



News From Your Local Dairy Promotion Program

Retail Marketing Helps Sell More Milk and Dairy

American Dairy Association North East retail programs span the food supply chain from eCommerce to traditional grocery retailers, along with retail charitable contribution programs and food banks, that all focus on increasing sales.

Our retail programs make milk and dairy products easier to find, more convenient to buy, and ensure consumer trust in the product and the farmers who produce it.

eCommerce

- Reaching customers through their online path-to-purchase
- Partner with local retailers to improve dairy sales online
- Theme-based campaigns to focus on milk, cheese and yogurt



Dairy Aisle Reinvention Program

- Customized signage featuring local farm families and labels for different types of dairy foods
- Marketing techniques like cheese pushers and yogurt dividers keep dairy cases organized and decrease labor costs
- Cross merchandising by placing dairy items that pair with different food items

Dairy Aisle Performance Program

- Designed to help keep dairy cases clean, cold and well-stocked
- Annual average of 7,000 store visits to 40+ different retailers
- Helps promote, defend and expand space for milk-based products on store shelves



Feeding Families in Need

- Help food banks and pantries secure coolers through grant programs and other donations to buy and store milk and dairy products.
- Check-out donations from store customers support the Fill a Glass with Hope® campaign to get milk to food banks — \$555,178 raised in 2024!

About American Dairy Association North East

American Dairy Association North East (ADA North East), which manages Pennsylvania Dairy Promotion Program, is the dairy farmer-directed organization funded by participating dairy farmer's checkoff investment to build demand and sales for milk and dairy foods throughout the local region. Representing more than 8,300 dairy farm families in Delaware, Maryland, New Jersey, New York, Pennsylvania and northern Virginia, ADA North East develops and implements local programs to drive milk and dairy sales at retail outlets and in schools. The organization also conducts consumer education about dairy through events, traditional and social media, and in collaboration with health professionals through National Dairy Council®. ADA North East works closely with Dairy Management Inc.™, the national dairy checkoff organization, to support nutrition research, national partnerships and developing export markets for dairy to bring a fully integrated promotion program to the region. For more information, visit www.AmericanDairy.com or call 315.472.9143.

