

SUMMER 2022

DAIRY PROMOTION

Update



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in the Midwest
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**MAKING
EVERY
DROP
COUNT**



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Since the beginning of the year, dairy checkoff has been working hard to kick off 2022 on a strong foot. I am pleased to report staff here at Midwest Dairy have been meeting consumers by celebrating new collaborations and special holidays. We also know working with DMI and other SRs is an important part of making sure your checkoff investment is efficient and effective.

One of those holiday activations included celebrating Earth Day this past April. Midwest Dairy was a part of many different events and activities with the same goal in mind, to share dairy's sustainability story, specifically dairy farmers' dedication to taking care of the planet and their cows to provide delicious and nutritious dairy foods. These efforts captured the attention of crowds across our 10-state region, and I invite you to learn more on pages 8-12.

You may have also heard of a new collaboration dairy checkoff has officially announced with Mayo Clinic. I could not agree more with DMI CEO Barbara O'Brian who said, "This is a milestone moment for dairy farmers who made this possible through their century-long commitment to research and dairy nutrition." This collaboration hits close to home as it will be incorporated right here in the Midwest at Mayo Clinic's campus in Rochester, Minnesota.

As you can see, checkoff dollars have been hard at work. I look forward to checking back in with you through the next Dairy Promotion Update (DPU) in December to report on the second half of the year's accomplishments and successes. ■

Molly Pelzer
Midwest Dairy CEO





Dairy Checkoff Enters Collaboration with Mayo Clinic

Midwest Dairy and the National Checkoff have been building research for over 100 years about dairy's unique role in nutrition and health. It's because of that research we continue to develop new collaborations with organizations that can truly make an impact in the health field. We are proud to report dairy checkoff has recently entered a five-year collaboration with Mayo Clinic to explore research and consumer outreach efforts that improve public health and advance dairy's benefits. The collaboration will be incorporated across Mayo Clinic's campuses, including right here in the Midwest in Rochester, Minnesota, as well as Arizona and Florida.

This collaboration illustrates the checkoff's consumer-first focus and our commitment to leading with credible science. Mayo Clinic physicians and health professionals

will lead initiatives focused on three areas:

- **Research** to discover how dairy foods, particularly whole milk dairy, impact cardiovascular health, and metabolic conditions. Other potential research areas include dairy's role on calm, sleep, digestive health, and immunity.
- **Communicating dairy's strong body of evidence**, new research, and insights with the scientific community, health and wellness professionals, and consumers.
- Exploring dairy's role through digital platforms to propel people into a new way of precisely **managing their wellness**.

In addition, co-created content will help debunk dairy myths and help consumers maintain confidence in dairy foods, farms, and businesses. ■

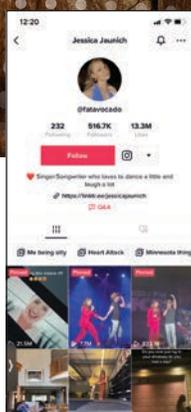


“This is a milestone moment for dairy farmers who made this possible through their century-long commitment to research and dairy nutrition,” said DMI CEO Barbara O’Brien. “This doesn’t happen without the strong national reputation farmers have built through National Dairy Council.”





WINNING HEARTS AND MINDS: INFLUENCING THE ‘INFLUENCER’



At Midwest Dairy, we work with partners to share dairy’s story and build trust with consumers through ongoing relationships. You may have heard an emphasis on capturing the attention of Gen Z (age 10-25), as they now make up 20% of the current U.S. population. They also have \$100 billion in spending power and possess a large influence in determining the growth of dairy over the next decade. Because of these factors, it’s important that the dairy industry understands Gen Z.

You can see the power of the modern-day “influencer” across social platforms. Social media influencers are relatable peers who connect with the public on a variety of topics and are trusted sources of information based on their authenticity. Some may even be credentialed experts on a specific topic. Credible influencers are proven to have the power to affect the purchasing decisions of others, including 80% of Gen Z shoppers.

