

WINTER 2023

DAIRY PROMOTION

Update



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**MAKING
EVERY
DROP
COUNT**



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The new year will bring about changes at Midwest Dairy.

We'll begin a new three-year strategic plan, and the organization will welcome a new Chief Executive Officer, as I've announced I will retire from my role. While I look forward to this next chapter, it is bittersweet because this organization has been a big part of my life. I first started my career in checkoff as a program director working with

schools and health care professionals. Since then, I have held different positions, until accepting the CEO title in 2019. Over my time at Midwest Dairy, I have seen checkoff strategies evolve and continually foster new ideas that make a difference for dairy farm families. It has been a privilege to work for dairy farmers in each of my roles in dairy checkoff since starting on June 1, 1984. I've enjoyed my career immensely, and I'll continue to be a passionate supporter of dairy farmers, dairy farming, and dairy's unique contribution to health and nutrition.

As I think about my career, I know that I will miss the people the most. I will forever cherish the friendships I have made throughout the years, and I hope these friendships will continue. I've been blessed to work with fantastic staff – both past and present. I will also miss the conversations with dairy farmers who have served on our boards, supported the work of checkoff, and provided insights on what programs were most important to them. I'm incredibly grateful for those who took the time to mentor me and help me learn along my journey.

It was an honor to work on behalf of all dairy farmers. You were top of mind every day. Knowing how hard you work to produce milk that feeds and nourishes the world was a daily inspiration to deliver promotion and research programs that made a difference for you. I owe my career to the dairy farm families in our ten-state region. Thank you for what you do.

I have had the pleasure of participating in many important projects within checkoff. I am most proud of creating the metrics scorecard developed at Midwest Dairy over the last four years. This scorecard helps communicate the impact of your checkoff investment to you, the dairy farmer. I have always believed checkoff is farmer-led. We acted when the Midwest Dairy Board of Directors challenged us to develop a tool to convey how checkoff delivers results. The tool has inspired other dairy checkoff organizations. We will continue to improve the scorecard as we learn how best to communicate results to you with greater transparency.

As my tenure at Midwest Dairy draws to a close, I want to assure you that the excellent work of Midwest Dairy will continue. The staff at Midwest Dairy will not miss a beat as they begin to implement the new three-year strategic plan. The plan was created with input from the dairy community, Midwest Dairy's board and staff. I am eager to spend more time with my family and enjoy a slower pace in retirement. I believe the future is bright for dairy, and Midwest Dairy's work will continue evolving to serve dairy farmers better. I'm forever grateful for the opportunity to be a part of dairy checkoff and the opportunity to lead Midwest Dairy. Thank you again.

Molly Pelzer
Midwest Dairy CEO



CHECKOFF ENGAGES CROWDS at the College World Series for the third consecutive year



For the third year, Midwest Dairy had an onsite presence in the Omaha Baseball Village venue of the Men's College World Series. Checkoff engaged with consumers through various activities designed to help them learn and enjoy dairy foods at the Undenably Dairy booth.

Over 300,000 attendees from across the country make their way to Omaha, Nebraska, each June to cheer on the best of the best baseball teams during the Men's College World Series. This diverse audience offers a

large population pool for Midwest Dairy to connect with a full range of all ages including Generation Z (Gen Z). Midwest Dairy works with partners to target a large consumer audience to build trust in and around dairy. Research shows that when consumer sentiment toward the dairy industry is positive, consumers are more likely to purchase dairy when at the dairy case.

The Undenably Dairy booth offered many opportunities for baseball fans to experience dairy in a fun and interactive way. Checkoff partnered with the local YMCA to draw in the Gen Z crowd by providing gaming systems allowing consumers to

play esports games while fueling with dairy samples. Visitors could spin the dairy trivia wheel or drop a Plinko chip to answer dairy nutrition and sustainability questions for a prize. Thanks to generous donations by local processors, over 1,200 chocolate milk pints, 2,500 cheese sticks, and 750 lactose-free milk beverage samples were also enjoyed by attendees.

