

# ANNUAL REPORT 2019

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## Inside

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A review of your state checkoff  
program

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Programs funded during FY 2019



# YOUR STATE CHECKOFF

The Georgia Agricultural Commodity Commission for Milk, or GA ACCM, was established in 1961 under the Georgia Commodities Promotion Act. This allows Georgia dairy producers to keep 10 cents of the 15-cent dairy promotion checkoff at the state level. By federal law, the remainder is sent to the national check-off group, Dairy Management Inc.

In order for ACCM to operate as an organization, at least a two-thirds majority (67%) of the Georgia dairy producers voting must vote in favor for the continuation of ACCM. This referendum is held every three years. In March, the referendum passed overwhelmingly with farmers voting unanimously (100 percent) in favor of ACCM.

The GA ACCM Board of Directors consist of 5 Georgia dairy producers. By law, the Governor appoints an ex-officio committee who then appoints the producers, from a pool of applicants, to serve on each GA commodity commission Board.

The purpose of the GA ACCM is to fund research, education, and promotion programs that increase awareness and raise demand for Georgia milk and dairy products. ACCM engages in numerous projects promoting milk and educating the consumer on the importance and nutritional value of dairy products in their diet.



## ACCM BOARD OF DIRECTORS

TIM CAMP, OUTGOING CHAIRMAN, EATONTON  
JUDD CHAMBERS, MACON  
PETE GELBER, MONTEZUMA  
PHIL HARVEY, MONTICELLO  
PAUL JOHNSON, INCOMING CHAIRMAN, CLIMAX  
ANDY HARRISON, COMMISSION MANAGER

### *A welcome message from newly appointed ACCM Chairman, Paul Johnson:*

I am honored to be your Chair of the ACCM Board for 2019 - 2020. With this change in leadership, my goal is to improve transparency within this organization and to provide better insight into the programs that our state dairy checkoff dollars support. We are excited to see projects funded in Georgia that promote milk and demonstrate the endless opportunities that our product has in the marketplace. Our Board welcomes your suggestions, concerns and compliments. Please feel free to contact me by phone at 229-220-3170 or email at [pjohnson@usa.com](mailto:pjohnson@usa.com). I look forward to serving the dairy farmers of Georgia this year!

# ADMINISTRATION

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The Georgia Department of Agriculture administers twelve (12) state Agricultural Commodity Commissions, including the Georgia Agricultural Commodity Commission for Milk. These are farmer funded, self-help programs. The check-off assessments support programs in the areas of research, education and promotion on behalf of the respective commodity.

Andy Harrison currently serves as the Commodity Commissions Manager. For more information or questions regarding the ACCM Annual Report, please contact Andy by email at [Andy.Harrison@agr.georgia.gov](mailto:Andy.Harrison@agr.georgia.gov) or by phone at (404)-586-1405.

## GEORGIA ACC FOR MILK FISCAL YEAR 2018-19 ALLOCATIONS

The Dairy Alliance	\$1,233,211
The Partnership	\$542,000
GA Mobile Dairy Classroom	\$128,051
Administration	\$38,738
GA Grown Baby Barn	\$30,000
GA Milk Producers	\$40,000
Milk/Ice Cream Donations	\$16,580
GA Farm Monitor	\$14,000
GA Dairy Youth Foundation	\$5,000
GA Grown Magazine	\$3,000
<b>Total Funds Allocated</b>	<b>\$2,050,580</b>

*The following pages include reports of projects funded during fiscal year 2019. Total assessments collected for fiscal year 2019 were \$1,811,608.40. Any money paid beyond assessment collected came from contingency funds.*





# THE DAIRY ALLIANCE

**The Dairy Alliance's** scope of work in **Georgia** includes focusing on promoting dairy to youth and adult stakeholders in schools, with an emphasis on milk, cheese and yogurt at every opportunity, educating health professional partners about dairy foods, dairy farming and asking them to advocate for dairy, building strategic foodservice alliances to grow incremental dairy sales, providing dairy farm and product information to consumers and communicating the value of dairy checkoff to its members, and stimulating innovation throughout the industry. We continue to focus on our three main strategies: drive increased dairy sales, build trust in dairy foods and promote and defend responsible dairy farming practices.



