



Focusing on the  
*Power of Dairy*



2020 ANNUAL REPORT



## **Focusing on the power of dairy contributes to a strong future**

While 2020 presented challenges that forced Midwest Dairy to be flexible, one thing remained constant: your leadership in focusing on the power of dairy. This commitment provided a foundation for checkoff staff as they worked with a wide variety of partners to drive sales and build trust for dairy during uncertain times.

Your activation efforts, coupled with creative promotion programs, fueled checkoff's strong momentum. Your efforts included:

- Work to provide nutritious, great tasting milk and dairy foods to keep grocery stores stocked with products that consumers could enjoy while increasingly cooking and baking at home.
- Commitment to on-farm sustainability practices and sharing your story, using technology to participate in farm tours, hosting story hours and cheese sampling events – bringing today's consumers closer to the farm.
- Dedication to helping local communities and families in need. Your support of the checkoff's work with local food banks and food pantries provided increased access to dairy foods and refrigeration to help keep products cold.

Thank you for your continued investment in the dairy checkoff and for supporting dairy promotion efforts. You'll notice this report includes a variety of resources to help you continue to support checkoff efforts in the coming year.

I am proud to represent farmers who lead in so many ways, and I look forward to ensuring your interests are best represented by Midwest Dairy. Focusing on the power of dairy will help us continue to fuel trust and sales, setting a strong future for the dairy industry.

Allen Merrill  
*Chairman, Midwest Dairy*



## **Dairy adapts, innovates to reach partners and consumers**

The versatility of dairy foods and the dairy industry prevailed in 2020. We saw shoppers turn to dairy for both nutrition and enjoyment as they cooked more at home and sought comforting foods to get through challenging times. At the same time, the power of dairy allowed checkoff to think of creative ways to reach consumers and position dairy as a solution for partners.

We remain committed to building partnerships that impact consumers and maximize your investment. In this report, you will see how we worked with schools, food banks, thought leaders, grocery and convenience stores, restaurants and others to provide timely and relevant resources, products and promotions to meet shifting consumer needs. This focus led to the creation of innovative and impactful activations that reached consumers ultimately boosting consumer confidence in dairy and driving dairy sales.

We navigated through disruptions and swiftly responded to the challenges that we faced in 2020. We know that the power of dairy - coupled with strong partnerships - will continue to be a key to our future success. Though we implement a partner-focused strategy for consumer-centric impact, we are a farmer-led organization. Your support and participation are critical to our success. It is a privilege to do this work on your behalf to drive sales and trust in dairy. We're excited to share the results of our 2020 programming to show how your checkoff dollars are working for you.

Molly Pelzer  
*CEO, Midwest Dairy*





With a focus on driving dairy demand, Midwest Dairy expanded collaborations with retail and foodservice partners to provide category expertise, insights and marketing support to reach consumers in a powerful way. From schools to food pantries across the Midwest, our partnerships also provided access to essential dairy products for those who needed it most.



## DRIVING DAIRY DEMAND WITH RETAIL AND FOODSERVICE PARTNERS

Midwest Dairy collaborated with retail and foodservice partners to build consumer confidence by connecting consumers with their food while highlighting in-store or online dairy promotions to drive sales.

These partnerships featured activations during National Dairy Month and National Farmers Day, with:

**Hen House:** Midwest Dairy partnered with Ball Foods' Hen House stores to celebrate National Farmer's Day in October with a shopper marketing program in the Kansas City area. Across three activations, including a print magazine, ad circular and email marketing campaign, Undeniably Dairy messaging and branding reached more than 3 million people. This campaign contributed to an overall increase of 85,000 incremental pounds of milk sold.

**Schnucks:** Midwest Dairy partnered with St. Louis-based Schnucks to highlight a shopper marketing campaign across the dairy case that featured sustainable nutrition in their Simply Schnucks publication in August and September, reaching nearly 105,000 shoppers. The messages were also shared in email and on social media. Though we cannot report on the exact increase due to a non-disclosure agreement with this partner, the campaign helped generate a significant lift in incremental pounds of milk sold across the dairy category over last year's data during the same time frame.

**Coborn's:** During National Dairy Month, Midwest Dairy partnered with Coborn's to leverage the grocers' print materials, online presence and in-store elements in 55 stores. A print circular reached approximately 715,000 households, and social media activations garnered 1,027,000 impressions. The campaign helped generate 400,000 pounds of incremental milk sold.

In celebration of National Farmer's Day, a second campaign included website and social media content, videos at gas pumps and in-store intercom messaging. This activation generated 693,000 incremental pounds of milk sold and more than 60,000 impressions.



**Pizza Ranch:** A partnership with Pizza Ranch – with 215 locations across 15 states, 80 percent of which are in Midwest Dairy’s region – celebrated National Dairy Month by offering free extra cheese on any large pizza ordered online for carryout or delivery in June. This promotion helped drive sales and increase the amount of cheese Pizza Ranch was purchasing when in-restaurant dining was a challenge due to pandemic restrictions. It showcased dairy as a local food choice and included images of Midwest dairy farms and dairy farm families in print and online. This partnership led to a second activation with the introduction of a new product, breakfast pizza, introduced in December at all locations.



