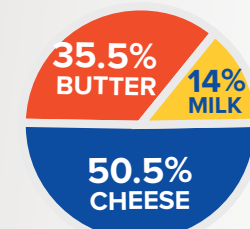


Success in bringing dairy to families in need

Although there have been challenges – like in every industry – for dairy in 2020, there have also been important wins and opportunities to help our communities and provide nutrition to people throughout these tough times.

In March, Midwest Dairy quickly responded to needs of dairy farmers and their communities created by the COVID-19 pandemic by donating \$500,000 to food banks in the Midwest to purchase dairy products for those who were experiencing food insecurity and 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 purchases for food banks totaled incremental **2,486,916 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 contracted with On 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.

For 24 days, from Jul. 6-Aug. 1, On the Go Marketing worked with Midwest Dairy to distribute dairy food boxes, milk and other dairy items to food pantries and mobile sites as identified by the Greater Chicago Food Depository. With our help, **4,180 pounds of milk and 24,772 pounds of cheese** were distributed to clients of the Greater Chicago Food Depository. This 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.



FALL 2020

IN THIS ISSUE

- Partnership with Olympic gold medalist showcases 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 creamer

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FALL 2020

DAIRY PROMOTION **UPDATE**



Bringing Dairy to Life!

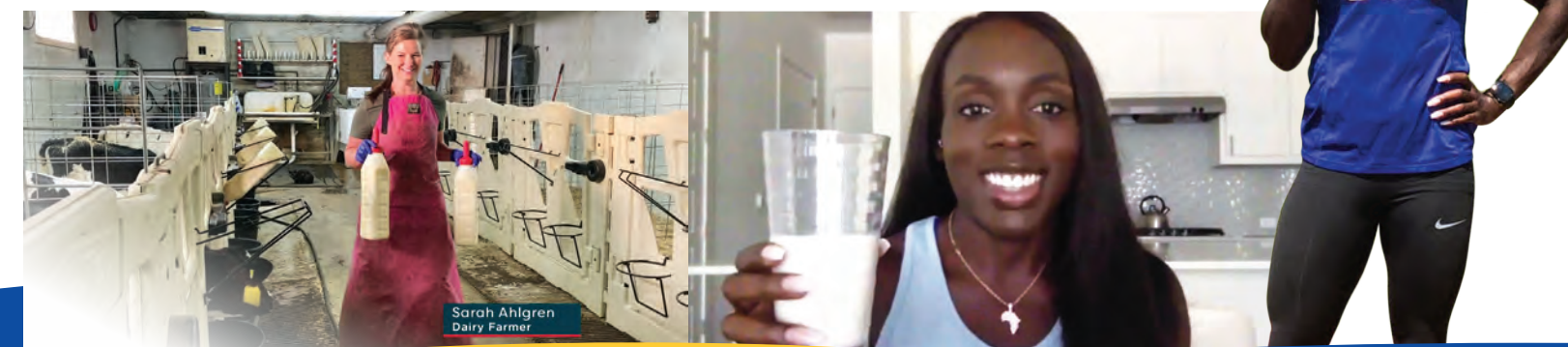
Partnership with Olympic gold medalist showcases how dairy farmers are “Nourishing What’s Next”

Much like dairy farmers, Olympic gold medalist Morolake Akinosun has been resilient through changes and challenges presented to her this summer. Akinosun, a track and field competitor and 2016 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, Minnesota 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 dairy story of resilience through difficult 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 of resilience, and how both are using milk to nourish what’s next, from within 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 six 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 influencers have a total follower base of more than 246,200. Midwest Dairy’s paid amplification of the influencer posts helped increase the reach to an additional 4.8 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 and on Jewel-Osco and Akinosun’s social media pages this August. Akinosun will also salute essential workers in the retail space in her messages. To drive dairy sales, Jewel-Osco dairy department managers will be challenged to maximize their dairy sales by keeping dairy well-stocked, 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. Akinosun will award the grand prize store winner with a personalized message of congratulations.



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 to 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. This campaign was designed to build trust and sales for dairy by sharing the dairy story of resilience through difficult times and showcasing the dedication dairy farmers have for nourishing people and communities.

