2019 Year in Review
Oregon Dairy:
Standing Together, Building Trust
Standing Together, Building Trust
Dear Friends,

As we look back over the year 2019, we are reminded more than ever that building trust must remain our key focus as we move into a new decade.

We must continue to build trust in our schools, where students, teachers, nutrition directors and coaches can appreciate the nutritional aspects of dairy, enjoy the taste of expanded dairy foods in school meals, and come to learn that animal agriculture is a contributor to both the environment and nutrient-rich foods.

We will continue with the expanding role of farm tours, both in person and now also by virtual webinar for classroom viewing and interaction. Farm tours have also expanded to health professionals, general public, and other influencers, such as college student interns. More often than not, visitors leave with a positive view of dairy farming.

And we will continue to advance the positive stories of dairying for the general public and key influencers in health care and nutrition ... whether about animal care, environmental stewardship, quality production, farmer contributions to community, and more.

As you will see in the following pages, we have built a solid foundation for these efforts and we look forward to adding to these accomplishments in the coming months.

Contact us anytime with your thoughts and ideas in helping advance Oregon’s dairy community.

Sincerely,

[Signature]

Warren Chamberlain
Eastern Oregon Dairy Producer
Chairman, Oregon Dairy and Nutrition Council
Partnering with Producers

In 2019, ODNC convened a forum for young dairy farmers for an open dialogue in a “Dinner on the Square” format. Through the experience, ODNC learned that young dairy farmers are optimistic about the future of our industry, are proud of their profession and are excited about innovations coming to dairy. More are planned for 2020.

ODNC also launched a new newsletter to help dairy farmers stay abreast of issues and keep informed of Council activities and resources for producers and processors. All Oregon dairy farmers are invited to receive these updates.

In partnership with the Dairy Farmers of Washington, ODNC introduced a new spokesperson training series in 2019, where 60 farmers and allied dairy supporters took a day to learn how to speak up for dairy, handle a crisis and use social media to tell dairy’s story.

Knowing that seeing is believing, ODNC supported traditional and virtual dairy farm tours throughout the year, providing logistical support, signage and banners, and removing barriers to participation.

And ODNC continued supporting the Oregon Dairy Princess Ambassador Program, both financially and with ODNC staff assistance.
Connecting with Processors

ODNC funding was instrumental in helping Oregon State University move forward with plans for a dairy pilot plant that will have multiple benefits for processors. The plant will help train current and future employees on the latest advancements in dairy processing, and provide processors an outlet to research new product formulations and other innovations.

Once complete, the dairy pilot plant will ensure that OSU’s dairy food science program students are trained on all dairy types, including cheese, fluid milk, yogurt and cottage cheese.

Also, ODNC overhauled its crisis manual as part of a multi-phase effort to help processors prepare for the unexpected.

The national dairy checkoff organization worked with a leading processor in the Pacific Northwest to introduce a higher-protein, lactose-free milk in 2019 to help offset the steady decline in fluid milk consumption.

ODNC provided processors with updates on strategic intelligence reports, began planning for the 2020 American Cheese Society meeting in Portland and performed other activities designed to provide processors with the tools they need to be successful in domestic and international markets.

“I’m so grateful for the depth and breadth of expertise we can access from you and the checkoff program.”

- Anna Rose Inoglia
Research and Development, Tillamook
Advancing Youth Wellness

ODNC was a prominent influencer in school nutrition programs in 2019.

In three Culinary Workshops, ODNC collaborated with Oregon Department of Education to introduce 11 dairy-strong, child-nutrition-program recipes to more than 50 nutrition professionals. The workshops also promoted school breakfasts, including a Grab & Go breakfast that comes with yogurt and homemade granola, and highlighted successful Smarter Lunchroom concepts to increase meal participation.

At the 2019 Oregon School Nutrition Association Statewide Conference, ODNC conducted an agricultural tour for 29 school nutrition directors. The tour showcased a robotic milking system as one example of sustainable and animal-friendly production practices on Oregon dairies.

