

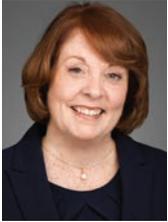


MIDWEST  
**Dairy**<sup>®</sup>

2019 ANNUAL REPORT

*Partnering for a Strong Future*

# Maximizing Your Investment Through



This year, maximizing the power of partnerships was a key focus for Midwest Dairy. Collaborating with partners allowed us to reach a larger number of consumers to share insights and resources. Our goal was to build sales and consumer trust for dairy to generate a strong return on your checkoff investment.

I am excited by the positive impact that occurs when we connect with consumers through partners. Here are some examples:

- Through **retail partnerships**, we've addressed ways to maximize shelf space in the dairy case and with secondary coolers to drive increased dairy sales.
- We've collaborated with **ag coalitions and other organizations** to bring dairy to life in unexpected places. Whether at state fairs, influencer dinners, breweries or sporting events, consumers have enjoyed delicious dairy foods and connected with dairy farmers to learn about where dairy foods come from.
- We've worked with **schools** to increase opportunities for students to enjoy dairy foods as new or enhanced menu items to encourage healthy eating and their love for dairy.
- We've reached out to **physicians and nutrition thought leaders** with resources and training to help them better understand the benefits of dairy so they can share this information with their patients.
- Thanks to your investment, we've connected **researchers** working with the Midwest Dairy Foods Research Center with industry leaders to fuel research that helps solve industry challenges and credibly supports the importance of dairy fat in a healthy diet.

We are committed to continuing to build partnerships to maximize your investment. Your Midwest Dairy staff takes great pride in working with partners who share our respect for our dairy farm families and share our passion for dairy.

Your support and involvement were critical to our success. Thank you to our dairy farmer leaders who serve on division and corporate boards assuring that farmer input shapes our work on behalf of the dairy farm families we serve. We are a consumer-focused, but farmer-led organization. I hope you'll be energized by the work highlighted in this report and feel confident knowing your checkoff dollars are working for you.

Molly Pelzer  
*CEO, Midwest Dairy*

# the Power of Partnerships



This year marked the second year of Midwest Dairy's consumer-focused strategic plan. Under the guidance of dairy farmer leaders, checkoff staff worked closely with partners and influencers from retail, school and wellness settings to inspire consumer trust in dairy, build dairy demand and grow dairy sales.

We also welcomed Molly Pelzer as our new chief executive officer. With more than 30 years of experience working on behalf of dairy checkoff, most recently as chief experience officer, Molly's transition to her new role was seamless. It's been exciting to work beside her as we increase our focus on results to deliver the greatest return on your investment.

In the following pages, you'll find examples of how Midwest Dairy's partnerships generated local success in four areas of the strategic plan: Driving Demand and Sales, Building Consumer Trust, Fueling Innovation and Developing Dairy Leaders. To demonstrate how your entire investment is helping move the industry forward, you'll also find examples of national checkoff successes.

As your chairman, I want to extend my thanks to each of you for your continued investment in the dairy checkoff program. As I've connected with many of you across our 10-state region, I am reminded of the commitment you have to your families, farms and communities. It is my honor and responsibility to ensure your needs and interests are best represented by Midwest Dairy. Our staff shares this understanding, and I am confident that the success we've generated in 2019 will carry into the future.

Allen Merrill  
*Chairman, Midwest Dairy*





# DRIVING DAIRY DEMAND AND SALES

**Improving access to a variety of dairy foods plays a key role in driving demand and sales.**

Midwest Dairy worked with school districts to implement innovative, dairy-based programs that make more milk and dairy products available to an increasing number of students throughout the day. Midwest Dairy also created new channels for dairy through collaboration with food banks and provided strategic counsel to retailers on how to best merchandise dairy to their shoppers.



## REGIONAL SUCCESS

### School Milk Innovation

Midwest Dairy demonstrated how a one-time investment in schools can generate catalytic growth in dairy sales. During the 2019-20 school year, Midwest Dairy provided about \$150,000 in equipment to fund dairy optimization projects in 53 schools from 10 school districts across the region, with total sales estimated to generate more than 1 million additional pounds of milk sold.



