



Dairy Recipes

ENCOURAGING FAMILIES TO EAT MORE DAIRY

Since the start of COVID-19, people have been cooking at home more than ever before. To help encourage home cooks to use more dairy, the American Dairy Association Mideast recently partnered with 7 prominent national food bloggers to create **11 dairy-friendly recipes**. The bloggers have a combined **1.1 million readers and 1.74 million social media followers**, with whom they frequently interact to share information on food.



During National Dairy Month this June, the bloggers played a major role in encouraging their followers to participate in ADA Mideast's Twitter party. Dairy-centric recipes, cooking tips and dairy facts were shared during the hour-long online conversation, **generating 6.2 million positive messages**.

From March through June, ADA Mideast and the bloggers have shared the 11 new recipes on their websites, garnering **more than 75,800 views**. On ADA Mideast's social channels, the recipes have **reached 430,000 users on Facebook and received 526,300 impressions across Pinterest, Twitter and Instagram**. The recipes have also received nearly 2,700 shares on the blogger's social channels.



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