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 professionals builds trust and increases dairy sales through youth wellness, nutrition, business development, and communications programs.

The Oregon Dairy and Nutrition Council is governed by members of the Oregon Dairy Products Commission, who are appointed by the Director of the Oregon Department of Agriculture. ODNC commissioners can be reached at info@odncouncil.org.

**CHAIRMAN**

Louie Kazemier / Rickreall Dairy
- Willamette and Southern Oregon Producer Member (Appointed 2016)
- National Dairy Board Member

**VICE CHAIRMAN**

John Van Dam / Rising Sun Dairy
- Willamette and Southern Oregon Producer Member (Appointed 2019)
- United Dairy Industry Association Board Member

**SECRETARY/ TREASURER, CUSTOMER DEVELOPMENT MANAGER**

Alison Rosenblum / Tillamook County Creamery Association
- Processor Member (Appointed 2020)
- U.S. Dairy Export Council Board Member

Todd Leuthold / Wilsona Farms
- Tillamook and North Coast Producer Member (Appointed 2017)

Frank Ausman / Dairy of Ozz
- Central and Eastern Oregon Producer Member (Appointed 2021)

**Pete Meenderick / Meenderick Dairy**
- Central and Eastern Oregon Producer Member (Appointed 2021)

**Adrienne Allen / Victor Dairy**
- Tillamook and North Coast Producer Member (Appointed 2021)

**Phil Ward / CEO, Oregon FFA**
- Public Member (Appointed 2019)

**Kristyn Anderson / Commodity Commission Program Manager, Oregon Department of Agriculture**
- Ex-Officio Member

**Lisbeth Goddik, Ph.D. / Department Head of Food Science and Technology, Oregon State University**
- Ex-Officio Member
Dear Friends,

2021 has delivered another unparalleled year for Oregon dairy farmers.

Ice, fire, drought, and flooding tested our resilience along with lower than predicted milk prices. As we review the past year, we must acknowledge that the weather, COVID-19 pandemic, and supply chain issues have created difficulties—not only for the dairy industry in Oregon but across various industries worldwide.

Yet, in these extraordinary times, dairy farmers rise to the challenges with unparalleled commitment to care for their families, land, and animals.

At the Oregon Dairy and Nutrition Council, we are similarly committed to the future of the Oregon dairy industry. Our work elevates dairy as an essential part of a sustainable food system that nourishes people and helps preserve natural resources. As you will read in the following pages, the board and staff at the Oregon Dairy and Nutrition Council went above and beyond in 2021 to showcase Oregon's dairy products through our program areas: communications, youth wellness, industry development, and nutrition.

We have had many changes in 2021, both in the office and on our board. Pete Kent, who served as ODNC’s executive director for the last 15 years, retired at the end of August. We thank Pete for his work to bring strategic focus for ODNC programming, and leadership to expand markets for Oregon's dairy products. In September, the ODNC board was thrilled to appoint Anne Goetze as the new executive director. Anne has been serving Oregon dairy farmers for over 30 years in various nutrition and processor relations roles, most recently as Sr. Director of Nutrition and Business Development. Her passion for Oregon's dairy industry and dedication to building sales and trust for dairy will serve ODNC well in the coming years.

Thank you for your dedication and resilience,

LOUIE KAZEMIER
Chairman, Oregon Dairy and Nutrition Council
In addition to the annual report, ODNC connects with dairy farmer stakeholders through monthly e-newsletters, a closed Facebook group (check out ‘Oregon Dairy Checkoff Connection’ if you are not already part of it), industry meetings, on-farm visits, and more.

To learn more about dairy checkoff programming across the nation, tune in to the new ‘Your Dairy Checkoff Podcast.’ Each monthly episode is hosted by dairy farmers who have a conversation with industry experts about a checkoff-related program or industry topic. To listen, search ‘Your Dairy Checkoff Podcast’ on Apple Podcasts, Spotify, Stitcher or wherever you listen to podcasts.