Successful projects, which were designed to sell more milk, cheese and yogurt, include creative approaches to school breakfast, after school meals, hot chocolate milk, smoothies, yogurt parfaits, bulk milk dispensers, pizza and coffee bars in high schools.

A school in Minnesota's Twin Cities-based Independent School District 196 installed a new bulk milk dispenser which allows students to serve themselves 8-ounce portions of milk. In addition to decreasing carton and milk waste, students said they preferred the dispensed milk. Preliminary first-month data

showed a 35 percent increase in chocolate milk sales and an overall 25 percent increase in milk sales from the prior year.

In addition to launching a second chance breakfast program across the district, Wichita Public Schools, the largest school district in Kansas, added dairy-based smoothies to the daily breakfast menu in 23 middle and high schools. The projection for the 2019-20 school year is that more than 216,500 additional incremental pounds of milk will be used.

### Food Bank Collaboration



Midwest Dairy joined forces with Feeding South Dakota, the Wellmark Foundation and Wells Fargo to create a "clean room" in Feeding South Dakota's Distribution Center located in Sioux Falls, South Dakota. The clean room, which is dedicated to repackaging bulk food items, repackages 10,000 pounds of cheese annually donated by Valley Queen Cheese in Milbank, South Dakota, for distribution to families in need across the state.

## Retail Programs

Midwest Dairy worked with an Oklahoma grocery store chain to refresh the dairy aisle, including the creation and installation of dairy department signs. Preliminary results indicate the signs had a positive impact. The downward trend of milk sales was reversed, with 3 percent growth and a 7 point improvement year-over-year.

A Minnesota-based grocery store chain experienced growth in yogurt sales following its collaboration with Midwest Dairy, who presented an analysis and recommendations to improve the retailer's yogurt sales. The 12 percent decline in yogurt sales at the end of 2018 improved to a 3 percent decline, which showed promise for continued gains over time. They also plan to expand their yogurt real estate by 8-16 percent depending on the store layout.



Midwest Dairy also provided counsel to a Midwest convenience store chain on piloting the placement of secondary coolers stocked with dairy products in five of its locations across the region. The secondary coolers, combined with new product placement and improved distribution practices, resulted in a 162 percent increase in dairy sales in the first three months of placement.

## NATIONAL SUCCESS

Exports play an important role in driving demand for U.S. dairy. Dairy farmer funding continued to support

*“I am convinced that by building relationships with our smaller local retailers, our national partnerships like McDonald’s, and international partnerships like Pizza Hut, we are on the right path to increasing sales and trust. With the help of USDEC we can reach the next 5% increase of export sales.”*

*Lowell Mueller, Vi-View Farms, Hooper, Neb.*

U.S. Dairy Export Council's (USDEC) efforts to increase dairy exports, despite ongoing trade negotiations. In 2019, total U.S. dairy exports hit \$6 billion, up 8 percent compared to the previous year. Plus, dairy export value increased 25 percent over the last three years.



# FUELING INNOVATION TO DRIVE DAIRY DEMAND AND SALES

**Research and insights played a key role in helping Midwest Dairy and our partners stay relevant with today and tomorrow's consumer.**

Through Midwest Dairy Foods Research Center (MDFRC) collaboration, and by sharing key consumer insights with retailers, processors and schools, Midwest Dairy helped partners across the industry translate significant findings into dairy product innovation to meet consumer demand.



## REGIONAL SUCCESS

### Midwest Dairy Foods Research Center

A new sparkling dairy-based protein water called “Fizzique” entered the retail market, thanks in large part to research conducted by the Midwest Dairy Foods Research Center (MDFRC), a checkoff-funded body which helps solve industry challenges that impact dairy farmers, processors and consumers.



The innovation process started at MDFRC’s University of Minnesota application lab where researchers investigated the factors causing off-flavors when whey proteins are combined with acidic beverages. The results of this research led to the

design of a specialty whey protein isolate which was then tested for processing and commercialization feasibility by MDFRC’s Dr. Lloyd Metzger, who heads the Institute of Dairy Ingredients Processing plant at South Dakota State University. From here, the test product transferred to the manufacturing facility where final product development occurred.

