



**Molly Pelzer**  
CEO, Midwest Dairy

## Midwest Dairy collaborates with partners for National Dairy Month success

For nearly 75 years, our industry has celebrated all things dairy in June. While it looked a little different this year due to COVID-19, Midwest Dairy continued the annual National Dairy Month celebration by working with our partners in the retail and foodservice spaces as well as through our ag coalition relationships with the goal of building trust and sales in dairy.

Midwest Dairy staff partnered with Coborn's, Dierbergs, Hy-Vee and United Natural Foods Incorporated to develop digital campaigns to reach their customers. From Instagram stories to email marketing campaigns, our partners shared messages about dairy's nutrition, real enjoyment, affordability and sustainability with consumers online throughout National Dairy Month. Simultaneously, in-store campaigns including point-of-sale activations helped to drive incremental sales by reminding shoppers to add dairy products into their carts.

Building on the work Dairy Management Inc. spearheaded with national pizza chains, Midwest Dairy kicked off a partnership with Pizza Ranch to drive dairy demand during the celebratory month. Together, we developed a promotion offering free extra cheese on large pizzas ordered throughout June from any of their 215 stores, many located within the Midwest region. The promotion materials featured images of Midwest dairy farmers, reminding consumers that dairy is nutritious, delicious and locally sourced. The promotion not only raised awareness about dairy's local connections, but also helped to increase incremental cheese sales.

Since consumers are spending increased time in front of screens during the pandemic, dairy farmers and staff have been nimble, working collaboratively with ag coalitions and dairy groups to engage consumers virtually. Whether through story times on the farm, social media campaigns, virtual farm tours or dairy-focused videos, our

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[Learn more](#) about your **checkoff investment at work!**

focus on working with and through partners to reach consumers remains at the forefront of our work. Throughout National Dairy Month and all year long, Midwest Dairy remains committed to drive dairy demand and sales.

## Meet the Midwest Dairy summer interns

Midwest Dairy is proud to offer summer internships to college-age students who are pursuing degrees in animal science, communications, marketing and agri-business. This summer we have five passionate interns joining staff. Meet them below:



Julia Mullenbach, Agricultural Affairs intern

- Senior at Iowa State University
- Major: Dairy science
- From: Rose Creek, Minnesota
- Fun fact: Claims to be the world's biggest Minnesota Twins fan

Brynnen Gardner, Corporate Communications intern

- Senior at Iowa State University
- Major: Animal science
- From: Belmont, Michigan
- Fun fact: Obsessed with coffee, dogs and cows

Hayley Jackson, Illinois Farmer Relations intern

- Senior at Iowa State University
- Major: Dairy science
- From: Frankfort, Indiana
- Fun fact: Placed fifth at the North American International Livestock Exposition dairy judging contest

Kelli Wicks, Iowa Farmer Relations intern

- Senior at Iowa State University
- Major: Agriculture and society
- From: Hubbard, Iowa
- Fun fact: She interned in Ethiopia researching dairy cattle management and profitability

Chloe Lien, South Dakota Farmer Relations intern

- Junior at South Dakota State University

- Major: Dairy production and animal science
- From: Spicer, Minnesota
- Fun fact: She has been to London and Paris

With COVID-19, the summer is beginning differently than originally planned. However, it is providing unique opportunities for each intern to learn more about different areas of Midwest Dairy. For more information on the summer internship program visit [MidwestDairy.com](http://MidwestDairy.com).

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## Midwest Dairy partners with Pizza Ranch to offer free extra cheese

Midwest Dairy has partnered with the Iowa-based restaurant chain, Pizza Ranch, to offer free extra cheese on any large pizza ordered online for carryout or delivery in June. The campaign celebrates National Dairy Month and features images of dairy farmers and farms throughout the Midwest in promotional materials. This partnership will help to increase cheese sales and recognize dairy farmers for their ongoing commitment to producing safe and nutritious dairy foods for consumers.

