



Partnering with food experts to bring dairy's farm-to-table story to life

One of the creative ways Midwest Dairy celebrated National Dairy Month was to collaborate with in-house chefs and cheese mongers at foodservice and retail partners. These activations shared dairy's farm-to-table story and how dairy foods are good for people, communities and the planet. Here are some highlights:

- **Midwest Dairy hosted a farm-to-table VIP three-course brunch at ERIS Brewery and Ciderhouse in Chicago** featuring executive chef Bryant Anderson who created recipes incorporating dairy products from local creameries. Dairy farmers Sarah and Andy Lenkaitis of Lenkaitis Holsteins also participated, sharing their farm story, the importance of local dairy and the sustainability practices used in modern farming.



Two social media influencers and 50-75 consumers attended the brunch. Throughout June, local radio station and partner WTMX-FM featured a custom web page highlighting dairy's commitment to nutrition, sustainability and community, in addition to sharing messages on air, and via social media through influencers.

- **Hen House Markets, which operates nine grocery stores in the Kansas City area, shared several dairy-focused videos on their social media properties.** The first highlighted local celebrity chef



INCREASE DAIRY SALES

Jasper Mirabile of Jasper's Italian Kitchen, making homemade mozzarella and ricotta cheese. The retailer promoted National Dairy Month with digital campaigns, including a video from Cornelius Dairy Farm in Hamilton, Missouri, highlighting their on-farm sustainability practices through a scrolling display on the homepage of their website and an email to customers promoting dairy. During National Farmers Day this fall, Mirabile will be featured in another video at Cornelius Dairy Farm where he saw firsthand the sustainable farm practices employed at the farm.



- **Schnucks, a supermarket chain based in St. Louis, created two Undeniably Dairy branded videos, "How to Build a Cheeseboard" and "Andy's Favorite Homestead Cheeses,"** from their "Cheese Guy" Andy DeCou, featuring local farmstead cheeses from Illinois and Missouri (including Marcoot, Ludwig and Hemme Creameries). The videos were posted on YouTube and on the store's website; shorter versions were also posted on Instagram, Twitter and Facebook during June.



To build on these events, retailers across the region, including Coborn's, Casey's, Cub, Dierbergs, Jewel-Osco and Kum & Go, also partnered with Midwest Dairy during National Dairy

Month on a variety of marketing and e-commerce programs to build trust and drive dairy sales.



**GROW TRUST
IN DAIRY**

Showcasing dairy's benefits to athletes

This summer, Midwest Dairy collaborated with a variety of partners to reach athletes, coaches, sports nutritionists, and athletic trainers to showcase the benefits of dairy products, build trust, and drive sales. Working with the idea that athletes are focused on improving overall performance, the collaborations highlighted the benefits of dairy to fuel their bodies.

Midwest Dairy was on hand at Omaha Baseball Village during the College World Series in Omaha, Nebraska in June. In partnership with Summit Media, an integrated broadcasting, marketing and events company, Midwest Dairy had a booth that included live radio broadcasts, dairy giveaways, and education from Nebraska-area dairy farmers, the Nebraska Dairy Princess, Nebraska Dairy Ambassadors, along with dairy calves on-site. Visitors also enjoyed samples of Hiland chocolate milk and GoodSport, a new, milk-based, sports hydration drink.

To help better showcase dairy's sustainability story, Omaha-area radio hosts also participated in local farm tours to gain perspective on animal care, food safety, production methods and dairy sustainability in order to share facts with listeners during National Dairy Month.

Midwest Dairy also recently hosted a podcast with lifestyle expert Jasmine Stringer for a conversation on how dairy

can help fuel athletes for a healthy, active lifestyle. She was joined by Dr. Remi Famodu Jackson, a registered dietitian and board-certified specialist in sports nutrition, for the discussion titled "Plants and Dairy, Better Together." Jackson works for Training HAUS, a sports training and recovery facility that works with many groups in the Twin Cities, including the Minnesota Vikings. To date, the conversation, which is featured on YouTube, has more than 2,758 views between Stringer and Jackson's Instagram, Facebook and LinkedIn pages and the social media pages of Training HAUS.

