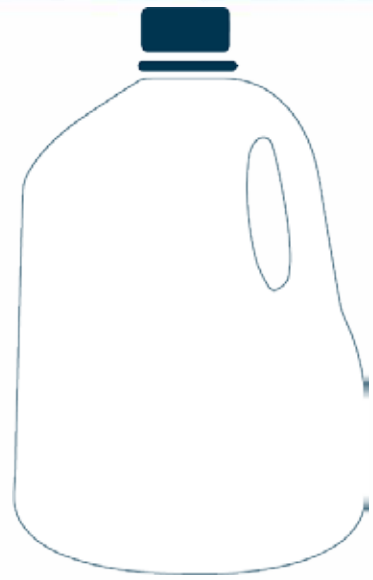


**POWER** of the *Past.*

**VISION** for the *Future.*

**MMPA Milk Donation to Flint, Michigan**



**ONE CENTURY  
STRONG**

**1,200  
DAIRY FARMS**

**5 Billion  
LBS. OF MILK**



Quality



Integrity



Leadership



Progressive



Community

# Michigan Milk Producers Association

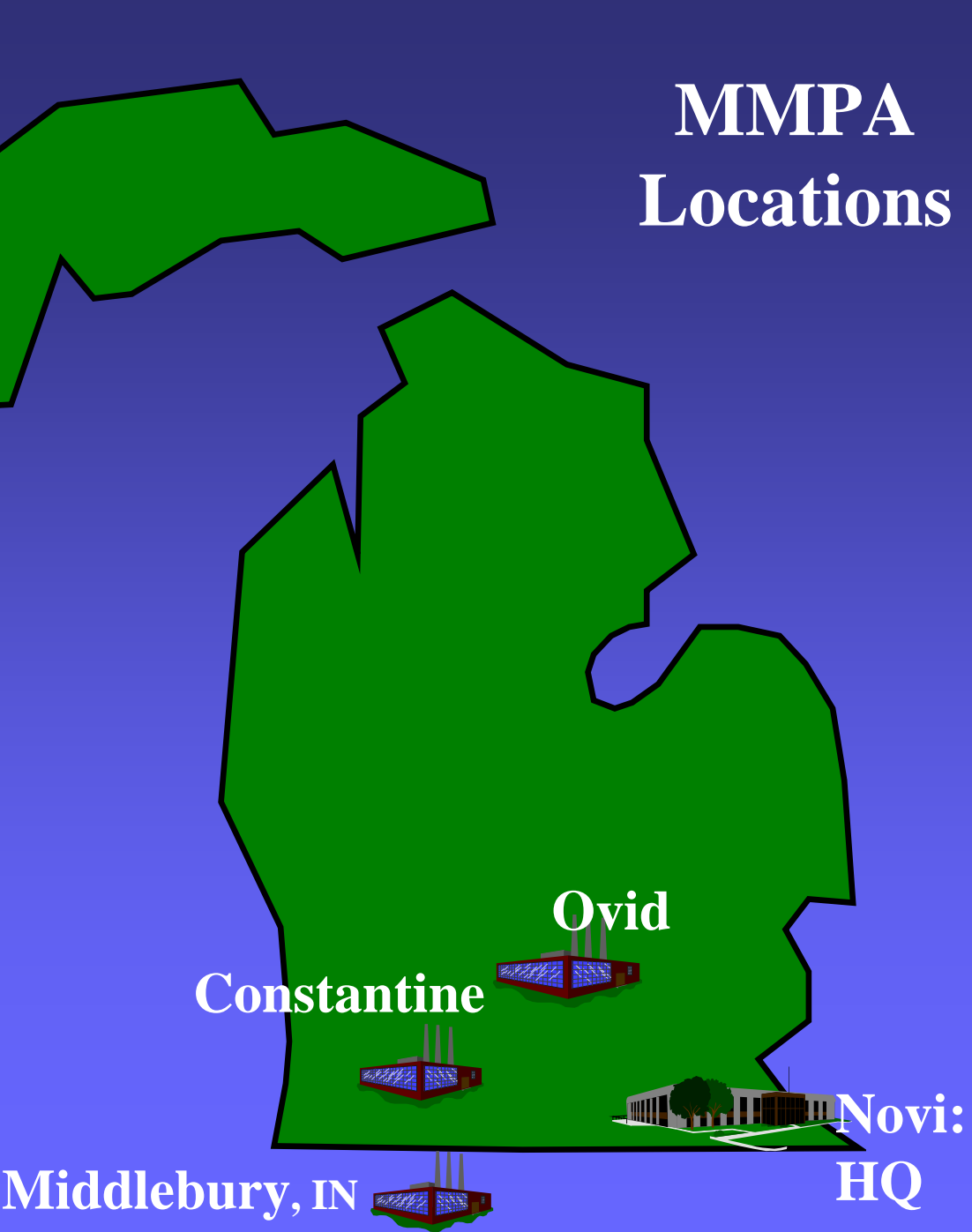
- § 1,200 member farms
- § Members in Michigan, Ohio, Indiana and Wisconsin.
- § Markets 5 billion pounds of milk annually.
- § 10th largest dairy cooperative in the United States.
- § Founded in 1916



