

# DAIRY PROMOTION

American Dairy Association  
MIDEAST

DMi DAIRY MANAGEMENT INC.

# CHECKOFF UPDATE



Curated by American Dairy Association Mideast



Shop Now

## Give the Gift of Ohio Cheese

From traditional favorites to artisan specialties, find gifts for the cheese lovers in your life.

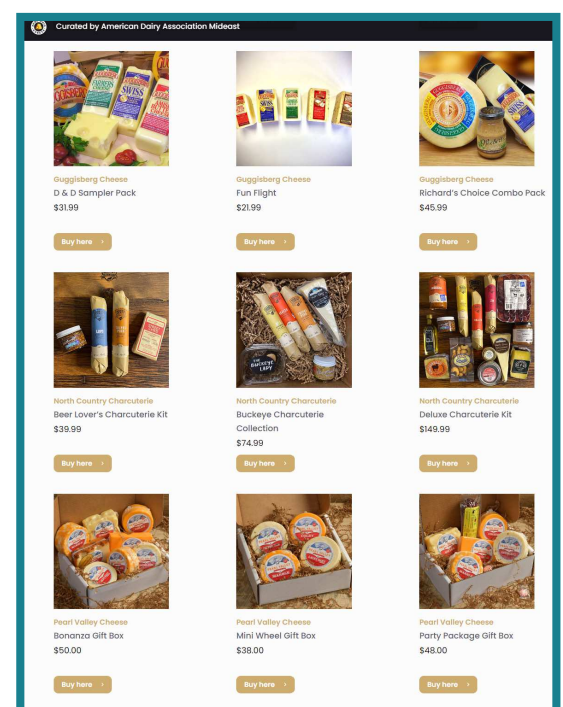
## 01 | PROMOTING OHIO CHEESE TO CONSUMERS

ADA Mideast developed a new website, ShopOhioCheese.com, to encourage consumers to give the gift of Ohio cheese this holiday season. The site features a curated list of Ohio cheeses from all over the state, making it even easier for people to browse and purchase Ohio-made cheese to send to friends and family!

### HOW DOES IT WORK?

ADA Mideast asked Ohio's cheesemakers with online ordering capability to participate in this promotion and provide their holiday best sellers, gift boxes and gift baskets to feature. These items are listed on ShopOhioCheese.com and when clicked upon, users will be directed to the product on the cheesemaker's website to buy. Fulfillment and shipping are handled by the individual cheesemakers.

ADA Mideast is promoting ShopOhioCheese.com with a targeted online advertising campaign, search marketing and social media during the holiday season. All of Ohio's cheesemakers can be found in a blog linked at the bottom of the website and will continue to be promoted throughout the year.



**American Dairy Association Mideast**

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**NOVEMBER 2022**

# CHECKOFF UPDATE

**MAKING  
EVERY  
DROP  
COUNT**



## IN THIS ISSUE:

- 01 | Promoting Ohio Cheese to Consumers**
- 02 | New Look for Chocolate Milk Campaign**
- 03 | Adopt A Cow Program**
- 04 | Adding Yogurt-Based Smoothies to Cafeterias**
- 05 | New Milk Processing Video**
- 06 | Checkoff Sparks Butter Board Sensation**
- 07 | Dairy Workshop for Kroger Dietitians**







## 02 | NEW LOOK FOR CHOCOLATE MILK CAMPAIGN

Chocolate milk continues to be the official beverage of high school sports in Ohio and West Virginia. Beginning this fall, ADA Mideast is extending MilkPEP's new chocolate milk campaign to inspire student athletes to power their potential with chocolate milk.

ADA Mideast is pleased to collaborate with MilkPEP, the processor-funded milk promotion organization, to leverage the campaign's dynamic visuals and sound science to promote chocolate milk. Partnering with MilkPEP is one example of how ADA Mideast is working to maximize dairy farmers' checkoff investment.

