

# Promotion IN ACTION



January 28, 2022

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## COMMENTS FROM OUR CEO

The beginning of a new year is always an exciting time for the dairy industry as consumers start the year committed to a healthier version of themselves. This scenario creates a high demand for dairy products. Midwest Dairy is eager for the opportunity to work alongside these partners, helping them deliver dairy messages to encourage customers to use dairy products to meet their new year's goals. In this issue of Promotion in Action, learn more about these campaigns and how your checkoff dollars are sharing dairy's story, its unique wellness benefits and sustainability mission as we kick-off 2022.

The Midwest Dairy team is committed to seeking partnerships that will continue to prove trust and grow demand for dairy. There are many partnerships and projects already in motion that I am excited to see unveiled throughout this year and look forward to sharing those examples of your checkoff at work with you in the future.



**MOLLY PELZER**

**State and region collaboration  
strengthens partnership**



**GROW TRUST  
IN DAIRY**

In September, Midwest Dairy collaborated with four other State and Regions in partnership with Kroger Health dietitians. In the post partnership evaluation, the Kroger dietitians rated Dairy Council 4.8 out of 5 as a partner for Kroger Health. Here are a few comments they shared about the partnership and resources created.

- This booklet was used as a resource to help parents increase the nutritional value of their family's meals.
- I used the booklet to help patients feel more comfortable in choosing dairy as a high-protein food source without feeling overly stressed about the environmental impact.
- The recipes in the booklet were flavorful, new, and exciting for patients.

In addition to the resources, we had the opportunity to present a clinical shelf review to the dietitians. We surveyed the dietitians asking what they wanted to learn more about regarding dairy and what questions they were receiving from their clients. In collaboration with Katie Brown, EdD, RDN, Senior Vice President at National Dairy Council, we created and presented the review. The Kroger dietitians rated it a 4.5 out of 5 and shared the following comments.

- Being a visual learner, the videos that were added to the presentation were extremely helpful.
- Learning about the steps the dairy industry has taken to improve its environmental impact was valuable to me.

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**Midwest Dairy shares dairy's  
checkoff efforts on social media  
with farmers**



Harnessing the power of social media is important for businesses large and small, and for Midwest Dairy, this is no exception.

You can find Midwest Dairy on Instagram, LinkedIn, Twitter, YouTube, and Pinterest. Each of these platforms serves a different purpose for our outreach efforts:

- Facebook: Our main social media tool for farmer communication and is one of the top-preferred tools by farmers according to our annual surveys.
- Instagram: This outlet provides a unique opportunity to work with and through influencers to reach consumers. We share dairy farmer stories and activations, too.
- LinkedIn: This outlet offers the opportunity to feature work with partners and highlight the benefits of partnering with Midwest Dairy.
- Twitter: Used to share dairy news, Midwest Dairy activations, and articles featuring our dairy farmers.
- YouTube: Midwest Dairy-owned videos, event recordings, Fuel Up to Play 60 videos, and more are housed here.
- Pinterest: Utilized by sharing dairy recipes from Midwest Dairy and DairyGood.com

For our efforts in 2021, Midwest Dairy made nearly 11.7 million impressions across our social media channels and received 927,336 engagements across all our social media posts. Those are individuals, whether farmers, partners, or consumers, that we are reaching and sharing dairy's story. We are sharing the stories and activations of Midwest Dairy, showcasing the many talents of our team and the collaborative spirit we all bring to Midwest Dairy.

In addition to our organic outreach, we also advertise heavily on social media. 2021, we made an additional 7.3 million impressions through Facebook and Google advertising efforts and 414,071 engagements. These metrics showcase the power of social media and further exemplify the importance of utilizing these networks to reach our audiences.

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**Midwest Dairy fuels Husker athletes**



In combination with the [Husker Radio Sports Nutrition podcast series](#), Midwest Dairy funded pizza ovens, refrigerators and freezers to support the Husker Athletics Lewis Training Table. Dave Ellis, Director of Sports Performance Nutrition at the University of Nebraska at Lincoln (UNL), serves as a thought leader for the Sports Dietetic community and Husker athletes. Not only does Dave use the Training Table to fuel his athletes properly, but he also incorporates nutrition and life skills education. By choosing their own ingredients when preparing a power bowl or personal pizza, athletes learn to combine flavors for a nutritious meal while learning how to include opportunities for increased and unique dairy consumption.

With the addition of two Undeniably Dairy wrapped pizza ovens, athletes can have a pizza fast. These ovens compliment the goal of nutrition education by teaching athletes how to prepare dairy-influenced meals at home. With dietetic students and interns serving the line, athletes also have direct access to evidence-based, credible information. Recently, UNL broke ground on a new training table and athletic facility working to build the economy of Lincoln, Nebraska, supplying jobs during and after construction. This facility will span the square footage of six football fields, allowing further opportunities for Midwest Dairy to support Nebraska's top team.



