

# Promotion IN ACTION



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## COMMENTS FROM OUR CEO



**MOLLY PELZER**

Keeping you, the Midwest dairy farmer, informed about your checkoff contribution is one of our main goals. Midwest Dairy is not only full of opportunities for our farmers, but we also want to showcase what your checkoff resources are doing to build trust and promote sales in dairy. We have tools that showcase this information, including the Promotion in Action (PIA) you opened today, the Dairy Promotion Update magazine, social media, and other forms of communication - we love sharing how your checkoff investment works for you. In order to keep you updated we need to know how and where to reach you. Please [click here](#) to update your own contact information as well as add any operation employees or family members who you think would benefit from staying in contact with Midwest Dairy. Because showcasing what checkoff resources are doing is important, you'll also receive a postcard that will hit your mailboxes this fall with this same request. Thank you for helping us stay up to date with the dairy community!

Summer is a great time to connect with young leaders within our industry. Midwest Dairy provides many opportunities for dairy leaders, both farmers and students, to learn from influential speakers, participate in workshops, and enjoy an atmosphere to network with peers and industry leaders. Preparing the next generation of leaders for dairy is a win in my book! I want to thank all of the Midwest Dairy interns we had

the pleasure of working with this past summer and wish you good luck as you continue your educational journey. I am also pleased to report that Phase 2 of the The Dairy Experience and Agricultural Leadership Program (DEAL) program took place this past month in Chicago. Participants gained extra training and knowledge about how to connect with consumers, along with other helpful tricks on how to successfully tell their story. I encourage you to check out the feature story below to learn more about this learning opportunity. Again, I want to thank all those who participated; these are vital skills I know you will tap into often.

## DEAL Class 2 gathers in Chicago



Class 2 of the Dairy Experience and Agricultural Leadership Program (DEAL) met in Chicago, Illinois, for Phase 2 of the program. The meeting took place the first week of August, and the theme for this phase was Connecting with Consumers. Various learning opportunities were provided that were meant to provide skills to connect with consumers both in-person and online.

The farmers participated in an ENGAGE training provided by the Center for Food Integrity, which taught how to connect with consumers on shared values. Don Schindler, Senior Vice President of Digital Innovations at Dairy Management Inc (DMI), provided interactive workshops focused on branding, video editing, and answering tough questions online. Serena Schaffner, Senior Vice President of Communications at DMI, shared more about the environmental messaging dairy farmers can leverage to connect with Gen Z. Attendees had the opportunity to tour Bel Brands' USA headquarters in Chicago and learn more about Bel Brands', including their Corporate Social Responsibility and consumer insights and integrated marketing communications areas of work. They also learned more about the history of GoodSport from GoodSport's Founder & CEO, Michelle McBride, and rounded out the meeting by hearing from Midwest Dairy staff on projects they are working on to help build trust and sales for dairy.

"The presentations were all pretty interactive and engaging. They all tied into the theme of the week very well," said one farmer on the post-event survey. Another farmer commented, "I'm so grateful for this program because I have learned a lot, experienced so much and met some really neat people in such a short amount of time."

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 with consumers, conduct media interviews, and network with industry leaders and peers. You can learn more on our website at [here](#).



The *Sustainability in Action* series is a four-part, long-form video series designed to show farmers how Midwest Dairy invests checkoff resources into research and sustainability.

The [first video in our series](#) focuses on the Headwaters Agricultural Sustainability Program (HASP) ROI Project and features farmers and industry partners involved in HASP, the results of this program, and its impact on the farmer's land and finances. The [second video](#) shared how Midwest Dairy invested checkoff dollars into a year-long social media influencer program designed to share dairy's sustainability story with consumers. Two influencers also shared testimonials on why they chose to work with Midwest Dairy and what they learned.

Our third video, publishing in September of 2022, showcases the research efforts of the Midwest Dairy Foods Research Center (MDFRC). MDFRC is a combination of dairy farmers, industry professionals, and researchers and students from six universities in our region with the goal of solving problems that the dairy industry is facing by improving consumers' dairy experience, the quality and safety measures of processors, and the day-to-day on-farm experience.

Our fourth video in the *Sustainability in Action* series will feature an overview of the investments Midwest Dairy makes throughout the year into research and [sustainability](#). [Stay tuned to our \*Sustainability in Action\* series on our YouTube channel!](#)

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## **Nebraska Women Infants and Children's Clinics Adopts Dairy Resources**



The Nebraska Women, Infants and Children (WIC) program serves over 35,000 lower-income, at-risk pregnant mothers and children up to age five. This supplemental feeding program provides healthy food at no cost, breastfeeding support, and nutrition information. While dairy is a key component of the WIC food packages (available to all participants at no cost), WIC Registered Dietitians shared concerns that they hear participants don't always know how to use food items.

