



Bringing Dairy to Life!

## Dairy checkoff continues driving dairy demand

During challenging times, USDA per capita consumption statistics showcase that the dairy checkoff continues to achieve its mission in steadily driving dairy demand. More specifically, overall per capita dairy consumption reached an all-time high since 1960, increasing by more than 100 billion pounds annually as compared to 1983 when the checkoff was started.

The dairy checkoff was created when milk production surpassed commercial use, resulting in a 17-billion-pound surplus. Dairy farmers created and funded the national dairy checkoff program to strengthen the dairy industry's position in the marketplace and maintain and expand domestic and foreign markets and uses for fluid milk and dairy products.

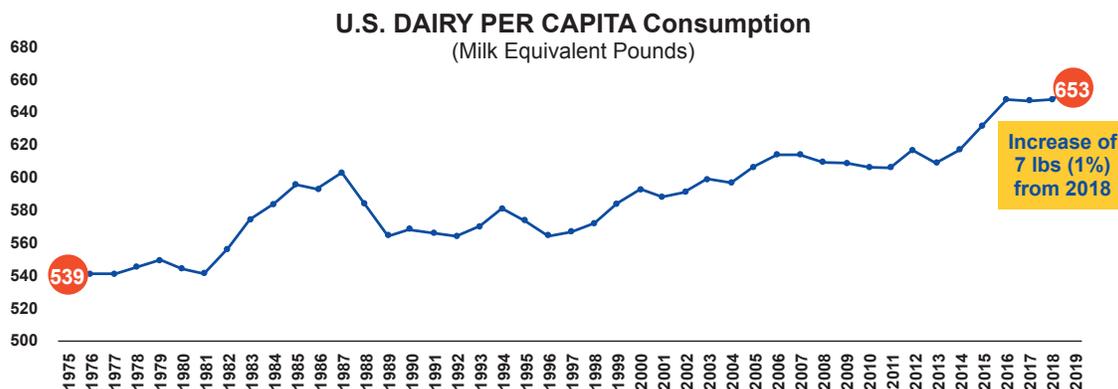
Over time, consumer use of dairy has shifted, with the single largest change being the increased consumption of cheese, an area where checkoff has focused its efforts through successful partnerships with regional, national and international pizza companies. While fluid milk consumption has declined, increases in cheese and butter usage have offset these declines. Contrary to what some people believe, the dairy checkoff has not shied away from full-fat dairy, and

in fact, has developed nearly 60 research studies looking into the nutritional value of full-fat dairy, which has been a major contributor to the increase in popularity of butter over the past few years.

The U.S. Dairy Export Council, founded by dairy checkoff in 1995, has helped drive exports from only 4% of production to nearly 17%. As middle-class economies continue to grow in key international markets, along with demand for quality animal protein, we continue to see strong growth potential for U.S. dairy overseas.

Regionally, Midwest Dairy has been driving sales at retail, as consumers are taking advantage of more at-home meal occasions and showing renewed interest in value-added products, like dairy, that support immune health. In the first half of 2020, Midwest Dairy has documented 1.7 million incremental pounds of milk sold as a result of our retail partnerships, and we have twice as many retail activations planned in the second half of the year including shopper marketing activations with Kum & Go, Casey's, Hy-Vee Coborn's and others that supported National Farmers Day and other holiday promotions.

## Americans are Consuming More Dairy Products than Ever Before While Fluid Milk is Down, Other Dairy has More than Offset Decline





## Midwest farmers build on Subway partnership to show appreciation for community heroes

This fall, dairy checkoff kicked off a new partnership with Subway® restaurants and the NFL® to demonstrate our collective commitment to supporting our youth and local communities through Fuel Up to Play 60.