Midwest Dairy seeks partnerships with a variety of influencers because of their vast network and sharing platforms, as well as their high level of engagement. We work with influencers who can help us reach Gen Z and connect with the parents of Gen Z or millennial parents with children. We typically look for someone who can extend dairy information “beyond the choir” and find value in additional

channels, including blogs, podcasts, videos, recipes, and websites that allow accurate, relevant dairy information to live on.

Examples of influencers we have recently hired include Jessica Lawson (@bigdeliciouslife), a foodie/lifestyle African American millennial based in Chicago. Jessica brings unique experiences to the table, having previously held positions in media, education, consulting, coaching, and as nonprofit co-founder of The Mariposa DR Foundation. Another influencer is Jessica Jaunich (@fatavocado), a recent University of Minnesota graduate as well as a dancer and singer who won a gold medal as part of Team USA’s dance squad. Now a dance instructor, Jessica is known for her popular dance routines on TikTok. Both influencers used their platforms to share dairy’s



sustainability story with their different audiences.

We look for influencers who enjoy talking about dairy and believe in the work farmers do. Once a relationship is established with an influencer, we work to select themes and messages that complement their platform. Midwest Dairy becomes their resource for all things dairy and helps prepare them with relevant content.

Building trust with influencers is measured in part by our ability to grow and nurture relationships with these credible allies. We need relationships to help promote dairy’s sustainable nutrition story to consumers authentically and in ways that resonate. ■



Midwest Dairy Launches DEAL Class 2

The Dairy Experience and Agricultural Leadership Program (DEAL) had its first meeting of 2022, where 13 out of the 15 DEAL members had the opportunity to meet in the Dairy Block of downtown Denver, Colorado. DEAL is an 18-month program that provides an opportunity for dairy farmers ages 40 and younger to gain a deeper understanding of the dairy checkoff, network with their peers and others in the industry, and learn valuable skills. These skills include the training and tools

needed to help these farmers better engage with consumers and conduct media interviews so they can successfully tell their stories. The 2022-2023 class was hand-selected from applications across the Midwest Dairy region, including participants from Illinois, Iowa, Minnesota, Kansas, Nebraska, and South Dakota.

The DEAL Program includes three phases with in-person meetings and local assignments, such as meeting local leaders and being a part of consumer events. The first

phase focused on diving into the dairy checkoff and discovering each participant's strengths and how to successfully use them in and outside of the industry. Phase 2 focuses on engaging with consumers and will take place in Chicago, Illinois, in August. During Phase 3, DEAL members will learn more about Midwest Dairy leadership and how to conduct media interviews. ■





WORKING WITH PARTNERS HEADQUARTERED RIGHT HERE IN THE MIDWEST

Midwest Dairy works tirelessly to seek out different partners that will help drive trust and sales of dairy with consumers. We know introducing dairy to consumers is not a one-time connection. We have learned it takes a consumer up to seven different contacts with a product or idea until they are truly interested. This is why we work with food, retail, health, and other partners to not only meet consumers where they are, but also allow them to have many different experiences with dairy.

