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Industry collaboration opportunities pave a strong future for dairy

July was a productive month for industry collaboration, playing host not only to Midwest Dairy's Corporate Board meeting but also to the third annual Dairy Experience Forum. These opportunities for networking fostered conversations and learnings that will help guide our work in the second half of 2020 and as strategic planning for 2021-2023 continues.

During the Midwest Dairy Corporate board meeting, our board met to vote on leadership positions, discuss strategies and gather ideas that will ensure a successful future for dairy. I am proud and appreciative of the work that our dairy farmer leaders are doing to bring the industry together cohesively to respond to the need of today's consumer.

Following the meeting, our dairy farmer leadership joined industry experts and partners for the virtual Dairy Experience Forum to discuss insights and trends that can be used to ensure a successful future for dairy. The Dairy Experience Forum offered an opportunity for the entire supply chain to connect, hear directly from consumers and learn more about current and future dairy trends.

These important conversations delivered a deeper understanding of today's consumers and reinforced the ways in which the industry is moving in the same direction to drive demand and increase consumer confidence in dairy. If you were unable to attend the meeting, I encourage you to join in the conversation in your own communities and listen to ideas on how to bring dairy to life in new and exciting ways.

New leadership elected to Midwest Dairy board

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Allen Merrill, a dairy farmer from Parker, South Dakota, was re-elected chairman of Midwest Dairy. The election was held at Midwest Dairy's July Corporate board meeting instead of during the 2020 Spring annual meeting which was cancelled due to the COVID-19 pandemic.

Elections for the Corporate board officer team were also held. Charles Krause, Buffalo, Minnesota, was re-elected first vice chairman; Dan Hotvedt, Decorah, Iowa, was re-elected second vice chairman; Lowell Mueller, Hooper, Nebraska, was re-elected secretary and Barb Liebenstein, Dundas, Minnesota, was re-elected treasurer.

New members elected by their Divisions to the Midwest Dairy Corporate board include:

- Mindi Arendt, Mazeppa, Minnesota
- Mark Fellwock, Monett, Missouri
- Chris Fieber, Goodwin, South Dakota
- Sue Kleingartner, Gackle, North Dakota
- Sarah Kuechle, Eden Valley, Minnesota
- Donald Mackinson, Pontiac, Illinois
- Doug Popp, Royalton, Minnesota
- Matt Schelling, Orange City, Iowa
- Mary Temme, Wayne, Nebraska



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South Dakota farm families get creative during National Dairy Month

In celebration of National Dairy Month, Midwest Dairy partnered with Ag United to promote multiple events during June. To kick off the month, MoDak Dairy hosted a milk gallon giveaway to thank their local community after having to cancel their open house due to the COVID-19 pandemic.

Similarly, Van Winkle Dairy also found a way to promote dairy and thank their local community by supporting a giveaway at the local Total Stop in Canistota where customers could receive a free gallon of milk or a pound of cheese, donated by Agropur.

A radio promotion through Results Radio reached an average of 3,400 consumers. In lieu of their open house, the Ode family in Brandon, along with industry thought leaders, engaged in radio interviews that were tied to a National Dairy Month contest hosted by the radio stations with select winners receiving a voucher for milk at Sunshine Foods in Sioux Falls and Brandon.

The Schultz Brothers Dairy in Freeman along with Associated Milk Producers Inc. also supported their local community through a dairy



promotion where customers could choose from a free gallon of milk or a pound of cheese or butter at their local Jamboree Foods or Freeman Shopping center.

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Midwest Dairy supports Chicago food bank to deliver dairy

Midwest Dairy's work with food banks aims to increase dairy penetration and volume by expanding transportation and refrigeration capacity. Following recent unrest, several Chicago neighborhoods lost access to grocery, convenience and drug stores, resulting in food deserts. While the community has stepped up and donated non-perishable food, residents still lack access to fresh dairy products.

In an effort to bring fresh dairy to hardest-hit neighborhoods, Midwest Dairy contracted with On the Go Marketing to distribute dairy on behalf of the Feeding America food bank, Greater Chicago Food Depository. For 24 days, from Jul. 6-Aug. 1, On the Go Marketing will work with Midwest Dairy to distribute dairy food boxes, including milk and other dairy items, to food pantries and mobile sites as identified by the Greater Chicago Food Depository.

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24 days, from Jul. 6-Aug. 1, On the Go Marketing will work with Midwest Dairy to distribute dairy food boxes, milk and other dairy items to food pantries and mobile sites as identified by the Greater Chicago Food Depository.

In the first week, On the Go Marketing delivered 486 gallons of milk and 6000 pounds of cheese, totaling over 64,000 pounds of milk.

