Success in bringing dairy to families in need

Although there have been challenges—like in every industry—for dairy in 2020, there have also been important opportunities and hope to our communities and provide nutrition to people throughout these tough times. In March, Midwest Dairy quickly responded to needs of dairy farmers and others impacted by the COVID-19 pandemic by donating $500,000 to food banks in the Midwest to purchase dairy products for those families who were experiencing food insecurity. Dairy products help meet the increased demand for dairy products for people going through the supply chain.

As a result of the donation, we’re proud to share that the dairy purchased through the Go Marketing websites allow dairy farmers to grow and sell more milk moving through the dairy supply chain.

Additionally, in an effort to bring fresh dairy into the hardest-hit neighborhoods from recent unrest in the Chicago area, Midwest Dairy partnered with On The Go Marketing to help meet the increased demand for dairy products and keep milk moving through the dairy supply chain.

In the past few months, we’ve worked with partners, like the Greater Chicago Food Depository, to bring dairy to families in need. For 24 days, from July 20 through August 12, On The Go Marketing worked with Midwest Dairy to distribute dairy to 160 food banks in the Midwest. Of the 4,100 pounds of milk and 24,772 pounds of cheese that were distributed to clients of the Greater Chicago Food Depository, our effort equaled a total of 251,905 pounds of milk.

Midwest Dairy is grateful for the partnerships that made these initiatives possible and helped to bring nutritious dairy products to those in need.

Midwest Dairy Resources
Multiple offices of the Midwest Dairy are dispersed across 8 states:

- Illinois
- Iowa
- Indiana
- Minnesota
- Missouri
- Nebraska
- Kansas
- South Dakota

Choose your state and select a phone number for more information.

Visit MidwestDairy.com to view store locations and contact information.

FALL 2020

Partnership with Olympic gold medalist showcases how dairy farmers are “Nourishing What’s Next”

Much like dairy farmers, Olympic gold medalist Morolake Akinosun has been resilient through challenges and changes presented to her life over the summer. Akinosun, a track and field competitor and 2010 Summer Olympic gold medalist from Aurora, Illinois, worked hard to maintain her training and competitive edge despite the cancellation of the 2020 Summer Olympics. Midwest Dairy partnered with Akinosun and gold medal dairy farmer Sarah Ahlgren, social influencers and a retailer to launch the “Nourishing What’s Next” campaign. This campaign was designed to build trust and sales for dairy by sharing the story of resilience through tough times and showcasing the dedication dairy farmers have for nourishing people and communities.

Midwest Dairy created a video featuring how Akinosun and Ahlgren share a parallel experience: how both are using milk to nourish what’s next, from their personal lives to their local communities to their next Olympic event. Akinosun shares her love of milk, especially as a recovery beverage, and Ahlgren conveys her commitment to producing nutritious dairy for her community during uncertain times. Akinosun posted the video on her Instagram and Facebook accounts and, within the first week, the Instagram post received more than 210,000 views, and the Facebook post received more than 377,000 views. Simultaneously, Midwest Dairy is expanding the reach of the video to consumers by amplifying the post on our Instagram and Facebook channels, targeting 2 million additional consumers.

Midwest Dairy also engaged social influencers from Minneapolis, Chicago, St. Louis and Kansas City, to post messages on Facebook and Instagram around the comfort, nutrition and well-being that dairy brings consumers, with references to the resilience of dairy farmers. The influence has a total follower base of more than 246.3 million. Midwest Dairy is a paid amplification of the influencers helped increase the reach to an additional 6 million consumers.

To wrap up the campaign, Midwest Dairy partnered with Chicago-based retailer Jewel-Osco to kick off an in-store “Nourishing What’s Next” campaign featuring Akinosun. Akinosun’s story of resilience, tenacity and how dairy plays an important part in her life will be conveyed through in-store signage across all 188 Jewel-Osco retail locations on Jewel-Osco’s social media channels for the remainder of this August. Akinosun will also salute essential workers in the Midwest Dairy supply chain through a display of 1,000 dairy items to food banks, which will be shared through a wealth of projects, including a new product launch and the “Nourishing What’s Next” campaign. This campaign was created to build trust and sales for dairy by sharing the story of resilience through tough times and showcasing the dedication dairy farmers have for nourishing people and communities.

