

Promotion IN ACTION



January 27, 2023

IN THIS ISSUE:

[Farmer Survey results](#)

[Ambassador celebration](#)

[Dairy Star column](#)

[Holiday activations](#)

[Building trust amongst athletes](#)

[Building resources and relationships](#)

COMMENTS FROM OUR CEO

I am excited to welcome 2023 as Midwest Dairy is optimistic about dairy in the year ahead. Like years past, we will continue to build on our dairy promotion work in 2023 to ensure the dairy farm family's investment in checkoff is serving them well as our momentum continues to be laser-focused on building trust and increasing consumer demand.

I welcome you to help me celebrate the young dairy leaders who recently finished up their time as Midwest Dairy Ambassadors. This program is an educational and leadership opportunity for those who are passionate about dairy, allowing students the opportunity to connect with consumers and share dairy's story. I am impressed with the many accomplishments they achieved during their year of engagement, and I thank them for their participation!

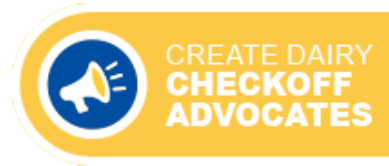
Thank you to those who participated in the Annual Farmer Survey at the end of the 2022 year. The data gathered from the survey is crucial to give Midwest Dairy insights on how to refine and enhance the way we share stories showcasing the value of your checkoff investment and Midwest Dairy's work, along with the entire federation, to drive dairy sales and build trust. The survey showed that 97 percent of respondents said they were aware of the dairy checkoff



MOLLY PELZER

and that farmers are highly aligned with Midwest Dairy's goals and business objectives, with at least three-quarters of respondents finding each of our five goals necessary. I also find it interesting that of the 499 farmer participants, 375 indicated they are interested in participating in activities to promote dairy in their communities. I commend you for wanting to get more involved and ensure that our Farmer Relations staff will reach out to these individuals with additional information. Please keep reading to see more details about the survey below. Midwest Dairy is grateful for the feedback provided by dairy farmers who replied, thank you for making your voice heard.

Third annual Farmer Survey results



In November 2022, Midwest Dairy concluded its third annual Farmer Survey. We promoted this survey throughout the month through a variety of communication methods and received 499 responses.

From this survey, we learned:

- 92 percent of respondents said they felt at least moderately informed about the checkoff's priorities and messaging, up 5 percent compared to 2021.
- Farmers are interested in receiving information about increasing sales and growing trust, as well as details about promotion efforts, success metrics, and the current consumer and market landscape.
- Farmers indicated [Facebook](#) as the most effective communication method followed by on-farm visits and in-person meetings. Other [communication methods, including emails and texts, the Dairy Promotion Update \(DPU\), Annual Report, and Promotion in Action \(PIA\) emails](#), were also rated favorably.

Thank you to everyone who participated and provided very valuable feedback. Midwest Dairy looks forward to improving and enhancing our communication methods and techniques to reach dairy farmers where they are with timely, concise information about their dairy checkoff.

Young dairy leaders wrap up a successful 2022 year



Throughout the year, Midwest Dairy Ambassadors had the opportunity to focus on bringing dairy to life for a better world. Collectively, the different states recorded hundreds of outstanding ambassador-to-consumer interactions, and many of these opportunities were made possible through Midwest Dairy's work with various partners.

Consumer connections were made across the 10-state region as different ambassadors volunteered their time which included hosting interactive booths at places like the Science Museum of Minnesota and the Omaha Baseball Village Booth during the College World Series, interacting with consumers at the different State Fairs, advocating during Earth Day Lincoln, attending Undeniably Dairy Grant supported events, and folding countless cow hats for kids! The ambassadors also gained insight into the dairy industry and developed their leadership skills by attending industry events and tours as well as participating in virtual trainings.

Ambassadors also grew their knowledge of Midwest Dairy's strategic plan by participating in webinars throughout the year. As the 2022 Ambassador year ended, all ambassadors were eligible for a \$1,000 scholarship.

Thank you to our 2022 Dairy Ambassador participants from across the region!