Training HAUS also partnered with Midwest Dairy for a "Fuel for the Win" webinar as part of a Certified Athlete training series by Twin Cities Orthopedics. Rachel Stark, one of Training HAUS' registered dietitians, led the webinar, where she discussed the role of dairy and benefits of milk in an athlete's diet.

With a focus on muscle building and recovery, dairy is essential for every level of athlete. Connecting with athletes and those who help prepare them for competition is critical to demonstrate how dairy can improve performance and securing trust in dairy as a sustainable food.



Midwest Dairy builds future leaders through internships

Midwest Dairy provides seven summer internships, giving college students the opportunity to put their academic learning to use working on strategic projects that support the dairy industry and help build trust and sales for dairy. Meet the interns adding their talents to the team this year:



Garrett Greenfield

- Business Unit South (Kansas, Missouri, Arkansas, Oklahoma) marketing communications intern
- Missouri State University MBA Candidate

"I'll be supporting projects related to National Dairy Month, the Missouri State Fair, Fuel Up to Play 60, and more. I'm excited to work with the Midwest Dairy team to build trust and demand for dairy through marketing campaigns across the Midwest."



Ellen Harth

- Agriculture Affairs intern
- University of Minnesota-Twin Cities, agricultural communication and marketing and animal science, dairy production

"I am looking forward to supporting the Princess Kay program and developing, writing and filming the video shown at the Minnesota State Fair. I have attended Division meetings, and I am excited to go to Chicago for the DEAL Program in July."



Rachel Nelson

- Illinois Farmer Relations intern
- Iowa State University, agriculture and society and international agriculture

"I have the opportunity to represent Midwest Dairy at consumer-based events, create and organize consumer materials in the Dairy Building at the State Fair, create educational content regarding dairy production and connect our farmers to consumers."



DEVELOP FARM & COMMUNITY LEADERS IN DAIRY



Mikayla Peper

- Minnesota Farmer Relations intern
- University of Minnesota-Twin Cities, agricultural communication and marketing

"Some of my projects include distribution of malt wagons and writing articles and supporting materials for farmers. I am thrilled to support our hardworking farmers and to help bring dairy into the future."



Valerie Sauder

- Corporate Communications intern
- University of Minnesota-Twin Cities, agricultural communication and marketing

"I'm excited to create content to share the value of our work with partners and farmers. From the St. Paul office, I get to virtually work with others across the organization to represent the dairy industry through print, video, social media and more."



Alexis Wolter

- Iowa Farmer Relations intern
- Iowa State University, animal science and agricultural education

"I have the opportunity to connect with our state's dairy producers and share the great work they're doing with consumers at a variety of events across the state. I couldn't be more excited for this role and to share my passion for this industry."



Tiffany Van Buren

- South Dakota Farmer Relations intern
- South Dakota State University, dairy production and agriculture communications

"My duties include engaging with consumers to teach them about dairy at various events, assisting in promoting the growing South Dakota dairy industry and writing articles about dairy events in my area."

Dairy Checkoff launches monthly Your Dairy Checkoff podcast



**ADVANCE
RESEARCH
IN DAIRY**



The first episode, “Reaching Gen Z: The World of Gaming” features a conversation about how the dairy checkoff is looking to online video gaming to reach this consumer segment (ages 10 to 23). With 90 percent of Gen Z active in gaming, this platform provides an opportunity to share dairy’s farm-to-table story in an engaging, interactive way.

Peterson and Florida dairy farmer Lindsey Rucks lead the discussion with Jarrod Moses, chief executive of United Entertainment Group, and Jennie McDowell, vice president of business development at Dairy MAX. Both guests speak about Dairy Management Inc.’s successful project with Minecraft influencers last year and Dairy MAX’s partnership with Complexity Gaming. Check out the new podcast at dairycheckoffpodcast.com or linked in the Dairy Farmer Communications tab on MidwestDairy.com. You can also subscribe on your favorite podcast platform, including Stitcher, Spotify and iTunes.

Midwest Dairy’s Dairy on the Air podcast, started more than three years ago, has been re-launched by national and local checkoff organizations as a federation-wide tool, now called **Your Dairy Checkoff Podcast**. Each episode will be hosted by dairy farmers or industry experts and conversations will focus on dairy promotion, including consumer research, dairy nutrition, science and issues updates.

