

# Promotion IN ACTION



September 30, 2022

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## COMMENTS FROM OUR CEO

E-commerce efforts have been a practice that was quickly adopted by many retail and chain stores during the pandemic. Even as we emerge from the pandemic, its popularity amongst consumers has proven it is not only here to stay but also continues to be an opportunity for Midwest Dairy to grow demand and trust for dairy products. This month I would like to call out an article featuring one of our very own Midwest Dairy staff members, Martha Kemper, Vice President of Dairy Experience and Demand. Martha spoke with a number of media outlets showcasing the benefits of online grocery shopping and explained just how the shift in online shopping had opened doors for dairy.

Martha and the team at Midwest Dairy are immersed in making dairy products stand out online and work to get dairy products highly represented in the online space. But it doesn't stop there; Midwest Dairy is also working to be more visible in the digital space by unitizing banner ads identifying dairy as a category that consumers want in their online carts. We are asking consumers to get creative when using them! For example, perhaps making milk a staple product in your breakfast routine by not only using it in your cereal but also by adding to your morning coffee - this is a great example of how we are



**MOLLY PELZER**

encouraging more milk consumption.

By staying educated on relevant shopper marketing tactics like, this Midwest Dairy can help more dairy products find their way into consumer's carts – even online. As we enter the holiday season, e-commerce efforts will be valuable as more shoppers turn to dairy products for menus for special meals and holiday favorites. [Click here](#) to read more about Midwest Dairy's efforts in the e-commerce retail space.

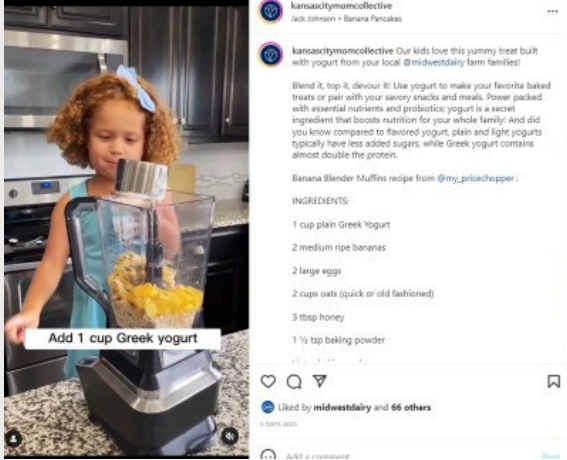
## Back to school with Price Chopper Enterprises



Price Chopper Enterprises and Midwest Dairy partnered to kick off the back-to-school season with three kid-friendly recipes this summer. The recipes [featured include \*\*Banana Blender Muffins, Chocolate Chip Cookie Dough Smoothies and Peanut Butter, Banana, and Pretzel Parfaits.\*\*](#)

Price Chopper Enterprises, a Kansas City-based retailer with over 50 locations, showcased the three recipes which were developed in partnership with Ariel Johnston, RD, of the Tasty Balance. These recipes were featured in an email blast to Price Chopper's customer base, social posts on Facebook and Instagram, printed circular ads through QR code links, and on their website. Midwest Dairy also sponsored a full-page ad in Price Chopper's Gatherings Magazine, which distributed 60,000 copies.

For a back-to-school campaign, Midwest Dairy partnered with the Kansas City Mom Collective to use social influencers to further promote Ariel's recipes at Price Chopper. These influencers featured their children making one of the recipes and shared through Instagram. They also shared a link to the recipes on the Price Chopper website, allowing consumers to add ingredients directly to their online shopping cart.



Instagram post by the Kansas City mom collective featuring the Banana Blender Muffins.



Full page Gatherings ad.

## State fair crisis and issues recap



One of the important services Midwest Dairy provides is issues and crisis training, communications support, and consultation to help farmers react to or recover from an issue or crisis on a farm or at a dairy related event. A crisis or issue can impact consumer's perceptions of dairy. Our efforts to help prepare and provide real time assistance can help head off any reputational concerns.

State fairs are some of our most high-profile dairy events each year. Midwest Dairy staff annually spend time throughout the summer planning for potential issues or crisis at a fair and stand ready to assist as needed during the fair. This preparation was put into good use during the Minnesota State Fair this August where the Animal Rights Coalition held a variety of dairy-targeted protests. The Midwest Dairy team was able to quickly develop talking points and tips for people in the dairy industry attending the fair. We also were able to monitor protest activity in case any additional steps were needed. Thanks fully overall coverage and engagement with these protests remained very low throughout the fair.

