

Promotion IN ACTION



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COMMENTS FROM OUR CEO

The end of summer ushers in some of our favorite opportunities for bringing dairy to life – from state fairs and dairy princess programs to the return of in-school programs including Fuel Up to Play 60 and Adopt a Cow.



MOLLY PELZER

In this issue of Promotion in Action, we highlight some of the ways we used these platforms to build trust in dairy and increase dairy sales. We also share how we are continuing to incorporate virtual connections with social media and social influencer collaborations.

To read about more of our summer projects and programs, be sure to visit [MidwestDairy.com](#) or follow our [Facebook page](#).

DEAL participants meet for phase 2



The Dairy Experience and Agricultural Leadership (DEAL) program recently met in Chicago for phase two of the three-phase leadership program. **Thirteen farmers** from across the Midwest participated in the three-day event that aimed to provide farmers the skills to connect with consumers.

DEAL members took part in an ENGAGE Training that taught them how to connect with consumers. They also learned about each other's dairy farms and how to interact with consumers online.

DEAL is an 18-month program that provides young dairy farmers an opportunity to gain a deeper understanding of the dairy checkoff, learn how to engage consumers, conduct media interviews, and network with industry leaders and peers. Applications for class two will open this fall.



Midwest Dairy introduces metrics scorecard



In an effort to increase transparency around work to build trust and sales for dairy, and share actionable research insights with partners, Midwest Dairy recently released its first mid-year scorecard to quantify progress against the goals set for our three-year strategic plan.

The three areas where we are currently reporting metrics include: 1) Increasing Dairy Sales; 2) Advancing Research in Dairy, and 3) Growing Trust in Dairy. Next year, we'll begin reporting results metrics related to two additional business objectives: 1) Increasing Dairy Advocates, and 2) Developing Dairy Leaders.

In the area of **Increasing Dairy Sales**, Midwest Dairy is tracking increased pounds of milk sold as the measurement of progress. Here are our results as of mid-July:

- Our work with **retail partners** has already exceeded our annual sales goal, with a year-over-year increase of 7.1 M incremental pounds of milk sold as compared to the 6.5 M annual goal we set. From January through June, Midwest Dairy worked with 15 partners on retail activations, and the reported results to date include data from 6 of these projects. The other 8 projects are not yet complete, so sales data from those projects will be included in our year-end metrics.
- In our work with **school foodservice partners**, we've achieved 325K incremental pounds of milk sold out of a 1M annual goal. Our largest success comes from a smoothie project with the Wichita school district, our third largest district with about 50,000 students. Additional success came from a variety of other school projects in smaller districts, including grab 'n' go breakfast programs, high school coffee bars, and smoothie programs. The pandemic significantly disrupted school meals and many of our fully developed school projects in the first six months of 2021. We anticipate our year-end results will improve as more districts return to school buildings in the fall.
- Our primary **foodservice activation** this year will be with Pizza Ranch with rollouts timed to the back-to-school and holiday timeframes when we will help them celebrate their 40th anniversary. Our annual goal for food service is 3M incremental pounds of milk sold with results available at the end of the year.
- In the area of **Advancing Research in Dairy**, our goal this year is to identify 15 examples of sales partners or processors using research findings to fuel innovation to drive dairy sales. To date, we've tracked 7 examples. These include efforts to help an Iowa-based convenience store expand their milk case; sharing insights with Pizza Ranch that inspired them to kick off their successful breakfast pizza project earlier than planned and providing insights on today's consumers to help Coborn's develop activations relevant to their shoppers. A Midwest Dairy Foods Research Center research project funded by Midwest Dairy on Listeria control has also led to a collaboration with a leading U.S. ice cream manufacturer to ensure product safety.

