

# Connecting With *Gen Z*



## Why Gen Z?

Midwest Dairy sees an opportunity to grow trust and increase sales with Gen Z. According to recent research conducted by Midwest Dairy, compared to older adults in the Midwest Dairy region, those 18-25 years of age (adult Gen Z) consume less dairy and are more likely to consume alternatives to dairy. In addition, they also report lower levels of trust in dairy products as well as the industry. Overall, adult Gen Zs are more likely than older generations to doubt the nutritional benefits of dairy as well as its sustainability. To influence adult Gen Z in these areas, it is critical that we understand what messages positively impact this generation's attitudes toward dairy.

Below are Gen Z's top perceived health benefits from consuming dairy as well as their top sustainability concerns related to dairy.

### Top Health Benefits:

- Immune System
- Energy Level
- Gut/Digestive
- Stress Level
- Brain

### Top Sustainability Concerns:

- Animal Care/Treatment
- Greenhouse Gas Emissions
- Labor/Workforce
- Packaging Waste
- Water Quality

**MAKING  
EVERY  
DROP  
COUNT**

MIDWEST  
*Dairy*

# Impactful Statements

To better understand which dairy messages are most likely to positively influence adult Gen Z perceptions, Midwest Dairy conducted a survey with over two hundred adult Gen Z in the Midwest Dairy region. We asked each respondent to rate how likely our nutritional and sustainability messages were to positively impact their opinions of dairy products. The vast majority of respondents stated each of the following messages would positively impact their opinions of dairy products.

## Most Impactful Sustainability Messages

1. Most plastic milk jugs are made with high-density polyethylene. This type of plastic is recyclable which means it can be melted down and made into new bottles.
2. Dairy is good for you and made with care for the planet. From the farm to your fridge, U.S. dairy is taking steps to reduce food waste and greenhouse gas emissions.
3. U.S. dairy farmers are committed to reducing their carbon footprint even further as part of the dairy industry's initiative to become carbon neutral or better by 2050.
4. Most dairy farmers participate in a certification program that requires high animal care and health standards, care for land, air and water, and training for people who work at farms.

## Most Impactful Nutritional Messages

1. Fermented dairy foods like yogurt are linked to health benefits including reduced inflammation, improved digestive health, and healthy immune systems.
2. Yogurt is linked to improved digestive health. So reset yourself and show your gut some love.
3. Dairy foods like milk, cheese, and yogurt, including lactose-free varieties, are wholesome and nutritious options that contribute to health and wellness.
4. The protein in dairy keeps you full longer, provides energy to fuel your day and helps muscles recover while you sleep.
5. Reset yourself with dairy and its immunity-boosting nutrients like Vitamin A, Vitamin D, zinc, and protein.

We hope you'll find these messages useful as you communicate with Gen Z consumers to build trust for dairy.



Scan for more resources!

**MAKING  
EVERY  
DROP  
COUNT**

