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# Promotion IN ACTION



March 25, 2022

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## COMMENTS FROM OUR CEO

I am happy to report the 2022 Midwest Dairy Annual Meeting was successfully held last week. It was truly a rewarding event where Midwest Dairy staff got to hear important insights from dairy farmers as well as the opportunity to share the work of dairy checkoff.

I would like to extend my congratulations to the newly seated board members and a thank you to those who have agreed to serve in an officer role. The involvement of dairy farmers in our work at Midwest Dairy keeps us moving forward. The direction and focus of the programs implemented with your checkoff investment will be provided by these new boards throughout 2022. Staff will take this direction and do all they can to *Make Every Drop Count* with a focus on building demand for, and trust in, dairy foods and dairy farmers.

Everyone here at Midwest Dairy takes pride in representing dairy farmer priorities and bringing your voice to the table. Keep reading to learn more about programs and partnerships that have happened over the past two months to do just that!



**MOLLY PELZER**

## Midwest Dairy elects new leadership



During the 2022 Annual Meeting held last week Allen Merrill from Parker, South Dakota, was re-elected as chair of Midwest Dairy. Elections for the Corporate board officer team were also held. Charles Krause, Buffalo, Minnesota, was re-elected as first vice chair; Dan Hotvedt, Decorah, Iowa, was re-elected as second vice chair; Rita Young, Plainview, Minnesota, was newly elected as secretary and Barb Liebenstein, Dundas, Minnesota, was re-elected as treasurer.

New members elected by their divisions to the Midwest Dairy Corporate board include:

- Jonna Schutte – Iowa
- Shirley Hulinsky – Minnesota
- Joyce Racicky – Nebraska
- Lilah Krebs – North Dakota
- Marv Post – South Dakota

[Click here](#) to find the newly elected division board officers and new division board members.

## 1% flavored milk back in school meals



The USDA Food and Nutrition Service (FNS) announced last month that low-fat flavored milk can be offered in all schools during school years 2022-23 and 2023-24.

The provisions, including the ability to offer low-fat flavored milk, apply to the National School Lunch Program, the School Breakfast Program, the Child and Adult Care Food Program, and the Special Milk Program. For consistency, the low-fat flavored milk option will be extended to competitive beverages for sale on the school campus during the school day. Because surveys have shown students prefer low-fat flavored milk to fat-free flavored milk, this regulation is expected to increase school milk consumption and could increase participation rates in the school meal programs. Both of those impacts would be positive for students' nutritional intakes and would also expand the demand for milk.

FNS is working on a new proposed rule that will enact "long-term nutrition standards – based on the newest [Dietary Guidelines for Americans] and extensive input from a wide range of partners ..." FNS expects to publish the proposed rule in the fall of 2022. NDC will monitor and submit public comments as appropriate.

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## Midwest Dairy staff speaks to recent school milk supply challenges



Recent school milk supply challenges have been a hot topic across the United States, but checkoff and Midwest Dairy's efforts to ease issues aren't going unnoticed. Progressive Dairy spoke to these challenges and quoted Midwest Dairy's Julie Mattson Ostrow, registered dietitian and Vice President of Dairy Experience, who has been at the forefront of supply chain issues across our 10-state region. "One of the biggest things farmers should know is: We work very hard as relationship builders and the convener that brings people together," Mattson Ostrow said. "And while it may seem obvious these different entities are connected and talking, that isn't always the case. I'm proud to say Midwest Dairy makes sure we have relationships with our departments of education and agriculture and other agencies where we can distribute information across the board." Read the full story [here](#).

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## Schools milk update



## **Dairy volume in school meal programs**

School feeding programs are an important sales channel for dairy and a critical pathway to help students meet their nutritional needs. Consider this:

- Milk is required to be offered with every meal.
- Yogurt and cheese are good sources of protein and can be offered as meat alternatives within the meal pattern.
- Every day 30 million children participate in the school lunch program and 15 million participate in the school breakfast program.
- School meals are vital to helping students receive all the nutrients they need and therefore close the dairy gap.
- Most school-aged children fall short of the recommended three servings of dairy a day and miss out on three nutrients of public health concern: calcium, vitamin D and potassium. All are needed for adequate growth and development.
- Low-income students receive about 3/4 of their dairy milk consumption from school meal programs.
- About 2/3 of school lunch participants consumed milk at the meal compared to only 23% of students who did not participate in the school lunch program.