*“I appreciate that MDFRC coordinates research to ensure it represents dairy farmers’ best interests and helps generate a return on our checkoff investment. The Center’s investigation on how to prevent listeria outbreaks helped increase consumer trust in dairy product safety, which is key to driving demand.”*

*Joyce Racicky, Elk Creek Dairy, Mason City, Neb.*



With 20 grams of whey protein isolate, zero sugar and 1 gram of carbohydrates, Fizzique is a keto-friendly beverage which drives dairy demand and sales among consumers who are looking to add more protein to their diet. It can be purchased at various online and in-store retailers along with various fitness locations.

## Sharing Consumer Insights

Tapping into consumer insights and trends is key to driving dairy demand and sales. Not only does Midwest Dairy invest in market research related to food and beverages and consumer behavior, but it shares key findings with partners to help spur product innovation and guide shopper marketing strategies in a variety of retail settings. This year, Midwest Dairy worked with a popular Midwest coffee house to support their development of a ready-to-drink (RTD) milk-based coffee beverage. The collaboration grew out of findings which showed a 10 percent growth in RTD coffee sales in



the U.S. from 2013-2017 and 90 percent of RTD coffees being formulated with dairy milk. The new milk-based coffee beverage will hit retail shelves in 2020.

## NATIONAL SUCCESS

National checkoff partnerships continue to build demand for dairy, grow domestic and international sales and increase consumer confidence in dairy farmers. McDonald's commitment to revitalize its McCafé line of specialty drinks has benefitted dairy farmers. Ninety percent of McCafé beverages contain dairy, and there has been year-over-year growth of fluid milk since the relaunch of the McCafé in 2017. This work has caused a ripple effect among other chains that has led to a 7 percent growth in milk-based coffee beverages across all of foodservice.

In 2019, Domino's in Japan increased use of U.S. cheese more than 33 percent. Pizza Hut Asia-Pacific experienced 120 percent growth of U.S. cheese and Pizza Hut's "Cheeses of the World" Pizza, offered in Indonesia, now uses 100 percent U.S. string and mozzarella cheese.



**FUELING INNOVATION TO DRIVE DAIRY DEMAND AND SALES**



MALTS  
YOGURT  
CHEESE

# Dairy Goodness

MILK  
CONES  
SUNDAES

Produced with *Pride* by  
Minnesota Dairy Farmers



# BUILDING CONSUMER CONFIDENCE IN DAIRY

**This past year, Midwest Dairy focused on a variety of initiatives to build consumer trust in dairy foods and dairy farmers' commitment to producing quality products that consumers love.** Using creative ways to bring dairy to life at community or influencer events, providing funding for dairy farmers to creatively share their dairy farm story and supporting the industry-wide Undeniably Dairy campaign highlight successes achieved this year.



## REGIONAL SUCCESS

### Bringing Dairy to Unexpected Places

Midwest Dairy worked with partners throughout the year to bring dairy to life and showcase Undeniably Dairy in unexpected places. Along with sharing dairy's sustainable nutrition story at eight state fairs, the Moo and Brew event at Fulton Brewery in downtown Minneapolis attracted conflicted health seekers and social influencers to connect with dairy farmers to learn more about where dairy foods come from.



Midwest Dairy brought dairy farmers and dairy ambassadors to events to share their dairy stories with thousands of consumers, including at the Real Love Convoy event with Dierbergs in Missouri and dairy celebrations at the Minnesota Zoo and Omaha's Henry Doorly Zoo. In addition, checkoff staff built upon Midwest Dairy's partnership with the NFL, bringing Undeniably Dairy messages to the Chicago Bears 100 Celebration Weekend and the Minnesota Vikings Fantennial Weekend.