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The Dairy Experience  
July 15, 2020  
VIRTUAL

Consumer insights bring new opportunities for dairy

The third annual Dairy Experience Forum, which took place in July, is an initiative that makes a strong, lasting impact each year. It speaks big picture ideas and provides takeaways from this year’s forum, as it relates to growth of success in the dairy industry. Among these were increased yogurt consumption, exploring new cheese applications with dairy foods like buttermilk and sour cream.

Online grocery shopping is here to stay

In the two weeks following the first reported case of COVID-19 in the U.S., e-commerce dairy sales spiked 113%, compared to sales during that same time last year. Online dairy sales growth accelerated due to the pandemic. People who were once concerned about ordering fresh produce online gave it a try and realized they could still get high-quality dairy products through convenient, safe online ordering, pick-up and delivery options. So much so, that 70% of those who tried online shopping during the pandemic said they would continue buying online even as COVID-19 restrictions are lifted.

As online grocery shopping continues to grow, it will be more important than ever for food innovators to reach consumers with the stories of dairy – however they may choose to engage. The drink has exceeded our expectations. "The drink has exceeded our expectations," says Mike Ciresi, senior dairy scientist at Ciresi. "We knew we could make a delicious dairy beverage option that could be enjoyed at home. The beverage's flavor, aroma and texture were exactly what we were looking for."

"We were convinced there was a way to do it and our work with the MDFRC proved it was possible," Ciresi said. "We knew we could make a delicious dairy beverage option that could be enjoyed at home. The beverage's flavor, aroma and texture were exactly what we were looking for."

The clean label creamer is a key ingredient in Taco Bell's new beverage. The drink has exceeded our expectations. "The drink has exceeded our expectations," says Mike Ciresi, senior dairy scientist at Ciresi. "We knew we could make a delicious dairy beverage option that could be enjoyed at home. The beverage's flavor, aroma and texture were exactly what we were looking for."

MDRFC helps develop shelf-stable, dairy-based creamer

The Dairy Experience Forum has three main goals that can be achieved by focusing on innovative products and partnerships that meet consumer needs. These goals can be achieved by focusing on innovative products and partnerships that meet consumer needs. These goals can be achieved by focusing on innovative products and partnerships that meet consumer needs. These goals can be achieved by focusing on innovative products and partnerships that meet consumer needs.

The clean label creamer has a superior flavor profile, functionality, functional stability in hot and cold beverages. Additionally, the creamer is a comparable nutritive. It allows it to serve as a replacement for commonly used non-dairy creamers which presents a strong opportunity for use in the beverages’ beverage option.

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It’s important to understand why that is and how we can be better partners in conversations to clean them up. Consumers crave easy-to-digest information and accurate dairy experiences. If they don’t have this, as Harris III said, they will make up their own stories, which leaves us vulnerable to misinterpretation. Sharing the stories of on-farm practices, sustainability and the benefits of dairy in a healthy diet will help answer questions and eliminate confusion.

If we focus on on-trend foods, we can continue to build trust and credibility, and drive demand like never before.

While there is still work to be done and challenges to overcome, the dairy industry is making progress in addressing them. Taking the insights gained from the forum, members of the dairy supply chain can take action to move dairy forward, innovate, be creative and win the post-COVID era stronger than even before.

The third annual Dairy Experience Forum, which took place online July 14, is an initiative that makes a strong, lasting impact each year. It speaks big picture ideas and provides actionable insight, while recognizing the dairy supply chain to keep collaborating and working toward our goals. Although the event looked a bit different this year as it went virtual, it once again offered engaging speakers and panel discussions. From farm to fork, every part of the dairy supply chain was represented, providing an all-encompassing view of the successes and opportunities for dairy.

The forum kicked-off with a live consumer focus group before moving into a line-up of industry speakers and a panel discussion and concluded with a keynote address from a motivational speaker. Industry experts and analysts at the third annual Dairy Experience Forum — held virtually this year — shared insights on how consumer behaviors have shifted in 2020 due to the COVID-19 pandemic. In the first half of the year, dairy retail sales increased 17% year to date in 2020, outperforming total store sales, which increased 15.2% year-to-date in 2020, outperforming total store sales. According to Nielsen, dairy dollar sales in the U.S. were up 1.7% year-to-date.