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Key dairy recommendations in the Dietary Guidelines Advisory Committee Scientific Report

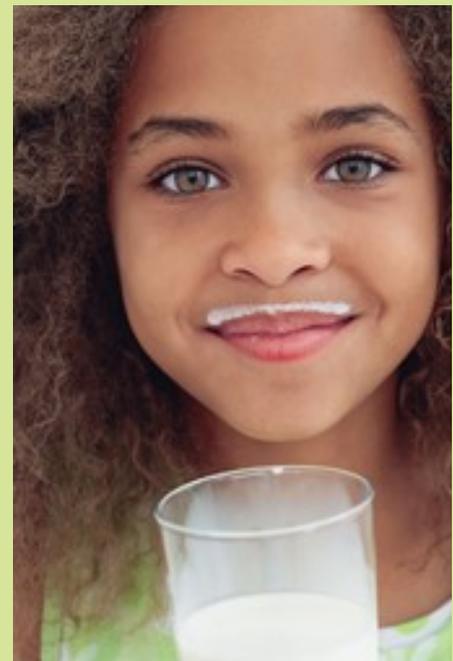
The Dietary Guidelines Advisory Committee (DGAC) released the [2020 DGAC Scientific Report](#) this month. The DGAC emphasized two major themes to help inform the development of the 2020-2025 Dietary Guidelines for Americans (DGA), which is expected by the end of the year:

1. The importance of considering nutrition needs at each life stage.
2. Using a dietary patterns approach, which was carried forth from the 2015 DGA.

For the first time, the DGAC evaluated the evidence for pregnancy, lactation and birth to 24 months (B-24). The “backdrop” of major nutrition-related issues happening in the U.S. during the evidence review (e.g., food insecurity, disparities, COVID-19, etc.) was also acknowledged.

Here are key highlights for dairy foods:

- **Dairy remains core to healthy eating patterns.** Per the report, “Common characteristics of dietary patterns associated with positive health outcomes include a higher intake of vegetables, fruits, legumes, whole grains, low- or non-fat dairy, lean meat and poultry, seafood, nuts, and unsaturated vegetable oils and low consumption of red and processed meats, sugar-sweetened foods and drinks, and refined grains.”
- **Dairy maintains its own food group.** The DGAC continued to classify dairy as its own food group in the three



recommended food patterns. As in the 2015 DGA, the dairy group includes soy beverages, but no other plant-based milk substitutes.

- **Dairy helps close nutrient gaps.** Americans continue to fall short on meeting the daily dairy recommendations. Dairy contributes to many of the nutrients of public health concern indicated by the DGAC, including vitamin D, calcium, potassium and iodine (for pregnant women).
- **Dairy recognized for role in child nutrition.** For children under age 2, the DGAC stated that dietary patterns linked to positive health outcomes include nutrient-rich animal-based foods, including low- and non-fat dairy, among other foods.
 - Recommended yogurt and cheese as complementary foods for infants 6-12 months.
 - Advised food patterns for toddlers 12-24 months, which include 1.5 to 2 daily servings of dairy foods (e.g., whole milk, yogurt, reduced-fat cheese).
- **No change to the saturated fat recommendation.** Its recommendation of less than 10% of energy from saturated fat per day is consistent with current guidance.
 - The DGAC continued to advise the consumption of low- and non-fat dairy in its recommended patterns with no changes in these recommendations from the 2015 DGA. However, it stated that future research should evaluate how different food sources and matrices (including in dairy foods) contribute to health outcomes.
- **Dairy continues to contribute to health outcomes.** Dietary patterns inclusive of low-fat dairy foods were associated with positive health outcomes in adults and children, including “favorable” bone health outcomes such as the reduced risk of hip fractures (moderate evidence – adults) and reduced risk of cardiovascular disease (strong evidence – adults; limited evidence – children), overweight and obesity (moderate evidence – adults; limited evidence – children) and colorectal cancer (moderate evidence – adults).

Although beyond the scope of the 2020 DGAC’s evidence review, the DGAC indicated support for considering food and beverage intakes within the context of food system sustainability and “strongly encouraged” the U.S. Department of Agriculture and Health and Human Services to evaluate this topic (among others).

As a next step, National Dairy Council plans to provide science-based comments and oral testimony on the DGAC’s report as part of the public comment period. Visit [USDairy.com](https://www.usdairy.com) for more information on dairy’s role in nutrition, health and sustainable food systems.

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Checkoff innovation helping preserve and drive sales with partners

The COVID-19 pandemic has forced restaurants to adapt to drive-thru only conditions and remain appealing to customers who are spending more time in their own kitchens. Paul Ziemnisky, Dairy Management Inc. retail and restaurant expert, highlights how checkoff has been able to assist partners and encourage product innovation during the coronavirus pandemic.

By working quickly with McDonald's, the dairy checkoff was able to retain more than 90 percent of the dairy-incorporated meal options on its limited COVID-19 menu. Along with this menu preservation, popular items that did not make the cut due to handling concerns, such as vanilla soft serve ice cream cones and sundaes, made a comeback to the menu on June 8. Focus in the back half of 2020 will shift to marketing coffee and breakfast menu items, like the buttery, cheesy Egg McMuffin.

Working with Taco Bell, checkoff was able to drive dairy sales while helping the chain innovate. A taco Tuesday campaign, which features a free Doritos Locos Taco on Tuesdays, helped retain drive-thru customers in a time of lower-income. Customers were also catered to with the creation of Cinco De Mayo meal kits which included 11 ounces of dairy – more than a large pizza. While checkoff has helped Taco Bell better target current customer needs, exciting innovation is also taking place with the addition of two new menu items: the pineapple whip and the grilled cheese burrito. The pineapple whip is Taco Bell's first dairy-based frozen beverage and its popularity will hopefully entice other chains to follow suit. The goal of these menu additions was to show dairy products are not only a garnish, but can be the focus.

Watch Paul's full updates on [McDonald's](#) and [Taco Bell](#) to learn more about how checkoff is partnering and innovating during the pandemic.



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