With more and more activist groups and unqualified online voices attempting to influence attitudes about dairy, The Dairy Alliance has taken a proactive stance by partnering with industry leaders and third-party experts, including physicians, influential dietitians, chefs and others. Campaigns included "Diet Disasters" in March that focused on popular fad diets and milk myth busting and May's Bone-gevity campaign that partnered with Cox Media for radio spots, blogs and recipes on B98.5 and KISS 104.1. Working with

the Atlanta Community Food Bank and the Milk2MyPlate program, supplying refrigeration units and establishing a regular route for milk deliveries at food banks will aid our community and offer a new market for our dairy farmers.

When it comes to the future of dairy consumption, there is no greater opportunity than children, who represent 100 percent of future dairy consumers. One of the best ways to reach children is through the school environment, and The Dairy Alliance works in partnership with Georgia schools to provide a broad range of programs that highlight the benefits of dairy, ultimately growing dairy sales.

In early in 2019, The Dairy Alliance conducted outreach to all Georgia school districts promoting the opportunity to switch to 1% flavored

## Food and Nutrition Outreach

### Programs and Campaigns



July 2018 to June 2019

26 million media impressions in Georgia

## The Dairy Alliance

moved over 500,000 pounds of dairy during the past school year in schools funded through Fuel Up to Play 60 and there are over 2,100 enrolled schools in **Georgia** reaching 1.6 million students.



During the 2018-19 school year 65 new Dairy Everywhere programs were added to **Georgia** schools.

There was a **22% increase** in yogurt smoothie programs in the state.

milk after the USDA announced that it will allow schools to offer it. Ten districts will be using 1% flavored milk the upcoming 2019-20 school year, with several more expected to make the switch.

During the 2018-19 school year, 65 new Dairy Everywhere



programs were added to Georgia schools. Smooth & Smart yogurt smoothies, Strive for 35 cold milk temperature program and Grab 'n Go Breakfast/Breakfast in the Classroom were the top added programs. There was a 22% increase in yogurt smoothie programs in the state.

## Communications and Farmer Relations

**44% increase**

in social media engagements compared to last year



**over 5 million**

online impressions for Digital Campaigns to date



**83.5% increase**

in unique views on our website

**20 events**

in Georgia, interacting with thousands of consumers



year, the farmer relations team has assisted with events we provide educational materials and promotional items that help support the Agritourism initiatives throughout Georgia.

Since the inception of The Dairy Alliance foodservice program in **2014**

An estimated **11,000,000** gallons of incremental dairy growth in Georgia can be attributed to its initiatives

In **2019** several new partners were established and existing relationships were deepened



**Total Milk Moved:**  
44,000 gallons



**Total Milk Moved:**  
17,280 gallons

The Dairy Alliance also has two dairy-inclusive kids' meal programs that launched in June 2019. The first features milk on the Logan's Roadhouse kids' menu, which has reported a 2.2% increase in kids' milk orders thus far. The second is a partnership with Hardee's to relaunch kids' meals featuring milk as the beverage offering. Milk is heavily featured in all promotions including videos on YouTube/Nickelodeon star Ryan Toys'. The first video generated more than 2 million views in the first five days.

Our efforts have a greater purpose than just fulfilling everyday business objectives. We provide value to our farmers, their businesses, and our partners through our efforts in improving pathways to success within the industry. A focus on positive outcomes is what drives us to create unique value through all our efforts and actions. It's our commitment to the success of our farmers, to children's health, to the future of local farms and to the industry itself that pushes us to find solutions for a bright future in dairy.

# MILK MAKES AMAZING

## END-OF-YEAR RECAP

GAACCM contracted The Partnership marketing and PR agency to expand the Milk on My Mind pilot program. The campaign called "Milk Makes Amazing," focused on revealing the incredible versatility of milk. The "Milk Makes Amazing" campaign was presented to Kroger in the hopes of partnering on an expanded pilot across six stores in regions across the state. Kroger's response to the campaign was so positive that they asked for it to run in every Kroger store in Georgia. The campaign launched March 2019 in 168 Kroger stores across the state with support from a partnership with the Department of Agriculture's Georgia Grown program. Together with Kroger and Georgia Grown, the campaign spoke to the versatility of milk and improving consumer perceptions of milk and dairy foods. "Milk Makes Amazing" was a fully integrated marketing campaign, which included in-store promotion, launch events, radio promotions, digital advertising, print advertising, social media, website content and marketing materials. Creative materials included support from several expert chefs as well as custom videos featuring dairy recipes, farmers and community partnerships.