## AS A RESULT:

- *Pizza Ranch purchased more than* **100,000 INCREMENTAL POUNDS OF CHEESE**  *in June 2020, equating to more than* **1 MILLION INCREMENTAL POUNDS OF MILK** 
- *More than* **200,000 DAIRY FARMER BOX TOPPERS** *distributed*
- **OVER 1 MILLION PROMOTIONAL EMAILS SENT**



## INCREASING ACCESS TO DAIRY DURING CHALLENGING TIMES

In response to COVID-19, Midwest Dairy pivoted to meet the needs of school districts, dairy farmers and their communities by moving dairy foods to market to serve those in greatest need.

Initiatives included:

- Distributing coolers to schools to keep milk cold and safe during meal distribution.
- Providing commercial refrigerators to food pantries, allowing for safe and increased distribution of dairy foods.
- On behalf of Midwest Dairy dairy farmers, donating \$500,000 to 29 food banks across the region to purchase milk, butter and cheese.
- Mailing resource kits to food banks and their local sites that included dairy nutrition and sustainability information.



## AS A RESULT:

- More than **1,500 SOFT-SIDE COOLERS** and **100 BARREL COOLERS** were placed with school nutrition departments across the 10-state region
- Midwest Dairy supported **34 SCHOOL DISTRICTS** with **SCHOOL EQUIPMENT GRANTS** to help support meal delivery and/or increased dairy usage
- **100 REFRIGERATION UNITS** awarded to Midwest food pantries
- **\$500,000 DONATION** to 29 food banks that resulted in **2.5 MILLION INCREMENTAL POUNDS OF MILK** sold
- **2,200 RESOURCE KITS** distributed to food banks and their local sites



Other local and regional efforts included:

- To deliver fresh, nutritious dairy to communities in need, Midwest Dairy contracted with On the Go Marketing to distribute products on behalf of the Greater Chicago Food Depository, Harvesters—The Community Food Network, Northern Illinois Food Bank and Northeast Iowa Food Bank. The distribution provided access to fresh dairy in areas with increased food insecurity due to social unrest, natural disasters and COVID-19. The distributions helped deliver more than 463,172 pounds of milk.
- With schools closed, Midwest Dairy partnered with Iowa-based convenience store chain Kum & Go to provide nutritious dairy foods to children experiencing difficulty accessing school meals. Through the promotion, any child who entered a Kum & Go store in Midwest Dairy's region received a free cheese stick. More than 12,000 string cheese sticks were provided to children in their communities.

## AS A RESULT:

SHOPPER MARKETING AND SHELF  
**INITIATIVES IN 2020** ▶ **31**

RETAIL & FOODSERVICE INCREMENTAL  
**POUNDS OF MILK SOLD** ▶ **OVER 35,000,000**

*(data for 5 of the 31 activations will be reported in 2021)*

# OF **RETAILERS AND**  
**FOODSERVICE PARTNERS** ▶ **12**  
WORKED WITH

# OF **PARTICIPATING**  
STORES ▶ **4,500**

DRIVING DAIRY

DEMAND



With people looking for a sense of comfort and simple pleasures during a challenging year, the dairy community stepped up to help others while showcasing dairy's nutrition and dairy farmers' commitment to sustainability, especially during uncertain times.



# BUILDING TRUST WITH SCHOOLS, INFLUENCERS AND THOUGHT LEADERS

## Promoting dairy with school partners

Midwest Dairy partnered with schools throughout the region on programs that help students understand how food is produced and the important role dairy plays in a nutritious diet, while also looking to incorporate more dairy into students' diets at school. The Fuel Up to Play 60 Homeroom launched this year, giving students, parents, guardians and educators access to online lessons and activities, including several Midwest Dairy resources, that helped provide structured learning about health and wellness during a time when people were turning to trusted sources for educational materials.



Midwest Dairy also reached a record number of students and educators through the Discover Dairy Adopt a Cow program. This program, was created to provide educators and students with a year-long virtual experience where they can care for a calf and interact with a dairy farmer - learning about the cow and her lifecycle, and important lessons about dairy farming. Due to an increase in distance learning in 2020, the Adopt a Cow program participation increased by 1,400 percent.



### AS A RESULT:

THIS PROGRAM IS IMPACTING APPROXIMATELY 3.37% OF STUDENTS IN OUR 10-STATE AREA

# OF  
**EDUCATORS**  
SIGNED UP

2020  
**10,000**

2019

342

# OF  
**STUDENTS**  
REACHED

2020  
**262,763**

2019  
15,849

GROWING TRUST IN DAIRY

## Virtual connections with thought leaders

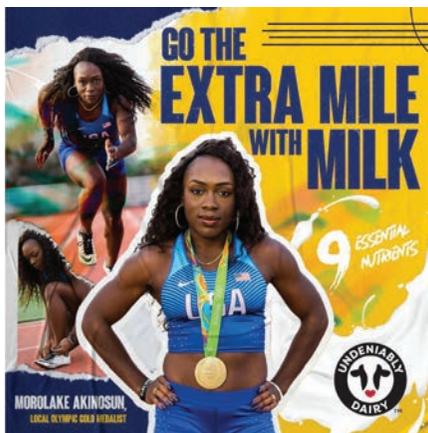
When it comes to sharing the benefits of dairy, research shows health professionals are the most trusted messenger. This trust is higher when information is shared by a personal primary care doctor or dietitian. To reach thought leaders, and the consumers they serve, Midwest Dairy participated in a number of activations to increase trust with healthcare, nutrition and wellness professionals.

One example of work with a wellness thought leader took place in the St. Louis area.

