

# Promotion IN ACTION



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## COMMENTS FROM OUR CEO

This past month we had the opportunity to acknowledge you, the Midwest dairy farmer as we celebrated National Farmers Month. Although for us, every month feels like National Farmers Month because a large amount of our focus consists of promoting you, to consumers to build trust and increase sales for dairy. We are focused on sharing dairy's story -- it's unique wellness benefits and that it is made with care for the planet!

Building trust is often achieved through partnerships with those who become dairy industry allies. Sometimes these partnerships are seen in national activations or those that happen in one of our ten states with the ultimate goal to partner with those who can help successfully bring dairy to the lives of consumers. In this issue of Promotion in Action we will take a deep dive into the positive impact of on-farm tours not only for consumers but also health professionals, learn how Midwest Dairy is reaching the Gen Z Audiences on college campuses and experience partnerships aimed to increase dairy sales.

We are committed to seeking partnerships that will continue to prove trust and grow demand for dairy!



**MOLLY PELZER**

**Reaching Gen Z audiences on  
campus**



**GROW TRUST  
IN DAIRY**

Illinois is getting a jump on 2022 work by partnering with the University of Illinois athletic department. During select football, women's volleyball, and men's basketball games, Illinois Dairy Ambassadors will be interacting with U of I students by playing dairy trivia with them using the Plinko board. When students correctly answer trivia questions, they'll receive Undeniably Dairy swag, like lip balm or color-changing cups.

This is a fun way to build trust with the Gen Z audience as the college students get to see and learn about dairy in unexpected places. To date, the Illinois Dairy Ambassadors have been at one football and one volleyball game. There were a combined nearly 43,000 fans that attended the two games.

## Influencer continues dairy + plants theme with autumn cheese board



Cheese and charcuterie boards continue to be a popular go-to for get-togethers. They also make a great option when staying in! In a recent blog post, registered dietitian and cooking instructor Ariel Johnston, shares an autumn-focused cheese board where she pairs sweet and salty with colorful cheese and seasonal produce. [Click here](#) to visit the post. From cheese to a Greek yogurt pumpkin dip, dairy is the star of the board and is perfectly paired for the fall.



## First District celebrates 100 years, plant expansion



Minnesota's large single cheese plant, and home to the largest cheese belt in the world, celebrated its 100th anniversary and expansion in Litchfield Saturday, September 18. Hundreds were on hand for the celebration, including Princess Kay of the Milky Way Anna Euerle, U.S. Representative Michelle Fischbach, State Representative Dean Urdahl, Commissioner of Agriculture Thom Petersen, and Litchfield Mayor Keith Johnson.

The Association comes from humble beginnings, initially known as the Litchfield Cooperative Creamery and formed in 1894. In 1920, John Brandt, a patron-owner of the Creamery, encouraged efficiencies to help farmers profit which led to 11 creameries joining together to create Cooperative Creameries Association #1. This also led to a voting district which later became the Land O'Lakes brand and eventual company.

First District's plant expansion increases capacity from 5.5 million pounds of milk per day to 7.5 million pounds per day. The expansion also includes an eight-bay, drive-through milk facility and lactose plant expansion.

In 2018, First District added four new boilers as it commissioned a state-of-the-art whey protein drying plant, following addition of a cheese tower, vat, and cream HTST and milk HTST pasteurizers. The plant's cheese belt is designed to produce 40,500 pounds of cheese an hour.



## Farm tours growing trust in dairy



### Kansas City Chiefs Fuel Up to Play 60 Player Ambassador visits dairy farm

Kansas City Chiefs kicker and Fuel Up to Play 60 Player Ambassador Harrison Butker learned about dairy farming firsthand during his recent visit to Heins Family Farm. Given his engineering background, Butker was interested in seeing the farm and learning about all that goes into producing milk. This was his first visit to a dairy farm.

Butker's visit gave Midwest Dairy the opportunity to create a short video that is now being used to educate students and consumers about dairy farming in a fun and conversational way. [Click here](#) to view the five-minute video that includes dairy's nutritional benefits and highlights dairy sustainability practices.

## **Midwest Dairy and Missouri Beef Council co-host virtual farm tours for dietetic interns**

Midwest Dairy and Missouri Beef Industry Council recently joined forces to provide a virtual farm tour experience for Missouri dietetic interns. Midwest Dairy took thirty-six dietetic interns on a virtual trip to Cornelius Farms located near Hamilton, Missouri. Interns learned where dairy foods come from, how dairy cows are cared for, as well as the sustainability practices.

Students were from Missouri State University, the University of Missouri, Cox College, Southeast Missouri State, and Fontbonne University. The recording of the tour was sent to all six programs and Saint Louis University interns.

Pre- and post-surveys showed an increase in trust of dairy farmers and that they will be recommending dairy products in their future practices. One internship director also shared that the virtual dairy farm tour reinvigorated one of his intern's passion to become a dairy farmer himself!