# OUR GOALS

- Through a partnership with Kroger, drive milk sales across Georgia
- Increase awareness for milk as a versatile ingredient in recipes
- Grow social media following

## CAMPAIGN COMPONENTS

### DIGITAL MEDIA

- **Display Banners**  
Ad banners on websites that targeted those that are likely to shop for milk at Kroger.
- **Streaming Audio**  
Digital Radio that streams audio content to demographically targeted audiences (example: Spotify).
- **Programmatic Campaigns**  
Highly targeted digital ads on websites that have content that relates to our main target market (example: Cooking sites, Recipe pages, Metro Atlanta news sites)
- **Foot Attribution Study**  
Research that helped us follow our audience from the time they saw our ad online, to the time they entered a Kroger location. We were able to track these results to monitor success.

### TRADITIONAL RADIO

- Radio Media Plan
- DJ / Celebrity Partnership
- Radio Remotes

### SOCIAL MEDIA

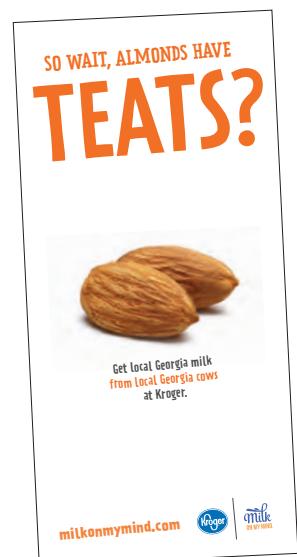
- Facebook
- Instagram
- Twitter
- Pinterest
- Contests & Sweepstakes

### PRINT AD

- Ran full page ad in the AJC
- Ad Recall Study (a study that was sent to readers of the AJC to determine success of our advertisement) suggested that 63% of ad viewers had purchased milk at Kroger in the past month.

### CUSTOM CONTENT

- Three custom videos featuring dairy recipes
- Two photo shoots with 50+ curated photos
- 60+ Original content pieces
- One farm video featuring Hillcrest Farms and King of Pops



## PARTNERSHIPS

### KROGER PARTNERSHIP

- \$159,000 in Kroger Media Added Value
- \$285,282 estimated total Kroger Added Value  
Added Value is additional media that Milk On My Mind acquired through partnerships and public relations. This additional media was not paid for by Milk On My Mind (example: Radio Remote, Kroger Social Shares, etc.).

### EVENT

- One major takeover event at Kroger
- Four Live Radio Call-Ins from the event
- Registered more than 200 people at the event for email marketing campaign follow up
- Received support from Kroger event staff and administration
- Included sampling of dairy recipes, dairy products, and chocolate milk

### LOCATIONS

- MOMM Creative & Collateral was in all 168 Kroger Locations in Georgia
- Locations featured Milk Makes Amazing creative that was installed by Kroger teams
- Several locations still have creative running as of July 2019

### WEBSITE

- 8 New Custom Web Page Designs
- Full website redesign

MILK MAKES AMAZING

END-OF-YEAR RECAP

### HEAD CHEF PARTNERS

Chef Stephen Herman  
Arnette's Chop Shop Owner & Head Chef

Chef Massimo Mariano  
Mariano Catering Owner & Head Chef

Chef John Szymanski  
Kroger Head Chef

Chef Holly Chute  
Georgia Agriculture Head Chef

### SPEEDWAY PARTNERSHIP

- Ran a test campaign at Speedway Locations in Norcross and Sugarloaf
- Featured Social / Digital, Radio and In-Store collateral
- Ran two different messages
- Collateral is still in two test stores as of July 2019



KEY DIGITAL DATA

# 10,000 Click Throughs per Month

Our digital advertising efforts helped attract 10,000 viewers per month to our Milk On My Mind website, as well as the Kroger Store Locator website. This led to brand engagement and visits to Kroger to buy milk.

# 50,000+ Store Visits

More than 50,000 people saw our digital advertisements and then we were able to track them to the point that they visited a Kroger. This shows intent to purchase milk.

# 15,316,813 Ad Impressions

Our digital advertisements were seen 15,316,813 times during the campaign. This equated to more than 5,000,000 views of our digital advertisements per month.

SOCIAL MEDIA DATA

# +51%

Our total social media audience grew by 51% across all social networks.

# +239%

The number of times that our social advertisements were seen increased by 239% over the previous year.

# +85,000

More than 85,000 people engaged with our Milk Makes Amazing social campaign.

# 113,000

Dairy recipes posted on Pinterest were viewed more than 113,000 times.