Reshaunda Thornton, R.D., hosted a 10-part virtual wellness panel that highlighted food insecurity and the work that Midwest Dairy did to help address this need during the pandemic. Thornton also worked with Dierbergs and STL BarKeep to share dairy-inspired holiday recipes.



Another virtual initiative that engaged thought leaders was a series of cheese chats. During these events held across the region, farmers and processors shared dairy's farm-to-table sustainability story with influential leaders.



## Leveraging influencer partnerships to connect to consumers

In a year when people consistently turned to the virtual world for connection, Midwest Dairy partnered with social media influencers to tap into their large follower base and increase our reach to consumers. One partnership was with Olympic gold medalist and MilkPEP's Team Milk sprinter Morolake Akinosun. She shared the story of dairy farmers' resilience via a video on her social media pages, which garnered more than 338,000 views on Instagram and 506,000 views on Facebook.

Midwest Dairy also worked with registered dietitian Cara Harbstreet on an engaging four-part series around dairy's role in sustainable nutrition. The series, "Dive into Dairy," reached thought leaders within the dietetic profession, as well as consumers. Harbstreet has more than 28,000 followers on Instagram and more than 12,000 monthly readers to her blog.

## SHARING DAIRY'S STORY THROUGH COALITION PARTNERSHIPS

Midwest Dairy collaborated with ag coalitions across the region to share dairy's story while also building relationships with other agricultural organizations to achieve a common goal of building trust with consumers of all ages.

A partnership with the Iowa Agriculture Literacy Foundation (IALF) helped bring dairy to life in classrooms through the development of an educational book that will be part of IALF's "My Family's Farm" book series. The series includes books

about Iowa farm families written at a third-grade reading level and include two lesson plans for educators. Midwest Dairy helped create the storyline for the book, showcasing how dairy is good for you, the planet and our communities.

To bring dairy into conversations in the classroom, Midwest Dairy partnered with the South Dakota Department of Education, South Dakota Farm Families and Discover Dairy to host a live virtual farm tour. The tour connected nearly 1,200 students via video to dairy farmer Heidi Zwinger at Boadwine Dairy in South Dakota, where students experienced how dairy farmers care for their animals and the land while producing milk for the dairy products they enjoy.



### Building trust during National Dairy Month

To celebrate National Dairy Month, several coalition partnerships created activations to reach consumers.

Through a partnership with the Missouri Farmers Care Agriculture Education on the Move program, Midwest Dairy shared about life on a dairy farm through Story Time from the Farm, an online reading program featuring Missouri agriculture

leaders sharing their favorite stories from their farms. Missouri dairy farmers Alex Peterson and Donna Telle read dairy-related children's books, and the videos were shared to the Agriculture Education on the Move Facebook page receiving more than 18,000 views.

Illinois Farm Families (IFF) and Midwest Dairy partnered to reach consumers with content showcasing life on a dairy farm through the IFF social media channels. Midwest Dairy also partnered with Illinois dairy farmer Karen Bohnert and her daughter Cassie, to create short videos on how to make butter and ice cream in a bag.

### AS A RESULT:

**MIDWEST DAIRY'S TRUST-BUILDING PROGRAMS ARE HAVING IMPACT. YEAR-OVER-YEAR RESEARCH\* SHOWS CONSUMERS INCREASINGLY BELIEVE:**

DAIRY FARMERS ARE **TRUSTWORTHY** ▶ **+6%**

DAIRY IS ENVIRONMENTALLY **FRIENDLY** ▶ **+3%**

DAIRY PRODUCTS ARE **HEALTHIER** ▶ **+4%**  
THAN PLANT-BASED PRODUCTS

DAIRY PRODUCTS ARE **LOCALLY** ▶ **+8%**  
**SOURCED AND PRODUCED**

*\*A 2019-2020 Aimpoint Research study on the attitudes and behaviors of consumers skeptical about dairy.*



Through Midwest Dairy's training and leadership programs, farmers and dairy advocates sharpened their skills to share their stories with others in their community on social media and beyond, to help build consumer trust and drive demand.



# EMPOWERING DAIRY LEADERS TO SHARE THEIR DAIRY STORY

## The Dairy Experience and Agricultural Leadership program

The Dairy Experience and Agricultural Leadership program was created as an opportunity for young dairy farmers from across the Midwest Dairy region to gain a deeper understanding of dairy checkoff while strengthening skills for engaging with consumers.



The inaugural 15-person cohort kicked off the program with a three-day, in-person series of meetings followed by additional virtual events throughout the year. The first class will complete the program in 2021, and applications for the next class will open Fall 2021.



### ENGAGE communications workshops

ENGAGE workshops helped dairy leaders gain confidence and skills to engage with today's consumers in positive conversations that build trust. Focusing on the power of shared values and an easy, three-step communication process "Listen, Ask, Share," dairy farmer participants learned the importance of approaching consumer interactions

with an "it's about them, not me" mindset, which opened the door for connection and understanding.

### Dairy Ambassador and Princess programs

Dairy ambassador and dairy princess programs play a vital role in engaging students and young professionals who have a passion for sharing dairy's story.



These programs provide educational and leadership opportunities that help young leaders connect with consumers to build trust through networking with industry professionals, peers and consumers. In 2020, many training and consumer events shifted from in-person to online, giving participants an opportunity to extend their reach even further to share dairy's messages.