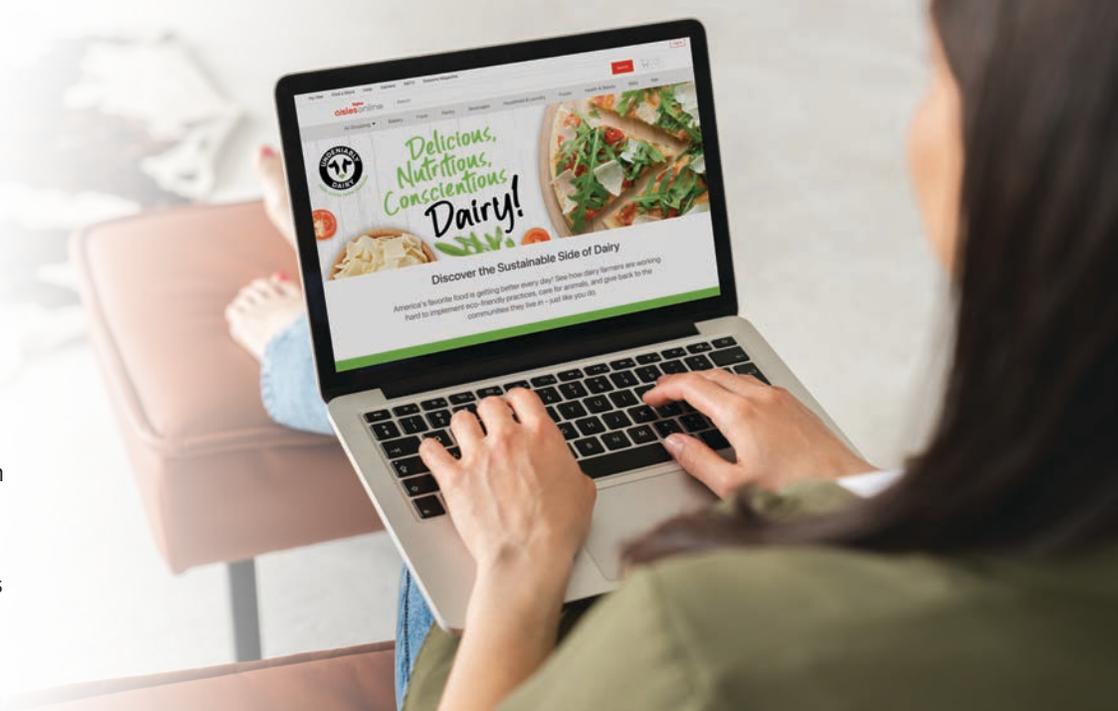
Midwest Dairy staff are strategic when looking for partners by focusing on timely campaigns and geographic locations. We also look for companies and organizations who are open and willing to support the farmer message. Below are three different partnerships Midwest Dairy has explored as past, present, and future endeavors. All companies featured have many locations across our 10-state region and are headquartered right here in the Midwest, making them prime partners for dairy farmers.



Pizza Ranch, an Orange City, IA, based 215-unit pizza chain, partnered with Midwest Dairy to run a promotional advertising program called “Making Buffet Memories” in 2021.

The goal of the program was to encourage local Pizza Ranch customers to dine back in the restaurant and remind them of what they love about a buffet. Pizza Ranch’s goal was to reintroduce customers to their buffets, which lost traffic during the pandemic. During the promotional period, this partnership led to increased dairy usage of 2,051,133 ounces over the prior year. This equates to more than 800,000 pounds of incremental milk.

The campaign ran from August 9 to October 11, 2021, and featured email marketing, direct mail and social media advertising. These investments resulted in a social media reach of over 900,000 people and 73,000 total engagements. An email marketing campaign was also sent to 732,000 recipients promoting dairy products in creative ways, including “Unlimited Stuffed Crust on the Buffet,” “Ice Cream and Cactus Bread on the Buffet,” and get the “Buffet Your Way” with your favorite pizza.



Hy-Vee, with stores located in Illinois, Iowa, Minnesota, Missouri, Nebraska, Kansas, and South Dakota, and Midwest Dairy have partnered to bring dairy to life with a landing page on Hy-Vee AislesOnline highlighting dairy’s story and products. The page calls out the delicious, nutritious, and conscientious side of dairy and talks about dairy’s sustainability story. It includes videos highlighting farmers’ passion for the environment, animal care and their community. The page also highlights the “Sustainability Starts with Us” campaign and educates consumers about milk being sourced locally. We know that consumers want to support local and know where their food comes from. This campaign satisfies this consumer need.

The AislesOnline webpage includes links to key dairy products sold at Hy-Vee, including butter, cheese, milk, creamers, and yogurt. It promotes links to dairy items that Hy-Vee currently has on promotion. Different fresh and flavorful recipes utilizing your favorite dairy items are also displayed on this webpage.

This landing page will be updated with different content and

messaging that share the dairy farmer story. Collaboratively with Hy-Vee, we will be driving awareness to this page through social influencers, key search word links and monthly advertising.

