

DAIRY MATTERS

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FDF celebrates 30 years as a sponsor of the Florida Gators

With the 2015 football season underway, Florida Dairy Farmers is celebrating 30 years of dairy promotion as a sponsor of the Florida Gators. As the Gators' longest-running sponsor, FDF has successfully aligned dairy messaging with UF athletics to promote dairy products and highlight the state's hard-working dairy farmers throughout the decades-long partnership.

This season, FDF will be noticeably visible at all homes games, touting its 30 years of sponsorship to fans at the "Swamp." FDF is rolling out a commemorative 30-year logo, which will be featured on game tickets and programs, schedules cards, video

FDF's program ad will be featured in football game programs during the 2015 season.



boards and other collateral materials.

A new tweet-your-seat in-stadium promotion centered on FDF's 30 years of sponsorship will be highlighted at each home game. Fans will be prompted to tweet a photo from their seat using the FloridaMilk hashtag for a chance to have their seat upgraded courtesy of Florida Dairy Farmers. The lucky fan will be shown on the stadium's video board with FDF mascot Merry Moo.

FDF will also continue its partnership with EZ Event Ride to deploy golf carts outfitted with cow print and FDF branding. These rolling billboards will shuttle fans to and from the parking lots for free and spread dairy messaging during the gameday festivities.

Staff will visit the UF campus on several occasions to promote the dairy industry at Fan Fest events – including the "Ag



Day" celebration at the Gators' homecoming game against Vanderbilt, where Okeechobee dairyman Red Larson will join players during the coin toss as the game's honorary captain.

In addition, a flurry of dairy-focused messaging will also be showcased through various media channels including the Gator Radio Network, Sun Sports' "Florida Football Highlights with Coach Jim McElwain" TV show and on **Gatorzone.com**.

Changes at McDonald's could pay dividends for dairy industry

In a welcomed move, McDonald's is switching from margarine to butter in all 14,000-plus U.S. stores. Early forecasts estimate the switch to butter could mean 500-600 million pounds of incremental milk equivalent annually for dairy farmers.

Additionally, McDonald's will begin serving all-day breakfast, offering popular breakfast items, many containing cheese, during all hours of operation. More breakfast sandwiches mean more cheese. Breakfast items, including the McCafé line of milk-based specialty beverages, could boost volume for farmers.



Dairy industry launches 'The Udder Truth' campaign

DMI recently launched "The Udder Truth" campaign, a three-part video series that allows dairy farmers to dispel common myths and consumer concerns on dairy.

The videos focus on antibiotics, cow care and big farms, with each featuring a dairy farmer debunking myths associated with a particular subject.

To help amplify "The Udder Truth," the industry has partnered with The Onion, a satirical "news" site that is popular among millennials. The Onion will produce humorous content that pushes back against those who spread misinformation about the industry. To view "The Udder Truth" videos and learn more about the campaign, visit **www.uddertruth.org**.





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Travis and Colleen Larson
with their children Jenna
and Josh on the farm in
Okeechobee.

FARMER PROFILE: Travis Larson

My name is Travis Larson and I operate Larson Dairy, Barn 8 in Okeechobee. Our family farm was founded by my grandfather Louis "Red" Larson in Miami, and was relocated to its current location in the 1970s.

Our farm uses a free stall system because it allows us to maximize cow comfort and manage herd health more consistently in the South Florida heat. The herd is mostly comprised of Holsteins and we milk approximately 2,000 cows, three times per day.

My wife Colleen and I have two children; our daughter Jenna (9) and son Josh (7) and I work closely with several other family members at the farm. I manage our commodity barn and the growing of our corn silage, while my brother Jacob manages Barn 5 along with the young stock and growing grasses.

Our family enjoys the farming lifestyle and we try our best to be good representatives of the dairy industry. We are active in the surrounding community and I'm a member of the Okeechobee Youth Livestock Show Committee and our local Farm Bureau board.

What do you like best about being a dairy farmer?

I truly enjoy working with cows, producing a quality product, working to improve cow comfort and teaching my children about the dairy industry.

What is the biggest challenge you face as a dairy farmer?

Alleviating heat stress on the cows during the months of August and September is always a challenge as well as staying ahead of environmental regulations.

What life lessons can you and your family learn from living on a dairy farm?

We try to teach our children the importance of hard work, overcoming challenges and respect for the animals. There is also an abundance of new technologies to learn and ways to improve upon our equipment and facilities.

What are the biggest challenges involved with managing your farm on a daily basis?

Currently, we are in the process of transitioning to a direct load system which has been very challenging, yet rewarding. On most normal



Travis, his father Woody and brother Jacob.

days, herd health, labor management and cow comfort are always a challenge.

What is your message to the non-agricultural public?

We want our consumers to know that we work hard to produce this product and we're proud of it. Our families live on the land and drink the milk that our cows produce. We do our very best to take care of our cows because they take care of us.