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ARKANSAS, SOUTHERN MISSOURI/EASTERN OKLAHOMA

Stacy Dohle
417-267-5039
sdohle@midwestdairy.com

ILLINOIS

Kendra Anderson
309-825-2196
kanderson@midwestdairy.com

IOWA

Jenna Finch
515-964-0696
jfinch@midwestdairy.com

Mitch Schulte
319-228-8503
mschulte@midwestdairy.com

NORTHERN MISSOURI/ KANSAS

Ron Grusenmeyer
816-873-0351
rgrusenmeyer@midwestdairy.com

MINNESOTA

Shannon Seifert
507-766-6864
sseifert@midwestdairy.com

Lucas Sjostrom
320-346-2216
lsjostrom@midwestdairy.com

NEBRASKA

Kris Bousquet
531-207-4291
kbousquet@midwestdairy.com

NORTH DAKOTA

Amber Boeshans
701-712-1488
aboeshans@midwestdairy.com

SOUTH DAKOTA

Tom Peterson
605-251-2439
tpeterson@midwestdairy.com

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Midwest Dairy

2015 Rice Street
St. Paul, Minnesota 55113
800-642-3895 – Toll Free
651-488-0261 – Phone

Editor:

Calli Jo Smith, manager,
Corporate Communications,
651-487-4744

Contributors

Trish Scorpio, vice president,
Corporate Communications

Molly Weaver, manager,
Corporate Communications,

Brynnen Gardner, intern,
Corporate Communications



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 sparks big picture ideas and poses tough questions, while invigorating 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 fridge, 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. Here are some of the biggest takeaways from this year's forum, as it relates to factors influencing consumer purchasing behaviors and the opportunities for dairy:

Consumers are shifting toward the consumption of comfort foods

The way people shop and products they selected changed when the pandemic hit the U.S. As the country braced for the unknown, we saw a significant increase in dairy sales. As of July 26, dairy dollar sales in the U.S. were up 15.2% year-to-date in 2020, outperforming total store growth of 11.7% year-to-date.

It's no surprise consumers turned to foods they know and trust, seeking comfort during an unsettling time while also prioritizing value – both in quality and nutrition. Since March, consumers have turned to the dairy category as they prepare more meals at home, and are doing more snacking and baking, which showcases opportunities for

the dairy industry. Among these were increased yogurt consumption, exploring new cheeses and cooking 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. One month later, e-commerce sales had increased to 209% 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 products 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 it.

Telling our story has never been more important than it is right now

Illusionist Harris III, the motivational speaker at this year's Dairy Experience Forum, said, "we tell ourselves stories to help make things make sense, which in turn impacts how we view the world." As we listened to the live consumer panel and analyzed the data presented at the event, it's clear consumers still have misconceptions about dairy, and

it's important to understand why that is and how we can better participate in conversations to clear them up. Consumers crave easy-to-digest information and excellent 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 doing this, 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 ready to address 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 enter the post-COVID era stronger than ever before.

ONCE COVID-19 RESTRICTIONS ARE LIFTED:

CONSUMERS EXPECT TO USE MORE YOGURT

21%
AS A
SNACK

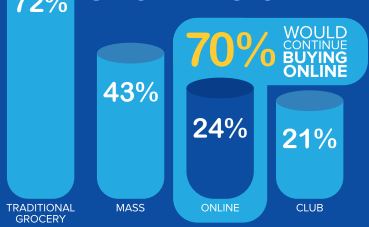
20%
TAKE TO
WORK OR
SCHOOL

E-COMMERCE
GROWTH RATES IN THE U.S. HAVE SEEN A RAPID INCREASE IN ACTIVITY & SALES AFTER THE FIRST REPORTED U.S. COVID-19 CASE

E-COMMERCE DAIRY SALES
EXPERIENCED AN INITIAL SPIKE OF

113%

CONSUMERS ARE STILL CHOOSING TRADITIONAL RETAILER CHANNELS FOR PURCHASING DAIRY BUT MANY HAVE EMBRACED SHOPPING ONLINE



DURING COVID-19

RETAIL DAIRY SALES IN THE U.S. ARE UP 17% IN 2020 OUTPERFORMING OTHER EDIBLE CATEGORY INCREASES DURING THIS TIME

THOSE BUYING MORE DAIRY WERE INCREASING THEIR CONSUMPTION THE MOST AT BREAKFAST & SNACK TIMES

CONSUMER BEHAVIORAL CHANGES SINCE COVID-19

42%
ARE BAKING AT HOME MORE OFTEN

33%
ARE EATING MORE COMFORT FOODS

29%
ARE SNACKING MORE BETWEEN MEALS

1 in 5
HAVE FOCUSED ON STOCKING UP OR BUYING LARGER SIZES

MORE THAN 1 in 10
HAVE BOUGHT UNFAMILIAR BRANDS

MORE THAN 1 in 10
HAVE BOUGHT STORE BRANDS

CONSUMERS HAVE TURNED TO DAIRY CATEGORIES FOR TRADITIONAL REASONS RELATED TO TASTE & NOURISHMENT



MDFRC helps develop shelf-stable, dairy-based creamer

The DMI Global Innovation Partnership Team and the Midwest Dairy Food Research Center (MDFRC) worked together to develop a first-of-its-kind, shelf-stable, dairy-based creamer for Taco Bell. MDFRC's application lab provided the opportunity for this research to take place, and Sonia Patel, applications lab scientist at the University of Minnesota, assisted with the process from start to finish by developing product formulations and conducting microbial and shelf-life studies to ensure Taco Bell's product requirements were met.