“The dairy checkoff is excited to take advantage of increasingly popular podcast programming to share examples of how the dairy promotion organizations are working together to deliver results for us,” said Missouri dairy farmer Alex Peterson, who serves as chair of the National Dairy Promotion and Research Board and on Midwest Dairy’s Corporate board. “Your Dairy Checkoff podcast will allow farmers to drive the conversation and content for their peers and show the powerful collaboration that happens nationally and locally.”

All previous Dairy on the Air episodes will continue to be included in the episode library. Midwest Dairy staff is also involved in planning of future episodes and will continue to share Midwest Dairy promotion in action stories to be considered for future episode topics and guests.

**What's
Going on
With Your
CHECKOFF
DOLLARS?**

Join farmer hosts as they ask the questions and chat with experts about how dairy promotion programs are working at both a national and local level to build dairy sales and trust.

Tune in to the new Your Dairy Checkoff podcast at DairyCheckoffPodcast.com

**your
DAIRY
CHECKOFF
PODCAST**

MidwestDairy.com



Midwest Dairy Foods Research Center projects provide insights into food safety guidelines during processing

One of the ways Midwest Dairy works to build trust and drive dairy demand is by funding relevant research that can positively impact the industry. That is why Midwest Dairy, in collaboration with dairy processing partners through the Midwest Dairy Foods Research Center (MDFRC), supports research to help more efficiently produce and package dairy products to increase the long-term growth of the U.S. dairy industry, ensure its future competitiveness and develop expertise in dairy foods research.

Two recent projects include:

- A project led by Dr. Sanjeev Anand, Ph.D. and his team at South Dakota State University which involved working with a U.S. ice cream manufacturer to reduce the risk of Listeria in the manufacturing environment. Listeria is a foodborne pathogen commonly found in moist environments. Due to its ability to survive at low temperatures, it can pose a threat to frozen products such as ice cream. These findings, from studies funded by Midwest Dairy, led to new ways to ensure product safety during processing, including developing more effective cleaning strategies and protocols to kill bacteria. The information was shared at a past American Dairy

Science Association (ADSA) national conference and resulted in three peer-reviewed publications in the *Journal of Dairy Science*.

- Dr. Anand and his team also partnered with a manufacturer of automated milk sampling devices to assemble a pasteurizer line to simulate milk pasteurization in an industrial setting, allowing the team to study the impact of sampling devices versus manual sampling on the overall quality of dairy products. The results will shape recommendations to ensure the highest quality of dairy products during processing. Early results will be presented at the 2021 ADSA National Conference.



While food safety and FDA regulations are always top of mind for processors, there is always room to learn more about keeping products safe for consumers. These research findings can now be used by the industry to evaluate sanitation and safety protocols and to improve training.

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Bringing dairy to life during National Dairy Month



Each June, National Dairy Month presents an opportunity for us to share the goodness of dairy in a variety of creative new ways. While last year challenged dairy farmers and the dairy checkoff to think differently about how to celebrate all things dairy with consumers, it also taught us how we could connect beyond in-person events.

This June, as COVID restrictions began to ease, dairy farmers and the dairy checkoff combined virtual and in-person events to bring dairy to life for consumers, working with and through partners.

In this issue, we highlight National Dairy Month partner activations, events and digital campaigns that focus on sharing how dairy is good for consumers and the community in order to grow both trust and sales for dairy. You'll also read about the partnerships and events that focused on sharing the nutritional benefits of dairy with student athletes and athletic trainers.

We look to the future in developing dairy advocates and leaders as we introduce the new class of Midwest Dairy interns. In addition, you'll learn about research conducted by the Midwest Dairy Foods Research Center to positively impact the future of the dairy industry.

Finally, we share exciting news about the launch of the new federation podcast, born from the success of Midwest Dairy's own Dairy on the Air podcast.

While this National Dairy Month looked a little more like celebrations of the past, it also reflected new approaches to continue to connect digitally with consumers. I'm eager to share how we continue to integrate in-person and virtual initiatives to bring dairy to life in the coming months.

Molly Pelzer, CEO, Midwest Dairy



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- Food experts share dairy's farm-to-table story
- Research projects provide food safety insights
- Showcasing dairy's benefits to athletes
- Building future leaders with internships
- Introducing Your Dairy Checkoff podcast

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