Check out this landing page via this link:
<https://www.hy-vee.com/aisles-online/brand/undeniably-dairy>



Lastly, **Freddy's Frozen Custard & Steakburgers**, a fast-food restaurant chain, has officially partnered with Midwest Dairy to celebrate National Dairy Month this June. Freddy’s has more than 450 locations across the United States and is headquartered in Wichita, Kansas. Not only is Freddy’s headquarters in the Midwest, but the majority of its

stores are also located in Iowa, Illinois, Kansas, Minnesota, Missouri, North Dakota, Nebraska, and South Dakota.

This campaign promotes dairy products people love and enjoy by bringing local farm-to-table products to the forefront of consumer’s menu choices. Freddy’s customers will have the opportunity to order a three-product group combo meal with each product including some element of dairy. The combo meal is a limited time offer and includes a

BBQ Bacon Cheeseburger with double the cheese, and a side of Cheese Curds. In addition, for a limited time, a Key Lime Pie Concrete Custard will be available. The promotion runs through the end of August to include the celebration of National Custard Day on August 8th.

A marketing package was created, complete with many photos highlighting these dairy products and dairy farmers. ■



Midwest Dairy Celebrates

Earth Day has been established as a national key moment for 2022, and Midwest Dairy was proud to be a part of many Earth Day celebrations across the Midwest this past April. The checkoff's main goal is to bring together environmentally focused organizations and consumers to celebrate, learn, and share dairy's sustainability story across our 10-state region.

St. Louis EarthDay365

Through a new partnership with **EarthDay365**, Midwest Dairy was a key sponsor of the two-day event, one of the largest Earth Day-related festivals in the nation. The festival drew over 15,000 consumers to the Muny Grounds in Forest Park. Midwest Dairy's presence included having a booth in *Youth Corner*

showcasing what cows eat and giving attendees opportunities to participate in dairy trivia, make a seed starter pot, and meet a dairy farmer. Donna Telle, Uniontown, Missouri, and Kurt Johnson, Greenville, Illinois, were on-site at the booth. Local radio station **106.5 the Arch** also encouraged

consumers to visit the Undeniably Dairy booth. EarthDay365's social channels, including **Facebook** and **Instagram**, extended dairy's environment sustainability messages, too, along with the Festival's newsletter and a blog post that will live on their website.



Earth Day

Earth Day Omaha

Over 5,000 consumers gathered to gain awareness of environmental issues and how dairy can serve as an environmental solution. Midwest Dairy sponsored the “Undeniably Dairy” Children’s Tent, including a children’s coloring activity, a sustainability-focused spin wheel, and a Plinko board. Dairy farmer Jodi Cast from JJC Jerseys brought two calves for attendees to meet. Crystal Farms cheese sticks and a new lactose-free dairy beverage were handed out as samples.

A partnership with Summit Media, representing four large consumer-facing radio stations, helped amplify dairy sustainability messaging on-air and social media throughout the month of April, resulting in over 1.2 million impressions consumers ages 18-44 years.





Earth Day Lincoln

Midwest Dairy partnered with Earth Day Lincoln and Amber Pankonin at Southeast Community College to share dairy's environmental story. The event brought over 2,000 attendees ready to learn from vendors. Amber, a registered dietitian in Lincoln, Nebraska, and culinary dietitian at Great Plains Culinary Institute at Southeast Community College, served homestyle macaroni and cheese and cheese sticks. Midwest Dairy

ambassadors also engaged attendees with a sustainability-focused spin wheel and prizes. Prior to the event, Amber joined **Pure Nebraska** to demonstrate the mac and cheese recipe, share dairy's sustainability story, and promote attending Earth Day Lincoln. This segment aired to over 11,500 television viewers and was shared to over 35,000 viewers on Facebook.



