



AMERICAN DAIRY ASSOCIATION NORTH EAST | PENNSYLVANIA DAIRY PROMOTION PROGRAM



News From Your Local Dairy Promotion Program



Dairy Farmers, Retailers Partner to Provide Milk to Families in Need

Fill a Glass with Hope® is an effort led by American Dairy Association North East to bring fresh milk to families in need.

- Initiated in 2015 by Pennsylvania dairy farmers, ADA North East, PA Dairymen's Association and Feeding Pennsylvania
- \$1.5 million raised to provide 49 million servings of fresh milk through a network of food pantries, soup kitchens, shelters and feeding programs.
- Expanded with retailers across the ADA North East six-state region
- Funds also raised through grants, corporate sponsorships and individual donations.



Matt Brake of Oakleigh Farm in Mercersburg, Franklin County, joined ADA North East on World Milk Day, June 1, to kick off the Fill a Glass with Hope® campaign at Weis Markets that raised more than \$138,000 During National Dairy Month.



ADA North East and Pennsylvania Dairy Promotion Program worked with local retailers during National Dairy Month in June and National Hunger Awareness Month in September to promote Fill a Glass with Hope®, the charitable food campaign that helps the food bank system provide fresh milk to families in need.



Andy and Andrea Bollinger of Meadow Spring Farm in Lititz, Lancaster County, participated in a Fill a Glass with Hope® Redner's event in Sinking Springs in September. The Bollinger family is also featured in in-store dairy case signage as part of ADA North East's retail programs.



Jeanne Hafer and granddaughter of Earl Hafer and Sons Farm, in Douglasville, Berks County, participated in a Fill a Glass with Hope event at Redner's Market in Douglasville, in September.

For more info about Fill a Glass with Hope visit AmericanDairy.com or scan this QR Code.



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 7,400 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.