Under the strategy of **Growing Trust in Dairy**, Midwest Dairy set a three-year goal of 225 thought leadership activations, with 64 activations completed to date. In the area of **Youth Trust**, our three-year goal is 75 partner projects, with 7 being completed to date and others still underway. Our annual goal is to increase the number of youth reached by our educational initiatives by 30 percent. Results from our Youth Trust outreach historically coincide with the beginning of the school year, so we'll include an update in our end-of-the-year report.

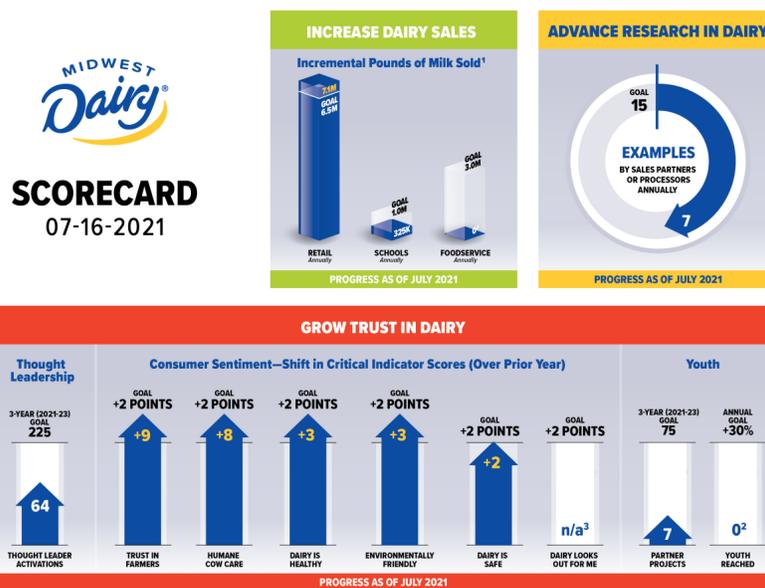
Consumer Sentiment about Dairy Tracks Positively

Midwest Dairy's metrics scorecard also tracks our work in shifting consumer sentiment. With help from an outside intelligence firm, Midwest Dairy has been able to establish a consumer sentiment baseline that allows a comparison of consumer attitude and behavior over time. By surveying a demographic representation of adult consumers in Midwest Dairy's marketplace, we can monitor the shifts in consumer sentiment by repeatedly asking core questions. We can also observe how consumer sentiment (attitudes and beliefs) relates to the dairy purchase and consumption behaviors they report in the survey. More importantly, we can see that when specific aspects of consumer attitudes and beliefs (trust indicators) shift to more positive levels, survey respondents also report increased dairy purchase and consumption habits.

Our annual goal for improving consumer sentiment is +2 percentage points for each trust indicator. Our midyear 2021 survey results reveal a substantial positive impact on the attitudes and beliefs of consumers in the Midwest Dairy region:

- **Trust in farmers** – Positive shift of 9 points.
- **Humane cow care** – Positive shift of 8 points.
- **Dairy is healthy** – Positive shift of 3 points.
- **Dairy is environmentally healthy** – Positive shift of 3 points so far this year.
- **Dairy is safe** – Positive shift of 2 points.
- **Dairy looks out for me** - This was a new trust indicator in the midyear survey. A data comparison will be available for this area with the year-end scorecard.

Watch for additional scorecard updates at the end of the year and twice annually through 2023 which marks the end of our current three-year strategic plan.



New podcast from Dairy Management, Inc.



Twenty-five percent of cheese sales are driven through pizza sales, and dairy checkoff is taking advantage of the opportunity to drive the category forward. Tune in to the latest [episode](#) of Your Dairy Checkoff podcast to hear how national and local dairy checkoff organizations are partnering with pizza chains including **Dominos**, **Pizza Hut**, and **Pizza Ranch** to grow cheese sales associated with pizza, despite challenges presented by the pandemic.