### Influencer Events

Midwest Dairy hosted Nourish Dialogue dinners in seven states bringing together approximately 70 guests to share insights, build relationships and discuss opportunities to advance sustainable food systems. The diverse guest list included chefs, food industry leaders, dairy farmers, physicians, veterinarians and school food service professionals. Wellness staff have continued the conversation with these dairy champion guests.

Midwest Dairy also partnered with Ag United and brought local influencers together at the South Dakota Dairy Crawl in Sioux Falls. Participants enjoyed a three-course, dairy-themed meal prepared by local chefs. They interacted with local dairy farmers to learn about cow care and sustainable on-farm practices.



## Undeniably Dairy Grants

To help dairy farmers bring dairy to life within their local communities, Midwest Dairy's Undeniably Dairy Grant program helped dairy farmers, dairy farmer groups and ag partners reach a wide number of consumers to share their dairy farm story. Dairy farmers used their creativity to organize a variety of projects including brewery

*“My experiences with Midwest Dairy events have placed me and other dairy farmers in environments to engage with a wide range of urban consumers outside our typical network. This allows me to share my family farm story and our commitment to sustainability with a group of consumers that I would otherwise never reach.”*

**Margaret Johnson, Trailside Holsteins, Fountain, Minn.**

events, ag literacy initiatives, bringing a bulk milk dispenser to a local school, along with a wide variety of on-farm and farm-to-table experiences.

## NATIONAL SUCCESS

### Sharing the Undeniably Dairy Story



Throughout the year, Midwest Dairy and its partners actively shared the Undeniably Dairy story of responsible and local production of nutrient-rich foods and real enjoyment of all things dairy. Focusing efforts during National Dairy Month and on National Farmers Day, the industry-wide campaign has driven a positive shift in trust. Targeted consumers nationwide who were exposed to Undeniably Dairy digital and podcast stories were 12 percent more likely to agree that farmers care for their land, and 25 percent more likely to agree that farmers treat cows humanely.





UNDENIABLY DAIRY



UNDENIABLY DAIRY



# DEVELOPING TOMORROW'S DAIRY LEADERS

**To ensure a sustainable future for the dairy industry, it's imperative to invest resources in developing the next generation of industry leaders.** To advance this goal, Midwest Dairy offered communications trainings and leadership programs to young dairy farmers and college students interested in dairy to help secure a continuous path forward for the industry.



## REGIONAL SUCCESS

### ENGAGE Trainings

In 2019, Midwest Dairy worked closely with dairy farmers to help them build skills around storytelling and having meaningful conversations with consumers through ENGAGE trainings that focus on consumer insights and a three-step communication process: “Listen, Ask, Share.” During 12 trainings, 178 farmers learned about consumer attitudes and the important role that shared values play in building trust with consumers. The trainings provided farmers with communication techniques to effectively engage with consumers and earn their trust in dairy foods and farming.

### Farmer Leadership Program

In its inaugural year, 12 Iowa dairy farmers were invited to participate in the Iowa Dairy Experience and Agricultural



Leadership (IDEAL) program, a hands-on two-year leadership development program aimed at increasing collaboration and networking between dairy farmers, processors/handlers and partners. The IDEAL program equipped participants with communication skills for engaging with consumers and industry partners and prepared them to participate in consumer and partner-facing events.

This year, IDEAL participants put their skills in action at a Farm to Fair Meal during the Iowa State Fair where they connected with more than 400 consumers. The success of the 2019 IDEAL program paved the way for an expansion of the program across Midwest Dairy’s 10-state region in 2020 to develop an even broader group of regional dairy leaders.

### Dairy Ambassador Program

The 2019 Dairy Ambassador program provided students across the region with leadership development opportunities and training for connecting with consumers on behalf of





the dairy industry. The 31 college-age individuals involved in the program spent the year networking with industry leaders while also engaging consumers at various events, including state fairs, university ag awareness days, school visits, farm tours and career fairs.

Through the program, students learn about checkoff and dairy promotion and see firsthand how bringing dairy to

***“The checkoff opportunities in leadership development are an important investment made by promotion and research. By giving stakeholders the skills they need to learn and lead, Midwest Dairy serves to ensure a strong future for the industry.”***

***Barb Liebenstein, Wolf Creek Dairy, Dundas, Minn.***

unexpected places can positively impact consumers. The program ensures a strong future for dairy by shaping future industry leaders who can connect with consumers and partners to tell dairy’s farm-to-table story.

