



Molly Pelzer
CEO, Midwest Dairy

Celebrating how dairy farmers nourish the planet and their communities

As we enter in the fourth quarter of 2020 at Midwest Dairy, we're wrapping up our plans for the year, while simultaneously developing our action plans for 2021. Like many, we're looking forward to a new beginning, but that hasn't deterred our passion and commitment to our current work.

Last week, we celebrated National Farmers Day, a day to recognize and celebrate the hard work and commitment of dairy farmers like you to produce a product that helps fuel our bodies as well as your essential role in nourishing our planet and caring for the environment. We truly thank you for all that you do!

This month, we're also kicking off an initiative with Subway restaurants and the NFL to help tackle hunger in your communities. Be sure to read more about this and other ways your checkoff dollars are hard at work in this month's issue of Promotion in Action.

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Midwest Dairy offers seven summer internships

Applications are now being accepted for seven summer internships being offered across the Midwest. Midwest Dairy prides itself in offering internships to provide an opportunity to college students to develop their skills and learn more about our organization and the dairy industry.

The seven internships and their locations are:

- Agricultural Affairs – St. Paul, MN
- Corporate Communications – St. Paul, MN
- Illinois Farmer Relations – Springfield, IL
- Iowa Farmer Relations and Consumer Engagement – Ankeny, IA
- Kansas/ Missouri Marketing Communications – Kansas or Missouri
- Minnesota Farmer Relations – St. Paul, MN
- South Dakota Farmer Relations – Brookings, SD

Students studying communications, public relations, marketing, food science, animal science and other related majors are encouraged to apply.



Application deadlines vary based on the internship but range from October 30 to November 13. To learn more or to apply, visit MidwestDairy.com.

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Researchers at Iowa State University test natural antimicrobials for control of mold in shredded cheese

Manufacturers often add antimicrobials to foods in order to extend the shelf life, including dairy. However, commercially available antimicrobials are not always clean-label friendly. As consumers continue to grow more health-conscious, they are looking for natural alternatives to replace synthetic food additives.



In recent years, extended the shelf-life of dairy products has been a major area of interest for processors especially, in products like shredded cheese where mold growth is an issue. Research is currently being conducted at Iowa State University to help combat this issue. Lead by Dr. Aubrey Mendonca, the research aims to test the effectiveness of natural antimicrobials against mold growth in shredded cheddar cheese. In her research, she has found that some of the natural antimicrobials tested indicated strong antifungal activity at higher concentrations against mold growth.

In the next few months, researchers will be testing the best antifungal treatment for application in controlling mold growth on shredded cheddar cheese. These findings are important because, among the molds that spoil cheeses, the most problematic are Penicillium species, which are well adapted for growth on shredded cheese. Additionally, the research findings on natural antimicrobials will be beneficial for cheese manufacturers as it will help them achieve clean-label requirements.

To learn more about this research project, tune into the MDFRC webinar here: www.mdrc.com/webinars.

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The 21st-century eater and opportunities for dairy

In the [latest episode](#) of Midwest Dairy's Dairy on the Air podcast, a conversation from the recent virtual [Dairy Experience Forum](#) continues, discussing what consumers look for and how dairy can fit into their needs during COVID-19 and beyond.



The 21st-century eater is someone who demands food fulfills needs at the intersection of health, sustainability and experience. Food futurist Mike Lee, founder of The Future Market and co-founder/co-CEO of Alpha Food Labs, joins host Andy Vance in this episode to have a candid dialog about these consumer trends and their impact on dairy.

This conversation focuses on many facets of meeting consumer needs, some of which are changing amidst the pandemic, today and into the future – and how these needs will affect dairy demand. Lee shares how there is no one-size-fits-all when it comes to food – it’s all about individualization – and to find the opportunities for dairy, it’s important to learn the “why” about people’s behaviors. He discusses how producers, brands and retailers need to focus on deep insights to meet consumer needs now and innovate new products that will help the category thrive for years to come.

This Dairy on the Air episode, and others, can be downloaded on iTunes, Google Play, Stitcher, iHeartRadio or your favorite podcast platform. You can also listen to this, and all Dairy on the Air episodes, directly on MidwestDairy.com.

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Dairy showcased in the Home Fridge Advantage

The first Home Fridge Advantage video kicks off today starring Fuel Up to Play 60 play ambassador and Kansas City Chiefs player, Mitchell Schwartz, and blogger, Liz Della Croce. [Click here](#) to see what their fridges have in common.