Two years ago, in March 2020, the pandemic resulted in school closures and decreased access to school meals. As a result, we saw a decrease in dairy volume through the school channel. As schools across the country return to pre-pandemic levels, it's anticipated that dairy volume will be restored as well.

## **Supporting the next generation of milk drinkers**

To address the decline in school milk volumes last year, DMI launched federation-wide School Milk Revitalization pilot projects to measure the impact on consumption, operation, and the supply chain.

Midwest Dairy was awarded two single-serve, shelf-stable pilot projects. One project uses an 8 oz. Tetra box (brick packaging) and the other using a plastic, resealable container. On March 14, 2022, the brick package pilot launched in 5 schools in Minnesota School District 622 (North St. Paul, Maplewood and Oakdale) and will run through the remainder of the school year. Results are anticipated by the start of the 2022-23 school year. The second pilot, featuring the plastic bottle, is temporarily on hold until we can confirm a school district is able to take on the project. We're aiming for a decision by May 1 with a launch at the start of the 2022-23 school year.

Shelf-stable milk is real milk, specifically packaged to maintain its quality for up to 10 months without refrigeration and is processed using ultra-high temperatures for a few seconds. Aseptic packaging is used to seal in the freshness, taste and protect the vitamins and minerals. Unopened, cartons can stay fresh stored at room temperature without reducing product quality. Once opened, the milk must be refrigerated and used within 7 days.



## Building trust in dairy through Gen Z



### Growing trust and relevancy with Gen Z through TikTok

Capturing the attention of Gen Z (ages 10-25) is a large focus for dairy checkoff because this next generation of consumers makes up 20% of the current U.S. population, has \$100 billion in spending power and can determine growth of dairy in the next decade. It's important that we understand Gen Z so that we reach them with the right messages in the right places.

TikTok is one of the fastest-growing social media apps and one of the most loved platforms of Gen Z. That's why Midwest Dairy partnered with DMI to boost the Reset Yourself with Dairy campaign on TikTok during this past holiday season (Nov – Dec 2021). The results are in, and during that time, over 16.8 million users of TikTok in the Midwest engaged with our content, 4.8 million more than our targeted goal. Through this pilot, we learned more about what works best to improve dairy's perception and relevancy with Gen Z and ultimately increase purchase intent of dairy. This will also help us continue connecting with this audience on the TikTok platform throughout 2022.

### Minnesota Ag in the Classroom & Vikings successfully collaborate to build youth trust

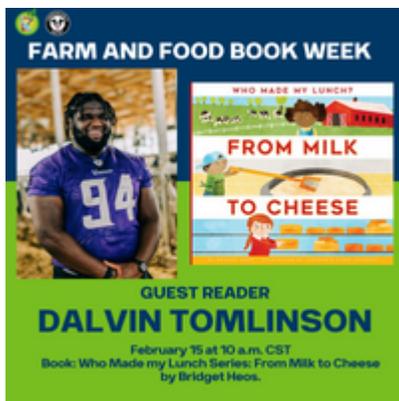
For the second year in a row, Midwest Dairy was able to use one of our Fuel Up to Play 60 Player virtual visits to support the Minnesota Ag in the Classroom (MAITC) Farm and Book week held February 14-18. Dalvin Tomlinson, defensive tackle for the Minnesota Vikings, read the book "From Milk to Cheese" from the Who Made my Lunch series by Bridget Heos. Dalvin was by far the most popular reader with 147 classrooms attending to reach 3,675 students. After the reading, 12 classrooms were chosen to ask him questions. The whole week totaled 209 classrooms participating, reaching 4,434 students. Dalvin also shared his farm tour experience at Square Deal Dairy and encouraged the classrooms to watch the YouTube video. Midwest Dairy has found MAITC to be a great partner in youth trust because of our shared values; their established network of teachers across the state combined with our NFL star power assets is proving to be successful.