Campaign messaging and visuals, which ADA Mideast customized, will be featured at championship events via video boards, banners, announcements and fan engagement, as well as during radio broadcasts and online streaming opportunities.

## 03 | ADOPT A COW PROGRAM

More than 40,500 classrooms nationwide have signed up for the Adopt a Cow Program to virtually adopt a dairy calf for their students! The free program, which will impact more than 1.39 million students nationwide, kicked off this fall and is a year-long, interactive learning opportunity that gives students an inside look at a dairy farm. Locally, the program will connect more than 85,000 students in our region to an Ohio dairy farm.

ADA Mideast recently hosted a virtual farm tour to give schools a chance to "meet" their adopted calf and learn all about calf care. Nearly 2,000 classrooms registered for the event, with the potential to reach more than 41,000 students! During the 30-minute tour, participants posted over 800 questions and positive comments! ADA Mideast will be hosting more virtual tours in the future.



## 04 | ADDING YOGURT-BASED SMOOTHIES TO CAFETERIAS

Your dairy checkoff conducts in-person cooking schools and demonstrations to introduce school nutrition professionals to dairy-centric recipes. More than 180 Ohio and West Virginia school districts, representing 557 schools and impacting 148,000 students, have attended these trainings. Most recently, ADA Mideast has been highlighting 8 new smoothie recipes, each using 4 ounces of yogurt per serving, that can be served at breakfast or lunch.

To further help schools make more dairy available to students, ADA Mideast recently granted smoothie immersion blenders to 50 schools that will add yogurt-based smoothies to their menus this fall.

## 05 | NEW MILK PROCESSING VIDEO

ADA Mideast recently created a new video called Milk from Farm to You to show what happens when milk arrives at the processing plant from the dairy farm. Special thanks to Purple Cow Creamery in Tipp City for allowing our camera crews to capture this behind-the-scenes footage! This video will be shared on social media, with educators and thought leaders, and is available for download via [Drink-Milk.com](http://Drink-Milk.com).





## 06 | CHECKOFF SPARKS BUTTER BOARD SENSATION

Have you seen the “butter board” food craze that has become a viral sensation on social media? It is rooted in dairy checkoff strategy!

A TikTok video produced by one of checkoff’s social media influencers Justine Doiron featuring steps to create a butter board has generated millions of views and coverage from some of the country’s largest news and entertainment outlets, including Good Morning America, New York Times, CNN and Bon Appetit.

Locally, ADA Mideast partnered with social media influencer and food blogger Beyond Frosting to create a Fig & Butter Board. In just the first four weeks, the Fig & Butter Board Instagram video has received nearly 22,000 views and 1,500 engagements.

This viral moment comes in part due to checkoff’s commitment to whole-fat dairy foods research for helping usher in the nation’s positive perceptions about butter and whole milk. The checkoff has funded more than 60 studies over the past 20+ years on whole-fat dairy that produced scientific evidence for dietary acceptance.

## 07 | DAIRY WORKSHOP FOR KROGER DIETITIANS

Your dairy checkoff program recently had the opportunity to educate 20 Kroger registered dietitians and patient care staff on all things dairy from farm to table. The day-long Dairy Sustainability, Culinary and Nutrition Workshop began with a virtual farm tour highlighting the journey milk takes from farm to fridge, along with animal care, sustainability practices and food safety regulations. Additional sessions provided tools to communicate nutrition messages and debunk common dairy myths including those on immunity, digestive health, inflammation, whole fat dairy, and plant-based eating, as well as hands-on experience developing recipes and taking styled food photographs.



The workshop was held at Kroger’s new state of the art culinary kitchen at their headquarters in Cincinnati. The dietitians will use their dairy knowledge in client counseling through Telehealth across the country and to help customers make informed food choices.

This event is one example of how ADA Mideast works to educate individuals who influence others about healthy eating, like registered dietitians, school nutrition directors, pediatricians and school nurses, so that they become advocates for dairy and recommend milk, cheese and yogurt as part of a healthy diet.