On the weekends, two very popular guests joined the booth, “Babe” and “Ruth.” The two dairy calves allowed baseball fans to interact with them and a dairy farmer was there to answer any questions that arose. Omaha Baseball Village shared a photo of the calves with their “Hero” for the day to their followers.

Midwest Dairy also partnered with Nelson Produce Farm, who joined to

hand out produce samples in the booth and promoted the event on their social platforms. Before the event, a *Pure Nebraska* news segment promoting the dairy experience aired to over 11,500 viewers and 36,500 Facebook followers.

Finding ways to reach consumers with dairy’s farm-to-table story in out-of-the-box places is important, and events like this shine a positive spotlight on the dairy industry nationwide. Reaching this large consumer base with a fun experience helps bring dairy to life beyond the grocery store while engaging with consumers about important topics and giving them a taste of the dairy products they love.





CHECKOFF WELCOMES A NEW PARTNER,

DOLLAR GENERAL®

Midwest Dairy is eager to connect shoppers with dairy products through our new sales partner, Dollar General. Dollar General is the number two grocery destination in the U.S., behind only Walmart, and has a national footprint of over 19,000 stores in 47 states. Seventy-five percent of Americans live within five miles of a Dollar General location, making this new partnership an exciting one!

Inflationary economic conditions continue to change how consumers shop. Recent studies show that high prices in the supermarket aisles for basic food items like eggs, milk, and butter have driven more shoppers to seek bargains at dollar stores. This partnership with Dollar General will allow checkoff to meet consumers where they are, the dollar store channel.

The partnership will increase awareness and sales of fluid milk through strategically placed in-store signs starting November 13, 2023, until January 14, 2024. These signs will focus on affordable nutrition by promoting milk as a good value, using our new Undenially Dairy tagline “Real Milk. Real Nutrition.” Signage will also promote pairing milk with other popular snacks, like cookies.



Midwest Dairy is exploring more opportunities to include in-store signage at other brick-and-mortar retailers by working with our partner, Neptune Retail Solutions. Research shows that **46 percent of in-store shoppers are inspired by displays and signs while shopping in-store.** To increase awareness and sales of milk, we strategically placed in-store signs at 1,932 select Hy-Vee, Fareway, and Jewel retail stores in the Midwest Dairy region. These are currently in stores and will be up until December 3, 2023. This signage focuses on the “healthy habits” that start with milk, highlighting dairy’s nutritional value.

This in-store signage will help shoppers navigate aisle to aisle with the goal of influencing their purchase decisions during repeated shelf trips. Customers will interact with dairy promotions at different checkpoints throughout the store, including blade signs at the dairy case and in the cookie aisle.

This effort began as a joint program with Midwest Dairy and the United Dairy Industry of Michigan but has continued to grow as other dairy checkoffs joined. After Midwest Dairy

and Michigan initiated the project, other state and regional checkoff organizations were invited to join the campaign to grow dairy's footprint. There are 2,369 stores participating in the Midwest, as well as 1,930 in American Dairy Association Northeast (East Coast), 584 in Michigan, 534 in Indiana, 1,041 in American Dairy Association Northeast (OH/WV), 1,515 in DairyMax (TX, SW OK, NM, and SW KS), and 1,595 in The Dairy Alliance (GA/TN). There will also be many

stores in each Midwest Dairy state participating in this campaign, as Dollar General is well-represented in the 10-state region.

Midwest Dairy is eager for this campaign to begin as we enter the holiday season, a time that has proven to be positive for dairy. Dollar General will be our first partner in this type of retail signage campaign, and one checkoff is confident in as we continue to increase dairy sales.





Midwest Dairy and The Hatchery *partner for the second year*

Midwest Dairy and The Hatchery Chicago have partnered again to fuel dairy innovation.

Advancing dairy research is a key strategy of dairy checkoff. Midwest Dairy funds research efforts that solve industry challenges and partner with those that drive demand for dairy. This partnership, now in its second year, focuses on supporting innovative food and beverage entrepreneurs.