As of July 26, dairy dollar sales in the U.S. were up 15.2% year-to-date in 2020, outperforming total store sales. Among these were increased yogurt consumption, exploring new flavors accompanying dairy foods like buttermilk and sour cream.

Online grocery shopping is here to stay.

In the two weeks following the first reported case of COVID-19 in the U.S., e-commerce dairy sales spiked 131%, compared to sales during that same time last year. Online food and grocery e-commerce sales had increased to 203% compared to 2019. While online grocery shopping isn’t a new concept, it has been accelerated due to the pandemic. People who were once worried about ordering fresh produce online gave it a try and realized they could still get high-quality dairy products through convenient, safe online ordering, pick-up and delivery options. So much so, that 70% of those who tried online shopping during the pandemic said they would continue buying online once COVID-19 restrictions are lifted.

As online shopping continues to grow, it will be more important than ever to find innovative ways to reach consumers with the stories of dairy — however they may be buying.

Telling our story has never been more important than it is right now. It’s important to understand why that is and how we can be better partners in conversations to clean them up. Consumers crave easy-to-digest information and accurate dairy experiences. If they don’t have this, as Harris III said, they will make up their own stories, which leaves us vulnerable to misinterpretation. Sharing the stories of on-farm practices, sustainability and the benefits of dairy in a healthy diet will help answer questions and eliminate confusion. If we focus on on-trend foods, we can continue to build trust and credibility, and drive demand like never before.

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The third annual Dairy Experience Forum, which took place in July, is an initiative that makes a strong, lasting impact each year. It brings big picture ideas and practical ideas alike, while recognizing the dairy supply chain to keep collaborating and working toward our goals. Although the event looked a bit different this year as it went virtual, it once again offered engaging panel discussions and keynote addresses, before moving into a line-up of industry speakers and a panel discussion and concluded with a keynote address.

Industry experts and analysts at the third annual Dairy Experience Forum — held virtually this year — shared insights shared at this year’s event:

- **Retail Dairy Sales:** Outperforming total store sales. Since COVID-19 in the U.S., e-commerce sales spiked 113%, compared to sales during that same time last year. One month later, e-commerce sales had increased to 17%, compared to 2019 compared to 2019.

- **Online grocery shopping:** It’s no surprise consumers turned to foods they know for the unknown, we saw a significant increase in dairy sales. The way people shop and products they selected changed consumption of comfort foods – a motivational speaker.

- **Panel discussion:** It’s important to understand why that is and how we can better participate in conversations to clean up. Consumers crave easy-to-digest information and accurate dairy experiences. If they don’t have this, as Harris III said, they will make up their own stories, which leaves us vulnerable to misrepresentation. Sharing the stories of on-farm practices, sustainability and the benefits of dairy in a healthy diet will help answer questions and eliminate confusion. If we focus on doing this, we can continue to build trust and credibility, and drive demand like never before.

- **Conclusions:** While there is still work to be done and challenges to overcome, the dairy industry is no longer just about supply and demand. Taking the insights gained from the forum, members of the dairy supply chain can take action to move dairy forward, innovate, be creative and enter the post-COVID-19 era stronger than ever before.

**WORTH READING**

**The Dairy Experience**

**VIRTUAL**

**July 15, 2020**

**THE ANNUAL DANGORIA FORUM**

**The Dairy Experience Forum**

**Why It’s Important To Understand**

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**Key Takeaways From The 2020 Dairy Experience Forum**

- **Growth of Dairy:** Dairy has experienced an average three percent growth rate each year. Over the past decade, checkoff’s foodservice programs have grown by 2.2 trillion miles and experienced an average three percent growth rate each year. Successful foodservice partnerships are made possible thanks to diligent research and innovation support, like that provided by the MDRC.

- **Dairy Checkoff:** The Dairy Checkoff helps develop shelf-stable, dairy-based creamer.