Hearing these challenges, Midwest Dairy created three new resources to educate mothers on the importance of iodine during pregnancy and how dairy supplies this essential nutrient, how dairy serves as an important first food for their child, and tips for transitioning their child from whole milk to 1% or skim milk. These resources, in addition to seven others, were uploaded to the Nebraska WIC site that all clinics across the state can access for use with patients.

By educating patients on how to use the dairy foods they receive in their packages, they can feel more confident about feeding themselves and their children a healthy and nutritious meal. In addition, by reaching children at this young age, we work to lay the foundation for them to enjoy dairy throughout their life.

## Dairy is essential at Casey's General Stores



Casey's General Stores, with over 2,300 stores, is rolling out a promotion for back to school with an essential - dairy! Everyone can grab their dairy essentials—be it breakfast, a snack, or really any time of the day.

The promotion will run through the month of September and includes social media, an email blast with messaging, and an app push to engage shoppers. This will drive dairy sales and call out dairy as an “essential must-have”; plus, they can earn bonus points with the purchase!

## Promoting dairy at summer events



### Grant's Farm dairy exhibit debuts cow milking demonstrations

Grant's Farm, now in its 68th season, re-opened for summer hours with a new experience for the public at the Undeniably Dairy Exhibit. Cow milking demonstrations are now offered, with demonstrations occurring four times throughout the day.

In addition to milking demonstrations, three dairy cows call Grant's Farm "home". The new opportunity to align the demonstrations to what farmers do every day on the farm and show the care farmers have their cows is important to growing trust with current and future dairy consumers. Year two of Midwest Dairy's three-year partnership is expected to reach 260,000 consumers.

Due to the success of extended hours last year, "Summer Nights at Grant's Farm" continues to be popular with families. Between two evenings this summer, Midwest Dairy engaged the public with dairy trivia, a photo booth, and a make-and-take activity with Cow Pots. Dairy farmers Jack and Patty Dill, Brian Rigil, and Nathan Roth interacted with guests, including Gen Z and parents of Gen Z. Many guests confirmed they had never met a dairy farmer in person. Events on June 3 and July 16 saw more than 8,500 people visit Grant's Farm. Social media provides another avenue to reach consumers while highlighting dairy's presence at Grant's Farm. Recent examples include a Grant's Farm Facebook post that reached nearly 6,000 people and this Instagram reel from Mary Asher, a foodie and local online influencer.

### Growing trust in dairy with the Iowa Food & Family Project

2022 marked Iowa Food & Family Project's 11th year of sharing how food gets from Iowa's farm to consumers' tables. Each year, the group connects with thousands of fairgoers at the Iowa State Fair with their interactive booth. Midwest Dairy has been a long-time supporter of the Iowa Food & Family Project, and staff members volunteered their time by helping with the exhibit.

This year, the exhibit's theme was "Agriculture is Iowa's Masterpiece." At the center of the exhibit, fairgoers watched as eight local artists shared their take on food, farming, and agriculture and created murals.

The exhibit also featured other activities, including a photo booth where fairgoers were able to take photos with a fun food and farm backgrounds. Guests also received a free grocery tote bag by "liking" the Iowa Food & Family Project on Facebook.

The Iowa Food & Family project works with nearly 35 food, and health organizations and is funded by the dairy, soybean, pork, beef, egg, corn, and turkey checkoff program as well as non-checkoff resources. By working with together we are able to increase trust in dairy by supporting farm tours, educational sessions, and community outreach that they bring to Iowa consumers.



Cow milking demonstrations are now part of the guest experience at Grant's Farm. The Farm uses the cows' milk provided by its new cows to feed its young goats.



An Iowa Food & Family booth at the Iowa State Fair

## Midwest Dairy providing experiences to all in the industry



## Midwest Dairy makes a presence during DFA conference

Midwest Dairy supports processors across our 10-state region in a variety of ways. Recently, Midwest Dairy had the opportunity to showcase checkoff work during the Dairy Farmers of America's (DFA) 2022 Central Area Leadership Conference and Expo held in Omaha, Nebraska, this past month. The conference brought together dairy farmer leaders who had the opportunity to learn how checkoff resources are used to build trust and increase dairy sales.

Midwest Dairy also provided a door prize package that included gift cards from our partners and a variety of Undeniably Dairy promotional items. As part of the leadership experience during the conference, DFA partnered with the Ronald McDonald house in Omaha for a service project with volunteers putting together activity bags for hospital patients or their siblings. A local Midwest Dairy farmer supported the efforts by providing items from the Midwest Dairy Promo Center and the Undeniably Dairy bags that contained the items and the shelf-stable milk donated by DFA.