In 2022, Midwest Dairy first partnered with one of North America's largest food and beverage incubators, The Hatchery Chicago. The Hatchery Chicago is a non-profit food and beverage incubator that supports local entrepreneurs to build and grow successful food businesses, cultivate local job opportunities for people from all backgrounds, and accelerate inclusive economic growth on Chicago's West side. Together, we

hosted a pitch contest offering the winner six months of free access to a commercial kitchen in Chicago's Garfield Park.

Midwest Dairy was proud to partner with The Hatchery Chicago again to relaunch this contest in 2023, but this year, two winners were awarded access to commercial kitchens. As before, the contest is open to established businesses that use 30 percent dairy in their ingredient base with no alternative



Hatchery Chicago

dairy products. The first place receives one year of free rent at a commercial kitchen, while the second-place winner receives six months.

Midwest Dairy hosted the annual pitch contest in Chicago in October 2023 in front of a panel of three judges who are successful colleagues across the dairy industry. The knowledge and feedback from these judges help determine the winners.

Congratulations to this year's first-place winner, Bakr Cookies. Alexa Ryan is the founder of Bakr Cookies, located in the heart of Chicago. Bakr Cookies prides itself on offering real butter, fair trade chocolate, clean ingredients, flakey sea salt, and elevated flavors. Bakr Cookies also envisions sourcing butter locally from Midwest Dairy farmers and assisting with research and development. The \$14.2 billion cookie segment is expected to grow 20 percent over the next five years,

making this cookie business excited for the future. Bakr Cookies will receive a private kitchen with window co-branded signage for 12 months at The Hatchery Chicago.

The second-place winner is Howdy Breakfast Buns (Howdy). Howdy specializes in Texas-Czech-style kolaches with a unique milk bread-style dough. This high dairy content dough and overnight cold-proofing process creates a tender, light dough that customers love. Founders Tom Bovio and Eric Liu started Howdy during the pandemic. Howdy is currently sold in 35 cafes and bars, street festivals, farmers markets, and even at Lollapalooza. Tom and Eric would like to see their product expand to wholesale, additional farmers markets, and grocery stores. Howdy will receive a private kitchen with window co-branded signage for six months.



Midwest Dairy and The Hatchery Chicago are proud to award kitchens to two new businesses. By having two winners, checkoff is encouraging even more dairy innovation and sales with the goal of allowing food vendors to create a long-standing business that can grow into their own space to continue selling and promoting dairy products.

Scan the QR code to meet last year's winner.





Influencer retreat gets the

Ready to roll up your sleeves and dive headfirst into the world of sustainable dairy farming?

This was a question checkoff recently asked as we recruited four online social media influencers for an adventure of a lifetime; experiencing a working dairy farm. This opportunity allowed a select few to share genuine, authentic excitement for dairy as they captured their own on-farm experience, the stories behind dairy products, and their passion for sustainable farming practices.

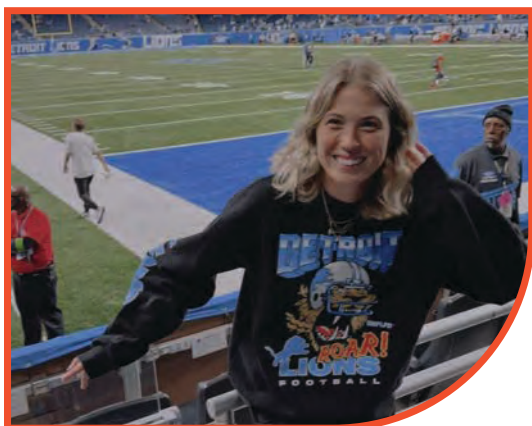
This November, four social media influencers were invited to step into the captivating world of dairy in southeastern Minnesota. While shadowing family farmers and getting on-farm experiences, they were encouraged to document it all through photos and videos and share with their social media following. These influencers were from different cities across the Midwest Dairy 10-state region and had some

interest in the industry. Whether that interest stemmed from the joy of searching for adventure and wanting to try something new, a deep love and passion for animals, or reconnecting their farm roots from childhood, each influencer walked onto this dairy farm open-minded and eager to learn.