FDF helps bring smiles to children at Give Kids The World Village

Florida Dairy Farmers recently partnered with Central Florida nonprofit Give Kids The World (GKTW) to host a special “Scoops of Hope” event. Held at GKTW Village where the organization hosts children with life-threatening illnesses and their families, the event provided ice cream donated by Friendly’s, games and fun activities for those staying at the Village.

Hillsborough County dairy farmer Jeff Busciglio and his family were on hand, and brought along a calf for visitors to pet. They were flooded with questions about cows and life on a dairy farm, and also handed out FDF-themed ice cream scoopers and SunnyBell materials for guests to take home.

GKTW Village, which opened in 1989, fulfills the wishes of children with life-threatening illnesses and their families from around the world to experience a memorable, joyful, cost-free visit to the Central Florida attractions. The Village has welcomed more than 140,000 families from all 50 states and 75 countries.



Volunteers dish out ice cream for the families at Give Kids The World Village.

Bunnell students get to be chefs for a day

After winning the Jacksonville Gridiron Breakfast Challenge in April, the fun didn't end for the team of four Bunnell Elementary students. Their victory came with an invitation from one of the Gridiron judges – four-time James Beard Award semifinalist Chef Hari Pulapaka of Cress Restaurant – to serve as guest chefs in his DeLand kitchen.

Cress Restaurant is known for using food sourced from area growers and farmers to prepare globally inspired dishes with a local twist. In true Cress fashion, the student chefs visited Tomazin Farms in Samsula to source local produce that would be used to prepare their Summer Veg Cheese Lasagna dish, which was served as the appetizer special on the Cress menu.

Under the tutelage of Chef Hari, the students plated and served their dish to the delight of Cress patrons. Local media was also in attendance, gathering pictures, video and interviews.

The goal of Fuel Up to Play 60 is to inspire students to get active in their community and inspire a healthy lifestyle. A free cookbook featuring delicious dairy-inspired recipes from the Gridiron Breakfast Challenge can be requested from the Dairy Council of Florida via email at fueluptoplay60@floridamilk.com.



The Bunnell Elementary team picks fresh produce from Tomazin Farms, above, before their night as guest chefs at Cress Restaurant in DeLand.



The team takes their prep stations in the Cress Restaurant kitchen.



This summer, health professionals gained valuable knowledge about the benefits of dairy at numerous events across the state.

Florida Dairy Farmers promotes benefits of dairy within the nutrition community

The importance of educating the public on the health benefits of dairy cannot be overstated, and raising awareness among health professionals is key to reaching those they serve. This summer, FDF's nutrition affairs team took part in numerous health professional meetings and events to share the dairy message with more than 4,000 in the

health and nutrition community, including physicians, dietitians and nurses.

Stops at health professional events in Sarasota, Naples and Orlando enabled FDF to put milk, cheese and yogurt front and center. Hot topics included antibiotics, hormones, lactose intolerance, protein, calcium and milk imitators.

Attendees obtained vital information about lactose intolerance and sampled lactose-free dairy foods. Interactions with medical students allowed FDF to tout the benefits of real milk versus milk imitators to those who will become the next generation of health professionals. Other activities that showcased dairy included family movie night with

SunnyBell, a kid's beach reception, a milk and cereal bar, photo booths with milk props and parfait stations.

Moving forward, many physician have requested, and will receive, dairy-specific resources that will help them further convey the importance of getting three servings of dairy each day to their patients.

Merry Moo takes the field at the Mascot Games

Florida Dairy Farmers was a sponsor of the 22nd annual Mascot Games at the Amway Center in Orlando. The two-day event, which drew thousands of consumers, pitted MLB, NFL, NBA, NHL, MLS and NCAA mascots against each other in various challenges.

FDF mascot Merry Moo served as referee for a special Fuel Up to Play 60 game played during intermission where participants wore "got milk?" T-shirts. The Florida Dairy Farmers logo was also prominently displayed on video boards and banners throughout the venue, and staff at FDF's booth outside the arena distributed various promotional items to fans.

FDF mascot Merry Moo hypes the crowd during an intermission activity at the Mascot Games in Orlando.





FDF connects with culinary influencers at Food & Wine Conference

In July, FDF took part in the 2015 Food & Wine Conference, a three-day conference which brought together more than 200 of the nation's top food bloggers and chefs. FDF sponsored the event along with Cabot Creamery and the National Beef Council to promote the goodness of dairy and beef products.

In honor of National Ice Cream Day, attendees were treated to an ice cream bar provided by Tampa-based Working Cow Homemade Ice Cream. Social media was abuzz as ice cream photos posted with the FloridaMilk, FWCon and NationalIceCreamDay hashtags reached more than 5 million Twitter users and 250,000 on Instagram.

The ice cream bar was a hit for attendees at the Food & Wine Conference.