#### AS A RESULT:

# OF DEAL PARTICIPANTS ▶ 15

# OF ENGAGE PARTICIPANTS ▶ 355

# OF ENGAGE WORKSHOPS ▶ 11

# OF DAIRY AMBASSADOR & PRINCESS PROGRAM PARTICIPANTS ▶ 44



Everything shifted in 2020 - from the way people work to how they shop. With a continued focus on research and consumer insights, we continued to identify the greatest areas for category growth by narrowing in on what consumers want and need from dairy and how partners can use this information and dairy product research to fuel dairy sales and innovation.



## USING RESEARCH AND INSIGHTS TO DRIVE DAIRY SALES

### Consumer insights webinar series: Dairy Today and Tomorrow

Understanding consumer and market trends not only helped Midwest Dairy's partners understand what drives today's consumer, it uncovered new opportunities to grow sales of dairy. Throughout 2020, the pandemic accelerated trends, such as growth in butter and cheese consumption, which were already trending up, as well as reversed some previous volume loss trends, such as yogurt and milk at retail. Midwest Dairy shared consumer trends and insights like these with partners to help them better understand changing consumer preferences and react to increase dairy sales.

To reach partners, Midwest Dairy created an engaging new webinar series to share valuable consumer insights, the reasons behind emerging trends and which dairy products support these trends. The insights team offered practical information about ways to reach millennials (the largest buying population), the impacts of COVID-19, and how to address consumer values of sustainability and well-being.

### Sharing research and insights with retail partners

As the pandemic progressed and subsequent trends took shape at rapid pace in the spring, Midwest Dairy launched an e-newsletter to share timely insights updates with more than 300 processors and retail partners throughout the region. The e-newsletter used videos to share updates that highlighted sales data as well as Midwest Dairy analysis and insights. The insights videos received more than 500 views total and enhanced Midwest Dairy's thought leadership role in the food industry.



Midwest Dairy turned these insights into action with an Iowa-based convenience store chain with more than 1,700 locations when the convenience store chain expressed interest in expanding their milk case. Midwest Dairy analyzed their sales data and made recommendations to better position milk in their coolers to drive sales. Midwest Dairy was also able to make shopper marketing recommendations to help the convenience store chain better understand their consumers and position their products accordingly.

#### AS A RESULT:



**WEBINARS**  
HELD ▶ **12**



**WEBINAR ATTENDEES/  
PARTNER PARTICIPANTS** ▶ **NEARLY 600**

## Midwest Dairy Food Research Center webinars

In 2020, the Midwest Dairy Food Research Center conducted a series of webinars that provided updates on research and scientific discoveries to help researchers and industry partners learn more about the trends impacting the dairy community, such as processing practices and techniques, usage of ingredients and other best practices. In previous years, this information was shared one time per year at the MDFRC Annual Meeting. In response to feedback from members, the updates were turned into a monthly webinar series to share progress reports on funded research with MDFRC members, farmer board members and researchers. Each webinar was presented by the principal investigators who are conducting the research and moderated by Interim Director Tonya Schoenfuss.



All webinars were recorded and archived on our website for on-demand viewing for members only. These monthly webinars were an effective tool to share research activities and innovation updates with dairy farmers and industry sponsors. They will continue to be offered in 2021 as a way to stay up-to-date on MDFRC activities.



Top research trends shared with partners in 2020 that will continue to impact dairy into 2021 include:

- **7 IN 10 CONSUMERS** have taken action to improve their health and wellbeing, and **6 IN 10 CONSUMERS** are looking for healthy food and beverages more often because of COVID-19.
- **86% OF CONSUMERS** report being at least “slightly concerned” about restrictions on socializing with friends and family. This has increased consumers’ interest in more personalized experiences using technology.
- Ethics and the environment continue to play a key role in consumer buying, with **50% OF CONSUMERS** reporting that the pandemic has made them more aware of the environment.
- **90% OF CONSUMERS** are eating breakfast and **MORE THAN 60% OF CONSUMERS** reported increased consumption of made-from-scratch breakfast as a result of the pandemic.
- **1 in 4 CONSUMERS** have purchased dairy online and **70%** say they plan to continue this behavior in the future.
- **70% OF MIDWEST SHOPPERS** say they would be more willing to purchase a dairy product labeled as ‘local’.



# COLLABORATING TO MAXIMIZE FARMERS' INVESTMENT

In 2020, Midwest Dairy worked in close collaboration with Dairy Management, Inc. (DMI) and various state and regional organizations to share research, education, innovation, marketing and promotions to maintain and build trust in dairy foods and dairy farmers, and to drive demand. Midwest Dairy's partnership with DMI broadens the reach of both parties' efforts while also allowing Midwest Dairy to take advantage of national programs to the benefit of Midwest farmers, consumers and the local communities.

## Foodservice pivots to drive sales in 2020

While foodservice sales were down as a result of pandemic disruptions, dairy checkoff continued to implement creative new sales promotions, 11 new product introductions and promotions and creative marketing programs to help foodservice partners outperform their peers in dairy sales in 2020.



More specifically, checkoff partners introduced a variety of new products, including Taco Bell's Pineapple Whip Freeze that includes sweet vanilla cream (created as a collaboration with DMI and Midwest Dairy Foods Research Center's application lab at the University of Minnesota), and the McDonald's launch of the Chips Ahoy! McFlurry to fuel ongoing sales. Knowing that approximately 25 percent of cheese in the United States is used on pizza, particularly in foodservice, checkoff leveraged both existing and new partners, including

Domino's, Pizza Hut, Papa John's and Pizza Ranch, to keep this critical business segment growing. The result: Average pizza servings grew more than 10% among checkoff pizza partners.

