

FUTURE
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DAIRY FORUM 2018

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[FEED]

AMERICA AND FILL
FOOD BANKS WITH DAIRY

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[Feed] America and Fill Food Banks with Dairy

Closing the Milk Gap



A Surprising Story

- 1 in 8 Americans face hunger, including 13 million children.
- Milk is desperately needed in America's feeding programs because people usually donate non-perishable goods.
 - Milk is one of the top five foods most desired, but many food banks lack the cooler space to store it.
 - Families at food banks are missing out on milk in a big way. 46,500,000 food bank clients get less than 1 gallon per year.





milk^{TO}_{MY}plateSM

Milk To My Plate is a partnership between Feeding America food banks and their local milk processor that provides a steady supply of fresh, full-dated milk to food banks and their agency partners at an affordable price.

The program leverages the milk processor's existing production and delivery protocols so that execution is turnkey.

Adding milk to the diets of the people served by food banks helps fill the Dairy Group requirement of the USDA's current MyPlate nutrition guide.

How Milk to My Plate Works



Food Bank and Milk Processor confirm Milk2MyPlate participation in their network and set up a business plan and milk price



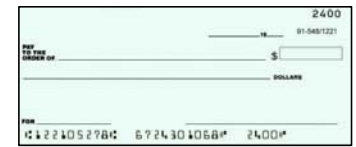
Milk Processor produces the milk to fulfill the milk orders from agency partners on a regular basis



Milk delivery is determined by Milk Processor and Food Bank/Agencies based on quantity of order



Agency partners store the milk per safety regulations and distribute the milk to clients in their local communities



Payment for the milk is submitted from the agency partners to the Food Bank and from the Food Bank to the Milk Processor



See the Impact



Why Do We Participate



ATTRIBUTES FOR PRAIRIE FARMS

- Opportunities to Contribute to the communities where we do business
- Simple Set Up & Execution
- Employee engagement & PR opportunities
- Delivers nutrient-rich milk to families in need
- Provides a consistent new customer and new distribution channel
- Increases production and potential for higher plant efficiencies
- Leverages existing order fulfillment processes and delivery routes for turnkey execution
- Establishes opportunity to positively influence milk consumption behavior among food bank clients and builds brand loyalty
- Maintains control over all aspects of milk delivery and food safety

National Participation Statistics



PRAIRIE FARMS PROGRAM

- Currently serving 70+ Food Banks
- The average drop is 60 cases* (Includes all deliveries)
- Average service time is about 21 minutes
- Delivery schedules range from twice-weekly to monthly
- Currently average about 25,000 gallons of milk per month, plus additional items

Potential Impact

If all of food banks in the Feeding America food bank network established their own *Milk To My Plate* program, we could deliver **MILLIONS OF GALLONS OF MILK** to families in need every year.



Northern Illinois Case Study – 55 Locations



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The Northern Illinois Food Bank and milk processor Prairie Farms established Milk To My Plate in their network and have continued to grow and expand the program, making an important impact in their local communities

Northern Illinois Case Study



PARTNER

The Northern Illinois Food Bank partnered with their local milk processor, Prairie Farms, to establish Milk To My Plate, a program that provides much-needed milk to families in need at a predictable, more affordable price



PILOT

The Milk To My Plate program started as a 90-day pilot with only 5 agency partners participating



EXPAND

Currently over 50 agency partners are participating in the Milk To My Plate program with a goal of expanding by the end of this fiscal year

