
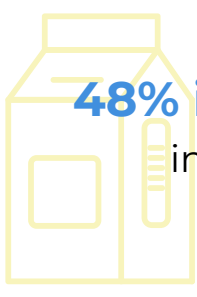


Growing Trust and Sales in Youth


84 school districts supported with over **\$145,000** in equipment grants to help increase dairy sales impacting **71,000 students.**



48% increase in dairy sales in schools across New England that received grants in 2021.

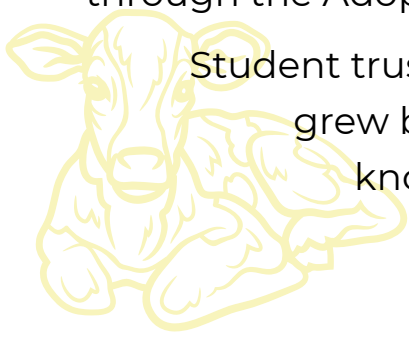


281 school staff trained to keep milk cold. **209 schools** completed temperature surveys, ensuring milk was kept cold to ensure the highest quality and flavor. **20 coolers** awarded and placed in cafeterias.



Over **36,000 students** in **1,200 classrooms** reached through the Adopt a Cow program.

Student trust in dairy farming grew by **43%** and dairy knowledge by **72%.**



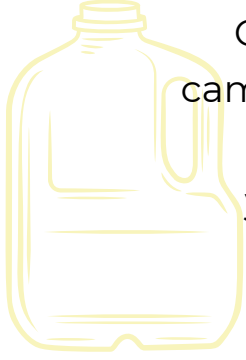
Consumer Experiences

Taste. Learn. Meet.

Our Community Engagement team attended **56 events** throughout New England, pairing dairy sampling with education to build trust in over **53,000 consumers.**



Collaborative sustainability campaign with a processor on **560,000 milk labels** yielding **2 million** digital impressions.



Farm Credit Northeast AgEnhancement provided **\$7,500** in grant funding to support agritourism events.



 **Farm Credit**
Northeast AgEnhancement

Reached over
8.2 million consumers

with in-person and digital activations

Farm to Community Engagement



Empowered **10 Dairy Digital Ambassadors** to share their dairy story online with **201 posts** reaching **21,600 consumers**.



Awarded **15 New England Dairy Farmer Promotion Grants** totaling over **\$40,000**.

Digital Impact

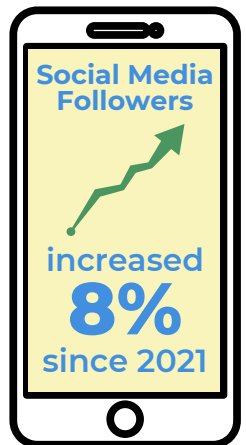


The **YouTube** video featuring Massachusetts dairy farmer Melissa Griffin playing the trumpet for her cows went viral, receiving over **1.8 million views**.

Top 3 Web Pages:

1. Continuing Education
2. Resource Library
3. Meet Farm Families

Social Media Followers



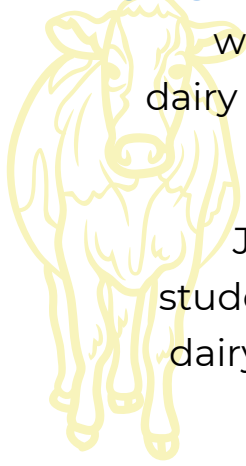
increased
8%
since 2021

Increasing Trust in Dairy



Inspired by their tour of Barstow's Longview Farm, **Springfield Public Schools school nutrition staff** created a video highlighting their farm to school partnership, which received **over 10,000 views**.

Health professionals and influencers toured **two Vermont dairy farms** where positive perception of dairy went from **50% pre-tour** to **90% post-tour**.



Johnson & Wales University students' positive perception of dairy went from **7% pre-tour** to **100% post-tour**.

Connecting with Thought Leaders



Over **900 health professionals and school nutrition professionals** had a **92% positive perception of dairy** after attending a New England Dairy webinar.