## Subway Cares

DMI partnered with Subway® sandwich shops across the country to raise funds to assist schools with feeding youth. The program also raised awareness about farmers' ongoing support for youth wellness initiatives. In addition to raising funds at Subway stores, Midwest Dairy offered Community Care Packages to dairy farmers to gift to local heroes in their community as a token of appreciation and to raise awareness around food insecurity in their own communities. This partnership further demonstrated dairy farmers' commitment to ensuring kids continue to receive nutritious meals during the pandemic, and the ways dairy farmers continue to support their local communities.



## Partnership with GENYOUth

To address food insecurity this year, GENYOUth Foundation established a COVID-19 Emergency School Nutrition Fund, available to all schools, to provide up to \$3,000 per school to purchase resources for alternative meal distribution and delivery. Midwest Dairy committed some previously approved youth wellness funds to assist 796 schools throughout the region. Together with GENYOUth, the grants provided crucial nutrition to millions of children affected by school closures, many of which depend on school meal programs, and the dairy products included in school meals, for a substantial portion of their daily nutrition.

### AS A RESULT:

**OVER 465,000 STUDENTS IN THE MIDWEST DAIRY REGION WERE IMPACTED BY GENYOUth'S EMERGENCY SCHOOL MEAL DELIVERY FUND**

# OF **SCHOOLS SUPPORTED**  
IN MIDWEST DAIRY REGION

▶ **796**

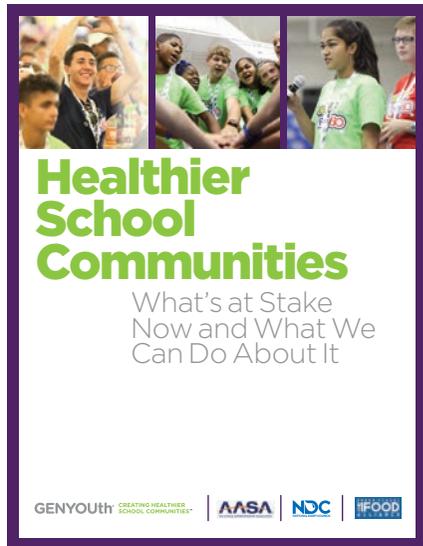


**HEALTHIER SCHOOLS**  
**WEBINAR ATTENDEES**

▶ **OVER 800**

*Registrants from 44 States*

Midwest Dairy also partnered with GENYOUth and The School Superintendents Association (AASA) to host a Healthier School Communities Virtual Forum. The webinar featured results from the Healthier School Communities Report, which was underwritten by Midwest Dairy, and included discussions with top national school leadership, public health and media experts about the ongoing impact of COVID-19 on schools, the important role schools play in addressing food insecurity and overall student health and wellbeing, and solutions to help students and families across the country. This partnership showcased Midwest Dairy's national influence and ability to bring people together and benefit the entire dairy checkoff federation.



## Exports fuel international sales

Exports continued to play an important role in driving demand for U.S. dairy in 2020, marking a record year for export volume with U.S. exports up 10 percent over 2019. With diversified product offerings and a strategic approach to reaching end-users and customers, funding from regional checkoffs has allowed the United States Dairy Export Council to invest in additional people, partnerships and programs that have deepened the U.S. presence in key growth markets while building and solidifying relationships that demonstrate the United States' long-term commitment to exports.

\$23.0 MILLION TOTAL EXPENSES

## WHERE YOUR CHECKOFF INVESTMENT GOES

**Partnership & Research Projects 28%** - Funding of nutrition research on milkfat and dairy protein, product research on cheese and whey through Dairy Management Inc.; cheese, milk and food security initiatives with national partners through Dairy Management Inc.; and global demand opportunities through the U.S. Dairy Export Council.

**Dairy Experience 48%** - Leads the creation of strategic initiatives that are executed within the business units.

**Demand Development 8%** - Initiatives are focused on increasing dairy sales in retail.

**Marketing Communications 13%** - Covers consumer and influencer confidence programs including influencer presentations and farm tours; traditional and social media; and thought leader communication support.

**Wellness-Youth 11%** - Projects to build dairy sales in schools and Fuel Up to Play 60 activities.

**Wellness-Nutrition Affairs 8%** - Includes relationship building and communications with key thought leaders and health professionals on nutrition and health topics.

**Farmer Engagement 8%** - Includes efforts to engage consumers through farmers with the Promo Center, princess programs and farm tours.

**Research & Innovation 4%** - Support for dairy product research through the Midwest Dairy Foods Research Center, including the University of Minnesota, South Dakota State University, Iowa State University, Kansas State University and the University of Nebraska-Lincoln.