Through the end of the year, nearly 21,000 Subway sandwich shops across the nation are supporting two impressive promotions with Fuel Up to Play 60. Through the Tackle Hunger promotion, customers can donate at the register to Fuel Up to Play 60 grants for local schools to continue delivering school meals during the pandemic. At the same time, every Sunday, any child who shows their FUTP60 “Healthy Habits Tracker” can get a 6-inch sub for only 60 cents, with the purchase of a meal, which can include cheese – and they can choose to pair it with milk.

Midwest Dairy has extended this program even deeper into communities throughout our region by encouraging farmers to apply for and share a Community Care Package to support local heroes. Each package includes Subway gift cards, Undeniably Dairy blankets and stocking hats dairy farmers can share to thank local heroes of their choice – teachers, fire professionals, local police, veterans, caregivers or other community heroes.

Farmers have eagerly taken advantage of this opportunity. Sarah Kuechle, corporate board member from Watkins,



Minn., and her husband, Perry, shared the items in their package to thank staff at Assumption Community, a retirement and assisted living facility in Cold Spring, Minnesota, for their tireless efforts in taking care of elderly family members and friends in the community. Kuechle and her husband also included milk, cheese sticks, ice cream sandwiches and yogurt for the staff to enjoy in their breakroom.

“Thank you again for doing this for us. This was so great and provided some uplifting cheer I feel we all need right now,” said Ashley Molitor, Assumption Community staffing coordinator. “We are planning on having a drawing for the gift cards, hats and blankets, and we placed the snacks in the break room for everyone to enjoy!”

Watch social media to see how other dairy farmers are using these Community Care packages to show that #DairyCares throughout the Midwest.



# Virtual curriculum connects students with dairy

Even though a lot has changed over the past year with the pandemic directly affecting our dairy community, one thing that remains important is Midwest Dairy's commitment to providing educational resources and opportunities to connect kids with the world of dairy farming. One of the ways Midwest Dairy is continuing to do this is the Discovery Dairy Adopt a Cow program. This program provides educators and students with a free, year-long virtual experience where they can care for a calf and interact with a dairy farmer – learning first-hand all about the cow and her lifecycle, as well as important lessons about dairy farming along the way.

Midwest Dairy has seen tremendous success with the Adopt a Cow program throughout the 10-state region. With seven farmers participating from Minnesota, Iowa, Illinois, North Dakota, Nebraska, Missouri and Kansas, the program will reach more students than ever before. This year, student participation in Adopt a Cow increased more than 1,500% over last year, with 262,700 students engaged in the program. Additionally, more than 10,000 educators signed up for the program this year – up from 342 in 2019 – proving that there's

more interest to find new and creative ways to engage with kids and get them out on a farm, even virtually, to learn about how dairy is good for them and how our farmers care for the land and the animals.

The Fuel Up to Plan 60 Homeroom is another digital resource made available this year to support educators and increase engagement with the program. Launched earlier this fall by Dairy Management Inc., the Fuel Up to Play 60 Homeroom provides weekly online content on the themes of health and wellness, sustainability and building stronger communities. Video content from Midwest Dairy Fuel Up to Play 60 Player Ambassador Mitchell Schwartz of the Kansas City Chiefs and Midwest Dairy's Undeniably Dairy coloring book and workforce poster have been featured on this platform alongside resources from other checkoff organizations across the nation.



Hi, I'm Lilly!



Classic Dairy Inc.  
The Engelman Family



## Cheese Chats

Midwest Dairy hosted several virtual "Cheese Chats" throughout our 10-state region this fall. The events provided opportunities to host conversations around dairy's role in sustainable nutrition from the farm to the table. The online events brought together influential thought leaders throughout the industry through live discussions with dairy farmers and delicious cheese tasting experiences.

One participant provided the following feedback: *"It was all just absolutely wonderful! I really loved hearing from the farmers and all they are doing related to sustainability, but also really loved learning about and experiencing all the wonderful cheeses that you all shared with us. If it wasn't for COVID-19, I would be having a cheeseboard party tomorrow!"*





CELEBRATING  
**DAIRY  
FARMERS**



Bringing Dairy to Life!