"We knew we could make a delicious dairy beverage that didn't need refrigeration," says Mike Ciresi, senior dairy scientist at DMI and co-manager of the project. "We were convinced there was a way to do it and our work with the MDFRC proved that it was possible."

In May 2020, the innovative creamer was a key ingredient in Taco Bell's newest beverage: The Pineapple Whip Freeze. The beverage's popularity proves the creamer a success and, according to Hoard's Dairyman, helps Taco Bell elevate dairy from a garnish to a hero on its menu.

"The drink has exceeded our expectations. There will likely be opportunities in the future to leverage the new dairy creamer in other beverages at Taco Bell," says Ciresi.

The dairy checkoff is hopeful other restaurants will see the success of having an indulgent, dairy-based beverage option and follow suit.

The clean label creamer has a superior taste profile, microbial quality, functionality and maintains stability in hot and cold beverages. Additionally, the creamer's comparable nutritional profile allows it to serve as a replacement for commonly used non-dairy creamers which presents a strong opportunity for use in the foodservice sector. As mentioned in Cheese Market News, the creamer



has potential to open opportunities for restaurants with limited refrigeration capacity or layout constraints, enabling creation of real dairy-based beverages without requiring extra refrigeration storage at drink stations.

Over the past decade, checkoff's foodservice partnerships have grown by 2.2 billion milk pounds 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 MDFRC. The MDFRC is part of the National Dairy Foods Center Research program and receives funding from DMI and Midwest Dairy. Thanks to the MDFRC applications lab, this innovative product has opened the door to future applications and is bringing dairy to life in an exciting way for consumers.

#GotMilkRecipe campaign explores impact of social influencers on dairy sales

A recent consumer survey of more than 1,000 Americans revealed that 54% report cooking more and 46% report baking more while adjusting to more time at home during the pandemic. To inspire consumers to use more milk while they bake, cook and snack from home, Midwest Dairy built upon MilkPEP's relaunch of their iconic #GotMilk campaign this fall by creating a unique recipe campaign. The campaign engaged 30 social influencers throughout our region to post dairy recipes that include milk with the hashtag #GotMilkRecipe on Instagram, Pinterest, Facebook and personal blogs. Through paid amplification of social posts, we are guaranteed 2.45 million unique views and 20 million impressions for the campaign. Inmar, a social influencer data analytics company, and IRI, a retail sales data agency, are teaming up to provide us with results which will be reported out in January.

In addition to inspiring consumer milk usage in cooking, the campaign also aims to measure the impact of influencers on milk sales throughout the fourth quarter of 2020. Each influencer was given a list of key retailers in our region to tag and include swipe up shopping carts linked to the retailer. Influencers also link to a specially created recipe hub landing page, **dairycooks.com**, connected to a retailer shopping cart that includes their recipe ingredients. This campaign will provide detailed sales analysis to determine the effectiveness of using influencer campaigns to drive dairy sales at retail.


WINTER 2020

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- #GotMilkRecipe campaign inspires consumers to use more dairy
- Midwest dairy farmers build on Subway partnership
- Virtual curriculum connects students with dairy
- National Farmers Day celebrates dairy's sustainability efforts
- Cheese Chats bring dairy to life!

Visit **MidwestDairy.com** to access the **Promo Center** or call 1-877-360-FARM (3276)



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WINTER 2020
DAIRY PROMOTION UPDATE


Bringing Dairy to Life!

Dairy checkoff continues driving dairy demand

During challenging times, USDA per capita consumption statistics showcase that the dairy checkoff continues to achieve its mission in steadily driving dairy demand. More specifically, overall per capita dairy consumption reached an all-time high since 1960, increasing by more than 100 billion pounds annually as compared to 1983 when the checkoff was started.

The dairy checkoff was created when milk production surpassed commercial use, resulting in a 17-billion-pound surplus. Dairy farmers created and funded the national dairy checkoff program to strengthen the dairy industry's position in the marketplace and maintain and expand domestic and foreign markets and uses for fluid milk and dairy products.