Through Home Fridge Advantage, we are giving consumers across the country a peek into the home fridges of NFL players and influencers. These fun and engaging videos will inspire consumers with ideas on how to stock their fridges with affordable and nutritious dairy products.

In addition, Schwartz, along with KC Wolf, will be part of the Raising Gallons video released tonight during the NFL’s Thursday Night Dolphins vs Jaguars Game. This video recognizes dairy farmers for their continued commitment to getting dairy to the people and communities that need it most and features many amazing dairy farmers, Fuel Up to Play 60 students, NFL players and mascots.

The video is anticipated to air at the 2-minute warning heading into halftime. If you happen to miss it during the game, the video will be posted on social through FUTP 60 and Dairy Good’s channels after it airs on TV.



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Subway partners with the dairy checkoff

Over the last five months, GENYOUth has built on their legacy of bringing substantial funding from non-dairy companies to Fuel Up to Play 60 (FUTP60) and schools by collecting more than \$10M in cash and in-kind contributions to keep the school feeding channel alive and sell more dairy.

We are excited to share another major commitment from all 21,000 Subway sandwich franchises that will bring more funding for GENYOUth's Emergency School Meal Delivery Fund, as well as massive awareness about America's dairy farmers' support for youth wellness through FUTP60.

This incredible opportunity to work with Subway nationwide was formed through another powerful checkoff partner, the NFL. When Subway and NFL were working out the details of a new sponsorship, NFL encouraged the sandwich chain to work with America's dairy farmers and FUTP 60 to meet its goal of demonstrating their connection to communities and youth at the franchise level.

As a result, this October, all 21,000 Subway sandwich shops – recently ranked by Morning Consult as the #4 most loved restaurant brand – will be supporting two impressive promotions with FUTP 60:

- Subway Cares (estimated Oct. 1–Nov. 30) will allow customers to round up their purchase to the nearest dollar to donate to FUTP60 grants for local schools to continue providing school meals during the pandemic. The registers will feature the signage below, and funds will be directed to GENYOUth to distribute to area schools nationwide.
- 60-cent subs with FUTP60 (Oct. 1–Dec. 31): Every Sunday, any child who uses the FUTP60's "Healthy Habits Tracker" can get a 6-inch sub for only 60 cents, which can include cheese – and they can choose to pair it with milk.

All this works to demonstrate how dairy is essential to youth and our consumer target audience. The dairy checkoff's partnership with the NFL and GENYOUth has brought another prominent partnership to benefit dairy farmers, youth and local communities.

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Dairy's commitment to environmental stewardship goals—a discussion with DMI's Krysta Harden

National Farmers Day marks an important time to not only recognize and celebrate the hard work and commitment of dairy farmers to produce a product that helps fuel our bodies, but to also talk about

the essential role dairy farmers play when it comes to nourishing our planet and caring for the environment. In the most recent episode of Midwest Dairy's [Dairy on the Air](#) podcast, farm broadcaster Andy Vance talked with Krysta Harden, Executive Vice President of Global Environmental Strategy at Dairy Management Inc. (DMI), about the industry's leadership role in sustainability efforts, as well as the importance of the entire supply chain working together to find solutions and create best practices when it comes to environmental stewardship.



Sustainability is crucial when it comes to how people perceive and shop for dairy, as consumers are asking for, and even paying more for, products that align with their values, such as sustainability. However, as shoppers become increasingly more removed from the farm—sometimes not in miles, but in lifestyle—many don't know the full picture of how dedicated to sustainability the dairy community is. Because of this, she encourages the entire supply chain to work together to tell the story of dairy as an environmental solution.

In the conversation, Harden also discusses the importance of collaboration to increase consumer trust and drive dairy demand. By working together, the industry can better connect farmers with consumers and showcase their commitment to the land, to the animals and to the nutritious products they work so hard to produce every day. She highlights the work that the Dairy Sustainability Alliance and the Innovation Center for U.S. Dairy are doing to bring partners and the entire supply chain together to listen, have candid conversations about environmental issues and discuss how dairy is an environmental solution that perfectly fits into consumer needs.

This *Dairy on the Air* episode, and others, can be download on iTunes, Google Play, Stitcher, iHeartRadio or your favorite podcast platform. You can also listen to this, and all *Dairy on the Air* episodes, directly on MidwestDairy.com.

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Partnership with Pizza Ranch drives cheese sales, promotes dairy farmers

This summer, Midwest Dairy partnered with Pizza Ranch to offer free extra cheese on any large pizza ordered online for carryout or delivery throughout the month of June to celebrate National Dairy Month.

