetings and webinars
- Positive Perception of dairy increased from **88%** to **92%** after participating in an educational session
- **211** school nutrition professionals trained on keeping milk cold, dairy nutrition, sustainability, and cow care

Growing Dairy Sales

- **57** schools and community organizations received **\$102,000** in equipment grants
- **40** school districts completed milk temperature surveys, ensuring they are serving the best tasting milk possible
- **30** school nutrition forum attendees provided feedback on future programs
- **2** eCommerce campaigns resulted in total dairy sales of **\$591,000**

Building Trust with Farmers

- **17** trade publication hits generated over **795,400** impressions
- **72%** of farmers surveyed agreed that New England Dairy makes good use of their checkoff investment