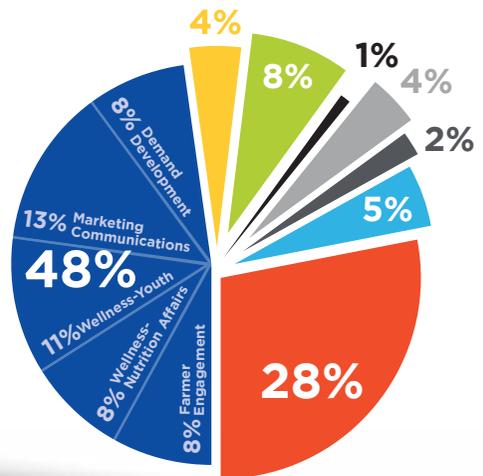
**Agricultural Affairs 8%** - Involves consumer-targeted efforts by farmers, scholarships, state agriculture coalition programs, the Dairy Ambassador program, leadership development and sustainability efforts.

**Strategic Innovation 1%** - A customized consultative selling methodology and resources to improve relationship management and increase program success rates along with measurement processes to gauge impact of strategic plan in the regional marketplace.

**Corporate Communications 4%** - Provides overall reputation management for the organization; farmer communications, including various newsletters and reports targeted to dairy farmers to raise awareness about checkoff value, MidwestDairy.com; social media amplification, communications training; and issues/crisis management.

**Farmer Communications 2%** - Includes funds for the Dairy Promotion Update newsletter and other publications, and farmer annual meetings.

**Administration 5%** - Includes board expenses; audit; legal fees; and staff expenses of accounting, administrative and computer network staff.

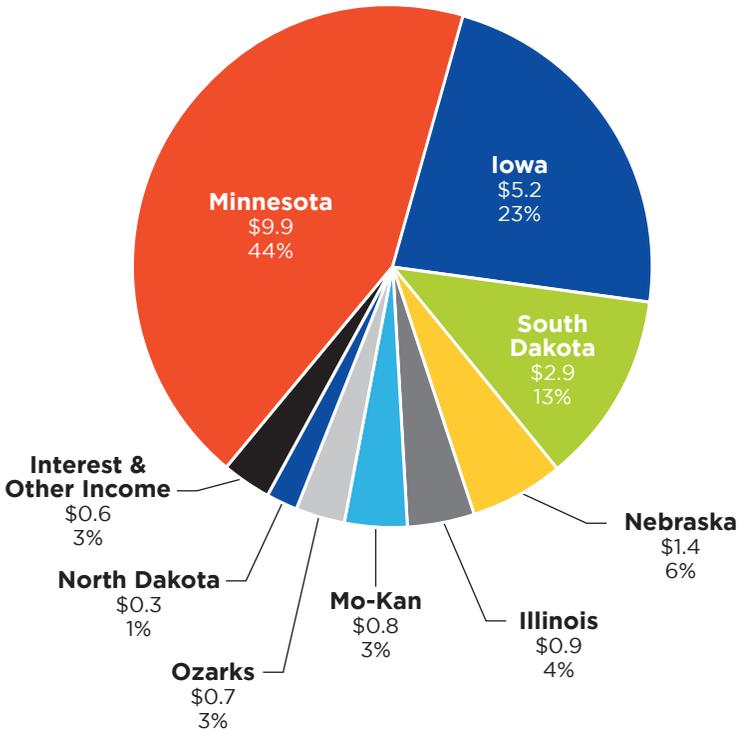


# MIDWEST DAIRY IS FUNDED BY FARMERS

## 2020 REVENUE BY DIVISION

**Total Revenue: \$22.7 million**

Minnesota	\$9.9	44%
Iowa	\$5.2	23%
South Dakota	\$2.9	13%
Nebraska	\$1.4	6%
Illinois	\$0.9	4%
Mo-Kan Division	\$0.8	3%
Ozarks	\$0.7	3%
North Dakota	\$0.3	1%
Interest & Other Income	\$0.6	3%