Producer training opportunities continued virtually this year. In partnership with Dairy Farmers of Washington and Dairy West, ODNC offered three free 60-minute sessions that covered these important topics: ‘Sustainability goals for dairy farmers’, ‘Milk’s 13 essential nutrients and how to talk about them’, and ‘On-farm security: keeping your farm safe from activists’. All sessions from 2020 and 2021 are recorded and available upon request.

ODNC nominated Rogue Creamery for the U.S. Dairy Sustainability Award in the outstanding processor category, and they were recognized as one of the 2021 award recipients.

This is the fourth Oregon dairy farm or processor to win a U.S. Dairy Sustainability Award.

In 2020, the U.S. dairy industry announced the Net Zero Initiative, which will help the dairy industry collectively achieve carbon neutrality by 2050. Following that announcement, farmers and stakeholders from Oregon, Washington, Idaho and Utah’s dairy checkoffs, associations, and processors convened to develop research questions specific to on-farm sustainability in the Pacific Northwest. These research questions have been developed into 11 on-farm sustainability research priorities that will advance sustainability efforts in the Pacific Northwest in partnership with each state’s land grant universities and the BUILD Dairy program.
Youth Wellness

DNC helps youth develop lifelong dairy consumption habits by encouraging participation in school meal programs and by supporting wellness programs in schools.

School meals have remained available throughout the pandemic thanks to the dedication of Oregon School Nutrition Professionals. A total of 59,830,469 meals were served during the 2020-21 school year in Oregon. This is great news for the dairy community because milk is offered with every school meal.

For the past 11 years, ODNC has sponsored the Oregon Department of Education (ODE) School and After School Wellness Awards. This year, the winners were Ventura Park Elementary School, Pleasant Hill High School, Boys and Girls Club of Albany, and the Eugene Family YMCA. These schools and programs have nutrition practices and other wellness initiatives that are models for others across the state.

Partnerships with the Oregon School Nutrition Association and Oregon Department of Education educate thought leaders across the state about the value of dairy products in youth nutrition programs. Through culinary workshops, school nutrition professionals learn how to encourage students to select milk, and how to prepare new, tasty recipes with dairy ingredients. This year, three workshops were held virtually. Recipes with various flavor profiles were demonstrated to provide school and child nutrition programs with easy menu ideas to keep the meals interesting for kids.

Fuel Up to Play 60 and GENYOUth

A partnership between national and local dairy councils and the National Football League (NFL), Fuel Up to Play 60 is an in-school youth wellness program that encourages healthy eating and physical activity by promoting dairy nutrition and dairy farming messaging through engaging activities.

FuelUptoPlay60.com was updated for virtual learning and a Student Zone App was launched to engage youth in 2021. Educators, parents, and students now have access to more information about dairy nutrition and sustainability, including classroom lessons and virtual dairy farm tours.

The GENYOUth Emergency School Nutrition Equipment Grant funding that began in 2020 continued in 2021 as the End Student Hunger Fund. In Oregon, 186 schools were awarded funding totaling $489,000 to support their school nutrition programs in 2020 and 2021. Additionally, in Oregon, 45 schools received NFL Flag Kits funded by GENYOUth to support physical activity and education, valued at $18,450.60.

Fuel Up to Play 60 website / Student Zone App

**NOTABLE NUMBERS**

3 CULINARY WORKSHOPS were attended live by 63 PARTICIPANTS and have been VIEWED 700+ ADDITIONAL TIMES by the end of December 2021 with POSITIVE FEEDBACK from school nutrition staff indicating they are LIKELY TO TRY THE RECIPES.
Industry Development

Industry development programming connects and convenes key industry stakeholder groups while working to increase dairy sales by regularly providing strategic insights such as monthly sales data, consumer behavior trends, food innovation, nutrition, and more to Oregon processors and other industry partners.

In March, Julie Rentsch joined the team as senior manager of industry development. In her role, Julie supports the advancement of our dairy processing industry, which includes processor relations, industry trade support, domestic and international market development, and industry foundational support through working partnerships such as with the Oregon State University Food Science and Technology department.