The two-day #DairyBootcamp consisted of each influencer participating in several challenge activities. On day one, influencers dove right in with the first challenge in the



MEET THE INFLUENCERS...



Crystal Sorem



Instagram: [henricksorem](#)

TikTok: [henricksorem](#)

Age: 25

Hometown: Minneapolis, Minnesota

Bio: Crystal is a sports-loving, jet-setting, fun-spirited creator who passionately shares content about her relationship, Midwest life, and her travel adventures.

conversation started online

milking parlor, where they found out if they could keep up with the rotary milker at Daley Farm of Lewiston. Then, they got a farm tour and learned about sustainability systems on the farm, like water recycling and upcycled ingredients. Challenge number two was at the host's farmhouse where they all got to take a crack at making their own butter. Afterward, they enjoyed flavoring the butter with different ingredients to

enjoy with a homecooked meal. They ended the night with dinner and conversation with the Daley host family.

Day two offered another in-depth look at a working dairy farm learning about calf care. Each influencer took turns trying to lift a newborn calf which was a lot larger than they expected. They also got to walk in the rye cover crops and dig up soil to see first-hand what healthy soil

looks like, complete with roots and worms. Later, influencers met with a ruminant and human nutritionist and got a crash course on how much care goes into feeding cows and how dairy fuels our bodies. Their next challenge was to make a smoothie using various ingredients to see if they could eat as healthily as a cow. Joanne Slavin, a dietitian from the University of Minnesota, was the guest judge and speaker.



Dante Barger

 originaldante  OriginalDante  ThisIsn'tMyDegree

Age: 28

Hometown: St. Louis, Missouri

Bio: Dante is a creator that challenges the norm and documents all the wild experiences that life throws his direction in an engaging, fun way.





Influencer retreat gets the conversation started online (*continued*)

Afterward, they went to Kiefland Holsteins and saw robot milkers and learned how technology is utilized on the farm. As a show herd, they also got to lead a cow on a halter. To say goodbye, the group came together at a local brewery to ask any final questions and discuss the experience one last time before heading to the airport.

Throughout the immersive experience, facts and research were shared as Midwest Dairy aimed to provide a genuine path toward exploring sustainability. Influencers got to physically see how farmers are stewards of the land, resources, and their cows and that they are committed to providing nutritious, wholesome milk and dairy products to nourish people. This event may have occurred in Minnesota, but all 4,400 Midwest dairy farmers were acknowledged as checkoff dispelled misconceptions about dairy's sustainability across the 10-state region.

The goal of #DairyBootcamp was to tell the story of sustainable dairy farming to millions of people through the social channels of these influencers, like Instagram and YouTube. All content created is approved by checkoff before hitting social media and shines a positive light on the industry and their experience. Midwest Dairy also had two

commenced, they also shared how the daily jobs farmers do to keep their farms running seemed intimidating and scary, but after getting the opportunity to do them themselves, the process was incredibly eye-opening.

Overall, this experience brought dairy to life in a fun and out-of-the-box way.

“Bringing influencers to a dairy farm for an experience is the easy part. The hard part is bringing the story to life on their channels to help others know and understand how amazing dairy is at fueling the world while caring for the land and animals. We will be measuring impact over the next couple of months to ensure we are growing trust with consumers.”

Eir Garcia Silva, Vice President, Dairy Experience - Marketing

videographers and photographers on site and will have access to all the photos and videos captured to continue telling the story to other consumers on other channels.

The influencer participants voiced how surprised they were at the amount of thought that goes into dairy farming and that everything that could be, was reused and recycled. As challenges

It also allowed for many farmer-led conversations to happen in 48 hours, putting many misconceptions about the dairy industry to rest. As this experience hits social media channels, we are seeing interest from other social media influencers looking to share the same experience with their followers; an opportunity checkoff hopes to grow in the future!

MEET THE INFLUENCERS...



Juan David

es.juandavid

jdenchicago



Age: 27

Hometown: Chicago, Illinois

Bio: Juan is a Colombian content creator in Chicago, transitioning from TV to Hospitality Management, inspiring through videos.