Celebrating Earth Day Through Museum Partnerships

Midwest Dairy participated in the Science Museum of Minnesota's Celebrate Earth Campaign by offering two activities on Saturday, April 23. Kate McAndrews, a dairy nutritionist with Vita Plus, was featured as "Ask the Expert" accompanied by two Minnesota Dairy Ambassadors. Activities included an interactive banner showcasing the four stomachs, size

comparisons, and sample stomach panels, allowing attendees to learn how food is digested, as well as a game including various cow feed examples. Sustainability Seed fans and other Undeniably Dairy prizes were given out to guests.

The Science Museum sent out emails to membership and a social media post linking to the website to

promote the Earth Day pop-up activities, highlighting two past dairy website articles. In addition, a dairy farm sustainability message regarding water conversation was included in the Science Museum's Sustainability Scavenger Hunt (through June 5) tying into their Mississippi River gallery exhibit.



Earth Day River Clean-Up Event

Midwest Dairy has been building a relationship with environmental thought leaders, Friends of the Big Sioux River in South Dakota, and had the opportunity to be present at the organization's annual Earth Day River Clean-Up event. With help from South Dakota Dairy Ambassadors, they were also able to extend the event to the Brookings area, adding an additional clean-up site.

Through this collaboration, Midwest Dairy partnered with Remedy Brewing Company, who curated a new beer for the event named the "Big Sioux Brew." Following the river clean up, over 250 volunteers and the public were invited to try out the new beer. Dairy farmers Steve Landman and Riley Boadwine engaged with customers at the event and shared dairy's sustainability story along



with a crowd favorite, local cheese samples.

Midwest Dairy joined Wonderscope Children's Museum in collaboration for the museum's first-ever Cow Week. Guests were treated to daily cow-related activities and giveaways sponsored by dairy farmers, such as seed starter pots, coloring books, and cow hats. Midwest Dairy provided Sophia, a cow that enables children to simulate milking, and sponsored two programs featuring dairy



farmers. Kansas dairy farmers Kathleen Fincham of Marysville and Stacy Rethman of Seneca shared their farm story with children and parents during Cow Week. ■



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GROWING TRUST IN DAIRY

Midwest Dairy is committed to sharing dairy's sustainable nutrition story with consumers to not only build trust, but also sales.



Dierbergs Markets, with 26 locations in Illinois and Missouri, partnered with Midwest Dairy to drive sales and trust in the month of April with a special highlight around Earth Day.

The focus of the Earth Day campaign was sharing with shoppers the stories of local dairy farm families and their commitment to sustainability. Dierbergs has recently updated their website which features an Undeniably Dairy landing page that includes dairy sustainability stories and recipes. In addition to the landing page, Dierbergs placed door clings on the dairy doors in store featuring facts about dairy with a QR code linking customers back to the website to learn more. This promotion also featured social posts, in store food TV with sustainability messaging, an email blast to their customer list and featured promotions on dairy products secured through their vendors.



Price Chopper Enterprises

celebrated Earth Day with a campaign focusing on sustainability messaging to drive trust and sales at their 50 plus locations. Midwest Dairy worked with registered dietitian, Ariel Johnston of The Tasty Balance to develop three recipes, each featuring different types of dairy products. Price Chopper included the recipes along with What You Do, Dairy Does Too messaging in an email blast to over 200,000 customers. In addition to email, Price Chopper shared Midwest Dairy's sustainability messaging and reached customers through social posts, distribution of 60,000 copies of their Gatherings Magazine, as well as in dedicated space in their weekly print and digital circular ad. When shopping for dairy on Price Chopper's website from now until June 30, you will also find a sponsored page header focused on sustainability.



Coborn's Inc. Earth Day campaign

began April 3 in 66 stores under the Coborn's, Cashwise, and Marketplace Foods banners. The campaign, "Making Red Barns Go Green" shone a spotlight on dairy farmers efforts in upcycling, recycling, and carbon footprints with e-blasts to shoppers that included vendor-driven promotions on dairy products.

Also included was a Dietitian's Digest e-mail with dairy recipes that reached an additional 250,000 shoppers. The grocery chain's social media platforms featured the Spadgenske family and Coborn's dietitians telling dairy's nutrition story.