### **Midwest Dairy partners with Price Chopper Enterprises for a campaign featuring dairy recipes**

Kansas City-based Price Chopper Enterprises is a locally owned grocery retailer with over 50 locations. This January, Midwest Dairy along with Ariel Johnston, RD of the Tasty Balance, partnered to create three delicious dairy-focused recipes to be featured on Price Chopper's website. Recipes include a blueberry cottage cheese smoothie bowl, chocolate cherry smoothie, and peaches and cream smoothie.

As part of the campaign, Price Chopper will include the smoothie bowl image in their digital and print circular ad in January. The ad will also include a QR code taking customers to Price Chopper's website to view the recipe. This recipe is also featured in a full-page ad in Price Chopper's Gatherings magazine and customers that are signed up for Price Chopper's emails received the three recipes directly to their inbox. Customers can also add items from the recipe directly to their online shopping cart giving us an opportunity to drive dairy sales.

### **Coborn's Inc. fuels a fresh start with dairy**

Coborn's Inc. kicks off the new year in January 2022 with "fuel your goals with a fresh start with dairy", a campaign helping consumers see how dairy can be a big part of a healthy new year's resolution. The campaign calls out dairy's benefits to help consumers be their best through both social media messaging and the dietitians digest e-mail that reaches 250,000 shoppers.

'Gas Station TV' at Little Duke's stores features a video at the pump that highlights yogurt focusing on its protein and other essential nutrients. A QR code will easily allow shoppers to dairy purchases with promotions coordinated by the dairy category manager with branded dairy vendors. It will also provide special offers in-store and online to boost dairy sales.

### **Schnucks Markets kickstarts 2022 with "Good for You" campaign**

This January, Midwest Dairy partnered with Schnucks Markets, a St. Louis, MO, based retailer with over 100 locations in four states (MO, IL, IN, WI), to deliver content for their "Good For You" campaign. This campaign focuses on building a happier, healthier community by helping shoppers take a step forward on their health journey. As part of the campaign, Midwest Dairy is including dairy messaging on in-store shelf blades stating, "Fuel your wellness with dairy - nutritious, affordable & sustainable". Schnucks also developed a dairy-focused Lightened Up Bananas Foster recipe in their Simply Schnucks publication which prints 105,250 copies and is distributed to 102 stores. Also included in the Simply Schnucks publication is a half-page ad talking about the goodness of yogurt. The Bananas Foster recipe will also be promoted in an email blast along with social posts.

Recharge Yourself  
*Plug into dairy!*



Image from Simply Publication.

Coborn's Inc. fuels a fresh start with dairy campaign image.

## Reaching Gen Z in 2022



### Adopt a Cow program kicks off in 2022

This school year, Midwest Dairy has seven local dairy farmer hosts connecting with 74,000 students from the Midwest region in Discover Dairy's Adopt a Cow Program giving youth in grades K-12 a relationship with a dairy farmer. The program includes Sunday Funday emails with additional materials to enhance learning and bring dairy to life in and out of classrooms. The "12 Days of Dairy Activities" were a big hit in the month of December and many of them can be used year-round.

The highlight of this program is the live calf chats with the dairy farmer hosts. You can learn more about these, and how to handle a live audience, in the Your Dairy Checkoff Podcast titled, Have You Ever Had 800,000+ Visitors On Your Farm? hosted by Iowa dairy farmer Dan Venteicher.

### Fuel Up to Play 60 update

Fuel Up to Play 60 recently launched a new feature on their website for [downloadable materials](#) making it even easier for educators to find and use sustainable nutrition resources for their classroom. Midwest Dairy's [growth poster with Chicago Bears' David Montgomery](#) is featured in the Healthy Eating section along with Midwest Dairy's [#Dairy Does Too posters](#) in the Sustainability section.

The third unit of the [Learning Plan for Educators](#) will be released February 1, 2022, and is titled: Healthy Food, Healthy Mind, Healthy Body. This new unit is part of our focus to offer mental health plus good nutrition and environmental sustainability to address mental fitness, healthy eating and physical activity. This unit will join two other learning units currently available for download: [Fuel Your Game Day — Every Day Is Game Day](#) and [Farmers Fuel The World](#).

## Reaching Gen Z in new ways

Throughout the state of Nebraska, the newly released [Reset Yourself with Dairy](#) campaign has been tailored to middle and high school-age students to connect with Gen Z with calm/comfort messaging around dairy. As part of a pilot program, Gretna Public Schools will adopt four pop-up banners and various social media assets at the middle school and high school to promote dairy items including smoothies, parfaits, and overnight oats being sold at the high school breakfast cart. To determine impact, breakfast cart smoothie sales will be tracked and compared over the next two years. Using results from this pilot, Midwest Dairy will work to bring this campaign to more schools in Nebraska.