The OSU Dairy Innovation program encourages food science students to add value to dairy through new food products that drive the sale of milk. ODNC completed the second year of funding for two dairy science research projects, one focused on lactose intolerance and the gut microbiome, and the other on flavors in chocolate milk. These two-year projects are part of the BUILD Dairy Program in partnership with Dairy West and the Western Dairy Research Center. In addition, ODNC completed the third year of a 10-year, $500,000 commitment to help fund the OSU Dairy Pilot Plant.

In partnership with Dairy Farmers of Washington, ODNC supported an artisan cheese promotion through the Safeway/Albertsons “Nourishing Neighbors Foundation,” which provided school breakfast to local schools and funding to community food banks in the regions they serve. The promotion placed Oregon cheese makers front and center in the deli section of Washington and Oregon stores for seven weeks, and encouraged customers to “Celebrate Oregon and Washington Dairy” through their cheese purchases.

Exports

Global dairy markets are projected to grow substantially in the next 10 years, and ODNC is working collaboratively with Dairy Farmers of Washington and Dairy West to gain visibility and sales for our western region dairy foods overseas. This year marked the end of a three-year grant that was dedicated to export efforts and resulted in artisan cheese and ice cream being sold in southeast Asia, with sales and import discussions ongoing for multiple additional brands.

While opportunities for retail expansion overseas were constrained by the COVID-19 pandemic, efforts pivoted to focus on artisan cheese in the foodservice channel in Singapore. Working through the U.S. Dairy Export Council (USDEC) and their Singapore-based Center for Dairy Excellence, a multi-pronged market entry campaign featuring a chef workshop, consumer and trade advertorials, distributor showcase, and social media activity connected with potential buyers. Influencer Dr. Leslie Tay from @eatishootipost introduced artisan cheeses from our region in a blog post and on social media in October, suggesting food pairings to complement the diverse flavor profiles. The post reached more than 500,000 consumers in Southeast Asia.

**NOTABLE NUMBERS**

The ARTISAN CHEESE PROGRAM sold through more than $100K IN CHEESE this year, generating DOUBLE DIGIT SALES GROWTH from last year.
Effective communication that builds consumer trust and ultimately increases dairy consumption revolves around meeting consumers where they are with messages that resonate and align with their core beliefs. The dairy checkoff strives to build awareness of the health benefits of dairy foods while reassuring consumers that their favorite dairy products are responsibly produced. Stories about animal care and environmental stewardship are key factors in building consumer trust.

As dairy farmers dealt with challenges resulting from wind, snow, ice, power outages, and empty store shelves, the ODNC team connected Oregonians to your stories of resilience, passion for your animals, and dedication to providing high-quality nutrition for your communities.

Digital communication is a key ingredient in ODNC’s communications strategy. Our target audience includes consumers within the Gen Z and Millennial generations (age 9 to 40), specifically those that have questions about dairy’s nutritional value and on-farm practices.

Videos are estimated to be 12 times more likely to be shared on social media than text or images alone, and ODNC continues to create relevant dairy-themed messages to stay current in this space. This year, ODNC created 18 videos to educate consumers about animal care, cow nutrition, dairy employment, and community involvement. These videos have been viewed over 40,000 times on social media.

ODNC launched a social media campaign called ‘Holiday Essentials’ in December to celebrate dairy’s essential role in holiday meals and festive celebrations. In addition to reaching our target audience on ODNC social channels, the communications team worked with social media influencers to reach their audiences with positive dairy messages and delicious dairy-centric recipes. The campaign resulted in a more than 30% increase in viewership on the ODNC website and more than a 200% increase in both impressions (number of people who saw the posts) and engagement (those who liked, commented, or shared it).

Kimmi Devaney joined the team in July as the new senior director of communications. She leads ODNC’s work in consumer and digital communications, industry and media relations, and crisis and issues management. Her grandparents were dairy farmers, and she brings 12 years of experience in public relations, crisis management, journalism, and animal agriculture to her role.
O DCN educates nutrition and medical professionals about the health benefits of dairy foods and provides information about how milk is responsibly produced. By offering a variety of experiences, these experts will be equipped to recommend dairy with confidence. In 2021, ODNC provided virtual farm tours and tastings for the Oregon Academy of Nutrition and Dietetics and, new this year, for the Oregon Academy of Family Physicians Foundation. Along with Washington State Dairy Council, ODNC sponsored a webinar with the Seattle Seahawks dietitian that put a spotlight on dairy’s benefits for athletes of all types and ages.