Floridians favorable of farmers, says PIE Center study

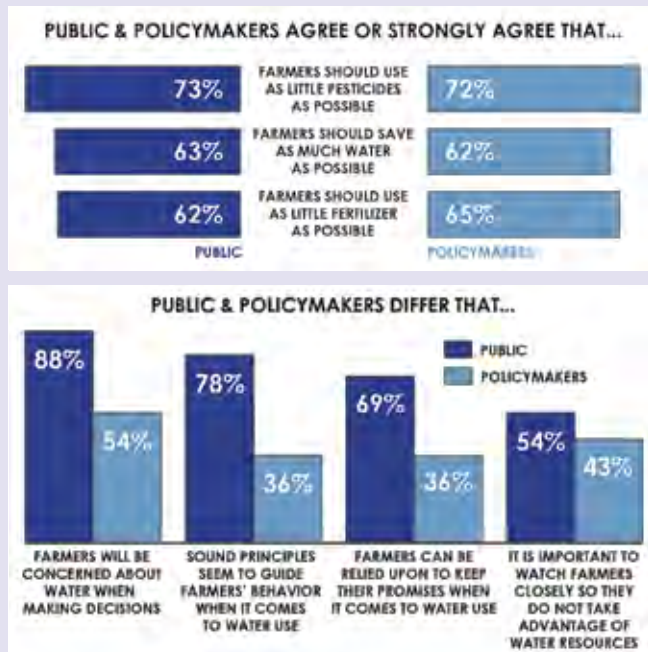
Floridians strongly believe that farmers protect the state's environment and water resources, according to research from the UF/IFAS Center for Public Issues Education (PIE) that compared public perceptions to those of local government officials.

Nearly 90 percent of state residents agreed or strongly agreed that farmers are concerned about water when making decisions, and almost 80 percent thought farmers used sound reasoning when making decisions about water.

Local government officials, however, weren't quite as trustful. Only 36 percent of policymakers said valid principles guided farmers' behaviors with water use, and 54 percent agreed or strongly agreed that farmers felt concerned about water when making decisions.

Overall, local government officials were more confident in the quantity and quality of Florida's water supplies. More than 70 percent of policymakers were highly or extremely confident in the quality of tap water in their home, compared to 42 percent of the public. The public, however, felt stronger about the quality of Florida's lakes, rivers and wetlands.

Even though 69 percent of residents agreed that farmers can be relied upon to keep their promises when it comes to water, more than half said that farmers should be watched closely so they don't take advantage of water resources.



Quaker updating packaging to include milk

Quaker is updating the packaging of nine hot cereals/oats items to include milk in the preparation instructions and nutrition facts panel. This will include all sizes of their Standard and Instant Oats canisters, Instant Oatmeal in boxes and cups and a new children's item launching this year. This new packaging update affects 87 million packages, more than six times the quantity Quaker updated in 2014.



Chick-fil-A packs protein into updated Greek Yogurt Parfait

Chick-fil-A is introducing a new Greek Yogurt Parfait at its 1,900-plus restaurants nationwide. The parfait has half the sugar and twice the protein – seven grams in each serving – of the previous yogurt parfait per ounce and

is made from all-natural ingredients with no preservatives, artificial colors or flavors.

Chick-fil-A partnered exclusively with Fairlife to make the farm-to-table Greek yogurt. The yogurt is made at Fair Oaks Farms in Indiana using the company's patented filtration process.





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FUTP 60 looks to build on successes of 2014-15 school year

It has been proven that school breakfast can have a positive impact on students' health and academic achievement. Research shows that students who participate in school breakfast have fewer absences, score higher on math tests and are less likely to have disciplinary issues. As we embark on a new school year, we look forward to reaching more students and building on the great breakfast achievements from last school year. Here are a few success stories:

■ **Discover Academy** in Polk County can

now offer breakfast in two separate locations because of its Grab & Go cart. This has allowed the school to reach 100 additional students per day for breakfast.

■ At **San Jose Elementary** in Pinellas County, breakfast participation increased by 25 percent as a direct result of a kiosk the school received to promote and distribute Grab & Go breakfast.

■ After **San Antonio Elementary** in Pasco County received its breakfast cart, the school saw a 3 percent increase in breakfast participation in the first month alone.

■ A special initiative at **Bunnell Elementary** in Flagler County led to a significant increase

in breakfast sales. The initiative featured themed days, including Milk Mustache Day, Hero's Breakfast Day and Taste Test Day to promote breakfast. The school plans to increase the number of themed breakfast days to raise awareness and generate excitement about breakfast among the student body.

By increasing access to breakfast through alternative breakfast models like Grab & Go, schools can reach more students and subsequently help them lead healthier lives and excel in the classroom.

Kudos to these schools for their school breakfast success! We hope that they, and many others, continue to drive breakfast participation at school.



Breakfast carts provided by the Dairy Council of Florida have helped increase breakfast participation at numerous schools across Florida.