# MMPA Locations

**Products made at Ovid  
& Constantine Plants:**  
Butter, Cream,  
Condensed Milk, Dry  
Milk Powders, and  
Specialty Blends.

**Middlebury Plant:**  
Colby, Monterey-jack  
and Cheddar type  
cheeses.





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# Flint Water Crisis

- Drinking water contamination began in April 2014
- City of Flint had changed drinking water source from the Detroit system to water from the Flint River
- Corrosive water caused lead from the city's old pipes to enter the water
- Residents experienced elevated levels of lead in their blood. Dr. Mona Hanna-Attisha brought national attention to elevated levels of lead in children
- City declared State of Emergency on Jan. 5, 2016





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# From Farm to Flint in 96 Hours

Jan. 18

- Meeting with MSU Extension
- Need for good nutrition to families in Flint discussed
- Approval from board of directors to donate milk to Flint

Jan. 19

- Agreement with Kroger for processing reached.
- Quickway Carriers agreed to provide transportation

Jan. 22

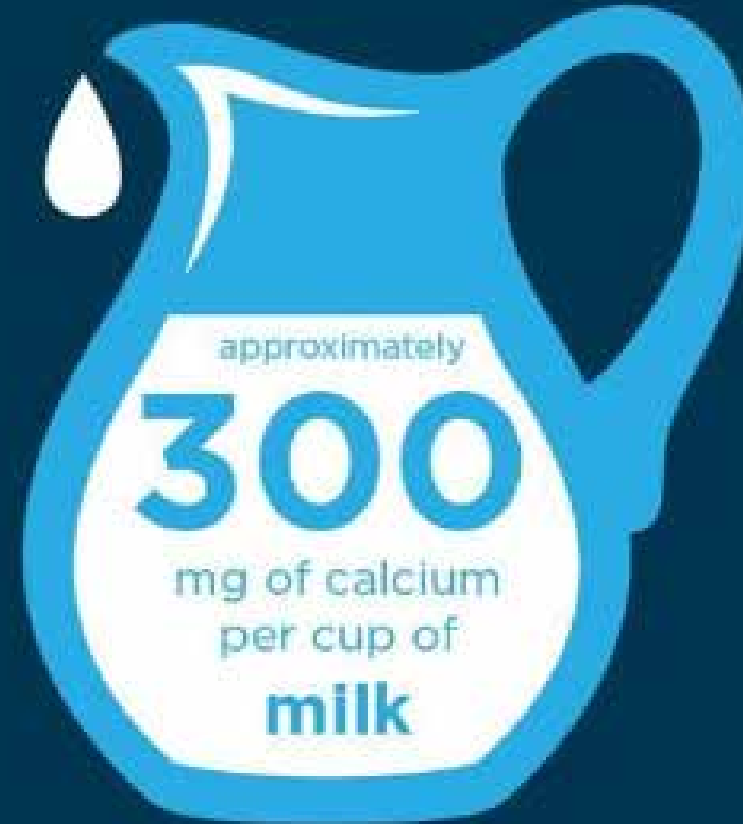
- Milk delivered to Food Bank of Eastern Michigan in Flint
- Media event hosted at food bank
- Attention generated by support from Dr. Mona Hanna-Attisha at media event

