

## Coming in October: New Name, New Look, Same Dairy Love!

“Must Be the Milk” will soon be “New England Dairy”.

We are combining forces with our sister organization, New England Dairy & Food Council and will share a website, newsletter, and social media. This way, we can provide you with one go-to source for dairy recipes, facts, and fun in New England.

**Starting October 1st, we will communicate as one voice, simply as  
New England Dairy.**

**New website will be at the URL NewEnglandDairy.com**

**When the new site is live, the MustBeTheMilk.com URL and the  
NewEnglandDairyCouncil.org URL will reroute to the new website.**

Currently, when you type in the NewEnglandDairy.com URL, it reroutes to the NewEnglandDairyCouncil.org website. This will change October 1st when the new website is ready.

### What is Changing Exactly?

- Externally facing name will be **New England Dairy.**
- Website – the current Must Be The Milk and New England Dairy & Food Council websites will be combined into one New England Dairy website. It will be modern, refreshed, and will have something for everyone!
- Brand look/logo - can't wait to show you in October. 😊
- Newsletter look/branding - still same great info and more.
- Must Be The Milk social media content and channels will be officially combined with @NewEnglandDairy Facebook, Twitter, and Instagram.

### What is Happening to Must Be The Milk?

At this moment in time, we want to make sure our organization brand is front and center when connecting with the public—website, social media channels, newsletter, events, etc. versus a campaign. The Must be The Milk campaign isn't officially going away with the launch of New England Dairy. You may still see our Must Be The Milk branding in various places for the remainder of the year.

However, with New England Dairy & Food Council's centennial approaching in June 2020, it's important for us to continue evolving and we will consider what's next as we approach this milestone.

### Same Dairy Love

Although we'll soon have a fresh look and new website, our commitment to providing New Englanders with a credible body of information has, and always will be, the foundation upon which we tell dairy's story. Thank you so much for your support and we are excited to still be your go to for all things New England dairy—nutrition, wellness, farming, and food.

We can't wait to share the new look and website with you!