## Northern Illinois University builds trust in dairy in an innovation conversation about dairy sustainability



In early September, the Northern Illinois University (NIU) and the Northern Illinois Center for Community Sustainability kicked off the fourth semester of "Innovation Conversations," highlighting women in innovation and entrepreneurship in the food systems realm. Midwest Dairy partnered with NIU to feature Dr. Erin Cortus in the first virtual "Innovation Conversation" of 2022, who discussed sustainability for livestock farms.

The presentation was open to the public and attended by students as well as other members of the campus community. Sustainability thought leader Bryan Flower, the Assistant Director of Food Systems Innovation for NIU, hosted the conversation where he and Dr. Cortus discussed the challenges and solutions around sustainability practices on dairy farms. Those in attendance learned about water conservation methods, how digesters work, how dairy farmers are committed to the U.S. Dairy Net Zero Initiative, and more.

A [recording](#) of the presentation is posted on the NIU website along with three free downloadable resources that go into further detail about dairy farmers' commitment to sustainability.

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## The Hatchery pitch picks a winner



On September 15th, five new and upcoming food companies pitched their businesses to a panel of five judges at The Hatchery to win six months of free, private kitchen space. The five finalists of close to 50 [applications included Twisted Eggroll, Bartleby's Ice Cream Cakes, Zimt Cookies, Classic Cobbler, and Milky Milky Ice Cream.](#)

One of the most important requirements of the contest was that the products contained a minimum of 25% dairy (milk, cheese, yogurt, or butter). In addition, the companies had to have proof of concept and proven sales. It was a tough deliberation, but, in the end, Twisted Eggroll was chosen as the winner. They were chosen for a variety of reasons, but they stood out for having the most innovative product by bringing dairy to a food that is not typically known for having a dairy component - eggrolls. Not only is dairy a component of the eggrolls, but it is also often the number one ingredient and makes up anywhere from 46-50% of all of the ingredients. The varieties of twisted eggrolls include southwestern veggie, Philly cheesesteak, buffalo chicken, and their new apple cheesecake.

If you would like to read more about the contest and the Twisted Eggroll founder, please visit Donna's most recent [blog post](#).

## Learning from other region checkoff programs



### Wisconsin farmers drive environmental, economic sustainability solutions

Check out this [newly released report](#) from the Pilot Sustainability Project that showcases the results of a farmer-led initiative over a multi-year period. This report summarizes year three results, showcasing farmers implementing conservation practices and receiving support to collect and analyze data on the environmental and economic impacts of the adopted practices. In this report, you will find the impact on water quality and GHG emissions on those participating farms. These results build upon the pilot framework that was developed in the first year of the project and illustrate the opportunity for others to utilize the framework to design on-farm sustainability projects.

Three years' worth of results from this eye-opening sustainability project in southwestern Wisconsin has shown us that farmers who incorporate environmental practices that improve water quality and conserve soil can also benefit financially. To learn more, click [here](#).

Funds from the dairy checkoff have supported project implementation during the last three years, and DMI staff have assisted the project with outreach and communication effort. This is a tremendous example of supply chain partners supporting farmer-led groups that have led to increased adoption of conservation practices and environmental and economic impact modeling. The practices in this project have been shown to move environmental impacts in a positive direction time and time again when implemented and managed appropriately and these efforts will be used for nationwide awareness. This project is a demonstration of dairy farmers' commitment to sustainability.

## Educating leaders during unique events and gatherings



### Chicago Bears Practice Suite Event

As part of Midwest Dairy's partnership with the Chicago Bears, 25 guests representing teachers, school district personnel, and high school coaches joined Midwest Dairy at Halas Hall in early August. Katie Knappenberger, Director of Performance Nutrition at Northwestern, spoke about making sure their student-athletes are making sound nutrition choices. Dairy farmer Dakota Cowger also shared about his farm and dairy farming, and Midwest



Dairy intern Emma discussed the resources that Midwest Dairy has for teachers and staff. After the presentation, guests had time to watch the practice game happening on the field below them.

Midwest Dairy partnered with Janice on three podcast episodes and supplemental blog posts that reside on her website, [Grounded by the Farm](#), and are optimized for consumers searching for information online. The podcasts are featured below and also found on your favorite sites to stream podcasts.