### **Midwest Dairy provides engaging experiences for young agriculture leaders**

The 51<sup>st</sup> Nebraska Agriculture Youth Institute (NAYI) took place in Lincoln, Nebraska, on July 11 -15, and Midwest Dairy was honored to participate. On day two of NAYI, Ann Engelman and Amie Hackler of Classic Dairy, Inc. presented to the more than 225 delegates of high school juniors, seniors, and college-aged counselors during the dairy production session. This mother-daughter dairy farmer team shared their story and explained their operation to these young agriculture leaders.

In addition to the dairy production session, Tracy J. Behnken, Midwest Dairy farmer relations and communications manager in Nebraska, presented insights on dairy checkoff and promotion during the dairy commodity board session held on day three. The session included testing the dairy knowledge of the delegates using the inactive spin wheel, and encouraging participation with dairy prizes.



Midwest Dairy booth ready for interaction with dairy farmer leaders.



Ann Engelman (far right) and Amie Hackler (to the left) of Classic Dairy, Inc. share their dairy story during the 2022 NAYI dairy production session. (Photo courtesy of NAYI)

### **Connecting with Gen Z on and off the ballfield**



### **Children's Museum celebrates June Dairy Month**

Lincoln Children's Museum (LCM), located in Lincoln, Nebraska, has been a valued partner of Midwest Dairy and understands the importance of entertaining while educating to keep kids invested.

This past June, LCM hosted an Ice Cream Social where attendees could create, color, and decorate their own paper ice cream cone while enjoying an ice cream sundae. Sustainability messaging was shared on 250 seed fans that went home with attendees. They were able to learn how dairy is committed to Net Zero by 2050, how water is recycled an average of four times on the farm, and that 94% of dairy farms are family owned. Attendees could then repurpose seed fans to plant their own wildflowers at home.

Four social posts were shared, garnering 73,200 impressions, reaching 7,000, and over 500 guests attended the ice cream social.

### **Science Museum of Minnesota showcases dairy farmers' commitment to sustainability**

Through our partnership with the Science Museum of Minnesota (SMM), Midwest Dairy showcased dairy farmers' commitment to sustainable agriculture and dairy's goal to be GHG neutral by 2050 on a dedicated Advocacy for Earth [website](#) page. The SMM website has an average of 950,000 annual users, and their communications team will start promoting the page through their social media properties starting August 9, which has a combined reach of 156,000.

Through their Action for Earth Campaign, SMM is moving the conversation about climate change beyond awareness to action to share what they are doing as well as partners to make a difference and inspire all to learn, support and advocate bold actions informed by science.

### **Midwest Dairy and the Kansas City Chiefs collaborate to reach high school coaches and athletes**

As part of the 2021/2022 NFL Hometown Grant, Midwest Dairy collaborated with the Kansas City Chiefs, their team registered dietitian [Leslie Bonci, RD](#), and National Dairy Council ambassador to create a video series aimed at student athletes. The [Fueled Not Fooled](#) sports nutrition tips series includes four short videos. These videos focus on hydration, creating a great plate, eating in prime time, and treating your body right. The videos were introduced during the coach's event on July 15 at Arrowhead Stadium, where area high school coaches and administrators gathered to learn more about the Kansas City Chiefs' new high school girls flag football program.

In addition to being shared at the coach's event, these videos can be used with other coaches and athletes across the Kansas City Chiefs footprint. They are currently available on [Midwest Dairy's YouTube](#) channel and look for them to show up on the Chiefs wellness page this fall.

### **Educating high school coaches on the power of dairy**

High school coaches serve as role models for athletes, making them a key opportunity to reach this Gen Z audience. Not only do athletes spend numerous hours each week with their coaches, but they care to listen to what coaches have to say. When it comes to nutrition, it is important to ensure coaches feel confident to provide basic education to benefit performance, and it starts with a food-first approach in the lunchroom. Each day serves as an opportunity to teach kids how dairy fuels their performance on and off the field and with dairy holding a valued place on the lunch menu, it is important that students know why.

In partnership with the Nebraska Student Nutrition Action Committee, a flyer was developed to reinforce the benefits of school lunches and how they benefit athletes. Highlighting thought leader, registered dietitian, and Director of Performance Nutrition at the University of Nebraska at Lincoln, David Ellis, coaches learned why supplements have a time and a place, but rarely is that in high school sports and how Dave educates his athletes on the what and why behind fueling.