Among several pilot projects with school nutrition programs, local police served students hot chocolate milk as part of a special breakfast for a rural school district.

And ODNC awarded Fuel Up to Play 60 grant funds to two school districts and six individual schools, helping schools enhance dairy offerings, advancing relationships with Oregon school nutrition directors and demonstrating dairy farmer and processor commitment to youth wellness and education.

ODNC helped the Tillamook School District Nutrition Director with a new second-chance breakfast program, resulting in a quadruple increase in students eating breakfasts containing milk and other dairy products. The program is so successful, plans are starting to expand the program to other schools in the district.

Consulting with six schools in the Lincoln County School District, ODNC Youth Wellness Programs helped increase breakfast participation from an average of just over 50 percent to 72 percent in 2019, serving 616 more students each day. Over 180 days, that translates to an additional 44,820 incremental milk pounds.
ODNC also encouraged dairy processors to connect with school nutrition directors to expand offerings of local dairy products through the Oregon Department of Education’s Farm to School and School Garden Program, which has $15 million in state funding to spend on local products over the next two years. This encourages more local dairy purchases throughout the state for child nutrition programs.

In addition, in collaboration with the Centers for Disease Control Oregon Healthy Schools Grant and the Oregon After School Network, the Council took participants on an informative tour of the Oregon State University Creamery, a tour that included an interactive lesson on cheese making.

What is Fuel Up to Play 60?
Fuel Up to Play 60 (a program of the National Dairy Council and NFL) encourages youth to consume nutrient rich foods and achieve at least 60 minutes of physical activity each day. It is the nation’s leading in-school nutrition, health and wellness program.

ODNC partners with the program to help schools meet their health and wellness goals and highlights Oregon dairy foods and dairy’s commitment to youth health, education and community.

Through our participation in the program, ODNC helps schools increase dairy consumption by providing funds to purchase milk coolers, equipment to make smoothies and facilitating other additions to school nutrition programs, all while showcasing dairy’s commitment to youth wellness.

“Many of the ideas we use here at our school I have gotten from Fuel Up to Play 60... we have learned how to double our school’s dairy consumption in a positive way.”

-FUEL UP TO PLAY 60 PROGRAM ADVISOR

ODNC also used Fuel Up to Play 60 grant funds to create a video designed to increase participation in summer meals that featured former University of Oregon and NFL football star Anthony Newman. The video, which was distributed statewide through school nutrition partnerships, was the second most-viewed post on ODNC’s blog for the year.
Sustainability

Promoting Sustainable Nutrition

ODNC works with nutrition and food professionals to build understanding and confidence in dairy nutrition and sustainability.

With National Dairy Council, ODNC organized a regional dinner-and-dialogue event for university nutrition professors from California, Washington and Oregon. The Nourish Dialogue Dinner drew 30 guests and helped deepen their understanding of dairy’s commitment to sustainable production practices. In 2019, 25 of these dinners were held across the country.

Through the dietetic internship programs of Oregon State University (OSU) and Oregon Health and Science University (OHSU), we continued to provide opportunities for new dietitians to build on their knowledge of the nutritional benefits of a diet rich in dairy products, while showcasing how dairy products are produced in an animal-friendly, environmentally sustainable manner.

ODNC and Washington Dairy Council sponsored a two-state nutrition and dietetics education conference that drew 315 attendees and included a pre-conference tour featuring a dairy farm upcycling story about spent grains and a yogurt production facility. The opening keynote presentation was a review of new research and recommendations for diabetes, with dairy foods in the spotlight.

ODNC worked with OHSU to hold a farm-to-food panel discussion for more than 50 dietitians, dietetic interns and leaders in the medical community on the OHSU campus that explored food systems, sustainability, access to healthy food and nutrition. Panelists included leaders in Oregon agriculture, hunger, school nutrition and food innovation.