IL

Rachel Anderson, New Philadelphia, OH, Animal Science – Production
Marianna Brenner, Pearl City, IL, Agricultural Business
Madelyn Hartrim-Lowe, Vancouver, WA, Biology Carli Hoffman,
Nashville, IL, Animal Science

SD

Holli Jark, Stratford, SD - Pre-Veterinary Animal Science
Johanna Nielsen, Russell, MN - Animal Science/Pre-Vet & Dairy Production
Makenna Skiff, Norfolk, NE - Dairy Production and Dairy Manufacturing
Whitney Ten Napel, Ireton, IA - Dairy Production & Agricultural Leadership
Tiffany Van Buren, Waupun, WI - Dairy Production and Agricultural Communications.

ND

Fayth Hoger - Animal Science, South Dakota State University
Sydney Kleingartner - Farm and Ranch Management, Bismarck State College

NE

Jenna Albers of Randolph, Whitney (Hochstein) Haahr of Wynot,
Abigail Langdon of Clarkson Mikayla Martensen of Humphrey
and Jaycie Meggison of Blair

MN

Luke Borst, Rochester, Minn., junior studying Agricultural Communication and Marketing
Brenna Connelly, Byron, Minn., senior, Agricultural Communication and Marketing and Animal Science
Jay Dicke, Goodhue, Minn., senior, Agriculture and Food Business Management
Ashley Hagenow, Poynette, Wis., senior studying Agricultural Communication and Marketing
Kate Meyer, Rollingstone, Minn., junior, Agricultural Communication and Marketing

IA

Danielle Begle, Iowa State University studying Animal Science

Nichole Gerard, Iowa State University studying Animal Science

Mary Holtz, Iowa State University studying Dairy Science & International Agriculture

Amelia Klostermann, Iowa State University studying Animal Science

Madalyn Palmer, Iowa State University studying Animal Science

Hannah Pollard, Iowa State University studying Animal Science

Find Midwest Dairy in the Dairy Star



Midwest Dairy works hard to keep farmers informed about their checkoff investment by utilizing different avenues to share information. Did you know you can hear directly from Midwest Dairy staff about projects they are working on in the Dairy Star publication? [Click here](#) to view our column, which gets updated with a new monthly article.

Holiday activations drive demand for dairy



Hy-Vee partnership showcases Midwest Dairy shoppable recipes

Midwest Dairy partnered with an Iowa-based retailer, Hy-Vee Inc., which operates 285 stores in Iowa, Illinois, Missouri, Kansas, Nebraska, South Dakota, Minnesota, and Wisconsin, to help drive incremental pounds of milk sold by adding 15 dairy-centric recipes to their e-commerce website. Midwest Dairy and Hy-Vee will utilize these recipes to highlight opportunities to use dairy items in great-tasting meals.

The shoppable recipes allow consumers to quickly add dairy ingredients to their online grocery cart while viewing the recipe. With nearly 54 percent of consumers buying groceries online, it's crucial to bring dairy forefront in the digital shopping space. For an example of recipes, check out the [Apricot Brie recipe](#).

Holidays are Merry with Mairy at Dierbergs

Midwest Dairy and Dierbergs Markets out of St. Louis teamed up to celebrate the holiday season with a creative and tasty butter board. Alaina from [Honest Grub Honest Foodie](#) put her creativity to the test and came up with a delicious "smasher potato butter board" featuring garlic herb butter surrounded by crispy smashed potatoes; this unique approach was a hit for Dierbergs customers.

This recipe was featured in their digital holiday two-week ad beginning in early December. A recipe video was also created and shared through Dierbergs' social channels, website landing page, and on the Undeniably Dairy blog page. In addition, shoppers were linked to the blog page from an email blast that went out on December 13th. [Click here](#) to view the Undeniably Dairy blog post.

In addition to the butter board, Dierbergs shared a cheddar and cranberry scones recipe through their social channels. Midwest Dairy has plans to continue collaborating with Dierbergs in 2023 to use influencer recipes focusing on dairy to drive sales and trust.

Minnesota Innovate with Dairy Grants increased dairy sales

Due to the generosity of Minnesota dairy farmers, 52 schools in Minnesota received grants reaching close to 33,000 students to offer new dairy opportunities to increase milk and dairy consumption, including latte coffees at high schools, bulk milk machines, and yogurt smoothies.

Due to staffing and delayed equipment, only 41 schools were able to start their programs by October, 2022 to collect the first round of fall data, but they will all be on track to collect spring numbers. Fall data collection showed 249,835 incremental pounds of dairy consumed. Through this grant, we continue to get positive feedback from schools that students enjoy the extra cold milk from the bulk machines and that there is less waste. We also continue to receive positive feedback about smoothies as kids enjoy experimenting with new flavors.