Dave is a champion for dairy and teaches his athletes the benefits that come from it. In his resources, Dave also shares post-recovery fueling tactics that are a healthy balance of carbohydrates and protein, often highlighting chocolate milk, protein shakes, cottage cheese, and yogurt.

This flyer was provided to over 1,600 coaches attending the Nebraska Coaches Association annual conference this July and will be amplified in a fall magazine article.



Leslie Bonci, Registered Dietitian and Sports Dietitian for the Kansas City Chiefs.

**NEBRASKA SNAC**  
Student Nutrition Action Committee

**NEBRASKA SCHOOL NUTRITION PROGRAMS & SPORTS / ACTIVITIES**

*"Food is fuel for athletes, right? When they understand that this is something that's really going to help them outwork the competition and move up the depth chart on their rosters and get more playing time and be more resilient to avoiding injury... That's something that resonates with them where food really becomes a necessity that they need to take full advantage of."*

David Ellis, Director of Nebraska Performance Nutrition

Learn more about Nebraska Performance Nutrition at [bit.ly/3uZdFwN](http://bit.ly/3uZdFwN)

Middle and high school sports require student athletes to push themselves through hard work and intense effort. Proper nutrition enables them to fuel competition and training, connect mind, body and performance, and enhance recovery. Our goal is to see parents, students, food service staff, and school leadership begin to see school meals as a student athletes' training table and do what they can to encourage its use.

**The Benefits of School Meals**

A recent study of food quality found that school meals provided better nutritional options, were more equitable, and generally more improved (especially since 2010) when compared with grocery stores, restaurants, workplaces, and other venues.

Nutrition Highlights from the National School Lunch and Breakfast Program	
<b>More Fruits &amp; Vegetables</b>	Fruits and vegetables are offered to students daily. Students are required to take at least one half-cup serving of fruit or vegetables with every breakfast and lunch. A variety of vegetables are served throughout the week including red, orange and dark green vegetables.
<b>Increase in Whole Grains</b>	All grains offered with school meals must be whole grain-rich (25% whole grain).
<b>Choices for Milk*</b>	Both low-fat milk and fat-free milk varieties, as well as flavored milk are offered. According to the 2020 Dietary Guidelines for Americans, milk contains valuable calcium, potassium and vitamin D which support healthy and active living.
<b>Sodium Limits</b>	Schools are gradually reducing sodium levels in school meals to meet identified targets.
<b>Calorie Limits</b>	School meals must meet age-appropriate calorie minimums and maximums.

\*Because of its unique nutrient profile, milk has been a fundamental component of school meals since their inception in 1946.

This chart was adapted from Midwest Dairy

This flyer was provided to over 1,600 coaches attending the Nebraska Coaches Association annual conference.

**THE IMPORTANCE OF IODINE DURING PREGNANCY**

**DID YOU KNOW?**

**Iodine is key for you because...**

- When pregnant, our body needs 50% more iodine.
- Our body can't make iodine, we must get it from food.
- Iodine helps the body make energy from food.
- Many women do not have enough iodine stored in their body before pregnancy.

**And for your baby too!**

- Iodine is key for a growing baby's brain and bones.
- Low iodine levels may cause brain defects and lower child IQ.

**HOW MUCH IODINE DO YOU NEED?**

Group	Recommended Amount (RAVIA)*
Breastfeeding teens and women	290 mcg*
Pregnant teens and women	220 mcg*
Adults and teens 14-18 years	150 mcg*

**Worried you're not getting enough iodine?**  
Talk with your healthcare provider about ways to add more iodine rich foods and discuss if a supplement is right for you.

**WAYS TO WORK IN MORE IODINE**

- Milk It!** Pair milk with your favorite cereal or oatmeal, blend in smoothies or add to pasta dishes or soups.
- Enjoy Yogurt!** Yogurt is made from milk and contains nutrients to help baby grow. Top yogurt with fruit, granola or nuts for a balanced breakfast or snack.
- Say Cheese!** Cheese is an easy option at home or on the go! Pair a cheese stick or slices with fruits and veggies. Top salads, soups or favorite dishes with shredded cheese.
- Put an Egg on It!** Eggs provide 8 essential nutrients including iodine, choline, vitamin B12 and protein.
- Go Fish!** Fish and seafood can be good sources of iodine, as well as protein, healthy fats and vitamin B12.

**Lactose Intolerant? Choose**  
Lactose-free milk - real, great tasting milk with the same nutrition, just without lactose.  
Cheddar and Swiss cheese have the lowest lactose.

Midwest Dairy created three new resources to educate mothers on the importance of consuming dairy during pregnancy.





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