# +518%

Social Media audience engagement improved by 518% this year. This means more likes, comments, video plays, clicks, or interactions with dairy-related social content.

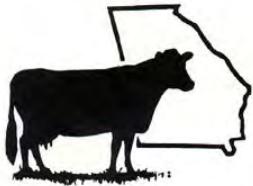


# 15K Likes

More than 15,000 people on Facebook follow and like our page.



# GEORGIA MILK PRODUCERS, INC.



The GA ACCM Board of Directors and Agriculture Commissioner Gary Black govern the activities and budgeting of Georgia Milk Producers, Inc. GA ACCM contracts with GA Milk Producers Inc. to provide administrative and technical support for the GA Mobile Dairy Classroom Program each year at \$18,000.

Georgia Milk also received funding for two additional items in fiscal year 2019. Those were to sponsor the evening banquet meal for the 2019 GA Dairy Conference Sponsor at \$12,000 and to sponsor graphics and messaging of promotional material for GA Grown Baby Barn at the Georgia National Fair for \$10,000. ACCM approved funding for this program in fiscal year 2019 was \$40,000.



## GEORGIA FARM BUREAU

Georgia Farm Bureau (GFB) is happy to have the support of the Georgia Agricultural Commodity Commission for Milk. Our goal is to provide leadership and assistance to the agricultural sector, to promote farm products, to aid in ag-related procurement, to be a spokesman for the farmer in the legislative arena, to be a leader in the development and expansion of farm markets, and to strive for more agricultural research and educational funds and facilities. In addition to this, GFB and the Farm Monitor do milk specific activities for our employees and the public.

GFB in conjunction with The Dairy Alliance and GA ACCM, held Dairy Day on May 31. GFB employees enjoyed milk and ice cream provided by Georgia dairy farmers. GFB Monitor did a story to promote June as Dairy Month. A live milking demonstration for GFB employees was held in front of the building by the ACCM Mobile Dairy Classroom. ACCM approved funding for this program in fiscal year 2019 was \$14,000.

Georgia Farm Monitor stories/interviews:

- 7/14/2018 For Hillcrest Farm in Dearing, Georgia, the first operation in the state with Robotic milking stations.
- 8/25/2018 Commodity Conference report featuring an update for the dairy commodity committee.
- 8/25/2018 Handcrafted, old world style cheeses from Calyroad Creamery in Sandy Springs, Georgia.
- 9/1/2018 American Farm Bureau Insurance Services teams up with other collaborators to offer a new federal crop insurance product to help dairy farmers.
- 11/24/2018 Meals from The Field: Holiday recipes using Beef, Brussel Sprouts and Georgia dairy products.
- 1/12/2019 Dairy Margin Protection Program and a new Farm Bill report.
- 3/30/2019 Georgia Farm Bureau hosts informational session on Dairy Revenue Protection Program and a story highlighting Kroger Milk Makes Amazing Campaign.

## GEORGIA DAIRY YOUTH FOUNDATION

The Georgia Dairy Youth Foundation (GDYF) received funding for the purchase of t-shirts to promote dairy and the dairy industry among Georgia's dairy youth and consumers. The mission of GDYF is to develop and provide broad-based financial support for 4-H, FFA and collegiate dairy youth programs. More information about GDYF can be found online at: [www.gadyf.com](http://www.gadyf.com). ACCM approved funding for this program in fiscal year 2019 was \$5,000.





## PRODUCT PROMOTION

Milk and ice cream are provided to numerous school functions, conventions, festivals, fairs and field days. This is an excellent opportunity to provide nutritional and educational information at these events. ACCM approved funding for this program in fiscal year 2019 was \$16,580.

## GEORGIA'S MOBILE DAIRY CLASSROOM

GA Mobile Dairy Classroom is a dynamic and fun educational program operated and owned by the GA ACCM. The 30 ft. Mobile Dairy Classroom features a fully operational milking parlor containing a live cow used for milking and feeding demonstrations. The program message is geared to a target audience of elementary school children grades K-5.

The goal of the program is to provide children with a better understanding of where milk comes from, how it is processed, the healthy benefits of consuming dairy products and dairy farmers' management of natural resources. The program has a full-time and a part-time staff member. More information about the program can be found at: [www.milkcow.org](http://www.milkcow.org). ACCM approved funding for this program in fiscal year 2019 was \$128,051.



RETURN SERVICE REQUESTED

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