## **Springfield registered dietitian tours dairy to physicians' groups**

Missouri Family Physicians and Illinois Family Physicians co-hosted the Rural Health Equity Summit to raise awareness of rural health challenges and identify resources to effectively meet those challenges. Among the speakers presenting at the Summit was Registered Dietitian Donna Webb.

Webb owns Springfield, Missouri-based Bright Sky Nutrition. While we know that physicians are not typically equipped with extensive nutrition training, Webb's presentation titled, "How to Correct Obesity and Diabetes in Rural Communities" included research that supports dairy is an effective tool in the management and prevention of diabetes and obesity. Webb's natural love and support of dairy combined with her expertise in these two disease states conveyed dairy's important role in health and wellness.

## **Minnesota dietetic intern farm tour changes perspectives**

A group of 42 dietetic interns and program directors from the University of Minnesota Dietetic Internship program and the Coordinated Dietetic Internship and Master of Public Health program recently toured Autumnwood Farm in Forest Lake, Minnesota. Students learned about dairy farmers' commitment to animal care and sustainable practices and the intricacies of a milk bottling operation.

Jennifer van de Ligt, Ph.D., director of the Integrated Food Systems Leadership program at the university, joined the tour. With an extensive background in animal feed and human food production, nutrition, safety, and regulations, van de Ligt brought added perspective as she facilitated a discussion on the bus and over lunch with the dietetic students.

From the results of the pre- and post-surveys, participants walked away with a positive experience and a better understanding of how milk is responsibly produced and locally driven.



Interns in a free stall barn learn about cow care and sustainability efforts.



Harrison Butker learning about cow feed

## **Collaborations to increase dairy sales**



### **Johnston Community Schools launches smoothie program**

Midwest Dairy is partnering with Johnston Community Schools in Iowa to implement a smoothie program at its middle school and high school to drive participation and increase incremental yogurt and milk sales.

This program is aimed to keep students on campus for breakfast while providing a popular item that is rich in dairy. The program began a few weeks ago at Johnston High School and more recently at Johnston Middle School.

### **Coborn's drives shoppers to put some hometown in their cart with dairy**

To celebrate National Farmers Day, Midwest Dairy partnered with Coborn's, Inc. in its 60 stores under the Coborn's, Cashwise and Marketplace banners to drive sales in a "Put Some Hometown in Your Cart with Dairy" campaign.

The promotion runs through the month of October with social media to help build trust in dairy as well as e-commerce opportunities to drive sales while sharing dairy's story of being local and nutritious.

Little Duke's, with 27 gas stations, also owned by Coborn's, will run quick videos at the pump, highlighting Crystal Farms cheese to "sprinkle on the protein" by picking up dairy ingredients at their local Coborn's store.

### **Holiday Station Stores promotes extra cheese pizza**

Holiday Station Stores is partnering with Midwest Dairy on a promotion offering consumers extra cheese on their store-made pizzas for only \$1 more.

This program will run October 7th through December 29th at all 20 Holiday Station Stores that have in-store pizza-making capabilities.

Marketing for this promotion will include signage on Hatco headers, warmer toppers and warmer strips. The promotion will also be promoted on table tents, in-store posters, in-store pole signs and digital slides.





Coborn's Facebook cover during National Farmers Day promotion.



Smoothies are offered for breakfast at Johnston High School.

## Putting trust in our partners



### Midwest Dairy partners with Travel Iowa to promote dairy agritourism

Midwest Dairy has teamed up with Travel Iowa to promote the launch of a new agritourism passport – Iowa Farm and Fun Passport. The passport was designed to encourage Iowa visitors to get up close and personal with the state's agriculture industry providing opportunities to embark on farm experiences and explore fun family adventures and activities.

The passport includes a dairy specific trail featuring 11 Iowa dairy tourism locations. Dairy trail travelers are eligible to win prizes for visiting 3 locations during the months of September through December. The passport is free to sign up for and offers users deals and discounts. [Click here](#) for more information.

### Connecting thought leaders with experts in dairy

In partnership with [Alliance for the Future of Agriculture in Nebraska](#), Midwest Dairy brought 15 Nebraska thought leaders together to learn about dairy while enjoying dairy-inspired dishes during the 2021 Nebraska Dairy Crawl.

Thought leaders included school foodservice directors, the Lincoln and Nebraska Chamber of Commerce, University of Nebraska at Lincoln (UNL) Extension and the UNL Processing Center, amongst others. Four Nebraska Division Board members served as farmer hosts.

At the first stop at Bin 105, Midwest Dairy welcomed guests and introduced farmer hosts. Farmers talked about their families and explained what animal care looks like on their farms. Stop two was at HopCat with conversation around recycling practices on the farm. The final stops inspired conversations around new technologies on the farm.