The Pizza Ranch campaign featured images of Midwest dairy farmers and farms in promotional materials. The goals of this partnership were to:

- Celebrate National Dairy Month
- Increase cheese sales
- Help Pizza Ranch drive online sales
- Promote Pizza Ranch's support of, and connection to, dairy farmers and farmers' ongoing commitment to providing sustainably produced dairy foods for consumers

Pizza Ranch is a franchise restaurant chain headquartered in Orange City, Iowa, with 215 locations across 15 states – 80 percent of locations are within Midwest Dairy's territory. The chain typically relies on a buffet format in their restaurants, but as a result of COVID-19, they adapted their model to encourage families to enjoy their pizza through online ordering, carryout and delivery.

Pizza Ranch offered this promotion at all 215 locations and raised awareness with box toppers on all pizza boxes and through digital ads on their [website](#), [social media](#) and email marketing.

Ultimately, this partnership achieved the following success:

- Pizza Ranch purchased more than 100,000 incremental pounds of cheese in June 2020, equating to more than 1 million incremental pounds of milk
- More than 200,000 dairy farmer box toppers were distributed
- More than 1 million emails were sent by Pizza Ranch highlighting the promotion
- The campaign achieved approximately 650,000 social media impressions including 16,000 likes and 1,000 shares

The support of partners like Pizza Ranch are invaluable to not just driving dairy sales, but to helping reconnect farmers with consumers.

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National Dairy Board scholarship award winners announced

The national dairy checkoff announced the recipients of its academic scholarships to students enrolled in programs that emphasize dairy and who have shown potential to become future industry leaders. Seven of this year's scholarship winners are from the Midwest Dairy region.

The National Dairy Promotion and Research Board (NDB), through Dairy Management Inc., which manages the national dairy checkoff, annually awards \$2,500 scholarships to 11 students. In addition, the NDB awards a \$3,500 James H. Loper Jr. Memorial Scholarship.



Eligible majors include journalism, communications/public relations, marketing, business, economics, nutrition, food science or agriculture education. Scholarship criteria includes academic achievement, a career interest in a dairy-related discipline, along with demonstrated leadership, initiative and integrity.

Michelle Schmitt, a University of Wisconsin-River Falls student who is majoring in food science and technology, has earned the 2020-21 James H. Loper Jr. Memorial Scholarship.

Students earning \$2,500 scholarships from the Midwest Dairy region are:

- Ashley Hagenow, University of Minnesota-Twin Cities
- Theodore Jacoby, South Dakota State University
- Brianna McBride, Iowa State University
- Jack Palla, Oklahoma State University
- Jessica Schmitt, Iowa State University
- Margaret Socha, South Dakota State University
- Anna Tarpey, University of Missouri

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Help tackle hunger and give to local heroes

Midwest Dairy is partnering with Subway restaurants and the NFL to demonstrate our collective commitment to supporting our youth and local communities through Fuel Up to Play 60. Here's how you can promote, participate and share to help tackle hunger in your community.

SIGN UP for a Community Care Package to give back to your local heroes.



Promote!

Help spread the word. There are two campaigns aimed at tackling hunger in local communities:

- Subway Cares (estimated Oct. 1–Nov. 30) will allow customers to round up their purchase to the nearest dollar to donate to FUTP60 grants for local schools to continue providing school meals during the pandemic.
- 60-cent subs with FUTP60 (Oct. 1–Dec. 31): Every Sunday, any child who uses the FUTP60's "Healthy Habits Tracker" can get a 6-inch sub for only 60 cents, which can include cheese – and they can choose to pair it with milk.

Go [online](#) for ideas to help share these Tackle Hunger promotions in your community.



Participate!

[Sign up](#) for a **COMMUNITY CARE PACKAGE**. Packages will include Subway gift cards, Undeniably Dairy blankets and stocking hats. Use your creativity to thank local heroes of your choice – teachers, fire professionals, police, veterans or caregivers.

With a limited number available on a first-come, first-serve basis, don't delay!

Share!

Let us know how you used the **COMMUNITY CARE PACKAGE** to show that #dairycares! Share on social and submit an online report [here](#).

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New Dairy on the Air episode features sustainability panel

The [most recent episode](#) of Midwest Dairy's *Dairy on the Air* podcast – Dairy: An Environmental Solution – features a discussion three industry experts had at the virtual [Dairy Experience Forum](#) this August, diving into how their unique parts of the dairy community are working toward the industry's [2050 Environmental Stewardship Goals](#).



