



Molly Pelzer
CEO, Midwest Dairy

Innovation and creative solutions continue to move dairy forward

Throughout the past month, it's been evident that the dairy industry remains dedicated to nourishing communities and has seized opportunities to continue telling dairy's story.

A wealth of activations including the launch of the "Nourishing What's Next" campaign with Gold Medal Olympian, Morolake Akinosun, work with community food banks and schools, virtual meetings and on-farm visits, have showcased the creativity, flexibility and collaboration taking place across the industry.

In a time when the world is rapidly changing, we are well-positioned to adapt, to keep working together and to bring dairy to life in new and creative ways for consumers. Read more about how your checkoff funds are fueling innovation and building trust and sales for dairy this month.

Dairy promotion programs increase dairy product demand

Dairy promotion "has effectively increased U.S. demand (domestic and exports) for dairy products," according to a [report](#) recently

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released by USDA. The dairy producer, dairy importer and fluid milk processor promotion program, otherwise known as checkoff programs, requires USDA to submit an annual report to the House and Senate Agriculture Committees. The most recent report released addresses program activities for 2017.



The results of an independent econometric analysis, conducted by Texas A&M University, highlight the effectiveness of programs implemented by the National Dairy Promotion and Research Board and the Fluid Milk Processor Promotion Board.

The programs are evaluated with the key question in mind: Have the demand-enhancing activities conducted by dairy producers, importers and fluid milk processors actually increased the demand for fluid milk and manufactured dairy products?

The results are summarized with BCRs, benefit-cost ratio, and are based on demand-enhancing expenditures only and does not account for certain operating expenses and industry relations.

Over the period of 1995 to 2017, here are some results in terms of producer profit at the farm level:

- \$3.27 for every dollar invested in demand-enhancing activities for fluid milk
- \$3.94 for every dollar invested in demand-enhancing activities for cheese
- \$15.93 for every dollar invested in demand-enhancing activities for butter

More information can be found on the [full report](#) released by the USDA.

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Olympian and dairy farmer "Nourish What's Next"

As part of its summer "Nourishing What's Next" social campaign, Midwest Dairy created a [video](#) featuring Gold Medal Olympian Morolake Akinosun and Sarah Ahlgren, a dairy farmer in Minnesota. Akinosun is a Team Milk sprinter who was made available to Midwest Dairy through Milk Processor Education Program's (MilkPEP) partnership with the US Olympics Committee. The video shares parallel stories of an Olympian's and farmer's resilience during these uncertain times and their commitment to consuming/producing nutritious dairy.



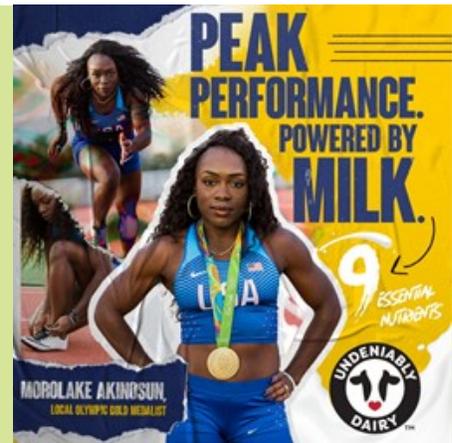
Akinosun's post on [Instagram](#) and [Facebook](#) went live Aug. 5. In the first 12 hours of posting, the Instagram post received more than 850 views and the Facebook post is up to 104,000 views. Simultaneously,

Midwest Dairy is amplifying the post on Instagram and Facebook through Aug. 21 targeting 2 million conflicted health seekers.

Meanwhile, starting Aug. 6, Chicago retailer Jewel-Osco will kick off a month-long "Nourishing What's Next" campaign across its 188 stores with Akinosun, who is a native of Chicago.

Akinosun's story of resilience, tenacity and how dairy plays an important part in her life will be conveyed through in-store signage and on Jewel-Osco and Akinosun's social media pages. Akinosun will also salute essential workers in the retail space in her messages.

To drive dairy demand, Jewel-Osco will hold an Undeniably Dairy contest for dairy department managers across its 188 stores. To win, stores are challenged to maximize their dairy sales by keeping dairy well-stocked, using signage and expanding the dairy section. The top store in each district with the highest sales percentage of dairy products sold in the contest period will win store luncheons to celebrate. Additionally, Akinosun will award the grand prize winner with a personalized message of congratulations.



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Burger King stepping back ad campaign in response to expert's influence

Last month, Burger King announced plans to reduce their methane emission up to 33 percent by feeding lemongrass in cattle rations. The accompanying TV commercial and ad campaign raised red flags in the animal ag community, inviting quick reactions from industry leaders.

University of California-Davis Extension Specialist, Frank Mitloehner, Ph.D., is leading voice on sustainability and a dairy checkoff ally. On Twitter, Mitloehner shared his concerns with the ad and addressed the inaccuracies within it.

In a tweet, Mitloehner stated, "Reducing methane is a huge opportunity. That should be a goal. But we shouldn't trivialize it for trendy marketing."

His critique gained attention from Burger King officials leading to a productive conversation and removal of ad content that was demeaning to farmers. Moving forward, Mitloehner will work with Burger King on the topic of sustainability. He hopes to ensure science-based research remains a priority and address any demeaning messaging before it reaches the masses.

