

Your Dairy Checkoff in Action – The following update is provided by Dairy Management Inc. (DMI), which manages the national dairy checkoff program on behalf of America's dairy producers and dairy importers. DMI is the domestic and international planning and management organization responsible for increasing sales of and demand for dairy products and ingredients.



Partner support helps Fuel Up to Play 60 drive dairy sales

Dairy producers launched Fuel Up to Play 60 in partnership with the National Football League (and in collaboration with the U.S. Department of Agriculture) to create long-term, healthy changes in schools.

To achieve this goal, a commitment from corporate and industry partners was needed to support producer priorities of improving children's health through the consumption of healthy, nutrient-rich foods, including dairy, and increased physical activity.

So far, 59 partners have provided financial and other support to Fuel Up to Play 60, including dairy processors, retailers and food service equipment companies. Thanks to the collective effort, Fuel Up to Play 60 is now the nation's largest in-school wellness program with more than 73,000 schools enrolled.

Schools that participated in a survey report that Fuel Up to Play 60 has a significant positive impact on the school environment and student behavior. Estimates indicate 14 million students are eating healthier and being more physically active because of the program.

National and local checkoff staff

members work with partners on pilot programs to help grow sales and build Fuel Up to Play 60 awareness. To date, 83 business cases have been completed and 11 more are in the works, resulting in moving 52 million additional pounds of milk.

Partners have contributed more than \$8 million, which includes \$3 million in grants for schools to implement programs such as breakfast in the classroom, grab-and-go breakfast carts, cooler bags to keep milk cold, and yogurt smoothie and parfait programs.

The remaining \$5 million supports retail and in-school efforts to promote Fuel Up to Play 60. These funds also provide samples of reformulated chocolate milk, smoothie machines and salad bars with yogurt and cheese.

"Fuel Up to Play 60 and the work we're doing with partners is resulting in healthier schools and healthier kids," said Paul Rovey, Arizona dairy producer and chair of DMI, which



manages the national dairy checkoff. "Partner dollars lighten the load of producers and allows us to increase our impact in schools."

Rovey said schools remain a critical way to grow sales, noting that 7 percent of all fluid milk volume (on average) moves through U.S. schools. **PD**

On the web

Fuel Up to Play 60
Visit www.FuelUpToPlay60.com and follow @FUTP60 on Twitter to see how the program is empowering students to get involved in creating healthy changes in their schools.

Local dairy checkoff organizations
Visit www.dairy.org/local-checkoff.aspx to contact your local state and regional dairy checkoff organization.

Test your answer

How many partners work with the checkoff to achieve Fuel Up to Play 60 goals?

ANSWER: There are 59 partners who provide financial and other support toward Fuel Up to Play 60 goals. These partners include processors, retailers and food service equipment companies.



Michigan producer Annie Link joins Lions kicker Jason Hanson in getting Michigan students active during the Rally for School Health event.

Michigan producers help inspire FUTP 60 leaders at rally

Fourteen Michigan producers participated in the fifth annual Rally for School Health event at the Detroit Lions' Ford Field. The producers were joined by a nutritionist and members of the United Dairy Industry of Michigan to work with 33 Fuel Up to Play 60 school teams. The rally inspired and taught student leaders how to encourage other students to "fuel up" with healthy, nutrient-rich foods, including dairy, and get at least 60 minutes of physical activity every day.

/MORE Go to www.progressivedairy.com/more to see more local partnerships



Maryland producer Laurie Savage, left, and Maryland Dairy Princess Carol DeBaugh join United States Air Force General Larry Spencer at the Washington Redskins' annual military family day and Fuel Up to Play 60 celebration.

Mid-Atlantic Dairy Association showcases program to military families

Mid-Atlantic Dairy Association partnered with the Washington Redskins Charitable Foundation to promote Fuel Up to Play 60 to nearly 500 children from military families at Joint Base Andrews in Maryland. The children were coached through football drills and nutrition stations by Redskins players and other celebrity trainers. Maryland Dairy Princess Carol DeBaugh and Maryland producer Laurie Savage led a chocolate milk toast at the event.

Local spotlight

North Carolina producer Jimmy Gray and his Holstein "Payton" attended the annual Run with the Cows 5k and 10k races to generate Fuel Up to Play 60 support.



North Carolina producer, cow join annual run

The Southeast United Dairy Industry Association (SUDIA) helped support the annual Run with the Cows 5k and 10k races in North Carolina. Producer Jimmy Gray and his Holstein "Payton" encouraged attendees to sign a Fuel Up to Play 60 pledge board and commit to staying active for at least 60 minutes a day and incorporate dairy into their diet. Runners were treated to cold chocolate milk after the race.

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