For the fourth year, ODNC arranged a Willamette Valley Farm and Food Tour for the new class of dietetic interns and faculty from the OHSU Graduate Programs in Human Nutrition. We hosted two similar farm tours for students and instructors from Oregon Culinary Institute. OSU Extension and Oregon AgLink are important partners in this work.
And we worked to build confidence in dairy through community activities. Since its inception in 2015, we have worked with Tillamook County Wellness, a community effort to prevent chronic disease, reduce healthcare costs and improve quality of life. In 2019, ODNC helped launch a “Making Healthy Happen” community-focused campaign in Tillamook that will continue into 2020.

ODNC has also worked with the Oregon Food Bank to help optimize the flow of fresh milk made available through a federal program. Food warehouses and pantries across the state welcomed this important source of protein and overall nutrition for families in need.

What is “Sustainable Nutrition?”

Like never before, people are asking questions when deciding which foods to eat, like:

Is it good for me?
Is it good for the animals?
Is it good for the planet?

ODNC and the dairy industry nationwide are meeting these questions head on and answering with solid science and information that today’s consumer can trust. This is Sustainable Nutrition.

Our work envisions a global population that is not only fed, but well nourished. A sustainable food system has at its foundation a thriving agricultural economy and preservation of natural resources.

Focusing on sustainable nutrition ensures that Oregonians believe in the unique nutrition dairy foods provide and that three servings of dairy foods daily is important for lifelong health. This work also builds trust in dairy farmers as innovative upcyclers, who care deeply for their animals, and who are committed to reducing their carbon footprint while producing high-quality, safe and nutritious foods.

With nations around the world setting dietary guidelines and defining sustainable food systems, it is critical that the dairy industry is working to secure a place for dairy in the global food system and here at home in our customers’ kitchens.

“Sustainable livestock systems contribute to food security, economic and environmental stewardship, and sociocultural needs and are vital for achieving most of the United Nation’s Sustainable Development Goals.”

- GREG MILLER, PH.D., DAIRY MANAGEMENT INC.
Building Consumer Confidence

Today’s consumers are two, three and even four generations removed from the farm. To help overcome this gap in understanding, ODNC facilitated dairy farm tours, virtual farm tours, speaking engagements, classroom presentations and social and mainstream media placements.

By partnering with agricultural education organizations, such as Oregon Aglink and Oregon Ag in the Classroom, ODNC was able to tell dairy’s story to tens of thousands of elementary and middle school students. And through our launch of virtual tours in 2019, ODNC was able to greatly expand the number of school children we introduced to dairy farming.

ODNC also continued the popular Oregon Dairy Patch Program, where Girl Scouts from Oregon and Southwest Washington earn a patch for completing curriculum designed to educate them about dairy farming and dairy products.

Staff joined with farmers and Dairy Princess Ambassadors at public events like the Milk Carton Boat Race and The Melt Down. The Milk Carton Boat Race is a Rose Festival tradition that draws attention. During The Melt Down in Yamhill County, proceeds from the sale of grilled cheese sandwiches of participating restaurants during the month of February support the food pantry. ODNC sponsors both dairy-centric events for their positive partnerships and reach to consumers.

During July Ice Cream Month, ODNC crowdsourced the Oregon Ice Cream Trail. Media and the general public loved debating the best shops and hitting the trail to explore the great quality and diversity of ice cream in Oregon. It continues to raise awareness about where people’s favorite local dairy products come from and how they are made.

Outreach

“Many of the teachers left the farm interested in all the connections they can make from the academics they’re teaching in class to relevant agricultural curriculum such as the dairy industry.”

–JESSICA JANSEN
OREGON AG IN THE CLASSROOM
Exploring Opportunities for Exports

With two-thirds of the world’s middle class less than 12 hours away, export opportunities for Oregon dairy products have high potential. And ODNC is helping bring those opportunities home.

In concert with the US Dairy Export Council (USDEC), ODNC and dairy processors spent a week this past year in Hong Kong promoting artisan cheeses at the Food and Hospitality Trade Show, Asia’s largest food and beverage show.