# National Farmers Day celebrates dairy's sustainability efforts

On Oct. 12, the industry celebrated National Farmers Day, a day to recognize the hard work and commitment of dairy farmers like you to produce a product that helps fuel our bodies as well as your essential role in nourishing our planet and caring for the environment.

Dairy checkoff leveraged the celebration as an opportunity to share dairy's story about our 2050 Environmental Stewardship Goals and the Net Zero Initiative and the collective U.S. dairy industry-wide efforts to build on farmers' long-standing commitment to the planet.

On National Farmers Day and throughout the month of October, Midwest Dairy facilitated several activations with our partners that showcased how dairy plays an essential role in nourishing people, the planet and communities. Below are a few highlights of our activations with partners:

- From Oct. 12-18, for every customer who purchased a single-serve (8-16 oz) dairy beverage at one of Des Moines-based **Kum & Go's** 400 locations, dairy farmers donated fifty cents to benefit local food banks and food pantries.



- **Hen House**, a Kansas City, Mo.-based retailer, featured a profile of local dairy farmer, Alex Peterson, on their social channels to showcase his commitment to his dairy farm and his community.
- **Minnesota Viking and Fuel Up to Play 60 player ambassador, Harrison Smith**, shared an image on his social channels from his visit to G&K Farms in 2019 to thank dairy farmers for all that they do to provide consumers with wholesome and safe milk.

- **Dierbergs**, a St. Louis-based grocery store, launched a campaign on National Farmers Day with a refreshed dairy landing page that included videos on each of the four pillars of Undeniably Dairy, recipes and dairy nutrition highlights. They also featured local dairy farmers and creameries in their social channels throughout the month.





## #GotMilkRecipe campaign explores impact of social influencers on dairy sales

A recent consumer survey of more than 1,000 Americans revealed that 54% report cooking more and 46% report baking more while adjusting to more time at home during the pandemic. To inspire consumers to use more milk while they bake, cook and snack from home, Midwest Dairy built upon MilkPEP’s relaunch of their iconic #GotMilk campaign this fall by creating a unique recipe campaign. The campaign engaged 30 social influencers throughout our region to post dairy recipes that include milk with the hashtag #GotMilkRecipe on Instagram, Pinterest, Facebook and personal blogs. Through paid amplification of social posts, we are guaranteed 2.45 million unique views and 20 million impressions for the campaign. Inmar, a social influencer data analytics company, and IRI, a retail sales data agency, are teaming up to provide us with results which will be reported out in January.

In addition to inspiring consumer milk usage in cooking, the campaign also aims to measure the impact of influencers on milk sales throughout the fourth quarter of 2020. Each influencer was given a list of key retailers in our region to tag and include swipe up shopping carts linked to the retailer. Influencers also link to a specially created recipe hub landing page, **dairycooks.com**, connected to a retailer shopping cart that includes their recipe ingredients. This campaign will provide detailed sales analysis to determine the effectiveness of using influencer campaigns to drive dairy sales at retail.



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### Visit [MidwestDairy.com](http://MidwestDairy.com)

- To stay up-to-date on checkoff efforts
- To access the Promo Center (or call 1-877-360-FARM (3276))

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## Strong partnerships drive dairy sales



Working with and through partners has been the foundation of Midwest Dairy's strategic plan and a driver of our efforts as we work to build demand and drive consumer trust in dairy. In fact, creative partnerships in 2020 have demonstrated how your checkoff investment results in positive change.

As students headed back to school this fall, it reminds us just how important our partnerships are with schools to

reach young consumers with conversations about dairy's role as a solution for a healthy sustainable food system. Working not only with teachers, but with retailers, restaurants and influential thought leaders, we will continue to share how dairy nourishes people, our planet and our communities.

As you read through this issue, you'll see all the creative ways in which we're using your checkoff investment to continue to drive dairy sales and amplify dairy's story to be relevant with today's consumer.

**Molly Pelzer**, CEO, Midwest Dairy



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