## NATIONAL SUCCESS

At the national level, checkoff continues to incorporate dairy leadership opportunities into the Undeniably Dairy campaign. Dairy farmers and members of the dairy community were invited to share their dairy stories during National Dairy Month at more than 15 events around the country, driving attention to dairy farmers’ commitment to food security and youth wellness. Nine dairy farmers and companies were also recognized nationally for their leadership and innovative practices with 2019 Sustainability Awards. These awards not only raised awareness about dairy farmers’ commitment to sustainability, but also provided opportunities for the dairy community to lead the dialogue and connect with consumers.



## \$23.4 MILLION TOTAL EXPENSES

### Where Your Checkoff Goes

**Partnership & Research Projects (27%)** – Covers 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 (45%)** – Covers work done in business units and work led by strategy groups, including the implementation of consumer outreach efforts through partnerships.

**Demand Development (8%)** – This work is focused on increasing dairy sales in retail.

**Marketing Communications (15%)** – Covers consumer and influencer confidence programs including influencer presentations and farm tours; traditional and social media; and thought leader communication support.

**Wellness-Youth (7%)** – Covers 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 (7%)** – This area includes efforts to engage farmers through consumers with the Promo Center, princess programs and farm tours.

**Research & Innovation (6%)** – Covers process innovation and growth through support for exports, processor and manufacturer collaboration, market development research and retail consultation. Support for dairy product and economics research through the Midwest Dairy Foods Research Center, including the University of Minnesota, South Dakota State University, Kansas State University, Iowa State University, University of Missouri and the University of Nebraska-Lincoln.

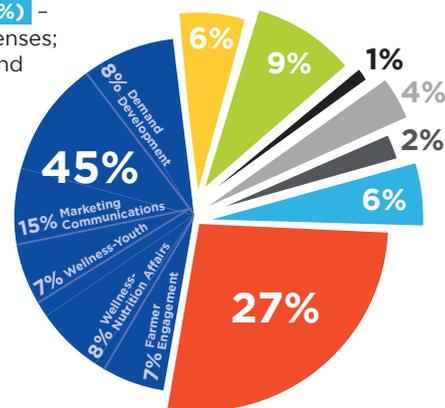
**Agricultural Affairs (9%)** – Covers consumer-targeted efforts by farmers, scholarships, state agriculture coalition programs, the Dairy Ambassador program, leadership development and sustainability efforts.

**Strategic Innovation (1%)** – This is 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%)** – Covers overall reputation management for the organization; farmer communications, including various newsletters and reports targeted at dairy farmers to raise awareness about checkoff value, MidwestDairy.com; social media amplification, communications training; and issues/crisis management.

**Farmer Communications (2%)** – Covers cost of the Dairy Promotion Update newsletter and other publications; and farmer annual meetings.

**Administration (6%)** – Covers board expenses; audit; legal fees; and staff expenses of accounting, administrative and IT staff.