[Finding Environmental Common Ground: Dairy & Nature Called to Live the Cheese Life, Interview with a Cheesemonger](#)  
[A Tale of Two Dairies: Visiting Two Dairy Farms & Talking Similarities & Differences](#)

Since Grounded by the Farm was introduced in 2019, it has hit the top 100 food podcasts on Apple podcast numerous times. As of March 2022, the podcast averages 300 downloads within 30 days of a new episode's release date. Undeniably Dairy is Grounded by the Farm's first sponsor, which includes website and social media.

### **Apple Seeds Kitchen Table Dinner**

Midwest Dairy partnered with Apple Seeds to bring Undeniably Dairy to a Kitchen Table Dinner. The dinner was a delectable collaboration between Chef Sam Diez, owner of *ill BERRETTO* at Scotch and Soda, Sweet Freedom Cheese, and Undeniably Dairy. Featuring produce harvested at Apple Seeds, the five-course dinner infused cheese into every dish. The dinner was attended by over 40 guests, including chefs, health professionals, business owners, influencers, and foodies. Guests got to learn about dairy farming from Mark and Johna Fellwock of Fellwock Dairy and learn about cheese from Jessica Keahey of Sweet Freedom Cheese. Mark and Johna shared how they care for the land and cows to produce high high-quality milk, but most importantly, they conveyed their love of family and farming. Apple Seeds is a teaching farm located in Fayetteville, AR, at Gulley Park, aimed to inspire healthy living through garden-based education. Reaching over 10,000 students each year, Apple Seeds works to create programs that educate and excite young students about healthy food.

### **Cultivating Young Dairy Leaders: Princess Kay of the Milky Way Spotlight**

On the eve of the Minnesota State Fair, Rachel Rynda, 19, of Montgomery, Minnesota, was crowned as the 69<sup>th</sup> Princess Kay of the Milky Way. Rynda is the daughter of Francis and Theresa Rynda and attends the University of Wisconsin River Falls, majoring in Agriculture Business and minoring in Dairy Science. Aly Dieball of Green Isle, representing Sibley County, and Kiley Lickfelt of Hutchinson, representing McLeod County, were selected as runners-up. Briana Maus of Freeport, representing Stearns County, along with Lickfelt and Rynda were named scholarship winners. Rynda was also recognized as Ms. Congeniality.

Rynda embarks on a year full of opportunities to connect and converse with consumers on the importance of dairy while serving as Minnesota's goodwill dairy ambassador.

Princess Kay Rynda and all other finalists participated in numerous activities at the Minnesota State Fair.

Her official duties began the morning following coronation with media interviews and sitting in a 40-degree cooler as she was sculpted into a 90- pound block of butter. Numerous media outlets featured the Program and the iconic butter sculptures by interviewing Rynda and butter sculptor Gerry Kulzer.

Nearly 50 media interviews were conducted by a variety of local, regional, national, and even global media outlets.

Looking to invite Princess Kay to your next event? [Submit your request here.](#)



Apple seed event participants enjoying the meal.



Congratulations Princess Kay of the Milky Way Rachel Rynda!



ALEX PETERSON & ALISHA STAGGS  
**Finding Environmental  
Common Ground:  
Dairy Farmers & The  
Nature Conservancy**



Missouri dairy farmer, Alex Peterson and Alisha Staggs from the Nature Conservancy were featured on the Grounded by the Farm podcast.

## Growing trust in dairy using online avenues



### Dairy content series kicks off with successful Instagram takeover

Midwest Dairy and [Kansas City Mom Collective](#), an online community with parenting resources in the Kansas City metro, are collaborating on a new dairy content series for the back-to-school season. The partnership offers the opportunity to deliver dairy messaging through two strategic partners – a health system and retailer. Working through the Collective’s partnerships, Dr. Gabriel Schifman, MD of HCA Midwest Health, speaks to dairy’s nutrition, while Price Chopper, a local retailer, spotlights dairy enjoyment through different recipes.

An Instagram takeover first set the tone of the partnership hosted by dairy farmer Jennifer Heim of Easton, KS. Her participation allowed dairy's sustainability story to be shared through the Collective's Instagram stories. Jennifer shared directly about Heim Dairy Farm, the cows, and family life. Jennifer's strategy to keep followers engaged included asking and answering submitted dairy questions. She shared photos of the farm, cows, and family, and incorporated poll questions and video throughout the day.