### South Dakota State Fair features new partnership, return of Undeniably Dairy experiences

Midwest Dairy worked with the South Dakota State Fair, who hosted 181,459 attendees. Prostart, a nationwide two-year program for high school students that develops talent in the restaurant and hospitality industry, conducted two dairy-themed recipe demos during the fair.

Other Undeniably Dairy elements were at the fair included the photo wall and ice cream cut-outs. An “Undeniably Dairy Fair Family of the Day” was chosen each day to pose by the photo wall and shared to the fair’s Facebook and Instagram pages reaching their over 30,637 followers.

During the Undeniably Dairy scavenger hunt fairgoers collected letters throughout the fairgrounds at dairy-related stops and enjoyed an ice cream treat from the Dairy Bar when finished.

The South Dakota State Fair also included Midwest Dairy's farm to school resources and promotion of the Adopt a Cow program in the packets for the State’s Largest Classroom program reaching 35 local teachers.

## **Activations grow trust in dairy at the 2021 Nebraska State Fair**

- Dairy messaging was visible throughout the fairgrounds including Dairy was the 2021 Crop of the Year, the Undeniably Dairy and sustainable nutrition messaging. Also a list of “Dairy Things Happening” was included in the fair visitor guide.
- Chef Nadar from Billy’s Restaurant provided four cooking demonstrations highlighting a collaboration with Nebraska Pork Producers Association.
- Nebraska’s Largest Classroom had more than 1,800 elementary students attending. Dairy farmer volunteers, Travis Lang, Taelyn Lang, Jim and Deb Echliman, and Mary Temme, and Dairy Ambassadors Abby Langdon and Jordan Wilbur, shared the substantiality nutrition story at the exhibit. Students also received milk from Hiland Dairy.
- The MilkPEP chocolate milk tent was at the Nebraska State Fair Marathon with cold milk and towels sporting “Built with Chocolate Milk” for race participants.
- 20 Midwest Dairy farmers, advocates and Dairy Ambassadors represented dairy during the fair Parade. Youth advocates and Dairy Ambassadors handed out ice cream coupons for the dairy parlor and Sam’s Club partnered to distribute cheese sticks.
- Don Esau, Jane Esau, and Roger Henrichs provided the milking demonstrations that took place five times a day during the fair in the milking parlor of the cattle barn.

## **Start Fresh with Fuel Up to Play 60 networking event brings educators together**

Midwest Dairy brought together a focused group of educators and partners who support K-12 education for a networking event using a new Fuel Up to Play 60 asset provided by the Minnesota Vikings at the October 10th game.

The goal of the "Start Fresh with Fuel Up to Play 60" event was to showcase the new elements of the FUTP60 refresh which focuses on expanding teacher and partner reach, 5th-8th grade student focus, and resource emphasis on sustainability, food systems, and STEM. With all invitees having a tie to agriculture and sustainability, this event provided a networking opportunity to drive connections and collaboration opportunities.

Dairy farmer Eric Sonnek from Foreston, Minnesota, represented the Minnesota Division Board and was joined by Anna Euerle, the 68th Princess Kay of the Milky Way. All attendees completed a next steps questionnaire before leaving outlining key learnings, new contacts they made, and an action item they want to pursue in the next 30-60-90 days.

## **Consumers flock to the farm for Harvest Festival**

**Hildebrand Farms Dairy** held its annual Harvest Festival at the farm near

[Hildebrand Farms Dairy](#) held its annual Harvest Festival at the farm near Junction City, Kansas on October 9th. More than 2,200 consumers came to enjoy community, ice cream, hayrides, and a farm tour. The tour allowed people to learn more about dairy farming, as well as enjoy hands-on activities. Midwest Dairy Ambassadors were managing a booth where visitors learned more about dairy while winning prizes at the dairy trivia game wheel. Many guests also got the experience of milking a cow at the cow milking display.

Hildebrand Farms received funding through the Undeniably Dairy grant program for their event. The grant program is designed especially for dairy farmers to conduct local dairy promotion efforts including farm tours, assist with school equipment, and help provide refrigeration units for local food pantries. To learn more and apply for an Undeniably Dairy grant, [click here](#).



Dairy Ambassador Avery Cable and Taylor Klipp ask visitors dairy trivia questions, handout prizes and dairy-related materials at the Harvest Festival.



Midwest Dairy reached the South Dakota State Fair's over 30,000 followers by promoting activities on their social channels.



Group picture of the 18 Start Fresh with Fuel Up to Play 60 attendees.



Dairy advocate and Nebraska State Fair milking demonstration crew member, Jane Esau interacts with young fairgoers and shares the sustainability story of dairy during an afternoon milking session.





Midwest Dairy and Missouri Beef Industry Council hosted virtual dairy and beef farm tours for Missouri dietetic interns.



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