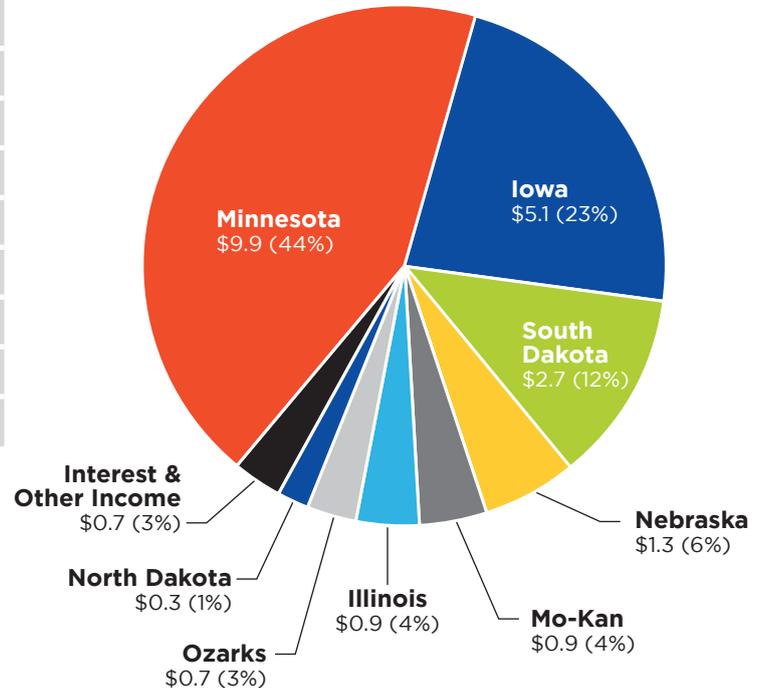


# Midwest Dairy is Funded by Farmers

2019 REVENUE BY DIVISION

## Total Revenue: \$22.5 million

Minnesota	\$9.9	(44%)
Iowa	\$5.1	(23%)
South Dakota	\$2.7	(12%)
Nebraska	\$1.3	(6%)
Mo-Kan Division	\$0.9	(4%)
Illinois	\$0.9	(4%)
Ozarks	\$0.7	(3%)
North Dakota	\$0.3	(1%)
Interest & Other Income	\$0.7	(3%)