Pizza Ranch will offer this promotion at their 215 locations across 15 states, 80% of which are located in the Midwest Dairy region. Pizza Ranch will raise awareness about this promotion through digital ads on their website, social media posts and through email marketing to their members. Pizza boxes used throughout the month will also feature box-toppers that showcase the promotion. The promotion is visible on the Pizza Ranch [website](#) and on [Facebook](#).



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## Register now for the 2020 Dairy Experience Forum

The 2020 virtual Dairy Experience Forum is less than one month away. [Register now](#) for this unique conference that gathers the dairy supply chain to showcase consumer insights and the opportunities for dairy.

The virtual conference will be held on Wednesday, July 15, from 10 a.m. to 3:15 p.m. and includes:

- A consumer panel providing real-time insight into shopper attitudes, beliefs and behaviors

**Register Now**



**The Dairy Experience**

July 15, 2020 | VIRTUAL

*A Disruptive Forum on Today's Consumer and Dairy's Opportunities*

- Virtual breakout rooms to network with others across the dairy supply chain
- An IRI speaker shedding light into the post COVID-19 dairy category
- A panel of industry leaders discussing sustainability
- A food futurist discussing “what’s next” for food and beverage
- A motivational speaker sharing the secret to navigating change

Check out the [event website](#) and [Facebook event page](#) to learn more.

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## Dairy checkoff working to combat activist online attacks

Midwest Dairy is aware some activists have been attacking farmers on social media. These attacks have typically targeted farm pages with a barrage of negative messages, hate speech or fake information. In some cases, messages are coming from fake accounts.

As a result, DMI and their partners at Edelman recently met with representatives at Facebook to see what can be done about the coordinated attacks and fake profiles activists use to coordinate these attacks. Facebook is investigating and needs our help in collecting information about activists’ activity.

We are asking for help in documenting any of these occurrences on your farm’s Facebook or Instagram page.

- If you see examples of hate speech, fake accounts or profiles, coordinated attacks of fake information being shared on farmers’ Facebook pages, please capture a screenshot of the comments or direct messages you are seeing and send it to [info@midwestdairy.com](mailto:info@midwestdairy.com).
- Report and ban activists. Please do not engage the activists on your page, this is exactly what they want. Just report and ban after screenshotting their comments.
- If you have been tagged or notice that your page is posted on an activist group page, please screenshot it and do not engage.
- We will work with DMI to share the examples with Facebook officials to include in the investigation. DMI will report back any updates they receive after the Facebook review.

If a coordinated attack happens on your farm page, you can also reach out to your Midwest Dairy Farmer Relations manager. Dairy Management Inc.'s Don Schindler has also published some [recommendations](#) about how to handle tough



questions or negative comments on social media, including a helpful flow chart to help determine when and how to respond.

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## New video pays tribute to school nutrition professionals

With more than 124,000 schools closed and 30 million food-insecure children at risk, school nutrition professionals, volunteers and school bus drivers have moved up to the frontlines to ensure the nation's kids are fed.

[GENYOUth](#) is paying tribute to these everyday heroes with a new video titled "[Always Heroes.](#)" This video was produced through the pro bono generosity of 522 Productions in response to GENYOUth's For Schools' Sake campaign. They voluntarily raised their hand to help the campaign. The video they created is inspirational and memorable.

Midwest Dairy is proud to have three school nutrition professionals featured in the video.



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## Record Southeast Asia sales driving US dairy exports higher

The resiliency of U.S. exporters amidst the COVID-19 pandemic shines in a recent U.S. Dairy Export Council update highlighting increased sales to Southeast Asia and promising export growth for U.S. Dairy. The report boasts record exports of dry ingredients, rebounding whey products and a 10% increase on a solids basis.

Despite reduced demand from Mexico, noteworthy increases by product-volume basis in Southeast Asia (up 35%) and China (up 47%) are helping soften the offset. Products showing these increases include nonfat dry milk/skim milk powder, high-protein whey, lactose, butterfat and whole milk powder. Staying on trend, U.S. exports equaled 15.3% of U.S. milk solids production on a total milk solids basis. While shipments of milk protein concentrate, blends and fluid milk lowered, positives are still present in these categories. Taiwan hit a record high for fluid milk sales representing more than 43% of shipments.