Midwest Dairy is also working with the Dinsdale Family Learning Commons located in the University of Nebraska-Lincoln CY Thompson Library which sees nearly 60,000 visitors annually. As a result of Midwest Dairy Nebraska Division providing support for this newly remodeled space, staff are encouraged to provide messaging in the form of computer screensavers – helping Gen Z students to “Reset Yourself with Dairy”.

## Midwest Dairy reaches South Dakota youth through Ground Works Ag in the Classroom partnership

Midwest Dairy has been collaborating with Ground Works/South Dakota Ag in the Classroom (SDAITC) in an effort to build trust with youth. Ground Works/SDAITC has reached elementary and middle school classrooms in 141 of 145 public schools in the state, as well as 23 private schools, 7 tribal schools and home schools. Through this partnership, three dairy lessons are being developed, specific to South Dakota and aimed at engaging 4th graders. To create this new curriculum, an Education Working Group was formed to provide content and source expertise. In addition to Midwest Dairy staff, the group consists of subject matter experts in the dairy community such as farmers, processors, and industry representatives. The lessons developed will share dairy's journey from farm to table as well as fulfill the requirements of the classroom teacher.

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## Celebrating youth and community farmer leaders



## Midwest Dairy awards scholarships to 2021 dairy ambassadors

In 2021, college students throughout the 10-state region were selected to serve as the Midwest Dairy Ambassadors to promote the dairy community and give consumers an excellent dairy experience at industry and consumer events in their respective states.

Events that the ambassadors attended included dairy farm open houses, the South Dakota fairs, the Illinois State Fair, Marcoot Cheese Fest, Kilgus Breakfast on the Farm, Harvard Milk Days and University of Illinois football and

basketball games, NEBRASKAland Days, Classic Dairy 25th Anniversary Open House (UD Grant supported), Cream of the Crop Dairy Show, Omaha Baseball Village Booth during the College World Series, Nebraska State Fair, Nebraska Extension Ag Literacy Festivals and much more. This group also promoted dairy through several social media opportunities.

The 2021 calendar year Dairy Ambassadors were recently awarded scholarships of \$1,000 each to go toward their education for their efforts over the course of the year. The 2021 Midwest Dairy Ambassadors included:

- Jessica Schmitt, Iowa
- Megan Kueker, Iowa
- Olivia Ruffner, Ohio
  
- Abigail Langdon, Nebraska
- Whitney Hochstein, Nebraska
- Faith Junck, Nebraska
- Jordan Wilbur, Nebraska
- Rachel Scidmore, Illinois
  
- Justin Huff, Illinois
- Briley Lenkaitis, Illinois
- Katherine Czarny, Wisconsin
- Morgan Kohl, South Dakota
- Kerstin Thoms, South Dakota
  
- Johanna Nielsen, South Dakota
- Ashley Hagenow, Minnesota
- Alison Smelter, Minnesota
- Emily Popp, Minnesota
- Rachel Nelson, Minnesota
  
- Taylor Klipp, Kansas
- Aveary Cable, Missouri

### **Dairy farmers experience checkoff value up-close**

Midwest Dairy recently held a dairy farmer excursion in Kansas City to allow participants an up-close understanding of how their dairy checkoff works. The event featured various ways checkoff builds trust and sales in dairy, including sharing consumer-friendly messaging with a partner like Wonderscope Children's Museum. An explanation of how consumer research data is shared with partners such as Casey's General Stores and dairy nutrition research shared with bloggers and registered dietitians for use on their social media channels. Participants were treated to a tour of Arrowhead Stadium and a message from Dan Meers, the man who wears KC Wolf's costume for the Chiefs and speaks to school groups about the benefits of a healthy diet, including dairy. The conference also incorporated a workshop on understanding today's consumers and how best to communicate a dairy story to them.

### **Minnesota virtual checkoff update**

Earlier this month, staff presented a virtual checkoff update for Minnesota's dairy farmers. The update provided an opportunity for Business Unit East staff

dairy farmers. The update provided an opportunity for Business Unit East staff to share examples of their work from 2021. The stories and examples shared helped provide clarity to Midwest Dairy's strategic plan. The update also included CEO Molly Pelzer who previewed work for 2022. After the main session, attendees were encouraged to attend various breakout groups to continue the conversation with staff. Staff hosted discussions based on demand, trust, advocacy, and leadership development. Nearly fifty attendees joined the presentation live. Watch the update [here](#).



Farmers enjoy a break on the 50-yard line while on tour of Arrowhead Stadium.