**Calcium**  
**Iron**  
**Vitamin C**

---

Help protect children and families from  
the harmful effects of

**lead poisoning**





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# Focusing on Nutrition

- Lead-fighting nutrients: Calcium, Vitamin C and Iron.
- MSU Extension flyer distributed with each gallon of milk highlights the importance of lead-fighting nutrients
- Milk provided as a needed item in the community as many other groups were donating bottled water
- Support from Dr. Mona Hanna-Attisha, Hurley Children's Hospital, in donation

**WHERE TO GET IT**

**Food Assistance in Genesee County**  
**Commodities Food Program**  
 This supplemental food program is designed to help low-income pregnant or breastfeeding women, new mothers up to one year after birth, infants, children up to age 6, and people aged 60 and up. Food is provided once a month. Call 810-789-3746 or 810-789-4409 for details.

**Double Up Food Bucks (DUFBS)**  
 The DUFBS program matches your SNAP benefits when you buy Michigan-grown fruits and vegetables. For example, if you buy \$10 worth of Michigan produce, you'll get an extra \$10 to buy more fruits and veggies! You can use this program at:  
 • Flint Farmer's Market, 300 East 1st Street, Flint, phone 810-232-1399, open year-round  
 • Landmark Food Center (two locations) 206 West Fernan Road, Flint, phone 810-790-7311, OR 4644 Fernan Road, Flint, phone 810-238-2972, call to check dates and hours for both locations.

**The Emergency Food Assistance Program (TEFAP)**  
 TEFAP provides healthy foods to qualified families and individuals once every 4 months. Call GCCARD at 810-789-3746 or 810-789-4409 for details.

**Food Bank of Eastern Michigan**  
 The Food Bank of Eastern Michigan offers many food assistance programs. Call 810-239-4441 for details.

**Supplemental Nutrition Assistance Program (SNAP)**  
 The SNAP program (formerly called food stamps) provides low-income

residents with the food, including:  
 • Fruits and veggie  
 • Breads and cereals  
 • Dairy, meat, fish  
 You're also allowed to use your SNAP benefits to buy food. Apply for benefits online at [www.michigan.gov/MSU](http://www.michigan.gov/MSU) or call 810-760-2700.

**WIC (Women, Infants, and Children)**  
 The WIC program provides food for low-income pregnant, postpartum, and breastfeeding women, and young children up to age 5. WIC also provides nutrition education, breastfeeding support, and health referrals. To apply, call 810-760-2700.

**WIC (Women, Infants, and Children)**  
 If you are eligible, you can receive WIC benefits at the following locations:  
 • Flint: 300 East 1st Street, Flint, MI 48802  
 • East Lansing: 1000 East Lansing Road, East Lansing, MI 48824  
 • Farmington Hills: 10000 Farmington Hills Road, Farmington Hills, MI 48334  
 • Grand Rapids: 1000 1st Street, Grand Rapids, MI 49503  
 • Kalamazoo: 1000 1st Street, Kalamazoo, MI 49001  
 • Lansing: 1000 1st Street, Lansing, MI 48906  
 • Livonia: 10000 Livonia Road, Livonia, MI 48150  
 • Okemos: 1000 1st Street, Okemos, MI 48864  
 • Port Huron: 1000 1st Street, Port Huron, MI 48060  
 • St. Joseph: 1000 1st Street, St. Joseph, MI 49780  
 • Westland: 10000 Westland Road, Westland, MI 48186  
 • Ypsilanti: 1000 1st Street, Ypsilanti, MI 48197