### University of Nebraska Athletic Training Table partnership sparks interest from other commodities

Midwest Dairy has been working in partnership with Dave Ellis, RD, CSSD, Director of Performance Nutrition for the University of Nebraska Athletics, and his team over the past year to incorporate dairy menu items for athletes. Ellis currently incorporates dairy foods, including whey protein-based smoothies, Greek yogurt with collagen, Fairlife chocolate milk, cheese sticks, and many other menu items. Recognizing the potential to reach student-athletes, Midwest Dairy explored a new test and learn opportunity with University of Nebraska-Lincoln (UNL) with the addition of pizza ovens to their training table last October. The test and learn project was funded with funds approved from the Nebraska Division board that were checkoff dollars carried over during the merger of Midwest Dairy in 2011.

Midwest Dairy is also partnering with University of Nebraska Athletics and their marketing team on the first of its kind sports nutrition podcast series featuring Ellis, his team of Registered Dietitians, and student athletes. The podcast will reach Husker fans with messaging about the power of nutrition, including dairy foods, in fueling the body.

This partnership has caught the interest of other commodity groups who have interest in similar partnerships and exploration, recognizing the credibility and impact of the UNL sports nutrition department. Ellis notes that both he and the University of Nebraska Athletics Director, Trev Alberts, recognize they are in the middle of an agriculture-based state and are committed to supporting local farmers in any way possible.



Graphic developed by Minnesota Ag in the Classroom to promote in Social media.



Dave Ellis, RD, CSSD poses in front of Midwest Dairy funded equipment storing dairy foods and ingredients.

**Promoting sustainable nutrition through partners**



## **“Sustainability starts with us” campaign at Corborn’s Inc.**

Beginning March 1 and through May 2022, **Coborn’s, Cashwise and Marketplace Foods** will run a local farm-featured dairy campaign before and during Earth Day. The activations highlight the Spagenske family from Menahga, Minnesota, sharing their sustainability story on a landing page, and the “What You Do #DairyDoesToo” videographic.

Dairy-friendly recipes such as baked French toast and potato cupcakes (including milk, yogurt, cheese, sour cream, and butter) will be shared via QR codes on aisle blade signage and cooler clings in-store. Coborn’s convened with dairy vendors for product promotions through digital coupons. E-commerce online purchases are promoted with banner ads reading “Buy local. Buy sustainable”. Other components include promoting the campaign through four social media platforms and weekly ad emails that reach more than 250,000 shoppers.

## **Reset yourself with dairy at Kum & Go**

The “Reset Yourself with Dairy” theme is a perfect fit at Kum & Go convenience stores, which is targeting Gen Z consumers who are looking for immunity (overall health), calm, energy, and digestive health.

The “Fuel Your Body with Milk” campaign began March 1 and will run through April 2022. When shoppers purchase dairy milk, they can also save \$2.00 when they purchase Kum & Go’s freshly made items, in turn drive dairy sales. Shoppers are targeted via in-app promotions, email, social media, and in-store signage. Kum & Go will have two more campaigns in 2022, with “Fuel Your Adventure with Milk” beginning this May. Kum & Go has 440 stores in eighteen states, eight of them in Midwest Dairy states.



"Sustainability Starts With Us" Coborn's content example.



Kum & Go in-store signage example.

## State highlights



## **Nebraska dairy farmers learn and network during ENGAGE Training**

Midwest Dairy hosted a state-wide ENGAGE Training that was held the day before the 2022 Nebraska State Dairy Association Convention in Columbus, Nebraska. Fifteen Nebraska dairy farmers and advocates participated in this workshop that focused on listening skills, asking questions, and sharing the dairy story to build trust. Participants also had the opportunity to network amongst their peers.

An added bonus to the day-long training was the Cheese Pairing Experience. Hy-Vee and Ramada Inn Food and Beverage experts gave participants the opportunity to taste six different delicious cheese pairings.