Mark Hamlett, Iowa dairy farmer, joins Iowa Dairy Princess Alternate Raegan Kime and Iowa Dairy Ambassador Jessica Schmitt as they volunteer at Holiday Lights in Decorah, Iowa this past December.

## Meeting consumers on social media and in person



### Sioux Falls School District breakfast and smoothie programs projected to sell 3.3 million incremental pounds

The Sioux Falls School District is the largest in the state of South Dakota with over 23,000 students. Through a partnership with Midwest Dairy, the district is expanding its breakfast program outside of the cafeteria in 34 schools as well as adding smoothies to the menu in 11 middle and high schools. The smoothies will be served daily, for breakfast and lunch, and contain both milk and yogurt. Milk is offered with every breakfast meal and cheese and yogurt are often on the menu as well. The projected sales of this partnership are estimated to be around 3.3 million pounds of incremental milk. The elementary schools were able to get their breakfast projects off the ground this fall, resulting in 97,308 pounds of incremental milk sold. The middle school and high school breakfast and smoothie programs will kick off second semester.

### Sodexo campus dietitian promotes National Milk Day to students

Minnesota started 2022 work targeting GEN Z college students with Sodexo

Campus Dietitian, Holly Ellison, at Mankato State University providing opportunities for students to learn more about dairy nutrition and sustainability.

Ellison planned two opportunities to promote milk on National Milk Day on January 11th. She served steamed chocolate milk (hot chocolate) and interacted with students using a milk trivia wheel and “What You Do Dairy Does Too” signage during lunch. Ellison went through over 10 gallons of chocolate milk serving 200 students! Ellison also passed out free pints of chocolate milk in addition to the milk trivia wheel and signage during dinner. Over 200 pints of milk were handed out and 20 gallons of flavored milk distributed during dinner. Ellison plans to do another outreach for Earth Day.

### **Radio, digital and social outreach inspires St. Louis to ‘Cook with Dairy’**

Midwest Dairy’s campaign in the St. Louis market this past fall targeted consumers using radio, digital and social outreach, and experiential learning. Together with 106.5 The Arch, Midwest Dairy secured more than 9.7 million impressions promoting the sustainable nutrition of local dairy products. The campaign reached consumers through:

- On-air: Radio personality Brando served as spokesperson and gave voice to more than 358 promos and live endorsements for more than 4.2 million impressions promoting dairy’s sustainability and nutrition, and a chance to attend an in-person cooking class.
- Experiential learning: Brando hosted the cooking class with chef and St. Louis University professor Dan Brewer, RD, at Dierbergs School of Cooking. The cooking class hosted 13 guests and generated 1,500 views on [Facebook](#). Surveyed after the class, 92% of guests said they changed their perception of dairy farming for the better.
- Digital and social media: Facebook, Instagram, YouTube, a website [landing page](#), and streaming audio garnered more than 4.8 million impressions. Through The Arch’s channels, the campaign deployed two emails with an open rate of 28%.
- Influencers: With their own authentic voice, cultural influencers shared dairy’s story creating engagement with their followers. More than 398,000 impressions received through influencers’ feeds and additional paid promotions.

### **Mall of America “Moove-It” event**

In October 2021, Midwest Dairy teamed up with KSTP-FM radio personality Dez from the KS95 Morning Show and YMCA for a month-long promotion, “Moove-It” an in-person fitness event at the Mall of America’s Rotunda in Bloomington, MN. This campaign generated over 6.4 million impressions across all digital platforms.

Each component of the campaign exceeded performance expectations:

- Promotional emails to KS95’s exclusive mailing list enjoyed an above-average open rate
- Social media influencers generating 435,000 impressions and double the

- amount of Instagram Stories than expected
- Engagement with influencer content performed well above average generating 2.7% click-through rate
- Streaming audio ad placements generated a completion rate of over 94%

The “Moove-It” event at the Mall of America, emceed by Dez, attracted a large crowd who work out with our YMCA instructor. Dairy facts and sustainability messaging displayed on the big rotunda screen, informing and educating not only attendees but also hundreds of mall visitors. Twin Cities Live host and social influencer Elizabeth Ries attended the event and posted an Instagram video. Throughout the event, KS95 posted engaging TikTok videos. Princess Kay of the Milky Way made an appearance at the event. She was also interviewed on KS95’s [“After Hours” podcast](#).

Survey results show that 71% of attendees were now more likely to share some of the interesting facts that they learned during the event and 77% said the event changed their perception of dairy farming for the better, with 93% saying they believe dairy farmers make products that are good for the environment and for them.



Breakfast carts helped all Sioux Falls elementary schools serve breakfast in the classroom.



Hot Chocolate Station in the Student Union serving 200 students at Sodexo campus.



Example DMI social asset.



The “Moove-It” event at the Mall of America.

Arkansas / Missouri / Oklahoma

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