**Created in collaboration with the Pediatric Public Health Initiative.**

**MICHIGAN STATE UNIVERSITY** **HURLEY CHILDREN'S HOSPITAL**

**FIGHT LEAD WITH NUTRITION**

The foods we prepare and serve to our families can help limit the effects of our kids' exposure and preparing food can make a difference:

1. When preparing food, be sure to wash and cook it with filtered water.
2. Serve your kids small, healthy snacks between meals.
3. Serve foods that are high in a few really important nutrients: iron, calcium and vitamin C!

**LEAD-FIGHTING NUTRIENTS**

**CALCIUM**  
 Calcium keeps your bones strong and the lead out! Calcium-rich foods include:  
 • Milk and milk products, like cheese and yogurt  
 • Green leafy vegetables, such as spinach, kale, and collard greens  
 • Calcium-enriched orange juice  
 • Tofu  
 • Canned salmon and sardines (both with the bones in)

**VITAMIN C**  
 Vitamin C works with iron to keep too much lead from getting into your body. Good sources of vitamin C include:  
 • Citrus fruits, like oranges and grapefruit and their juices  
 • Tomatoes and tomato juice  
 • Peppers  
 • Other fruits like kiwi, strawberries and melons

**LEAD FACTS**  
 Lead isn't good for anyone's health and is especially bad for small children. Keep your family lead-safe by avoiding contact with it. If you live in the city of Flint, or get water from the city of water system, be sure to use an NSF-certified filter for drinking. Make sure to change the filter cartridge by the date printed on the package. Remember that you and your children can also be exposed to lead from old paint, dust, dirt, pottery, make-up, toys and some home remedies. If you have any concerns about lead or your child's diet, talk with your doctor.

**LEAD RESOURCES**

- Genesee County Health Department Lead Program: [www.gchd.org](http://www.gchd.org), phone: 810-237-1853
- Michigan Department of Health and Human Services (MDHHS) Childhood Lead Poisoning Prevention Program: [www.michigan.gov/lead](http://www.michigan.gov/lead), phone: 888-122-4452
- US Centers for Disease Control and Prevention (CDC): [www.cdc.gov/lead](http://www.cdc.gov/lead)
- US Environmental Protection Agency (EPA): [www.epa.gov/lead](http://www.epa.gov/lead)

**Acknowledgments**  
 These materials were partially funded by the United States Department of Agriculture (USDA) Supplemental Nutrition Assistance Program Education (SNAP-Ed) by way of Michigan State University Extension, and also partially by Hurley Children's Hospital. Produced by ANK Communications for MSU Extension (<http://www.msu.edu/extension>).



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# Members Committed to Community

- As a cooperative, community is a core value for MMPA
- Members and industry partners supportive of donation efforts
- Members response to ask what more we could do to help Flint. After success of first donation, MMPA made second donation of 12,000 gallons in conjunction with National Ag Day in March
- Resolution passed by delegates at MMPA's 100<sup>th</sup> Annual Meeting in support of donation efforts



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# The Value of Partnerships



Existing relationships enabled MMPA to respond quickly when needed.



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Total: **36,864 gallons** of milk for Flint in 2016

JANUARY

**12,096**

gallons of  
2% milk

Milk donated by MMPA.  
Processing and packaging  
donated by Kroger.  
Transportation from Livonia  
to Flint provided by  
Quickway

+

MARCH

**12,096**

gallons of  
2% milk

Milk donated by MMPA.  
Processing and packaging donated  
by Kroger. Transportation from  
Livonia to Flint provided by a  
grant through United Dairy  
Industry of Michigan

+

JULY & AUGUST

**12,672**


gallons of  
2% milk

Milk donated by MMPA  
as part of centennial  
anniversary donation

**Michigan Milk Producers, Kroger deliver 12,000 gallons of milk to help Flint families**

By Russ White  
Follow on Twitter  
on January 25, 2016 at 7:28 AM, updated January 25, 2016 at 7:32 AM

On this week's Ag Report on *Growing of the Great Lakes*, Ken Nobis, president of the Michigan Milk Producers Association, says the dairy farmer-owned cooperative has partnered with The Kroger Co. of Michigan and others to deliver 12,000 gallons of milk to the Food Bank of Eastern Michigan in Flint.