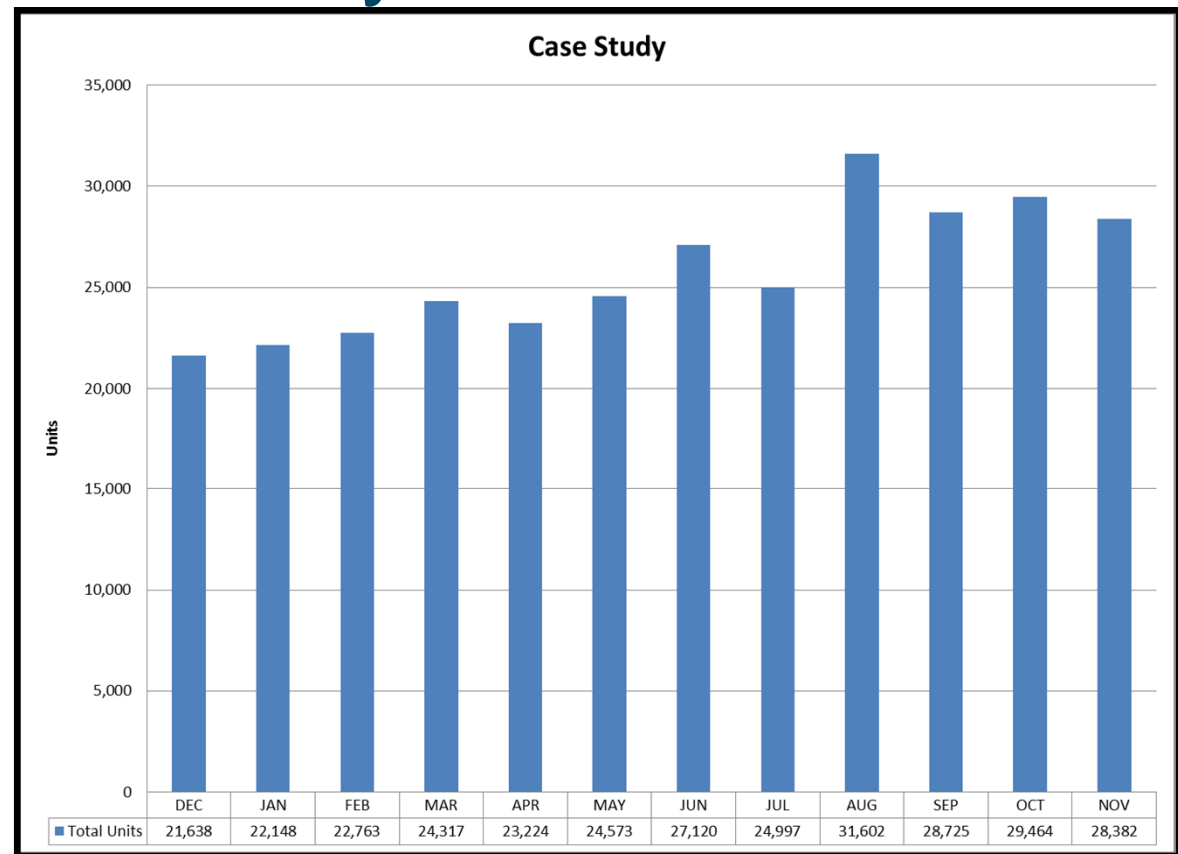


IMPACT

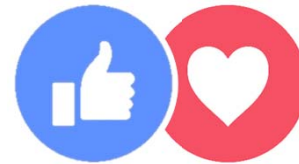
Together, The Northern Illinois Food Bank and Prairie Farms are delivering more than **18,000 gallons of milk** (25K units of dairy) to families in need every MONTH

Northern Illinois Case Study

- Consistent ordering of fluid milk and eggs
- Recently began adding yogurt to the product lineup
- Will continue to look for additional product opportunities



Social Media Response

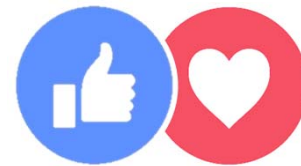
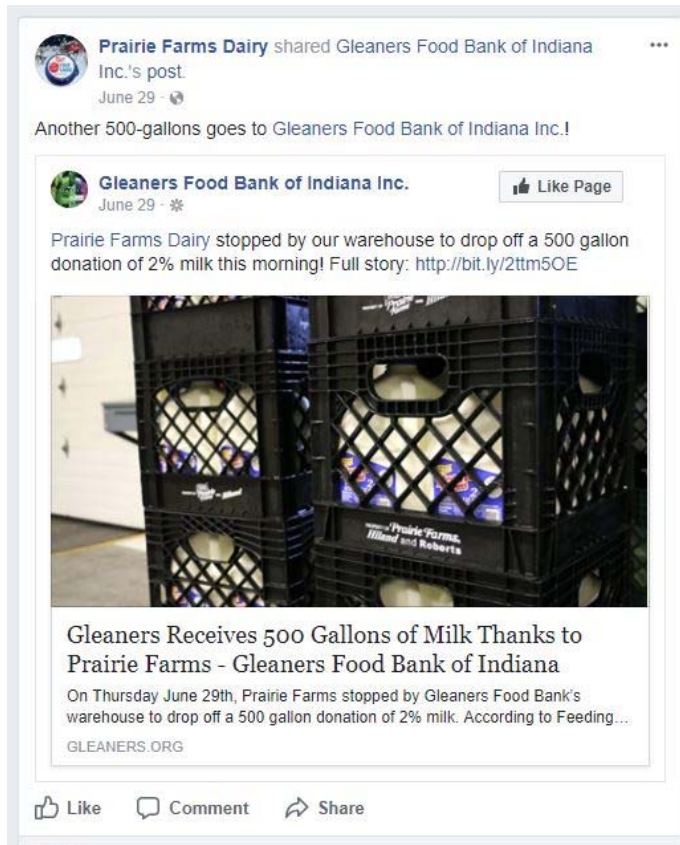


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51 Shares



Social Media Response

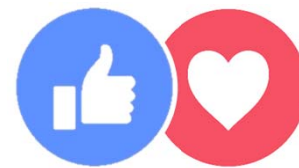
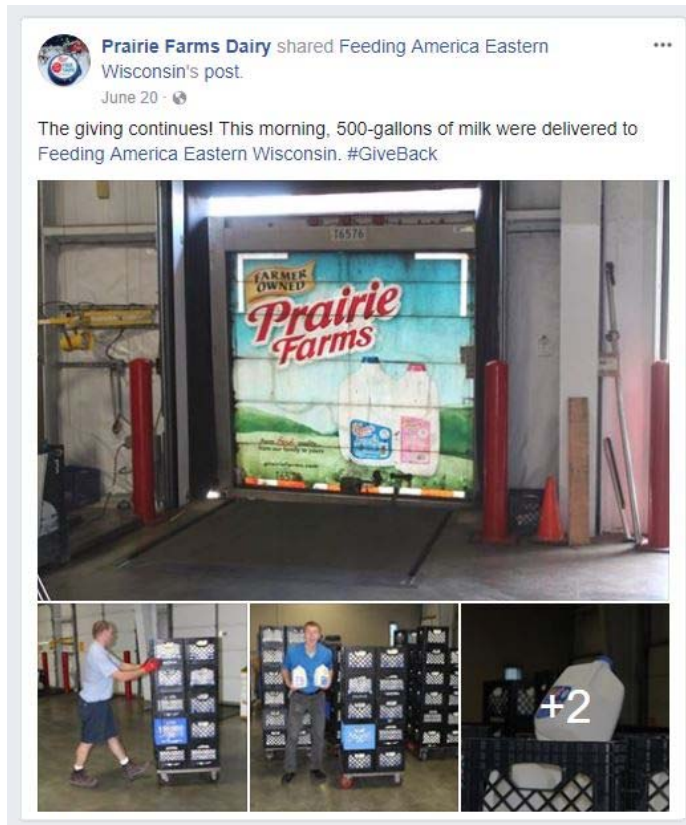


103

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Social Media Response



105

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