

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

“New England Dairy & Food Council” will soon be “New England Dairy”

We are combining forces with our sister organization, New England Dairy Promotion Board 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 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 organization name will simply be **New England Dairy**.
- Website – the current New England Dairy & Food Council and Must Be The Milk 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.
- Social media content and channels will be combined:

New England Dairy Promotion Board's current @MustBeTheMilk social media accounts will be phased out or combined with New England Dairy & Food Council's social media accounts which are already found at the handle: @NewEnglandDairy.

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!