Ken Nobis

"This milk donation, on behalf of MMPA's nearly 2,000 dairy farm families, is simply the right thing to do to help Flint families," says Nobis. "I appreciate all those who came together to make this donation possible, especially The Kroger Co. of Michigan, and I'm proud of our dairy farm families who produced the milk here in Flint today. We appreciate the opportunity to work with the Food Bank of Eastern Michigan to be sure that families in need have access to milk for their children, and this is clearly a time when milk can make a difference."

**From the U.P. to Flint and Detroit neighborhood partnerships are vital to MSU Extension**

By Kirk Heinze  
Follow on Twitter  
on February 03, 2016 at 12:12 PM, updated February 03, 2016 at 12:22 PM

Whether we are discussing robust nutrition education programs in Marquette and Flint or innovative recreation and urban agriculture initiatives in Detroit, MSU Extension's (MSUE) new director underscores the importance of collaboration.



Jeff Dwyer, left, and Kirk Heinze

"Ultimately, it all comes down to partnerships," says Dr. Jeff

**Morning AgClips** Farming News, Harvested Daily

HOME EVENTS TOPIC WEATHER KATE STATE


NATIONAL / NORTHERN STATES / MICHIGAN / MMPA, KROGER DELIVER MILK TO FAMILIES

HELPING WITH DAIRY ...

**MMPA, Kroger deliver milk to families**

Food Bank of Eastern Mich. to distribute milk to water crisis victims

PUBLISHED ON JANUARY 25TH, 2016



(L to R) Ken McClure, The Kroger Michigan State University Extension Children's Hospital and Michigan

# MICHIGAN FARM NEWS

MICHIGAN'S ONLY STATEWIDE FARM NEWSPAPER

# CHEESE MARKET NEWS

# THE DAILY REPORTER

**BROWNFIELD**  
AG NEWS FOR AMERICA

**MMPA**  
@MichiganMilk

Stay tuned. We have a big announcement regarding #FlintWaterCrisis and how MI dairy farmers are helping

3

1:58 PM · 22 Jun 2016

Post Details

Reported stats may be delayed from what appears on posts

**Michigan Milk Producers Association**  
Published by Allison Stuby [?] · January 22 ·

MMPA President Ken Nobis speaks in Flint about the donation of 12,000 gallons of milk to families impacted by the water crisis. "We appreciate the opportunity to work with the Food Bank of Eastern Michigan to be sure families in need have access to milk for their children"

**34,632** People Reached

**1,468** Likes, Comments & Shares

<b>1,160</b> Likes	<b>262</b> On Post	<b>898</b> On Shares
<b>62</b> Comments	<b>11</b> On Post	<b>51</b> On Shares
<b>246</b> Shares	<b>246</b> On Post	<b>0</b> On Shares

**2,197** Post Clicks

<b>349</b> Photo Views	<b>1</b> Link Clicks	<b>1,847</b> Other Clicks
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**NEGATIVE FEEDBACK**

<b>13</b> Hide Post	<b>5</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page

Get More Likes, Comments and Shares  
Boost this post for \$5 to reach up to 1,100 people.

34,632 people reached [Boost Post](#)

262 11 Comments 246 Shares

Like Comment Share



Michigan Milk Producers Association with Sheena Tyler Sanders.

Published by Allison Stuby [?] · January 22 ·

MMPA and The Kroger Co. of Michigan, in cooperation with the Pediatric Public Health Initiative, is delivering 12,000 gallons of milk to the Food Bank of Eastern Michigan for distribution to families impacted by the Flint water crisis.