As part of the conversation, Jon Moss from Pizza Ranch discusses how insights shared by Midwest Dairy helped the chain through pandemic-related challenges, expanding their approach with delivery and pickup options and introducing a delicious, cheesy breakfast pizza with sales that exceeded expectations. Dairy Management Inc.'s Paul Ziemnisky shares how national checkoff partnerships illustrate the impact of working with and through partners to fuel catalytic category growth and innovation. Dairy farmer hosts [Carrie Mess](#) of Wisconsin and [Jenni Tilton-Flood](#) of Maine, host the discussion. You can find this episode, along with all episodes, at [dairycheckoffpodcast.com](#), or on your favorite podcast platform. All episodes can also be found on [MidwestDairy.com](#).



Adopt a Cow enrollment open for 2021-2022 school year



Midwest Dairy is again partnering with the **Adopt a Cow** program to provide a year-long experience for educators both inside and outside the classroom. By participating in the program, youth learn more about dairy's path from farm to table. The **free program** pairs educators with a dairy farm family from the Midwest to follow the growth of a calf during the school year. Participants also receive photos, an opportunity to live chat with a farmer, activity sheets, lesson plans that follow Common CORE standards, and even opportunities to write letters to a dairy farm family. More information can be found [online](#) and enrollment is open from August 1 until September 15.

“The Adopt a Cow program was a good way to connect all of us, whether we were at home or in the classroom. Kids love animals, so it was a great way for them to engage and learn new facts.”



Partnering to tackle hunger



- **GENYOUth**, with support from Midwest Dairy, recently partnered with **Cub Foods**, the largest grocery retailer in Minnesota, to **raise \$50,000** in a round-up at the register campaign called "May Days to Feed Hungry Children." Shoppers had the opportunity to donate either \$1, \$3, or \$5, or round up their grocery purchase total at the register. All funds collected were distributed to local Minnesota and Illinois schools to support efforts in providing summer meals, including milk, to students and families in need.
- With virtual and hybrid learning the norm for the 2020-2021 school year, Midwest Dairy collaborated with the **Kansas City Chiefs** to distribute the annual NFL Hometown Grant, along with the reallocation of some partnership activation funds, to place refrigeration units in **10 food pantries** across the Kansas City metro through **Harvesters - The Community Food Network**. Having this new refrigeration space allows the pantries the ability to participate in the Harvesters Milk to MyPlate program, providing more dairy products to those they serve. [Click here](#) to read the story about this partnership on the Chiefs website.
- During the recent 2021 **Kum and Go** Annual Partner Summit, Midwest Dairy was named the Des Moines, Iowa-based convenience store chain's **Supply Partner Social Responsibility Award winner**. This award was given to Midwest Dairy on behalf of our partnership over the past year which helped Kum and Go **raise over \$40,000 for No Kid Hungry**. Midwest Dairy will again partner with Kum and Go in October to build dairy demand and raise additional funds for No Kid Hungry.

'Tis the season for state fairs and dairy princesses



It's state fair season, which provides a variety of opportunities for Midwest Dairy to connect with consumers to grow trust in dairy. Among the annually anticipated events tied to state fairs are the dairy princess announcements. Here are some of the highlights so far this season:

- **Illinois** Governor JB Pritzker and First Lady MK Pritzker, Illinois Director of Agriculture Jerry Costello, dairy farmer Don Mackinson, and Miss Illinois County Fair Queen Kelsi Kessler gave remarks at the unveiling of the Illinois State Fair's 100th Butter Cow on Wednesday, August 11. The Illinois Butter Cow is the highlight feature of the Dairy Building at the Illinois State Fair and is visited and photographed by thousands each year. The unveiling was covered by numerous media outlets.
- **Iowa** Dairy Princess Meghan Hettinga went live on the Midwest Dairy Facebook page on August 12, the first day of this year's Iowa State Fair. She attended the Cinnamon Ridge Dairy Favorite Cheese Curd Contest hosted by John Maxwell of Cinnamon Ridge Dairy. This was a Dairy Checkoff sponsored event, and each participant was given a free shake coupon for the Dairy Barn at the fair.
- On August 11, the eve of the **Iowa** State Fair, the new 2021-2022 Iowa Dairy Princess and alternate were crowned. The event took place in the Media Center of the Dairy Cattle Barn on the fairgrounds. Hillary Burken of Clinton, Iowa was named the 2021-2022 Iowa Dairy Princess and also won the night's Public Speaking Contest. Raegan Kime of Waucoma, Iowa was crowned the 2021-2022 Iowa Dairy Princess Alternate and was also named Miss Congeniality.
- At this year's **Illinois** State Fair, Midwest Dairy welcomed tens of thousands of visitors who came through the dairy building to purchase ice cream and cream puffs from the Dairy Goodness bar, play PLINKO, take pictures, see the butter cow, and of course, learn about the Illinois dairy industry. The first weekend of the fair saw lines out the building to see the infamous butter cow which followed the theme "Embracing Tradition," celebrating the return of the 2021 Illinois State Fair and dairy exhibitors to the show ring.



Hillary Burken and Raegan Kime, the 2021-2022 Iowa Dairy Princess and alternate.



The 2021 Illinois State Fair butter cow "Embracing Tradition."

Fuel Up to Play 60 gets back to football



- On August 3, fans joined the **Chicago Bears** at Soldier Field for the first time since 2019 for the annual Family Fest. As a main sponsor of the event, Midwest Dairy engaged with fans on dairy farming and nutrition. A key piece of these conversations was the brand new Undeniably Dairy PLINKO board featuring fun dairy facts. After answering questions, fans received a Fuel Up to Play 60 Bears face mask. Inside the stadium, the Mighty Match-Up Boards were a hit. During the season this year, fans will get a growth poster with dairy nutrition facts at the Mighty Match-Up display. There were an estimated 10,000 fans at Family Fest this year.
- Summer Family Moovie Night was back during the **Minnesota Vikings** training camp at TCO Stadium on August 8. Midwest Dairy sponsored the event and had multiple points of connections to share and engage fans during open field time games and activities, dairy trivia with Princess Kay, and a personal welcome and ending message from our new Fuel Up to Play 60 (FUTP60) player ambassador Dalvin Tomlinson. Parents and kids learned about Adopt a Cow, dairy sustainability, the Go Noodle game, and the new FUTP60 student app with these programs being highlighted for 45 minutes on the jumbotron screen. A link to the [community video](#) and key dairy facts were included on the registration confirmation for 335 families and also shown on the jumbotron.
- **Chicago Bears** Fuel Up to Play 60 player ambassador David Montgomery recently visited Lenkaitis Dairy farm for a photo and video shoot. Dairy farmer, Sarah Lenkaitis, interviewed David with 60 rapid-fire questions on a range of topics from football to his favorite dairy products. View the video here: [60 Rapid Fire Questions with David Montgomery](#).



Line of Chicago Bears fans waiting to try the dairy trivia PLINKO board



Dairy farmer, Sarah Lenkaitis, explaining the robotic milking system to Montgomery.



Static informational screens scrolling on the jumbotron throughout pre-movie field activities.

Working with and through partners to grow trust in dairy



Building strong relationships with nutrition and medical professionals, influencers and strategic partners helps dairy build trust with consumers. Here are some of the recent ways Midwest Dairy has worked with and through partners.