Consumption data will continue to be collected through the 2023-2024 school year to track incremental milk sales. These new innovative dairy options for students are a positive step to retaining and building lifelong dairy consumers.



Minnesota elementary students enjoying milk provided to them by a grant.



Instagram post used to promote the scone recipe from Dierbergs.

Kansas City Chief's JuJu Smith-Schuster supports Fuel Up to Play 60 through NFL's My Cause My Cleats

Through My Cause, My Cleats, NFL players across the league can reveal their passions beyond football by sharing and wearing their hearts on their feet. For example, during this season's campaign, Kansas City Chief JuJu Smith-Schuster transformed his cleats with a Holstein pattern to support Fuel Up to Play 60. Smith-Schuster shared that he has a long-standing relationship with Fuel Up to Play 60 and enjoys helping kids understand the importance of healthy eating and exercise habits early in life.

A total of six NFL players supported Fuel Up to Play 60 in this year's campaign. Those players include:

-
-
- JuJu Smith-Schuster – Kansas City Chiefs
- Justin Simmons – Denver Broncos
- Matt Breida – New York Giants
- James Washington – Dallas Cowboys
- Amani Hooker – Tennessee Titans
- Ross Maticcik – Jacksonville Jaguars

[Click here](#) to view the Facebook video reel highlighting their fun and creatively designed cleats supporting Fuel Up to Play 60!

Vikings FUT60 charcuterie video makes a big splash on social media

As part of our Fuel Up to Play 60 contract, Midwest Dairy focused on ways to engage more in the social media space where youth spend a lot of their time and showcase fun ways to incorporate dairy into the holiday season. The Viking Entertainment Network is always looking for creative ways to work with partners to showcase the players off the field as they resonate with fans of all ages. Midwest Dairy brought in two culinary students from Burnsville High School to join two defensive tackles, Dalvin Tomlinson and Harrison Phillips, in a charcuterie board challenge, and Remi Famodu, the Viking's Dietitian, was brought in to be the judge.

The video was released on [Facebook](#) and [Twitter](#) right before the Christmas holiday and reached over 127,000 fans, plus it acquired 471 engagements and just under 25,000 views between the two channels. In addition, Tomlinson retweeted on his Twitter page as well as the [Burnsville School district](#). This was a fun and authentic way to showcase player personalities, and student culinary skills, all while promoting the deliciousness and versatility of cheese.

New partnership with Minnesota State High School League

Midwest Dairy partnered with Minnesota State High Schools League (MSHSL) in a short-term project in December to explore new opportunities to reach high school youth. The MSHSL was excited to work with us as their mission is to support educational opportunities for students and leadership in their 525 member schools across the state. Our initial partnership focused on three areas. We created a weight room poster focusing on the benefits of chocolate milk for recovery with a trackable QR code sent to all member schools. We utilized local student-athletes to create an edutainment [video](#) on making hot chocolate to refuel after outdoor activities, which was posted on MSHSL Facebook and Twitter accounts and reshared in their December newsletter.

Lastly, two newsletter posts were sent to activities directors and coaches. One focused on the new partnership and included a link to the hot chocolate video that resulted in 2,537 views. The second newsletter focused on dairy nutrition benefits to students, which was released on January 5th and received over 1,343 views in one day.



JuJu Smith-Schuster warming up in his newly designed Fuel up to Play 60 cleats.



Two culinary students from Burnsville High school joined two defensive tackles, Dalvin Tomlinson and Harrison Phillips in a charcuterie board challenge.



A poster promotes the 3 R's of recovery: Rebuild, Rehydrate, and Refuel.

Building resources and relationships to grow dairy trust in the marketplace



Nebraska influencer spreads holiday cheer with real dairy

Laura Nielsen, founder and face of the delicious creations at Lolo Home Kitchen, prides herself on sharing real, authentic, and homestyle recipes with her followers. Recently, her TikTok following has quickly surpassed her other social channels in popularity, garnering over 45.5 million views among her posts. As a Nebraska native, she understands the importance of agriculture and is sure to share her love for farm-to-table programs with her followers.

Midwest Dairy partnered with Laura to develop and share a classic hot chocolate recipe with customizable toppings this holiday season. The accompanying blog post highlighted dairy messaging and why real dairy makes a difference in this recipe and others. Just two days after posting, the YouTube video reached over 2,800 views and was shared with over 130,000 followers throughout her platforms.