FACTS SHARED...

These facts, as well as their on farm experiences, are encouraged to be shared with the influencer's followers.



More Sustainable Carbon Footprint

- 💡 Dairy farmers have already reduced their carbon footprint by 63% since 1944.
- 💡 Dairy farmers are putting in the work towards net-zero greenhouse emissions by 2050.
- 💡 Contrary to popular belief, the dairy industry is only responsible for 2% of national greenhouse gas emissions.



More Sustainable Water Usage

- 💡 It's only waste if you waste - water is recycled up to four times on dairy farms resulting in dairy farmers using 65% less water than ever before.
- 💡 The environmental impact of producing a gallon of milk is significantly lower today, requiring 30% less water to produce a gallon of milk than it did just 15 years ago.



More Sustainable Carbon Waste

- 💡 Dairy farmers are converting manure and waste into nutrient-rich fertilizer and renewable energy.
- 💡 Manure is composted to minimize environmental impact and improve soil health, which benefits the crops farmers grow to feed their cows!



More Sustainable Animal Care

- 💡 Cows come first. More than 98% of the nation's milk comes from farms that provide exceptional cow care.
- 💡 From working with nutritionists and veterinarians, to installing water misters and back scratchers, dairy farmers continually strive to provide high-quality care to their cows.



Iyanna McNeely

📷 [iyanna.amor](#) 🎵 [iyanna.amor](#) 📍 [feelintheblank_](#)

Age: 29

Hometown: Chicago, Illinois

Bio: Iyanna is a former star of Netflix's Love is Blind Season 2, now sharing her authentic life journey in Chicago, cherishing her cat, family and friends.





Dairy comes to life during different State Fair traditions

The Midwest is known for its great state fairs that draw thousands of attendees every year, and dairy was brought to life in impactful and creative ways during these fairs this summer. These events offer exclusive opportunities for consumers to experience all things dairy and enjoy dairy products, including interactive booths, milking demonstrations, dairy treats, butter sculptures, and more. Midwest Dairy is proud to collectively share your dairy story and highlight farm families to bring dairy to life.

NORTH DAKOTA

The North Dakota State Fair Dairy Barn allowed fairgoers to see firsthand the care and attention given to dairy animals as they experienced more about the industry. The dairy exhibitors interacted with consumers of all ages to answer questions and share their dairy pride. Midwest Dairy also provided educational signage with dairy facts and sustainability messages throughout the barn.

North Dakota Dairy Ambassador ShiAnne Boehm hosted a Facebook live session during the fair and was at a booth near the entrance of the Dairy Barn to meet and greet fairgoers. She tested their dairy knowledge with a fun dairy trivia game. Checkoff also partnered with Gateway to Science to set up a display in the dairy barn featuring the dairy cow health

monitor, a key component of the dairy display at the new Gateway to Science facility in Bismarck. One of their STEM educators was on hand to provide demonstrations of the monitor and share dairy messages with participants.



ILLINOIS

The Illinois State Fair provided many dairy experiences for fairgoers. Over **700,000 people** visited the Illinois State Fair and had the opportunity to venture to the Dairy Building to see the iconic butter cow sculpture. While in the Dairy Building, visitors interacted with hands-on games, including “Our Plate” Cornhole, QR Code BINGO, an Undeniably Dairy Match Game, and Dairy Trivia Mini Putt. Fairgoers also had the opportunity to try delicious dairy samples, rest in the coloring station, watch videos focusing

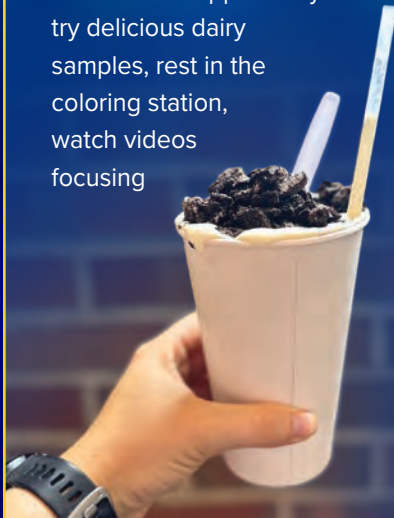
on dairy sustainability, and take Undeniably Dairy selfies.