- Through a partnership with the **Kansas Academy of Nutrition and Dietetics (KSAND)** and **Bethany Frazier**, a registered dietitian and influencer, Midwest Dairy sponsored a webinar on July 20, focusing on promoting gut health through diet. The webinar was promoted to all KSAND members through the member listserv, and **94 were pre-registered** for the webinar with **44 participating live**. All **500-plus members** will have access to view the recorded webinar and earn continuing education credit until June 2022.
- This summer, **Kansas Farm Food Connection (KFFC)** – an agricultural coalition comprised of 10 organizations including Midwest Dairy – is implementing new social strategies to reach thousands of consumers with dairy messaging and content. In June and July, Midwest Dairy partnered with KFFC to advocate for the dairy community and promote dairy's vital role in sustainably producing nutritious and delicious food. Since June 1, a **dozen** of KFFC's social posts specifically promoted dairy, including a World Milk Day **promotional video**, an Undeniably Dairy-sponsored **farm tour video** from Hen House Markets, a National Ice Cream Day **graphic**, an **article** featuring Kansas dairy farmer MeLissa Dryzmall and several dairy recipes from Midwest Dairy partners and local influencers.
- Registered dietitian and cooking instructor **Ariel Johnston** partnered with Midwest Dairy to connect consumers with delicious plant + dairy duos through two recipe blogs and social sharing. You can read more **here** about the blend of flavors and nutrition in her Mediterranean Quinoa Bowl where she brings dairy and vegetables together. **Click here** to read where she focuses on the dairy + fruit powerhouse blend as she shares her Blueberry Compote Yogurt Parfait and additional ideas for delicious dairy and fruit combos. Johnston also created a kid-friendly dairy + plants **tasting board**. The 3-part series of social content reached **5,018 consumers** on Instagram and Facebook.
- **Elli Nyberg**, a registered dietitian working on her Ph.D. presented on behalf of dairy at the **South Dakota School Nutrition Association (SNASD)** conference in July. Her presentation reached **42 school nutrition professionals** and included insights on dairy's role in a healthy and sustainable diet, as well as highlighted topics of interest such as lactose intolerance solutions, comparison of cow's milk vs. plant-based alternatives, and the full nutrient package that chocolate milk offers.
- **Ann Engelman** and **Amie Hackler** of Classic Dairy, Inc. presented during the **2021 Nebraska Agriculture Youth Institute (NAYI)** held in Lincoln, Nebraska in July. The mother-daughter team shared their dairy story during the animal production sessions. They talked about their dairy farm operation and the Nebraska dairy industry to the **nearly 200 delegates** of high school juniors and seniors and college-aged counselors. NAYI is a week-long event featuring speakers, workshops, agricultural education, networking with peers and industry leaders, professional development opportunities, and leadership experience.
- The **"Conversation with Jasmine"** **YouTube series** continued with guest **Dr. Harriet Enubozur**, a family physician at Minneapolis, Minnesota-based Allina Medical. The episode, a collaboration with Midwest Dairy, supports our goal to reach a more diverse audience with nutrition and health messages from trusted sources. Two shorter conversations were recorded to allow a more targeted discussion and broader reach based on feedback from the first episode. In **Part 1**, Enubozur focused on the definition of lactose intolerance and the importance of dairy. **Part 2** focused on hypertension and cardiovascular disease. To date, the two videos have **4,300 views** on YouTube and have been shared widely through LinkedIn, Instagram, and Facebook.
- As part of Midwest Dairy's new partnership with the **Science Museum of Minnesota**, Midwest Dairy hosted a day of farm tours to help Science Museum staff and exhibit design team have a better understanding of dairy farming. The day included visiting Ahlgren Dairy and Jer-Lindy Farms/Redhead Creamery in Darwin and Brooten, Minnesota, respectively.
- Furthering a partnership with **Downtown Sioux Falls (DTSF)**, Midwest Dairy participated in the annual Riverfest event in August which was attended by **over 20,000 people**. Midwest Dairy worked with DTSF to develop a dairy-themed scavenger hunt based on dairy's Federation-wide "What you do, dairy does, too." theme. Participants gathered letters on signage placed throughout the event and unscrambled those letters for a free ice cream treat at the South Dakota State University ice cream truck. **Over 400 people** participated in the hunt.
- Wonderscope Children's Museum of Kansas City created a unique dairy experience for 300 guests at its Undeniably Dairy-sponsored "Eat. Drink. Play." event on July 17. The fundraiser featured three types of local Midwest cheese for attendees to sample. Lincoln Broadbooks, a certified cheesemonger and manager of The Better Cheddar in Kansas City, Missouri, supported the event, offering information about the cheeses and recommendations for beer pairings. Dairy farmers Jennifer and David Heim of Easton, Kansas attended, engaging guests throughout the evening. Kansas City-based bloggers Natalie Fieleke and Tiffany Wall also made appearances. Both influencers partnered with Midwest Dairy on sponsored blogs and social media posts highlighting the dairy experience at Wonderscope and inspiring readers with a dairy recipe. Read more about each visit on the **Lovely Inside Out Blog** and **Kansas City Mom Collective**.