- **The DMI Global Innovation Partnership**

**MDRFC helps develop shelf-stable, dairy-based creamer**

The DMI Global Innovation Partnership, the Midwest Dairy Foods Center Research Program and the National Dairy Foods Center Research Program receive funding from MDRI and Dairy Checkoff. Thanks to the DMI applications lab, this innovative process opened the door to future applications and is bringing dairy life in an exciting way for consumers.
FALL 2020

IN THIS ISSUE

• Partnership with Olympic gold medalist Mikaela Shiffrin demonstrates how dairy farmers are "Nourishing What's Next"
• Success in bringing dairy to families in need
• Consumer insights bring new opportunities for dairy
• MDFRC helps develop shelf-stable, dairy-based creator snacks

Visit MidwestDairy.com or call 1-877-385-FARM (3278)

26 N Rice Street
St. Paul, MN 55102

Chicago Service Requested

Midwest Dairy engaged an Olympic influencer from Minneapolis, Chicago, St. Louis and Kansas City to target dairy sales by using signage and expanding the dairy section. The store in each district with the highest sales percentage increase of dairy products sold in the contest period versus the prior year will win an all-staff luncheon to celebrate. Midwest Dairy will award the grand prize store winner with a personal message of congratulations.

Success in bringing dairy to families in need

Although there have been challenges – like in every industry – for dairy in 2020, Midwest Dairy has seized important opportunities and opportunities to help our communities and provide nutrition to people throughout these tough times. In March, Midwest Dairy quickly responded to needs throughout these tough times.

For 24 days, from July 1 to July 24, the Go Marketing worked with Midwest Dairy to distribute dairy item boxes, milk and other dairy items to food banks and mobile pantries and mobile meals, as well as to help meet the increased demand for dairy products and keep milk moving through the dairy supply chain.

As a result of the donation, we’re proud to share the dairy purchased for food banks totaled incremental of 2,481,916 pounds of milk (14%, milk, 50.5% cheese and 35.5% butter). Additionally, in an effort to bring fresh dairy into the hardest-hit neighborhoods from recent unrest in the Chicago area, Midwest Dairy worked with The Go Marketing to distribute dairy to communities without access to their local grocery stores on behalf of Feeding America food bank, Greater Chicago Food Depository.

Midwest Dairy is grateful for the partnerships that made these initiatives possible and helped to bring nutritious dairy products to those in need.

Partnership with Olympic gold medalist showcases how dairy farmers are “Nourishing What’s Next”

Much like dairy farmers, Olympic gold medalist Mikaela Shiffrin is well-positioned to adapt, keep working collaboratively and demonstrate how both are using milk to nourish what’s next, from community to their next Olympic event. This summer, Midwest Dairy seized opportunities to share this story and sales for dairy by sharing the dairy story of resilience through social media and showing the dedication dairy farmers have for nourishing people and communities.

Midwest Dairy created a video featuring how Shiffrin and Ahlgren share a parallel story. The video highlights how both are using milk, especially as a recovery beverage, and Ahlgren conveyed her commitment to producing nutritious dairy for her community during uncertain times. The “Nourishing What’s Next” campaign, an industry-wide effort equaled a total of 251,355 pounds of milk.

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FALL 2020

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Much like dairy farmers, Olympic gold medalist Mikaela Shiffrin has been resilient through changes and challenges presented to her life’s summer. Akinkuoru is a track and field competitor and 2010 Summer Olympic gold medalist from Aurora, Illinois. Her role has been to maintain her training and competitive edge despite the cancellation of the 2020 Summer Olympics. Midwest Dairy partnered with Akinkuoru, a track and field athlete from Chicago last April, as social influencers and a retailer to launch the “Nourishing What’s Next” campaign. This campaign was designed to build trust and sales for dairy by sharing the story of resilience through social media and showcasing the dedication dairy farmers have for nourishing people and communities.

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New challenges fuel innovation and creative solutions to move dairy forward

The past few months have presented new challenges for the dairy industry—and with new challenges come new opportunities to tell the dairy story. The dairy industry has banded together to tackle these challenges and inspire solutions that move our industry forward. Thank you all those throughout the dairy supply chain who have remained dedicated to nourishing communities, allowing our staff to share a robust, united story.

Midwest Dairy seized opportunities to share this story through a wealth of projects, including a new product launch in partnership with the DMI and the Midwest Dairy Food Research Center, the launch of the “Nourishing What’s Next” campaign with Olympic gold medalist Morolake Akinosun, and convening the supply chain for the third annual Dairy Gold Medal celebration.

Consumer insights share how dairy fuels families in need and convening the supply chain for the third annual Dairy Gold Medal celebration.

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