Midwest Dairy collaborates with Sanford Children's Hospital on dairy protein resource

Midwest Dairy again partnered with Sanford Children's Hospital to build trust in dairy with credentialed health professionals and their patients. Last year, a smoothie handout featuring whole milk and dairy products was created for young patients on a high-calorie, high-protein meal plan.

This year, a resource detailing the benefits of dairy's protein package was created to accompany the smoothie handout. This resource also promotes whole milk and features tips for using whole milk dairy products in meals and snacks and includes popular high-protein recipes that can be made at home.

Power Up with PROTEIN

Protein is vital for muscle growth and development, strong bones and makes up the structure of every cell in your body. High-quality protein sources include animal proteins, such as poultry, eggs, seafood, lean meats and dairy products (milk, yogurt and cheese), as well as plant proteins, such as nuts, seeds and soy products (tofu, edamame, tempeh) beans, peas, lentils and whole grains.

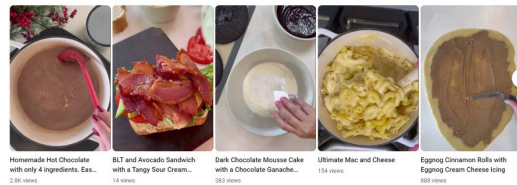
Dairy is an easy and affordable way to boost protein in your family's meals and snacks.

PROTEIN content of common dairy foods:
Source: <https://fdc.nal.usda.gov>

- PARMESAN CHEESE**
1 ounce = 8 grams
- AMERICAN CHEESE**
1 slice = 3.6 grams
- COTTAGE CHEESE** low fat (1% fat)
4 ounces = 14 grams
- PLAIN YOGURT**
1 cup = 14 grams
- PLAIN GREEK-STYLE YOGURT**
7 ounces = 20 grams
- PART-SKIM MOZZARELLA**
1 slice = 7 grams
- MILK** all fat levels
1 cup = 8 grams


Try these simple ways to add PROTEIN to your diet:

- Make hot oatmeal or overnight oats with whole milk and Greek yogurt. (recipe on back)
- Use plain whole milk Greek yogurt to top off soups, tacos or a baked potato.
- Grate Parmesan cheese over high protein pasta or grains.
- Stir your favorite berries, nuts and/or granola into whole milk Greek yogurt for a quick snack.
- Try homemade custard or chia seed pudding. (recipe on back)
- Dollop whole milk cottage cheese over your choice of fruit. Sprinkle with cinnamon and honey, if desired.
- Stuff pasta shells with ricotta cheese and top with marinara sauce.
- Pour whole milk over your cereal.
- Sprinkle mozzarella cheese over homemade pizza or flatbreads.
- Use an air fryer to melt a slice of cheese over a tomato or avocado topped slice of bread.
- Simply add a glass of whole milk to your meal or snack.
- Stir your favorite peanut butter and jam combo into whole milk yogurt.
- Serve cheese cubes alongside fruits and veggies for an easy, kid friendly snack.
- Make a quesadilla with high protein tortillas and your favorite shredded cheese. Top with whole milk Greek yogurt and avocado.
- Make a smoothie using your favorite combination of whole milk, Greek yogurt and fruit. See our smoothie handout for inspiration.
- Try making a simple custard recipe with whole milk and eggs.



Midwest Dairy partnered with Laura of Lolo Home Kitchen to develop and share a classic hot chocolate recipe with customizable toppings featured on her blog here.

Midwest Dairy partnered with Sanford Children's Hospital to create this dairy protein resource for their patients.



Arkansas / Southern Missouri /
Oklahoma

Stacy Dohle
417-298-2780

sdohle@midwestdairy.com

Iowa
Mariah Busta
563-449-2414

mbusta@midwestdairy.com

Minnesota
Shannon Watrin
507-766-6864

swatrin@midwestdairy.com

North Dakota
Char Heer
701-321-1239

cheer@midwestdairy.com

Illinois

Kendra Anderson
309-825-2196

kanderson@midwestdairy.com

Kansas / Northern Missouri
Ron Grusenmeyer
816-873-0351

rgrusenmeyer@midwestdairy.com

Nebraska
Tracy J Behnken
531-207-4291

tbehnken@midwestdairy.com

South Dakota
Tom Peterson
605-251-2439

tpeterson@midwestdairy.com



MidwestDairy.com

You can [unsubscribe](#) from this email.

This email was sent by Midwest Dairy – 2015 Rice Street, St. Paul, MN 55113