This conversation includes the perspectives of Midwest Dairy farmer Suzanne Vold, First District Association president & CEO Bob Huffman, and Bel Brands USA director of milk sourcing and dairy sustainability Brian Zook, along with commentary from farm broadcaster Andy Vance. Representing three distinct parts of the supply chain, each offers a unique perspective about how they will need to work together – as a collective whole – to reach those goals.

Each of the panelists agree that sustainability starts on-farm, while also nodding to the outstanding efforts and practices that farmers implement each day to decrease their carbon footprint, improve water quality and reduce and optimize water usage. In addition, the group discusses how the entire dairy supply chain needs to remain committed to sharing dairy's sustainability story to continue to build trust in dairy.

This *Dairy on the Air* episode, and others, can be download on iTunes, Google Play, Stitcher, iHeartRadio or your favorite podcast

platform. You can also listen to this, and all *Dairy on the Air* episodes, directly on [MidwestDairy.com](https://www.midwestdairy.com).

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We want to hear from you: Take our upcoming survey

On **Thursday, Nov. 5**, Midwest Dairy will be sending you a link to an online survey via email.

The purpose of this survey is to continue to improve how we communicate checkoff successes with you. The survey will ask a series of questions regarding your awareness of the Midwest Dairy strategic priorities, the various communications tools and outlets we use, and how often and in what formats you would like to receive checkoff news.

The data gathered from this survey will help us refine and enhance the way we share stories showcasing the value of your checkoff investment and Midwest Dairy's work, along with the entire federation, to drive dairy sales and build trust.

We value your input and hope you will consider filling out the survey. We also encourage you to invite other dairy farmers in your area to take the survey. The deadline for completing the survey is **Tuesday, Nov. 24**.



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School Nutrition Needs Assessment Survey: The Struggle to Feed America's Kids

A new GENYOUth national survey, School Nutrition Needs Survey, highlights the urgent need of schools and their importance in feeding U.S. children. To view your state's report, [click here](#) and choose your state in the upper right-hand corner of the page.

GENYOUth's survey of 550 school nutrition professionals found that massive school disruptions and record-level unemployment are putting 30 million American kids at risk for hunger. Although U.S. schools have been largely closed to learning since March, they continue to be anchors of community feeding, with school nutrition professionals taking extraordinary efforts to overcome hurdles related to logistics and cost of meal delivery. Among the survey's findings:



- **Schools are a viable, reliable source of nutrition for children.** As the financial sustainability of families continues to deteriorate, 58% of schools expect the need for school meals to stay the same or increase.
- **100% say that schools continue to operate school meal programs,** even though only 4% of students are offering full-week, in-person learning.
- **Schools are deploying multiple food delivery models to feed kids outside the cafeteria and often outside of the school building.** 70% are using curbside pick-up and 57% are offering grab and go meals at school.
- **This has created an urgent need for unbudgeted equipment for safe milk and meal storage and transportation, as well as sanitation.** Cold storage equipment ranked No. 1 or 2 by 85% of school nutrition professionals, while transportation and serving equipment ranked No. 1 or 2 by 78%.



The School Nutrition Needs Survey results track closely with the number of grant requests for **GENYOUth's COVID-19 Emergency School Meal Delivery Fund**, which is providing schools with grants to purchase equipment and resources needed to feed students. Through the fund, GENYOUth has provided over \$10 million in cash and in-kind to 8,500 schools. With nearly \$40 million in grant requests, an additional 9,000 schools still need our help to feed hungry kids.

"Over the past 10 years, GENYOUth has raised over \$100 million to support the development of healthier school communities, but with COVID-19 our need to raise funds to increase access to school meals is more urgent than ever," said Alexis Glick, CEO, GENYOUth Foundation. "Since the start of the pandemic, the number of food insecure kids has increased 20 percent to one in four. We are approaching Depression-era levels of hunger and the numbers are even worse for Black and Hispanic students. We need to do everything in our power to support, sustain and salute our frontline heroes feeding our nation's kids in U.S. schools."

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Upcoming webinar discusses the ethics of hunger in America

The COVID-19 pandemic has put food insecurity in the spotlight. Millions of our neighbors are relying on food assistance programs as they are forced to make decisions about how to spend their limited budgets on housing, medicine, cleaning and sanitation supplies, and nutritious foods. Feeding America has estimated that more than 54 million people – including 1 in 4 children – may experience food insecurity in 2020.



