

YOUR CHECKOFF AT WORK TO BUILD TRUST



Bringing Dairy to Life!

Midwest Dairy is working hard to build consumer trust by bringing dairy to life and providing an excellent dairy experience.

THOUGHT LEADER OUTREACH

150,000 THOUGHT LEADERS



in the Midwest benefited from insights & research and were encouraged to share with their audiences.

BRINGING THE FARM TO THE CLASSROOM



DISCOVER DAIRY

25,000 students in our region reached through this online curriculum.

119 Midwest classrooms have virtually adopted a calf, giving **7,000 students** more insight into how dairy farmers care for their animals.



DISCOVERY EDUCATION

More than **1.4 million students** reached nationally through the Discovery Education, an online farm tour experience. Midwest Dairy's website is a top referring source to Discovery Education content.

BUILD TRUST

BUILDING CONSUMER CONFIDENCE NATIONALLY THROUGH UNDENIABLY DAIRY



Trust in the dairy industry **INCREASED BY 40%** after consumers listen to partner dairy-related podcasts.



Watching campaign videos moved consumers from conflicted **health seekers to Dairy Lovers**, decreasing their intent to purchase dairy alternatives by **14%**.



300+ partners have engaged with the campaign messages fueling amplification resulting in an additional **145 MILLION IMPRESSIONS.**

DEVELOPING DAIRY LEADERS



Young dairy leaders in the Midwest shared their story at **240 events** reaching **50,000+ attendees.**

PRODUCER SERVICE CENTER

More than **225,000 consumers** in the Midwest reached through promotional items available through the Producer Service Center.



YOUR CHECKOFF AT WORK IN THE MIDWEST TO DRIVE DEMAND

Midwest Dairy is working with a **wide variety of partners** to **drive dairy demand** and fuel growing sales. Here are some examples:

FUNDING DAIRY INDUSTRY RESEARCH

Total Midwest Dairy Food Research Center funding helping partners solve industry challenges and drive innovation.



DAIRY NOURISHES FAMILIES IN NEED

347,106 pounds of milk, 8X MORE

in volume, was donated to families in need thanks to the **Milk 2 My Plate Program**.



20 local food pantries received refrigeration grants to keep this item stored at proper temperature.

DRIVE DEMAND

PARTNERING WITH SCHOOLS



408,174 incremental **pounds of milk** sold in schools.



156 SCHOOLS serving more dairy menu items through grants in 2017-2018 school year. Examples include:



Breakfast in the Classroom



Milk-based Coffee Beverages



Yogurt Smoothies

DRIVING DEMAND AT RETAIL STORES

Midwest Dairy is working with **10 key retailers** to increase dairy sales by focusing on: Optimizing product assortment and shelf space, developing compelling marketing, improving packaging and messaging and creating new products.



IMPROVING DAIRY RETAIL PRESENTATION



IMPROVING PACKAGING INNOVATION AND MESSAGING



DEVELOPING COMPELLING MARKETING



CREATING NEW PRODUCTS