## Illinois Division:

Doug Block, *Pearl City*

Mike Chwasczinski, *Ashley*

**William Deutsch, Sycamore**

Ardath DeWall, *Shannon*

Kristi Dinderman, *Orangeville*

Frank Doll, *Pocahontas*

Kevin Geiger, *Port Byron*

Amy Hildebrandt, *South Beloit*

David Jarden, *Staunton*

Kurt Johnson, *Greenville*

Kappy Koch, *Tremont*

Donald Mackinson, *Pontiac*

Glen Meier, *Ridott*

**Brent Mueller, Garden Prairie**

Richard Streutker, *Downs*

## Iowa Division:

Ken Birker, *Vinton*

Paul Bodensteiner, *West Union*

Pam Bolin, *Clarksville*

Bruce Brockshus, *Ocheyedan*

**Doug Carroll, Ryan**  
*Ex-Officio*

**Kelly Cunningham, Atlantic**

**Gerrit Davelaar, Inwood**

Dan Dietzenbach, *Fort Atkinson*

Jeff Dresser, *Keokuk*

**Alan Feuerhelm, Le Mars**

Fred M. Hall, *Iowa State University*  
*Ex Officio*

**Robert Horst, Bristow**

**Dan Hotvedt, Decorah**

Patrick Jones, *Spencer*

**Lee Maassen, Maurice**

Matt Schelling, *Orange City*

Jonna Schutte, *Monona*

**Larry Shover, Delhi**

Madison Skubal, *Wayland*

## Minnesota Division:

Mindi Arendt, *Mazeppa*

**Kevin Buss, Hutchinson**

**Debi Clasemann, Long Prairie**

**Dan Grunhoyd, Gary**

Megan Herberg, *St. Peter*

**Ken Herbranson, Clitherall**

**Margaret Johnson, Fountain**

**Karen Kasper, Owatonna**

Keith Knutson, *Pine Island*

**Charles Krause, Buffalo**

Sarah Kuechle, *Eden Valley*

**Barb Liebenstein, Dundas**

Kate McAndrews, *Sauk Centre*

Doug Popp, *Royalton*

Jane Remiger, *Wood Lake*

**Dave Schwartz, Slayton**

**Kathleen Skiba, North Branch**

Eric Sonnek, *Foreston*

**Kristine Spadgenske, Menahga**

**Christine Sukalski, Leroy**

**deb Vander Kooi, Worthington**  
*Ex Officio*

**Suzanne Vold, Glenwood**

**Rita Young, Plainview**

## Mo-Kan Division:

Sean Cornelius, *Hamilton, Mo.*

Lynda Foster, *Fort Scott, Kan.*

Brian Haverkamp, *Seneca, Kan.*

Chris Heins, *Higginsville, Mo.*

**Byron Lehman, Newton, Kan.**

**Orville Miller, Hutchinson, Kan.**  
*Ex Officio*

Tom Oelrichs, *Mora, Mo.*

Steve Ohlde, *Linn, Kan.*

**Alex Peterson, Trenton, Mo.**

Robert Riegel, *Washington, Mo.*

David Rottinghaus, *Seneca, Kan.*

Bill Siebenborn, *Trenton, Mo.*

Curtis Steenbock, *Longford, Kan.*

Steve Strickler, *Iola, Kan.*

Donna Telle, *Uniontown, Mo.*

## Nebraska Division:

Mike Amen, *Norfolk*

Jodi Cast, *Beaver Crossing*

Kim Clark, *UNL*,  
*Ex Officio*

David Crook, *Humboldt*

Mike Guenther, *Beemer*

Mike Henn, *Norfolk*

Neal Hochstein, *Wynot*

Dwaine Junck, *Carroll*

Paul Kononoff, Ph.D., *UNL*  
*Ex Officio*

**Lowell Mueller, Hooper**

Doug Nuttelman, *Stromsburg*

**Joyce Racicky, Mason City**

Marshall Reece, *AMPI*  
*Ex-Officio*

Mary Temme, *Wayne*

## North Dakota Division:

Marc Bauer, *NDSU*  
*Ex-Officio*

Scott Boll, *Cass Clay Creamery*  
*Ex Officio*

Terry Entzminger, *Jamestown*

Doug Hanson, *Dean Foods*  
*Ex Officio*

Janal Hoff, *Richardton*

**Kenton Holle, Mandan**

Heidi John, *New Salem*

Sue Kleingartner, *Gackle*

Lilah Krebs, *Gladstone*

Nathan Kroh, *ND Dept. of Ag*  
*Ex-Officio*

**Jerry Messer, Richardton**  
*Ex Officio*

**Rita Mosset, Linton**

Dwaine Wanzek, *Cleveland*

## Ozarks Division:

**Ryan Anglin, Bentonville, Ark.**  
*Ex Officio*

**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.*

Brittany Groves, *Billings, Mo.*

Randy Mooney, *Rogersville, Mo.*

Gene Morrison, *West Plains, Mo.*

**Nathan Roth,**  
**Mountain Grove, Mo.**

John Samek, *Bolivar, Mo.*

## South Dakota Division:

Jogchum Andringa, *Brandt*

Chris Fieber, *Goodwin*

Evan Grong, *Valley Queen*  
*Ex Officio*

Gary Jarding, *Alexandria*

Ron Krogstad, *Baltic*

Kim Maher, *Agropur*  
*Ex Officio*

**Allen Merrill, Parker**

Vikram Mistry, Ph.D., *SDSU*  
*Ex Officio*

**James Neugebauer, Dimock**

Doug Ode, *Brandon*

Marv Post, *Volga*

**Annelies Seffrood, Summit**

Suzanne Souza, *Milbank*

Daniel Thyen, *Waverly*

Kim Vanneman,  
*SD Secretary of Ag*  
*Ex-Officio*



**Names in bold served on  
Corporate Board in 2019.**

Since its inception, the Undeniably Dairy campaign has achieved

**6 POINT INCREASE**

in trust in farmers and farmers taking care of the land

**8 POINT INCREASE**

in trust in farmers treating cows humanely

**5 POINT INCREASE**

in consumers trusting dairy as superior to plant-based proteins



**DEVELOPING DAIRY LEADERS**



**31 DAIRY AMBASSADORS** across **8 STATES** shared information about dairy at **100+ EVENTS** reaching **231,560+ CONSUMERS**

During **12 ENGAGE TRAININGS**, **178 FARMERS** learned about consumer attitudes and the important role that shared values play in **BUILDING TRUST WITH CONSUMERS**