Results show parents were interested in Jennifer's story with:

- 31,089 total impressions over 36 slides
- 855 average accounts reached per slide
- 60 sticker taps on [@jennifermheim](#) and 4 new followers
- 64 link clicks to [Jennifer's blog post](#) about calf separation
- 32 other story interactions

The Kansas City Mom Collective content series identifies a variety of ways to reach parents – through socially savvy parents connected on social media and email to listeners of the Kansas City Momcast podcast. The mix of distribution channels helps deliver dairy's message to people more than once.

### **Downtown Sioux Falls Riverfest hosts 33,000 people, features dairy scavenger hunt**

Midwest Dairy has continued to build a relationship with Downtown Sioux Falls (DTSF) to grow trust with their audience and show up in unexpected places, such as their annual Riverfest event in August, which was attended by over 33,000 people. Through this partnership, Midwest Dairy worked with DTSF to bring back the dairy-themed scavenger hunt using the "What You Do, Dairy Does Too" theme. Over 250 participants used clues to gather 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. New this year, one of the stops of the hunt featured another partner of Midwest Dairy's, Friends of the Big Sioux River (FBSR), who displayed signage and also handed out Undeniably Dairy sunglasses. In addition, Midwest Dairy worked with FBSR on a social media post to extend the reach of the partnership to their 1.7K followers. DTSF also handed out over 300 dairy coloring books and crayons at their children's tent. It is estimated that this event brought \$1,001,550 of economic impact to the area.

### **Illinois High School Association - Midwest Dairy TikTok Challenge**

As a part of the partnership with the Illinois High School Association (IHSA), Midwest Dairy did a Back-to-School Fuel Your Fun TikTok Challenge, asking high school students to work together and showcase dairy in a video.

David Montgomery from the Chicago Bears announced the challenge and encouraged the students to participate for a chance to win tickets to the upcoming Fuel Up to Play 60 Game for the Bears on November 7th.

There were eight videos entered in the contest and over 21,000 votes to pick the winner Red Hill High School from Bridgeport, IL. 25 of the team and coaches will be attending the game. There have been over 468,500 views of the videos tagged with #IHSADAIRY the hashtag created for the TikTok Challenge.

Visit TikTok and search #IHSADairy to see these videos created.



## Rush University Dietetic Internship partnership

Rush University's dietetic internship program director reached out to Midwest Dairy in the Spring of 2022 to host interns for their summer community rotation. Midwest Dairy would be responsible for three groups of interns that would do 3-to-5-week internships.

Midwest Dairy said yes, as it would be an excellent opportunity to expose the community to dairy. The interns did summer camp nutrition lessons with Cook County farmers bureau and the Cook County sheriff's department in south suburban Cook County for Hispanic and African American 4-6 graders. They also participated in Back to School Bashes with Chicago Public Schools, where they partnered with No Kid Hungry and Prairie Farms to present live non-cooking demonstrations, reaching thousands of students. The interns also created recipes that were used at this event and translated into Spanish. For the Bears Fest, the interns created and hosted the nutritional trivia contest that took place at Soldier's Field, reaching over 8,000 attendees. The interns also worked with Family and Friends Health Center to create recipes and grocery store lists for their patients that live in food deserts. The interns went to a Family Dollar by the Health Center to get a sense of what was sold there to create these materials. They participated in the Taste of Randolph for Illinois Farm Families by taking over social media with tips and creating materials that were given out at the event. Lastly, the interns participated in the Illinois State Fair by doing the daily non-cooking demos and nutritional activities, reaching thousands of attendees.

This partnership was amazing, and having Gen-Z interns also allowed us to look at things differently and to tell the dairy story in a way that would reach their fellow generational consumers. The internship program recently went on a farm tour at the Hildebrandt Dairy Farm to expose all the students to dairy and prepare the interns for next year's rotation



One of the stops of the scavenger hunt was a new partner of Midwest Dairy's, Friends of the Big Sioux River.



Rush University's dietetic intern interacting with consumers.



David Montgomery from the Chicago Bears announcing the Tik Tok challenge and encourage students to participate for a chance to win tickets to the upcoming Fuel Up to Play 60 Game for the Bears.



Here's a screen share of Jennifer's Instagram story response answering why calves are removed from the mother cow after birth.



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