## **North Dakota dairy convention highlights**

North Dakota dairy farmers and supporters of the dairy industry braved the weather and headed to Bismarck for the 54<sup>th</sup> Annual North Dakota Dairy Convention January 19th.

The annual event was organized by the Milk Producers Association of North Dakota with support from sponsors, including Midwest Dairy. The daylong event included the annual meeting of Milk Producers Association of ND, awards presentation, and an opportunity for sponsors to provide highlights.

Midwest Dairy provided a dairy check off update and shared several examples of dairy promotion in action. The North Dakota Dairy Ambassadors Sydney Kleingartner and Fayth Hoger provided a video expressing their excitement about representing dairy farm families this year.

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## **Promoting and providing dairy's nutritional benefits**



### **Video assets showcase dairy's positive health benefits**

As part of Midwest Dairy's work to grow trust through thought leader organizations, we have created two new video assets which will be used during this year with different partners.

These two 90-second consumer-friendly videos were created to highlight dairy's positive role in two hot topics: digestive health and immunity. They incorporate messaging targeting consumers, specifically Gen Z and Gen Z parents. Organizations will have the opportunity to share these videos in several ways with their consumer audience to help increase trust in dairy. [Click here](#) to learn how fermented dairy foods impact your gut health. [Click here](#) to see how dairy plus plants make an immunity dream team. These videos can also be found on the Midwest Dairy YouTube page.

## **Fighting food insecurity**

Nebraska thought leaders and farmers came together March 3<sup>rd</sup> to support the Food Bank for the Heartland at their 21<sup>st</sup> Annual Celebrity Chef event to support reaching their fundraising goal. For every dollar raised, the Food Bank can provide four meals to those in need, including milk, cheese, and other dairy items. The Food Bank for the Heartland was able to raise \$500,000, equating to 2 million meals for those in need.

Thought leaders in attendance included the Omaha Public Schools food service director, the University of Nebraska at Lincoln Extension Nutrition and Manure Management staff, and a Nebraska Urban Indian Health Coalition staff member. Dairy farmers Brooke and Adam Engelman also attended to share dairy's sustainability story and about their local dairy farm.

This event served as a way to support the Food Bank for the Heartland, the 93 counties they serve, and foster relationships with thought leaders throughout the community. Keeping dairy at the forefront of these leaders' minds helps them continue to see dairy as good for themselves, those they serve, the planet, and their communities. More on the event can be found [here](#).

## **GENYOUth priorities align with dairy farmers**

Anne Marie Krautheim, a registered dietitian with the dairy checkoff for over 30 years and most recently GENYOUth's President and Chief Wellness Officer, is now GENYOUth's new CEO. Krautheim acknowledged that dairy and the work of America's dairy farmers will continue to be front and center as part of a healthy school community as the organization focuses on three priorities: growing participation in school meals, improving the cafeteria experience and shaping how teachers teach and how students learn about food from farm to table.

Since the pandemic began, GENYOUth has raised over \$13M and provided grants to more than 10,000 schools to help purchase equipment needed to deliver school meals, providing support to serve 321 million pounds of milk in school year 2021.

Long-standing partner PepsiCo stepped up to be the presenting sponsor of the 2022 Taste of the NFL. Their funding supported the execution of a live event, along with cafeteria transformations and the introduction of smoothie programs in five high schools in the Los Angeles Unified School District. Additionally, their funding along with additional Taste of the NFL proceeds will be distributed to schools in all 32 NFL Club markets to fund coolers, grab-n-go carts and other equipment that will increase access to and participation in school meals. Midwest Dairy has three NFL clubs within our footprint: the Chicago Bears, Kansas City Chiefs and Minnesota Vikings.



"Listen to Your Gut - Digestive Health"  
video content example.



**GENYOUTH**  
CREATING HEALTHIER SCHOOL COMMUNITIES™

The Taste of the NFL event on Super Bowl weekend generated over 1.9 billion media impressions.



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