**BUILD TRUST**

**420 FARMERS**

ordered materials from the **Midwest Dairy Promo Center**, reaching more than

**800,000 CONSUMERS**



The **Undeniably Dairy Grant program** provided

**130 GRANTS**

to dairy farmers, dairy farmer groups and ag partners *reaching more than* **650,000 CONSUMERS**

Since 2018-19 school year, Midwest Dairy schools have received nearly

**\$500K IN GRANTS**

from third-party funders for distribution to

**550 SCHOOLS AND 3 KEY SCHOOL DISTRICTS**

to implement

**Fuel Up to Play 60** programs





Midwest Dairy provided funding for dairy optimization in **53 SCHOOLS** from **10 SCHOOL DISTRICTS** across our region

Projects include:



- SCHOOL BREAKFAST
- AFTER SCHOOL SUPPERS
- HOT CHOCOLATE MILK
- SMOOTHIES
- YOGURT PARFAITS
- BULK MILK DISPENSERS
- PIZZA
- COFFEE BARS IN HIGH SCHOOLS

Estimated Projections:



**1,485,000**  
8 OZ SERVINGS OF MILK

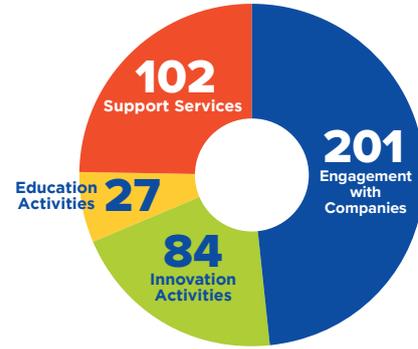


**127,400**  
2 OZ SERVINGS OF CHEESE



**512,100**  
4 OZ SERVINGS OF YOGURT

*for over 1 million additional pounds of milk in schools anticipated for the 2019-20 school year*



The MDFRC's Institute of Dairy Ingredients processing plant provided support and counsel to dairy processors through **213 ACTIVATIONS**

**73 IN-STORE RETAIL ACTIVATIONS** of the *With Love from a Farmer* campaign resulted in nearly **3 MILLION IMPRESSIONS**



# RESOURCES

## Visit [MidwestDairy.com](https://www.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  
417-267-5039, [sdohle@midwestdairy.com](mailto:sdohle@midwestdairy.com)

### **Illinois**

Kendra Anderson  
309-825-2196, [kanderson@midwestdairy.com](mailto:kanderson@midwestdairy.com)

### **Iowa**

Jenna Finch  
515-964-0696, [jfinch@midwestdairy.com](mailto:jfinch@midwestdairy.com)  
  
Mitch Schulte  
319-228-8503, [mschulte@midwestdairy.com](mailto:mschulte@midwestdairy.com)

### **Northern Missouri/Kansas**

Ron Grusenmeyer  
816-873-0351, [rgrusenmeyer@midwestdairy.com](mailto:rgrusenmeyer@midwestdairy.com)

### **Minnesota**

Shannon Seifert  
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Lucas Sjostrom  
320-346-2216, [lsjostrom@midwestdairy.com](mailto:lsjostrom@midwestdairy.com)

### **Nebraska**

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531-207-4291, [kbousquet@midwestdairy.com](mailto:kbousquet@midwestdairy.com)

### **North Dakota**

Amber Boeshans  
701-712-1488, [aboeshans@midwestdairy.com](mailto:aboeshans@midwestdairy.com)

### **South Dakota**

Tom Peterson  
605-251-2439, [tpeterson@midwestdairy.com](mailto:tpeterson@midwestdairy.com)



1.5 ounces of cheese

1 cup of yogurt

Healthy & Delicious!

1.5 ounces of cheese

1 cup of yogurt

Healthy & Delicious!

The potassium of 1 BANANA

The vitamin A of 2 BABY CARROTS

The phosphorus of 1 cup of MINUTE RICE

The riboflavin of 1/2 cup of whole ALMONDS

The vitamin D of 1/2 ounce of cooked SALMON

The magnesium of 1 cup of raw SPINACH

The protein of 1 1/2 EGGS

The vitamin B-12 of 4 ounces of cooked TURKEY

Midwest Dairy logo

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