Dietetic interns from OSU helped ODNC celebrate National Nutrition Month in March by publishing a series of articles centered around the updated Dietary Guidelines for Americans (DGA) and MyPlate. The new dietary guidelines from the USDA promote healthy eating patterns throughout all stages of life, and for the first time this year include recommendations for women during pregnancy and lactation, as well as infants from birth to age two.

The DGAs are published by the U.S. Department of Agriculture and the U.S. Department of Health and Human Services every five years. These guidelines are the cornerstone for federal nutrition programs and are a well-respected resource for health professionals nationwide. Dairy has been listed in the guidelines as a nutrient-dense option for a healthy diet since the DGAs were created in 1980, and they remained so in 2021. The guidelines are based on sound science and peer-reviewed research. The checkoff-led National Dairy Council plays an important role in curating this data to keep dairy relevant in the discussion.

In October, ODNC hosted a webinar for 30 OHSU and OSU dietetic interns discussing sustainable food systems. These students are future “thought leaders,” meaning they will soon have careers that will influence the way people eat and think about the foods they choose. During the training, staff helped the students better understand how milk is produced so that they can set the record straight when asked about dairy products and dairy farming by future clients. This is typically an in-person event that includes a visit to a dairy farm, but it was adjusted due to school guidelines to offer a virtual experience with plans for an in-person event in the Spring of 2022.
Dairy Management Inc. (DMI), the national checkoff, works with industry partners to boost sales and trust in dairy. This important work is led by a board of directors, along with national and local dairy checkoff staff, dairy community leaders who provide industry, scientific, and marketing expertise.

Tom Gallagher concluded his 30-year tenure as CEO and the DMI board of directors moved quickly to appoint Barbara O’Brien to take the reins. Barb’s experience as president of DMI and CEO of the Innovation Center for U.S. Dairy provided a seamless transition. She has spent her first few months focused on listening to dairy farmers across America as they voiced challenges in farming operations like depressed price, escalating feed and other input costs, labor shortages, weather extremes, and more.

Developed by DMI in 1995, the United States Dairy Export Council (USDEC) represents the global trade interests of the entire U.S. dairy industry. USDEC’s mission is to promote dairy exports and is primarily funded by farmers through the dairy checkoff. Trade policy advocacy is funded through membership dues. The USDEC staff has extensive expertise in trade policy, market access, regulatory affairs, dairy ingredients and cheese, and works to increase dairy export volume and value. USDEC has eight offices in key global markets, with staff providing insights and building relationships.

USDEC and National Dairy Council partnered with The Nature Conservancy and the Global Child Nutrition Foundation to co-convene an independent United Nations Food Systems Summit dialogue (FSSD), titled “Advancing Food Systems Transformation to Nourish the Health of Future Generations and Enable a Sustainable Planet.” Through the co-hosted dialogue, more than 100 voices from diverse sectors (e.g., dairy farmers, FUTP 60 student ambassadors, school nutrition experts, scientists, dietitians, NGOs, brands, etc.) came together to identify practical solutions to better nourish future generations in more sustainable ways. The dialogue enabled dairy farmers and executives to share U.S. dairy’s commitment to sustainably nourishing a global population, including the 2050 Environmental Stewardship Goals, Net Zero Initiative, the FARM program, and efforts to reduce food insecurity.
The Oregon Dairy and Nutrition Council works on behalf of 174 dairy farm families and approximately 30 dairy processors throughout Oregon. Building trust and demand for Oregon dairy products and generating support for those who make them is accomplished through programs in schools, health and wellness, communications, farmer relations, industry development, and exports.

Each year, the program of work and budget are developed by staff for review and approval by the ODNC Board of Commissioners. Opportunity for public input is provided. Final approval is provided by the Oregon Department of Agriculture.

Calendar Year 2021

Budgeted Expenditures

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<th>Category</th>
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<td>Total 2021 Budget</td>
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