Foods rich in calcium, iron, and vitamin C, including calcium-rich dairy products, can help protect children and families from the harmful effects of lead poisoning.

**Calcium  
Iron  
Vitamin C**

approximately **300** mg of calcium per cup of milk

Help protect children and families from the harmful effects of **lead poisoning**

The nearly 2,000 dairy farm families of **Michigan Milk Producers Association** in partnership with **The Kroger Co. of Michigan** donated

**12,000**

gallons of milk to the **Food Bank of Eastern Michigan** for distribution to families impacted by the Flint water crisis.

5,569 people reached

Boost Post

Like Comment Share

Shelley Shollack, Basharat Jazbi and 45 others

Chronological

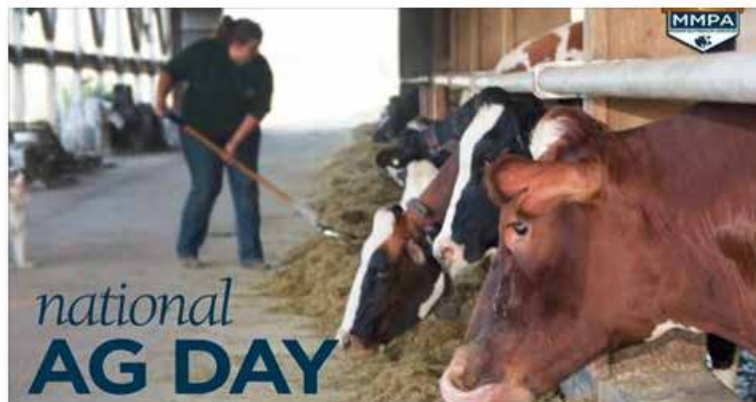
62 shares



Michigan Milk Producers Association

Published by Allison Stuby [?] · March 15 ·

Today's donation of 12,000 gallons of milk takes place on National Ag Day—a day to celebrate the abundance provided by U.S. agriculture—as the dairy farmers of MMPA share their product with those in need. Milk Means More Kroger



Michigan Milk Producers, Kroger recognize National Ag Day, donate additional 12,000 gallons of...

FLINT, Mich.—The Michigan Milk Producers Association (MMPA), The Kroger Co. of Michigan and the United Dairy Industry of Michigan (UDIM) today delivered over...

PITCHENGINE.COM

760 people reached

Boost Post

Like Comment Share

Tracie Hilder, Heather Dorsch Wing and 7 others

4 shares

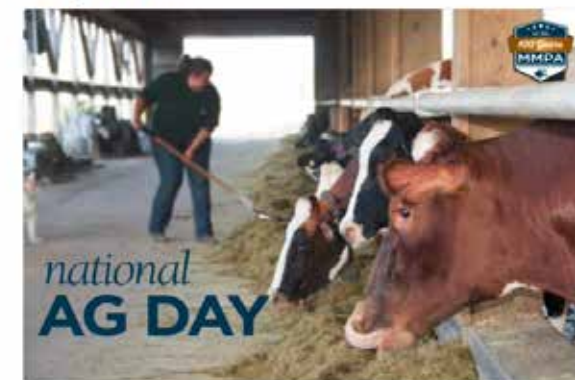


Write a comment...



MMPA @MichiganMilk · Mar 15

It's #AgDay! Best way to recognize is by sharing w those in need! ow.ly/Zu4Wr ow.ly/Zu56e



4 2



MMPA @MichiganMilk · Mar 15

MMPA, @MilkMeansMore & @MI\_Kroger recognize #AgDay, donate 12k gallons milk to those impacted by #FlintWaterCrisis ow.ly/ZtWYh

2 4



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# Centennial Anniversary Donation

- At the 100<sup>th</sup> Annual State Delegate Meeting on March 24, MMPA announced a donation of 100 gallons of milk per day for one year to the Food Bank Council of Michigan.
- FBCM to distribute the milk to their network of food banks in all counties of Michigan.