By offering a variety of activities, Midwest Dairy reached consumers across generations. More than 4,500 photos were taken at the Undeniably Dairy photo booth touchscreen Undeniably Dairy match game, and 969 visitors played QR Code Cow-A-BINGO.

Fairgoers also had the opportunity to meet dairy farmers and learn more about dairy’s

sustainable nutrition story while in the building.

The Dairy Goodness Bar was also popular this year, offering delicious dairy treats such as milkshakes, ice cream cones, and cream puffs. New this year, Midwest Dairy debuted a “Flavor of the Fair” milkshake. The 2023 flavor was Cookies & Cream, vanilla or chocolate ice cream with crushed chocolate sandwich cookies. The Flavor of the Fair was a huge hit as we sold 3,328 Cookies & Cream milkshakes. Fairgoers also purchased 18,339 ice cream cones and 9,541 milkshakes.



KANSAS

The Kansas State Fair provided a unique opportunity for consumers to connect with dairy farmers and dairy advocates as they shared their dairy

story. Dairy messaging was showcased through video and print in the dairy stand, and Kansas State University Vet students shared common animal care

messages in the birthing center. Dairy farmers, 4-H juniors club members, and the K-State Dairy Club also shared promotional items and played dairy trivia with fairgoers. The 10-day fair saw nearly 330,000 attendees in Hutchinson, Kansas.





Dairy traditions wowed fairgoers at the Iowa State Fair, which enjoyed the second-highest all-time attendance at over 1.1 million visitors. Iowa's dairy industry was front and center during the ten days, from I Milked a Cow (IMAC) to the iconic butter cow and delicious dairy treats.

Young dairy leaders swept through the fairgrounds, participating in several activities. Iowa Dairy Ambassadors, along with the Dairy Princess, Princess Alternate, and finalists, participated in kitchen demonstrations, Blue Ribbon Kids Club, Little Hands on the Farm, Celebrity Bingo Calling, "Have You Herd" presentations, The Animal Learning Center, Iowa Food and Family Project booth, and helping with IMAC. Additionally, they served as dairy ambassadors during tours with elected officials and conducted many radio interviews.

Midwest Dairy teamed up with the Girl Scouts of Greater Iowa for the third

consecutive year to bring fresh, fun dairy treats to fairgoers and raise money for a good cause. This year, the Minty Moo Parfait was joined by a new offering from Country View Dairy – Iowa Farmers' Dream Frozen Yogurt; maple-infused vanilla frozen yogurt with cornbread and bacon pieces. At the end of the fair, 21,554 milkshakes, 6,587 Minty Moos Parfaits, and 21,738 scoops of ice cream and frozen yogurt were served.

The 70th Iowa Dairy Princess was crowned at the beginning of the fair. Six candidates competed for the Iowa Dairy Princess title, with the judging held on August 8 and 9 in



Ankeny. Ashley Elsbernd, 19, from Calmar representing Winneshiek County, was crowned during an evening ceremony at the Iowa State Fairgrounds. Ashley will spend the year serving as a goodwill ambassador for Iowa's dairy farmers. Throughout her year-long reign, she will make public appearances to connect with consumers and help them understand the dedication of dairy farm families to their cows, their land, and the milk they produce.

Ashley will be a junior at the University of Wisconsin-Platteville this fall, where she studies dairy science and agriculture business. Ashley was also recognized for her performance in the public speaking portion of the contest. Elizabeth Fossum, 18, of Waterville, was named Iowa Dairy Princess Alternate.



MISSOURI

Midwest Dairy embraced the opportunity to connect with consumers inside the Gerken Dairy Center at the Missouri State Fair. Dairy was brought to life in many ways for all to enjoy. The Butter Cow is a well-known Missouri State Fair attraction with an 18-year-long tradition. This year's sculpture used 800 pounds of unsalted butter donated by Keller's Creamery. Sculptor Angela Weis returned for her third year crafting the "Nothing Butter than a Cow Lick" sculpture, which she spent 84 hours sculpting.

