



AMERICAN DAIRY ASSOCIATION NORTH EAST | PENNSYLVANIA DAIRY PROMOTION PROGRAM



## News From Your Local Dairy Promotion Program

### Powering Up with Protein

Consumers are clamoring for protein! American Dairy Association North East is reminding people that milk and dairy foods are naturally protein-packed with a new campaign in 2026.

#### How is ADA North East promoting protein?

Launching three new pages on AmericanDairy.com have garnered 46,000 views in the first two months of the year. They are:

- Protein in Dairy: Benefits, Sources and Everyday Tips
- Dairy Protein FAQ
- Fueling Athletes with Dairy Protein
- Highlighting that a serving of milk has 8 grams of protein and comparing protein in milk versus the leading plant-based products. Our social media campaign, "Milk has 8x more protein per serving than the leading plant-based milk," has already racked up nearly 7 million impressions and 400,000 consumer engagements.



- Partnering with men's pro soccer team, the Philadelphia Union, with signage in the stadium and on the team's social media channels. The team attracts hundreds of thousands of fans throughout the season.

ADA North East launched a four-part social media video series with Union team member Stas Korzeniowski and the team mascot Phang.



- Refueling 4,500+ student athletes with chocolate milk and cheese samples at the Armory Track & Field Center in New York City.

Scan the QR Code to view ADA North East protein webpages



#### 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 7,600 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](http://www.AmericanDairy.com) or call 315.472.9143.