**Illinois Division:**

Doug Block, *Pearl City, IL*

Mike Chwaszczinski, *Ashley, IL*

**William Deutsch, Sycamore, IL**

Ardath DeWall, *Shannon, IL*

Kristi Dinderman, *Orangeville, IL*

Frank Doll, *Pocahontas, IL*

Kevin Geiger, *Port Byron, IL*

Amy Hildebrandt, *South Beloit, IL*

David Jarden, *Staunton, IL*

Kurt Johnson, *Greenville, IL*

Kappy Koch, *Tremont, IL*

**Donald Mackinson, Pontiac, IL**

Glen Meier, *Ridott, IL*

Brent Mueller, *Garden Prairie, IL*

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**Iowa Division:**

Ken Birker, *Vinton, IA*

Pam Bolin, *Clarksville, IA*

**Doug Carroll, Ryan, IA**  
*Ex-Officio to Corp. Bd.*

**Gerrit Davelaar, Inwood, IA**

Dan Dietzenbach, *Fort Atkinson, IA*

Jeff Dresser, *Keokuk, IA*

**Alan Feuerhelm, Le Mars, IA**

Fred M. Hall, *Orange City, IA*  
*Ex Officio, Educator*

**Robert Horst, Bristow, IA**

**Dan Hotvedt, Decorah, IA**

Patrick Jones, *Spencer, IA*

**Lee Maassen, Maurice, IA**

Anthony Nunes, *Sibley, IA*

**Matt Schelling, Orange City, IA**

Jonna Schutte, *Monona, IA*

**Larry Shover, Delhi, IA**

Madison Skubal, *Wayland, IA*

Paul Stempfle, *Maynard, IA*

Anna Wilson, *Garnavillo, IA*

**Minnesota Division:**

**Mindi Arendt, Mazeppa, MN**

**Dan Grunhovd, Gary, MN**

Megan Herberg, *St Peter, MN*

**Ken Herbranson, Clitherall, MN**

Eric Hoese, *Mayer, MN*

**Margaret Johnson, Fountain, MN**

**Karen Kasper, Owatonna, MN**

Keith Knutson, *Pine Island, MN*

**Charles Krause, Buffalo, MN**

**Sarah Kuechle, Eden Valley, MN**

Megan Landkammer, *Burtrum, MN*

**Barb Liebenstein, Dundas, MN**

Kate McAndrews, *Sauk Centre, MN*

Jeff Pagel, *Eyota, MN*

**Doug Popp, Royaltown, MN**

Jane Remiger, *Wood Lake, MN*

**Dave Schwartz, Slayton, MN**

**Kathleen Skiba, North Branch, MN**

Eric Sonnek, *Foreston, MN*

**Kristine Spadgenske, Menahga, MN**

**Deb Vander Kooi, Worthington, MN**  
*Ex-Officio*

**Suzanne Vold, Glenwood, MN**

**Rita Young, Plainview, MN**

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**Mo-Kan Division:**

Amy Bunse, *Cosby, MO*

Lynda Foster, *Fort Scott, KS*

Brian Haverkamp, *Seneca, KS*

Chris Heins, *Higginsville, MO*

**Byron Lehman, Newton, KS**

Adam Lenz, *Bunceton, MO*

**Orville Miller, Hutchinson, KS**  
*Ex-Officio to Corp. Bd.*

Tom Oelrichs, *Mora, MO*

Steve Ohlde, *Linn, KS*

**Alex Peterson, Trenton, MO**

Robert Riegel, *Washington, MO*

David Rottinghaus, *Seneca, KS*

Curtis Steenbock, *Longford, KS*

Steve Strickler, *Iola, KS*

Donna Telle, *Uniontown, MO*

## Nebraska Division:

Mike Amen, *Norfolk, NE*

Greg Bleeker, *Emerson, NE*

Jodi Cast, *Beaver Crossing, NE*

Kim Clark, *Lincoln, NE*  
*Ex Officio, Educator*

David Crook, *Humboldt, NE*

Max Henn, *Norfolk, NE*

Neal Hochstein, *Wynot, NE*

Dwayne Junck, *Carroll, NE*

Paul Kononoff, *Lincoln, NE*  
*Ex Officio, Educator*

### **Lowell Mueller, Hooper, NE**

Doug Nuttelman, *Stromsburg, NE*

Joyce Racicky, *Mason City, NE*

Marshall Reece, *New Ulm, MN*  
*Ex Officio, Processor*

### **Mary Temme, Wayne, NE**

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## North Dakota Division:

Marc Bauer, *Fargo, ND*  
*Ex Officio, Educator*

Scott Boll, *Fargo, ND*  
*Ex Officio, Processor*

Terry Entzminger, *Jamestown, ND*

Doug Hanson, *Bismarck, ND*  
*Ex Officio, Processor*

Jonas Heyl, *Towner, ND*

Janal Hoff, *Richardton, ND*

Heidi John, *New Salem, ND*

### **Sue Kleingartner, Gackle, ND**

Lilah Krebs, *Gladstone, ND*

Nathan Kroh, *Bismarck, ND*  
*Ex Officio, Government*

Kim Ledger, *Bismarck, ND*

### **Jerry Messer, Richardton, ND** *Ex Officio*

### **Rita Mosset, Linton, ND**

Dwane Wanzek, *Cleveland, ND*

## Ozarks Division:

### **Ryan Anglin, Bentonville, AR** *Ex-Officio to Corp. Bd.*

Sheri Atteberry, *Conway, MO*

Marilyn Calvin, *Mt Vernon, MO*

Charles Coblenz, *Chouteau, OK*

Jack Dill, *Conway, MO*

Earl Dotson, *Marionville, MO*

### **Mark Fellwock, Monett, MO**

Randy Mooney, *Rogersville, MO*

Gene Morrison, *West Plains, MO*

Carrie Rantz, *Spokane, MO*

### **Nathan Roth, Mountain Grove, MO**

John Samek, *Bolivar, MO*

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## South Dakota Division:

Jogchum Andringa, *Brandt, SD*

### **Chris Fieber, Goodwin, SD**

Evan Grong, *Milbank, SD*  
*Ex Officio, Processor*

Gary Jarding, *Alexandria, SD*

Kim Maher, *Lake Norden, SD*  
*Ex Officio, Processor*

### **Allen Merrill, Parker, SD**

Vikram Mistry, *Brookings, SD*  
*Ex Officio, Educator*

Jacob Moes, *Goodwin, SD*

### **James Neugebauer, Dimock, SD**

Doug Ode, *Brandon, SD*

Marv Post, *Volga, SD*

Hunter Roberts, *Pierre, SD*  
*Ex Officio, Government*

### **Annelies Seffrood, Twin Brooks, SD**

Suzanne Souza, *Milbank, SD*

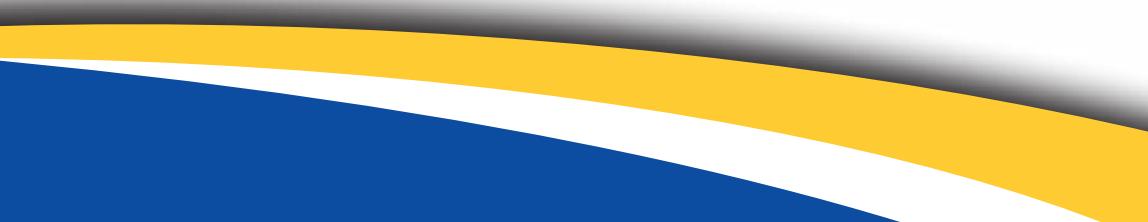
Daniel Thyen, *Waverly, SD*



Names in bold served on  
Corporate Board in 2020.