Midwest Dairy partnered with the Missouri Wine and Grape Board to incorporate dairy into their Wine 101 pairing classes. This class had 400 participants at the Missouri Wine

Tent. Attendees sampled Brother's Keeper Aged Cheddar and a Taco Cheddar cheese curd from Hemme Brothers Creamery, paired with Adam Puchta Chambourcin and St. James Winery Vignoles. Everyone left with a cheese board inspiration handout to keep the dairy experience going at home.

St. Louis-based influencer Mary Asher partnered with Midwest Dairy during her first-ever visit to the State Fair, where she created original Instagram content before, during, and after her visit. She featured the butter cow, the Gerken Dairy Center food, and the Wine 101 pairing class to her more than 14,000 followers.



SOUTH DAKOTA

Dairy checkoff was well-represented at the South Dakota State Fair. Fairgoers learned about dairy farming and dairy products through several dairy-focused activities, such as an Undeniably Dairy scavenger hunt with over

1,000 participants and a Plinko game featuring dairy questions.

South Dakota's Dairy Ambassadors and Intern interacted with consumers and answered any questions they might have had about the industry. They also

assisted at different dairy shows helping with ribbon and award presenting. South Dakota Dairy Ambassadors amplified these experiences with posts on their South Dakota Dairy Ambassador Facebook page.





MINNESOTA

Opportunities to showcase dairy were abundant at this year's fair, with attendance being the 6th highest in Minnesota fair history. Building trust was top of mind as Dairy Ambassadors, Princesses, and Interns engaged with consumers through dairy trivia and prizes at Midwest Dairy's booth in the Dairy Building. Nearby, at the Dairy Goodness Bar, new signage with refreshed images highlighted the real enjoyment of dairy. Midwest Dairy sponsored other programs at the fair, including 4-H and FFA Dairy Awards, Dairy Showcase, the Moo Booth, and a 4-H Interview workshop. Midwest Dairy also sponsored livestreaming for all Dairy Shows at this year's fair. The live streaming reached over 20,000 viewers, which was 5,000 more than last year's livestream.

The Dairy Goodness Bar featured the 7th annual Flavor of the Fair contest winner, "Cheers for Cherries", a vanilla malt or sundae topped with Italian cherries drizzled in dark Chocolate syrup. Fairgoers purchased 9,800 Cheers for Cherries items, and other top sellers included twist ice cream cones at 30,000, secret state fair recipe chocolate



malt at 28,000, and strawberry malts at 13,000. Record crowds, with ideal milk-drinking weather, also made the All You Can Drink Milk stand popular, with over 70,000 cups of milk sold.

Princess Kay of the Milky Way is an icon at the Minnesota State Fair. This year marks a special milestone for the program as the 70th Princess Kay of the Milky Way, Emma Kuball, was crowned. She will serve as Minnesota's goodwill dairy ambassador for the following year. Kuball grew up on her family's dairy farm in Waterville, Minnesota, and will attend the University of Wisconsin-River Falls, majoring in Agricultural Education. To celebrate 70 years of this leadership

development program, past Princess Kays were invited to attend a banquet and recognized on stage during the coronation. We were delighted to have 25 past Princess Kays attend and share in the experience to celebrate the longevity of this program.



NEBRASKA

During the 11-day Nebraska State Fair, Midwest Dairy shared the sustainable nutrition story of dairy to consumers using the theme “What’s Your Flavor.” While growing trust with adults and youth was the primary focus, checkoff also took the opportunity to create dairy advocates and develop dairy leaders in various ways.

At the fair, Chef Nadar of Billy’s Restaurant in Lincoln provided seven, one hour long, cooking demonstrations featuring dairy ingredients. Midwest Dairy partnered with the Nebraska Pork Producers Association to cooperatively host *Deliciousness with Dairy & Pork* and served 1,000 sample food boats to standing-room-only crowds. The Caramel Bacon Ice Cream Sundaes were also very popular! Nebraska’s Largest Classroom had approximately 3,700 elementary students attend, allowing dairy farmers

and advocate volunteers, along with Nebraska Dairy Ambassadors Jenna Muntz and Jenna Albers, to share the sustainable nutrition story of dairy. Students also received milk provided by our partner, Hiland Dairy, while participating in the dairy presentation. During the fair, Hiland gave more than 750 half pints to the state fair marathon runners and 4,300 half pints of chocolate and white milk to students, fairgoers, contestants, and exhibitors.

