

IMPACTING YOUTH AT SCHOOL & HOME

Today's youth are dairy farmers' next generation of consumers. Reaching them now - with the right products in the right places, with the right messages - is key to keeping them for the long term.

To accomplish this, your dairy checkoff reaches youth in many ways:

IN THE CAFETERIA

To help students have more access to dairy foods, your checkoff program offers schools grants to help them purchase equipment and add more dairy to their menus. Since 2009, ADA Mideast has awarded more than \$3.2 million in grants to 1,480 Ohio and West Virginia schools.

IN THE CLASSROOM

The dairy checkoff's partnership with Discovery Education teaches students about modern farming practices and dairy's journey from farm to school through interactive curriculum. Locally, ADA Mideast provides additional classroom resources for wellness learning and connections to the farm.

IN THE OFFICE

To make sustainable changes in schools, ADA Mideast engages with superintendents, principals and other school administrators on topics like school breakfast, flavored milk and more.

IN THE LOCKER ROOM

By partnering with OHSAA and WVSSAC, ADA Mideast reaches student athletes, coaches and fans about the benefits of drinking chocolate milk - the official beverage of Ohio and West Virginia high school sports.

WITH SCHOOL MEALS AT HOME

During the pandemic, many school districts had to get creative in delivering meals to their students. ADA Mideast helped schools get access to gallons and half gallons of milk to distribute with multiple days' worth of meals. To help keep milk cold during distribution, checkoff provided more than 1,000 non-electric cold bags to 179 schools serving 85,000 students - this is in addition to the nearly 2,800 cooler bags ADA Mideast previously provided for school breakfast programs which were able to be repurposed to help with meal deliveries.

THROUGH GAMING

In a new interactive promotion, checkoff is telling dairy's sustainability story to the next generation through the game Minecraft and four extremely well known gaming influencers who reach more than 120 million consumers.

WITH DAIRY-FRIENDLY RECIPES

To help encourage home cooks to use more dairy, ADA Mideast partners with food bloggers to create recipes that live on Drink-Milk.com and are promoted via social media. Your checkoff staff also helps create recipes for schools to use in the cafeteria and with parents.

THROUGH VIRTUAL LEARNING

To help keep kids engaged and learning while at home, ADA Mideast has been promoting our educational resources to teachers, Fuel Up to Play 60 advisors and parents. Resources include downloadable lessons and activities, virtual dairy farm tours, videos and more.