We plan to return to Asia in 2021 to attend Food and Hotel Asia in Singapore to ensure our processors have additional opportunities to establish relationships in a market where being present is everything.

ODNC brought Oregon dairy processors closer to opportunities in export markets in 2019 through promotions. Also, in 2019 ODNC concluded the second-year of a three-year project, funded in part by a USDA grant. The project helps inform processors on export practices, defrays shipping costs through load consolidation, provides logistical support, and offers one-on-one export mentoring.

Producing Results Nationally

National dairy checkoff resources are instrumental in helping shape consumer trust and increase dairy consumption.

Dairy Management, Inc. (DMI) food scientists working with major quick-serve restaurants introduced several dairy-rich menu items and increased use of dairy products on existing menu items at McDonald’s, Domino’s, Taco Bell and Pizza Hut in 2019. These food developers are now creating new products for the restaurants’ international outlets.

The checkoff program’s signature campaign, Undeniably Dairy, continues to highlight the many benefits of nutrient-rich dairy products to consumers. Oregon and other states and regions use this unifying brand in public-facing communications and events.

Local and national checkoff organizations work together regularly on sharing nutrition and product research, media monitoring, issues management and crisis preparedness and response. DMI lent its support to several ODNC-led programs, including sending out an expert in crisis prevention and social media to help in our Farmer Spokesperson Training.
SEEING 2020:

20 Reasons the Oregon Dairy Community has

A Bright Future

BEST CHEESE
Oregon is home to the first American cheese to ever win **top honors at the World Cheese Awards.** Oregon was among the first in the nation to establish a statewide cheese guild, and the first state to win approval to ship raw milk cheese to the U.K.

STRENGTH THROUGH DIVERSITY
**Oregon has farms ranging from** 10 to more than 30,000 cows, organic and conventional, technologically advanced and traditional. Processors include small artisanal cheese makers, medium-sized, family-owned companies and even household name brands.

SUSTAINABLE BY NATURE
Oregon farmers and processors pride themselves in great stewardship in everything they do. They have earned **national sustainability awards** in three of the last four years.

SPIRIT OF GENEROSITY
The dairy industry is committed to **fighting hunger and supporting the communities** where they live and work through donations, service and involvement.

INNOVATIVE PRODUCTS
Through the Food Innovation Center and dairy programs at Oregon State University, Oregon is **bringing new brands and products to market.**

DYK:

**Oregon is the birthplace of cottage cheese in the U.S.?**

GROWING REACH
About 80 percent of the dairy products processed in Oregon are consumed in other domestic and international markets. Demand for Oregon dairy products is high, and we’re promoting opportunities for exports.

HIGH QUALITY
**Oregon milk has consistently ranked among the best of all states for quality.** That supports making a wide variety of cultured yogurts, butter, cheese, ice cream, and other dairy products. This has earned numerous awards, including Quality Chek’d.

BEST PRACTICES
Oregon producers and processors **often set the standard** for others to follow.
DAIRY EDUCATION
Students interested in dairy careers gain hands-on experience through programs at Oregon State University, with plans in the works for a new processing plant on campus. The OSU Dairy Foods Extension program is the only one of its kind in western states.

ECONOMIC ENGINE
Dairy serves as an economic engine for many smaller rural towns, generating an estimated $2.6 billion annually. Dairy processing wages are higher on average than others in the food manufacturing sector.

ANIMAL CARE
Most licensed, Grade A Oregon dairies are members of the FARM program, which stands for Farmers Assuring Responsible Management. Oregon farmers set high standards for cow care and comfort, even receiving 100 percent on third party audits and certification.

ICE CREAM DREAM
For a region known for great restaurants, microbrews, wines and doughnuts, Oregon is fast establishing a reputation as a destination for ice cream. Connoisseurs can explore the Oregon Ice Cream Trail.

JOBS GENERATOR
More than 12,000 jobs and $500 million in wages are supported by the Oregon dairy community.