Read the full USDEC [report](#) to view the specifics of each category and see how current exports compare to previous years.



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## Upcoming webinar - The Dairy Matrix: More Than the Sum of Its Nutrients

It is commonly accepted that we eat foods, not nutrients. However, until recently, the relationship between diet and health has focused on individual nutrients. Today, the focus is shifting toward the impact of whole foods.

The next Dairy Nourishes webinar titled, The Dairy Matrix: More Than the Sum of Its Nutrients will be held on July 15 from 12-1 p.m. CST. National Dairy Council's Katie Brown, EdD, RDN, will explore the emerging concept of the food matrix, highlighting the complexity of the dairy matrix. Carrie Hamady, EdD, MS, RD, FAND, director of Bowling Green State University's undergraduate program in nutrition and dietetics, will provide educational strategies and translation tips to help move science from the shelf to practical use.

Midwest Dairy is proud to have underwritten the webinar.

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## Discover Dairy connects youth with farmers to grow trust

According to a recent [youth survey](#), funded by Midwest Dairy in partnership with GENYOUth, today's youth cares about food and the environment, but they aren't sure how the two are interconnected, where their food comes from or why it matters. However, the survey indicates they are hungry to know more, which is why Midwest Dairy's partnership with [Discover Dairy's Adopt-a-Cow Program](#) continues to grow.

The Adopt-a-Cow Program gives classrooms across the nation an opportunity to connect with a dairy farm family through videos, photos, activities and classroom curriculum focusing on how dairy nourishes people, animals, communities and the planet. Some marketing and recruitment changes were made for the 2019-2020 school year increasing enrollment by 85% in the Midwest Dairy region and reaching over 15,000 students. Nationally, the program was able to reach nearly 50,000 students.

One of the changes this school year was the addition of a cow kit which was offered as part of the enrollment process. Each classroom received one kit which contained a variety of activities to foster dairy engagement in the classroom. Through a survey, we learned that about 82.6% of the educators had completed at least one lesson or activity and 75.4% felt their students understood how farmers care for the land and animals to provide safe and nutritious foods as a result of the kit.



Kimberly Hough from District 300 in Illinois also used the cow kit with her Fuel Up to Play 60 students having a catalytic impact to reach even more youth. Hough shared, "Although I teach fifth grade, I have a group of 10 students (soon to grow to 20), that are involved in our Fuel Up to Play 60 team. The students are fourth and fifth graders and are using your lessons and EVERYTHING from the kits to prepare and present lessons into classrooms throughout our K-5 building."

Although we don't know what our classrooms will look like this fall, Midwest Dairy will continue to explore opportunities to reach youth to help them understand where their dairy foods come from.

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## **MDFRC assisted in development of shelf-stable dairy creamer for a global partner**

With the advancements in drying technologies, dairy is considered a go-to source for clean label ingredients. Dairy Management Inc.'s Global Innovation Partnership team and Midwest Dairy Foods Research Center's (MDFRC) application lab at the University of Minnesota recently worked together on an innovative project for a global partner. The objective was to develop a superior tasting, shelf-stable, dairy-based creamer that is clean-label friendly and serves as a replacement for the non-dairy creamer the partner was already using. The MDFRC application lab, led by Dr. Lloyd Metzger with application scientist, Sonia Patel, assisting in the project by developing the formula and testing the stability and shelf-life of this novel dairy creamer.

The team successfully developed a formula that met all the requirements of the partner and the product was launched in the partner locations in May 2020. The innovative dairy-based creamer is designed to have an outstanding taste profile, microbial quality, functionality and to be stable in both hot and cold beverages with a comparable nutritional profile to the non-dairy creamer. Additionally, the creamer is also clean-label friendly attracting health-conscious consumers.

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