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## SHARE YOUR DAIRY STORY!

To help support what Midwest Dairy and dairy farmers have accomplished together in 2020, we encourage you to showcase the power of dairy by sharing your story with consumers. A new Community Engagement Guide is available on MidwestDairy.com to spark inspiration as you share your dairy story with consumers in your community.

**Dairy farmers are one of the most trusted sources with consumers, and more than 70 percent of consumers would like more information about where dairy products come from. Sharing your dairy story can connect consumers to where their food comes from and help them to make informed decisions about choosing dairy.**

Here are some ideas to inspire you to get started sharing your dairy story:

- Apply for an Undeniably Dairy grant and use the funds to plan or support a local event. Check out MidwestDairy.com for ideas in the **Community Engagement Guide** and for information on how to apply.
- Share your story on social media, with a local school or on your farm's website.
- Utilize items from the Promo Center (1-877-360-FARM (3276)) to support community activities and on-farm events.

### Resources to help you share about dairy!

Midwest Dairy offers a variety of resources and support to help dairy farmers engage with consumers through positive conversations and interactions that continue to build trust and drive dairy sales.

Visit MidwestDairy.com to find the latest resources available to dairy farmers.

### Undeniably Dairy Grants

Available to Midwest dairy farmers, dairy groups and agricultural organizations, Undeniably Dairy Grants help turn great ideas for promoting the dairy industry to consumers a reality. From on-farm and virtual events to bringing the farm into your community, we want to spark connections from your farm to consumers' tables to build trust in dairy.



*To learn more about the grants, scan this code with the photo app on your phone, or visit*

***<https://www.midwestdairy.com/for-farmers/undeniably-dairy-funding/>***

## ENGAGE training

It is more important than ever to make connections and share your dairy story with consumers. Midwest Dairy offers ENGAGE trainings to make sure you have all the tools and skills needed to make meaningful connections with consumers. During the trainings, farmers and young dairy leaders learn about consumer attitudes, the importance of shared values in building trust, and put that insight to work in a three-step process – Listen, Ask, Share – to effectively and meaningfully address consumer questions and engage with consumers to earn trust in dairy foods and farming.



Watch this video created by the Center for Food Integrity to hear more about the ENGAGE process:

Scan this code with the photo app on your phone, or visit <https://www.midwestdairy.com/for-farmers/training-leadership-promotion/>

## Recommended key messages about the power or dairy to share with consumers:

### Mind and Body Power

- Dairy is good for your body and good for your brain.
- The protein in dairy – whey and casein – keeps you feeling full longer, provides energy to fuel your day and helps muscles recover while you sleep.

### Total Wellness Solution

- Milk offers a unique and powerful combination of essential nutrients – like vitamin A, vitamin D, calcium and protein – that are essential to a healthy immune system.
- Dairy foods provide nutrients people of all ages need to grow and maintain stronger bodies and minds.

### Sustainability – Reducing Environmental Footprint

- The carbon footprint of a glass of milk is two-thirds less than it was 70 years ago, yet it still has the same nutritional benefits and great taste.
- Producing a gallon of milk has 19 percent less greenhouse gas emissions than it did in 2007. That's equivalent to the amount of carbon dioxide removed from the atmosphere by half a million acres of U.S. forest every year.

### Sustainability – Commitments

- Dairy is good for you and made with care for the planet. From the farm to your fridge, U.S. dairy is taking steps to reduce food waste and greenhouse gas emissions.
- U.S. dairy farmers are committed to reducing their carbon footprint even further as part of the dairy industry's initiative to become carbon neutral or better by 2050.

**TEAR OUT  
& SAVE!**



# RESOURCES

## Visit **MidwestDairy.com**

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

Questions can be directed to the Farmer Relations manager for your state or call 1-800-642-3895

## **Arkansas, Southern Missouri/Eastern Oklahoma**

Stacy Dohle 417-298-2780, sdohle@midwestdairy.com

## **Illinois**

Kendra Anderson 309-825-2196, kanderson@midwestdairy.com

## **Iowa**

Mitch Schulte 319-775-3451, mschulte@midwestdairy.com

## **Northern Missouri/Kansas**

Ron Grusenmeyer 816-873-0351, rgrusenmeyer@midwestdairy.com

## **Minnesota**

Brittney Arnold 763-515-6522, barnold@midwestdairy.com

Jenna Davis 763-515-6509, jdavis@midwestdairy.com

Shannon Watrin 507-766-6864, swatrin@midwestdairy.com

Lucas Sjostrom 320-346-2216, lsjostrom@midwestdairy.com

## **Nebraska**

Tracy Behnken, 531-207-4291, tbehnken@midwestdairy.com

## **North Dakota**

Amber Boeshans 701-712-1488, aboeshans@midwestdairy.com

## **South Dakota**

Tom Peterson 605-251-2439, tpeterson@midwestdairy.com





2015 Rice Street  
St. Paul, MN 55113

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