



# 2020 Marketing Initiatives



# Clean Water Partnership

- Improve water quality in Lancaster PA & Chesapeake Bay watershed
- Partnership with
  - MD & VA Milk Producers
  - Alliance for the Chesapeake Bay



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*Maryland & Virginia*  
Milk Producers Cooperative Association

CLEAN WATER  
PARTNERSHIP

# Clean Water Partnership



**Turkey Hill  
Clean Water Partnership**



# Clean Water Partnership

- Require all farm suppliers to have a Conservation plan
- Pay farmers in compliance a premium
- Source resources to implement conservation practices



# Clean Water Partnership Results



- 160 farms shipping to Turkey Hill
- 16 Conservation plans in progress
- 95% farms in compliance
- 1.5 MM grant money for implementation
- Applying for more grants



# Clean Water Partnership Results

- Farms/projects prioritized for highest impact
- Started implementation programs
  - Waterways
  - Manure storage
  - Barnyard stabilization
  - Riparian buffers
  - Stream restoration
- Over 400k spent or committed to projects



Please reach out with Questions

I SCREAM,  
YOU SCREAM,  
WE ALL SCREAM FOR...  
~~ICE CREAM!~~  
CLEAN STREAMS!

 ALLIANCE  
of the Chesapeake Bay



*Maryland & Virginia*  
Milk Producers' Cooperative Association

Turkey Hill Clean Water Partnership