SUPPORTING STRONG SCHOOLS
Dairy supports schools through equipment grants, culinary trainings, award programs, and Fuel Up to Play 60.

EXCELLENT PAIRINGS
Oregon's agricultural community has many locally grown foods that naturally pair well with dairy, including beef, potatoes, berries, hazelnuts, wheat, pears, and the list goes on.

EMBRACING TECHNOLOGY
Many Oregon dairies have evolved and embraced technological advances that improve efficiency, effectiveness and cow care. This includes robotics, precision agriculture, RFID tags, apps and drones.

COWS FIRST
Dairy farmers care about their cows and have a wide variety of cow comfort measures on their farms including back-scratchers, fly vacuums and even cow waterbeds. Oregon farms are early adopters and on the cutting edge.

CLEAN LABEL
Oregon farms produce nature’s perfect food - wholesome milk without additives. There are no antibiotics or added hormones in milk.

PROUD TRADITION
Oregon dairy dates back to the mid-1800s, and many farming today are fourth or fifth generation dairy farmers operating on Century Farms. This tradition, heritage and history includes processors as well.

MADE LOCAL
Oregon has six milksheds throughout the state, providing fresh milk and dairy foods in grocery stores from local farms that are often just a short drive away.
Oregon Dairy and Nutrition Council

The Oregon Dairy and Nutrition Council is funded through assessments paid by Oregon dairy producers and processors. Under the supervision of an executive director, a team of eight professionals builds trust and sales through their efforts in youth wellness, nutrition, business development and communications. The Council is governed by ten members of the Oregon Dairy Products Commission.

**CALENDAR YEAR 2019**
**Total Budget Expenditures**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administration</td>
<td>$147,904</td>
</tr>
<tr>
<td>Nutrition Affairs</td>
<td>$376,015</td>
</tr>
<tr>
<td>School Programs</td>
<td>$568,675</td>
</tr>
<tr>
<td>Dairy Industry Development</td>
<td>$396,904</td>
</tr>
<tr>
<td>Communications</td>
<td>$699,652</td>
</tr>
<tr>
<td>Regional Development</td>
<td>$65,000</td>
</tr>
<tr>
<td>DMI/UDIA</td>
<td>$824,500</td>
</tr>
<tr>
<td>Commission Program/ODA</td>
<td>$42,000</td>
</tr>
<tr>
<td>Emergency Fund</td>
<td>$450,000</td>
</tr>
</tbody>
</table>

**TOTAL 2019 BUDGET** $3,570,650
ODNC STAFF

PETE KENT
Executive Director
pkent@odncouncil.org

THERESA YBARRA
Sr. Director of Business Management
and Operations
tybarra@odncouncil.org

JOSH THOMAS
Sr. Director of Communications
jthomas@odncouncil.org

ANNE GOETZE
Sr. Director of Nutrition and Business Development
agoetze@odncouncil.org

CRISTA HAWKINS
Sr. Director of Youth Wellness
chawkins@odncouncil.org

ERIN HIRTE
Manager of Youth Wellness
ehirte@odncouncil.org

STACY FOSTER
Industry Relations and
Communications Manager
sfoster@odncouncil.org

JUDY CAMPBELL
Accounting Coordinator
jcampbell@odncouncil.org

ODNC BOARD

WARREN CHAMBERLAIN
Chairman
National Dairy Board Member

LOUIE KAZEMIER
Vice Chairman
U.S. Dairy Export Council Board Member

STEVE NEAHRING
Secretary/Treasurer
United Dairy Industry Association Board Member

MARK EBERHARD
Processor Member

JOHN VAN DAM
Producer Member

TODD LEUTHOLD
Producer Member

MARTY MYERS
Producer Member

PHIL WARD
Public Member

KRISTYN ANDERSON
Oregon Department of Agriculture

LISBETH GODDIK, PhD
Oregon State University,
Department of Food Science and Technology