On Sept. 30 from 12-1:30 p.m. CST, join nationally recognized leaders including Clancy Harrison, MS, RDN, FAND; Jerod Matthews; and Jean Ragalie-Carr, RDN, LDN, FAND, as they shed light on the impact of COVID-19 and the surrounding social justice issues of hunger in America. This webinar will provide practitioners with screening tools and resources to facilitate solutions to improve access to nutrient-rich foods for all. Register here:

<https://tinyurl.com/y6kedypy>

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School programs to connect students with where their food comes from

Today's youth care about food and the environment, however they don't know much about how the two are interconnected, where their food comes from, or why it matters. Midwest Dairy, working with national partners, has two programs available for schools to help students understand dairy's farm-to-table journey. Please share these resources with your local schools and consider using some of the tools when you have events that engage youth.

Adopt-A-Cow (Elementary/ Middle School)

Students can watch a calf grow and learn important lessons about dairy farming along the way. The program is ideal for virtual or in-person instruction, follows Common CORE standards, is interactive with farm tours and virtual chats, and free for all classrooms. Registration is open now until Oct.15 at DiscoverDairy.com/adopt.



Fuel Up to Play 60 Homeroom (Middle School/High School)

A new digital resource using Google Slides that supports engagement with the Fuel Up to Play 60 program. Content will include total health and wellness, a greener planet, building stronger communities, free period with fun engagement and a teachers lounge for additional resources. You'll notice Midwest Dairy's color book and workforce poster is already being featured and can watch for new content each Thursday! See what's available at FuelUpToPlay60.com/educator-corner.

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Shifting consumer demands & opportunities for dairy post COVID-19 topic of new Dairy on the Air episode

The COVID-19 pandemic has dramatically altered consumer habits, and dairy has felt that impact in various ways. Larry Levin, executive vice president of market and shopper intelligence at IRI Worldwide, joins host Andy Vance on the [latest episode](#) of Dairy on the Air to discuss how the pandemic increased demand for dairy and what dairy can do to sustain positive gains.

Sharing his insights, in part from research funded by Midwest Dairy, Levin discusses changes in consumer behaviors such as cooking and baking from home more often and an increased reliance on online shopping and grocery pickup and delivery. He shares how dairy has experienced growth as an entire category, and why he expects the growth to be sustainable. In addition, Levin addresses additional opportunities for dairy, such as cross-promoting given a pattern of consumers purchasing multiple dairy products at once (e.g. butter and milk, not just milk).

Download the latest episode of Dairy on the Air on iTunes, Google Play, Stitcher, iHeartRadio or your favorite podcast platform. You can also listen to this, and all Dairy on the Air episodes, directly on MidwestDairy.com.



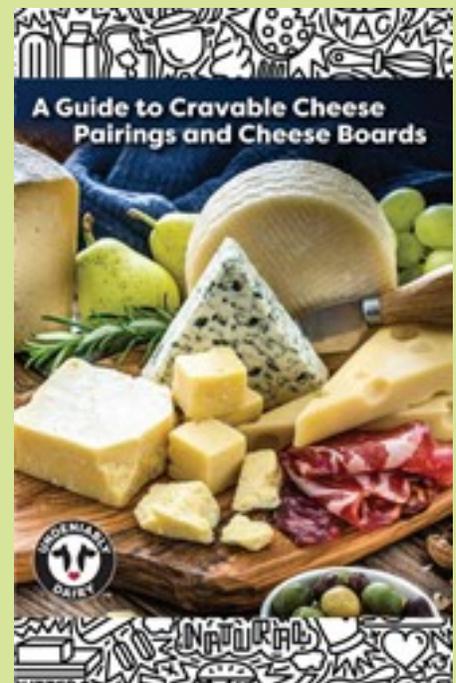
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New resources available for farmers in the Promo Center

Endlessly versatile, sometimes surprising and always delicious, cheese is a perennial crowd favorite. With more families at home cooking and snacking, sales have been growing, which is why Midwest Dairy created a new [Guide to Cravable Cheese Pairings and Cheese Boards](#). The guide can be downloaded with the resources on MidwestDairy.com or ordered in printed bundles of 50 in the [Promo Center](#).

Coming soon will also be social distancing floor decals that farmers can order and share with local businesses to bring some dairy-fun to social distancing. These would be great to share with your local schools as needed, in addition to our coloring books which will be refreshed in October.

Be sure to visit MidwestDairy.com to see everything available to help bring dairy to life in your local communities.



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