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Dairy checkoff continues reach consumers

As the summer months come to a close and autumn draws near, we see nature around us adapt to the cooler temperatures and change of the season. In that same sense, your dairy checkoff programs continue to adapt and use marketplace trends to meet consumers where they are as new habits take shape.

Working creatively with partners and providing new resources, dairy checkoff works to showcase new and exciting ways for consumers to incorporate wholesome and nutritious dairy products into their everyday lives. Our Dairy on The Air podcasts have highlighted ways consumer habits are shifting due to the COVID-19 pandemic. Be sure to listen in as we take a deep dive into the opportunities for dairy.

As we head into this new season, we hope you enjoy these stories of your checkoff investment at work. For those who will be in the fields harvesting, we wish you a bountiful and safe harvest season!

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

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/y6kedy.py>



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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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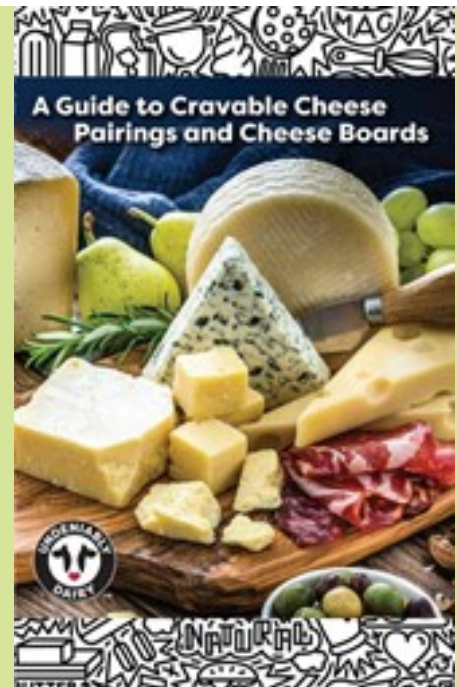
New resources available for farmers in the Promo Center

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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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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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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