Fairgoers had the opportunity to visit the Undeniably Dairy Booth, which included various messages about the sustainable nutrition story of dairy through handouts, QR codes, and dairy swag. Enhancing the booth was the display of all seven dairy breeds of cows managed by the “Moo Crew.” The “Moo Crew” also provided 52 highly attended milking demonstrations in the milking parlor.



Midwest Dairy partnered with Sam’s Club to distribute nearly 6,500 sticks of string cheese as a healthy, nutritious snack to fairgoers participating in the milking demonstrations.

During the 4-H/FFA Dairy Judging Contest and the Regional Youth and Open Class Dairy Shows, contestants and exhibitors were offered milk provided by Hiland Dairy and cheese sticks provided by Sam’s Club served by Nebraska Dairy Ambassadors Allison Engleman, Emily Rempel, and Brianna Klabenes. This provided an additional opportunity to create dairy advocates, Midwest Dairy also sponsors the top award winners in the Dairy Judging Contest.

Showcasing 2023 State Fairs Through Facebook Live

Midwest Dairy went live on social media this summer to showcase checkoff resources at work during many state fairs. Facebook Live allows a page to broadcast live, sharing experiences in real-time with page followers.



Use this QR code to follow Midwest Dairy’s social channels and stay up to date on the latest checkoff initiatives.

**THE 8 STATE FAIR LIVE VIDEOS
COMBINED MADE A TOTAL OF
426,425 IMPRESSIONS.**



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INCREASING DAIRY SALES

Holiday campaign uses online recipe promotions

During the fall of 2023, Midwest Dairy explored ways to drive dairy sales through online recipe promotions. Research shows that 88 percent of consumers use online recipes; in fact, 17 percent of those consumers use them daily. There is also an opportunity to target online shoppers with these recipes, as 53 percent of consumers admitted to adding to their online shopping cart after seeing an online recipe. Midwest Dairy uses recipe promotions to encourage more dairy consumption and to remind loyal dairy consumers to use more of the dairy products they love.

During the back to school season, Midwest Dairy partnered with Chicory to drive sales of dairy products, specifically milk, cheese, and yogurt. Chicory is an e-commerce advertising platform that is known for transforming recipe content into commerce media. We partnered with Chicory to create in-recipe ads that align dairy messaging with relevant recipe categories, for example, weeknight dinner planning and healthy snacks for kids. As consumers skimmed online recipes,

they saw ads targeting key ingredients, encouraging them to find certain dairy products at their local grocers that would allow them to create the dish. These ads also highlighted dairy's nutritional value, specifically its great protein source, and followed the tagline "Parent Approved."

This campaign was originally set to run from September 1, 2023, to September 25, 2023, but it was extended through October 22, 2023 due to positive results. Consumer engagement with these recipes has exceeded the usual performance of campaigns like this through Chicory. Both the click-through rate (which shows people are interested in the product) and the add-to-cart (which shows people intend to purchase) are performing well. Actual sales results will be available at the conclusion of the campaign.

Because of this campaign's success, Midwest Dairy is pleased to announce that we have committed to a holiday



campaign from November 1, 2023, to December 25, 2023. This campaign will target holiday-baking ingredients and hearty winter meals, including milk, cream, butter, sour cream, and cream cheese. Campaign ads will target categories such as Thanksgiving feasts, classic holiday meals, holiday baking, festive appetizers, winter comforts, and simple sides. Results from this campaign will be posted once complete. Encouraging the demand for dairy usage through recipes is a tactic that will live long after the campaign. Frequently, a new recipe gets added to a family's meal or snack rotation, increasing dairy relevance and sales.