Read this [article](#) to learn more about Mitloehner's conversation with Burger King and listen to his interview on [AgriTalk radio](#). To learn



more about sustainability, you can follow Mitloehner on Twitter @GHGGuru.

As a result of the ongoing conversation, Burger King executives also participated in a [farm tour](#) and took video footage that they will use to tell the real story behind agriculture to their consumers in the future.

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NDC webinar shares the impact of whole dairy foods

We can agree that we eat foods, not nutrients, but the relationship between diet and health has focused on individual nutrients. Now the focus is shifting toward the impact of whole foods.

National Dairy Council's (NDC) webinar, "[The Dairy Matrix: More Than the Sum of its Nutrients](#)," explores the emerging concept of the food matrix and highlights the complexity of the [dairy matrix](#).

NDC's Katie Brown, EdD, RDN, explores the emerging concept of the food matrix, which looks at the physical structure of whole foods, the nutrients and bioactive factors working together synergistically to impact digestion, absorption and health.

The complex interplay between physical and chemical properties may help explain why nutrient supplements don't always impart the same benefits as the foods in which they're found and why even different physical forms of the same food may affect the body differently.

To bring the research into practice, NDC ambassador and director of Bowling Green State University's undergraduate program in nutrition and dietetics, Carrie Hamady, EdD, MS, RD, FAND, provides educational strategies and translation tips to crystalize the concept for audiences, moving science from the shelf to practical use to guide food behaviors.

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Undeniably Dairy School Equipment Grants now available

Dairy farmers have been working with schools for over 100 years to help make sure every child has access to nutrient-rich foods, including dairy foods, to help them grow, learn and thrive. Knowing there are added strains on our school systems due to COVID-19, Midwest Dairy will be offering [Undeniably Dairy School](#)



[Equipment Grants](#) as part of the Undeniably Dairy Grant Program this fall.

Dairy farmers, working with their local school district, can apply for up to \$3,000 to order eligible equipment to support meal delivery and/or increased dairy usage like smoothies, hot chocolate milk and/or bulk milk dispensers. More information, including terms and conditions and application instructions, can be found [online](#). With schools already in session or starting soon, the application deadline is Friday, Sept. 11, 2020.

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Alexis Glick offers advice to parents preparing for back-to-school challenges

Alexis Glick, CEO of GENYOUth, recently discussed the challenges school districts are facing as the school year begins. Among these obstacles are an on-going risk to children's health and growing food insecurity. Currently, 30 million children are dependent on school lunch meals in the U.S. Children who rely on school meals for a substantial portion of their nutrition will continue to do so, regardless of what location they're learning from.

Glick forecasts school feeding and distribution sites will persist as they are currently a safety net for hungry families.

She advises parents to remain locally informed, remember back-to-school will be partial at best and a messy transition, be aware of children's feelings and prepare for the associated challenges that are certain to become more serious. Despite the uncertainty surrounding this back-to-school season, she remains hopeful for the future.

"I am confident that with the right degree of urgency, attention, investment, care and empathy for one another, America's youth will continue to grow and thrive in what is admittedly a difficult, but eminently survivable, period, if we uplift one another. We can do this," encourages Glick.

Read the [article](#) to see Glick's full predictions and five pieces of advice for parents. Visit GENYOUth's [website](#) to learn how they're working to secure school meals. For more COVID-19 resources, visit Midwest Dairy's [website](#).

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MDFRC advisory committee gathers to reviews 2021 product research proposals

The Midwest Dairy Food Research Center (MDFRC) advisory committee, consisting of processors, faculty, farmer board members and checkoff representatives, gathered virtually on July 29 to review and provide feedback on new 2021 research proposals.

Principle investigators from the University of Minnesota, Iowa State University, South Dakota State University, Kansas State University and the University of Missouri presented their research proposals to the advisory committee.

The research proposals were based on topics identified by the advisory committee during the MDFRC spring research planning meeting in June. Current consumer trends and insights were used to prioritize the topics and technology needs to be addressed by the research.

Some of the 2021 research proposals and the consumer needs identified include using high-moisture protein powders to extend the shelf-life of protein bars, using encapsulation technology to develop probiotic high-fat dairy products and a cost-effective way of converting lactose from acid whey to lactic acid. Based on the feedback from the committee, up to five proposals may receive funding.

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New tool kits to support dairy in school meals

As schools are looking for creative and fun new ways to include dairy in school menus, Midwest Dairy has launched two new tool kits: [Hot Chocolate Milk](#) and [Smoothies](#). These tool kits are designed to help school nutrition departments implement new menu items.

Simply heating up chocolate milk to serve as 'hot chocolate' is a great way to increase milk consumption and attract new students to a school's breakfast and lunch programs. Hot chocolate can be served as part of a reimbursable meal as the student milk choice.

Smoothies are an easy and delicious way to spark new interest in school breakfast and lunch programs. Smoothies can be served as part of a reimbursable meal for both breakfast and lunch, with milk, yogurt and fruit components credited towards the student meal pattern requirements. Smoothies provide a nutritional punch to help fuel students in a fun and simple way!

Check out these tool kits and share with your local schools.

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