Ariel Johnston's Blueberry Compote Yogurt Parfait.



Science Museum of Minnesota staff toured two dairy farms.

Opportunities to increase dairy sales found in schools, retail



Partnerships promote the importance of school breakfast

Recognizing the positive impact breakfast has on students' behavior, Russ Reihl, principal at Simle Middle School in Bismarck, North Dakota, in cooperation with Sanford Health, has made alternative breakfast part of the Sanford's Systems of Support program which encourages positive behavior in middle school students.

Sanford Health provides behavioral health services for students to reinforce positive behavior and Midwest Dairy provides resources to ensure access to a healthy breakfast for students, which includes dairy foods. For example, Midwest Dairy provided Simle Middle School funding for two breakfast carts which offer students an alternative breakfast after the first period, helping to increase student participation. Each breakfast served is an opportunity to increase dairy sales with milk, yogurt, and often cheese, as offerings on the menu.

To showcase the program in action, Midwest Dairy partnered with Simle Middle School Principal Russ Reihl and Sanford Health to develop a [video about the Systems of Support program](#) to encourage other schools to consider implementing the program. The video has been shared with administrators and influencers at several school districts in North Dakota, with many showing an interest in adopting the Systems of Support program.

To learn more about Systems of Support and Midwest Dairy's valued partnership, visit [Sanford News Story](#).

Convenience store partnership increases milk sales

One prominent **Iowa-based convenience store chain** was interested in expanding their milk case and reached out to Midwest Dairy for insights to help them make this shift strategically.

Midwest Dairy analyzed their sales data in comparison to national averages using data from IRI Worldwide and identified strengths and areas for improvement to make recommendations based on this information.

Not only did the recommendations from Midwest Dairy allow the convenience store chain to better position milk in their coolers to drive sales, Midwest Dairy was also able to take the recommendations one step further with shopper marketing recommendations to help the convenience store chain better understand their consumers and position their products accordingly.

After implementing Midwest Dairy's shelf assortment recommendation, in addition to launching two Midwest Dairy funded marketing campaigns, IRI data shows that this convenience store chain's **milk volume sales were up +11.5%** in June 2021 year-to-date compared to a year ago, while total U.S. convenience store milk volume sales are down -4.5% in the same period. Midwest Dairy plans to continue offering our retail partners market research and consumer insights to increase dairy demand with today's shopper.

MDFRC advisory committee reviews 2022 product research proposals



The **Midwest Dairy Foods Research Center (MDFRC)** Operational Advisory Committee (OAC), consisting of industry members, farmer board members, faculty, and checkoff organizations (Midwest Dairy and Dairy Management Inc.), gathered July 28 to review and score 2022 product research proposals. Principal investigators from the six MDFRC land-grant universities presented pre-proposals for 2022 research funding.

The research proposals were based on topics identified by the advisory committee during the MDFRC spring research planning meeting in May. Consumer trends and insights were used to prioritize the topics and technological needs to be addressed by the research.

Some of the proposals presented at the annual meeting included non-thermal pasteurization of raw milk at the farm and in high-moisture cheese, the development of extended shelf-life dairy snacks, and the effect of milk consumption on colon cancer. The scores and feedback provided by the committee will be used to determine the finalists for 2022 research funding.

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