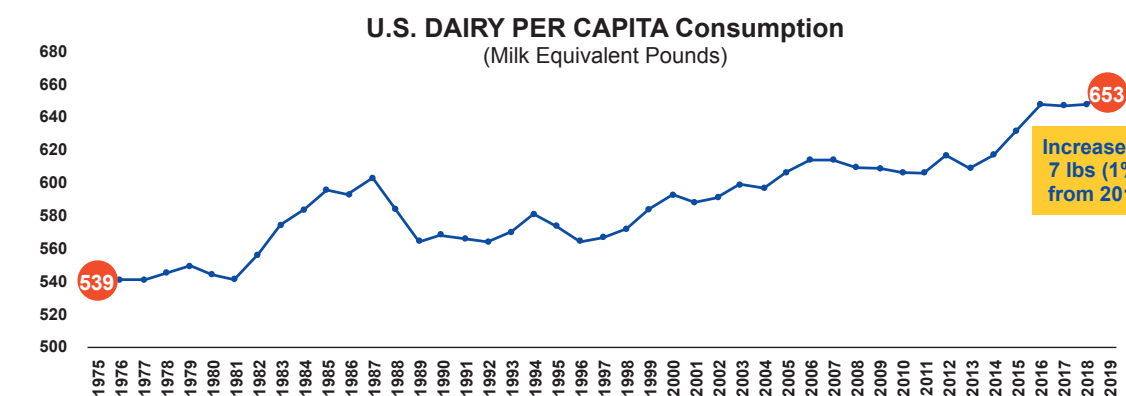
Over time, consumer use of dairy has shifted, with the single largest change being the increased consumption of cheese, an area where checkoff has focused its efforts through successful partnerships with regional, national and international pizza companies. While fluid milk consumption has declined, increases in cheese and butter usage have offset these declines. Contrary to what some people believe, the dairy checkoff has not shied away from full-fat dairy, and

in fact, has developed nearly 60 research studies looking into the nutritional value of full-fat dairy, which has been a major contributor to the increase in popularity of butter over the past few years.

The U.S. Dairy Export Council, founded by dairy checkoff in 1995, has helped drive exports from only 4% of production to nearly 17%. As middle-class economies continue to grow in key international markets, along with demand for quality animal protein, we continue to see strong growth potential for U.S. dairy overseas.

Regionally, Midwest Dairy has been driving sales at retail, as consumers are taking advantage of more at-home meal occasions and showing renewed interest in value-added products, like dairy, that support immune health. In the first half of 2020, Midwest Dairy has documented 1.7 million incremental pounds of milk sold as a result of our retail partnerships, and we have twice as many retail activations planned in the second half of the year including shopper marketing activations with Kum & Go, Casey's, Hy-Vee Coborn's and others that supported National Farmers Day and other holiday promotions.

Americans are Consuming More Dairy Products than Ever Before While Fluid Milk is Down, Other Dairy has More than Offset Decline



Strong partnerships drive dairy sales

reach young consumers with conversations about dairy's role as a solution for a healthy sustainable food system. Working not only with teachers, but with retailers, restaurants and influential thought leaders, we will continue to share how dairy nourishes people, our planet and our communities.

As you read through this issue, you'll see all the creative ways in which we're using your checkoff investment to continue to drive dairy sales and amplify dairy's story to be relevant with today's consumer.

Molly Pelzer, CEO, Midwest Dairy

Working with and through partners has been the foundation of Midwest Dairy's strategic plan and a driver of our efforts as we work to build demand and drive consumer trust in dairy. In fact, creative partnerships in 2020 have demonstrated how your checkoff investment results in positive change.

As students headed back to school this fall, it reminds us just how important our partnerships are with schools to


**DAIRY PROMOTION
UPDATE**

Dairy Promotion Update is published to inform Midwest dairy farmers about checkoff programs funded through Midwest Dairy.

Midwest Dairy
2015 Rice Street
St. Paul, Minnesota 55113
800-642-3895 – Toll Free
651-488-0261 – Phone

Editor:
Molly Weaver, manager,
Corporate Communications,

Contributors
Trish Scorpio, vice president,
Corporate Communications

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ARKANSAS, SOUTHERN MISSOURI/EASTERN OKLAHOMA

Stacy Dohle
417-298-2780
sdohle@midwestdairy.com

ILLINOIS

Kendra Anderson
309-825-2196
kanderson@midwestdairy.com

IOWA

Jenna Finch
515-964-0696
jfinch@midwestdairy.com

Mitch Schulte
319-228-8503
mschulte@midwestdairy.com

NORTHERN MISSOURI/ KANSAS

Ron Grusenmeyer
816-873-0351
rgrusenmeyer@midwestdairy.com

MINNESOTA

Shannon Seifert
507-766-6864
sseifert@midwestdairy.com

Lucas Sjostrom
320-346-2216
lsjostrom@midwestdairy.com

NEBRASKA

Beth Bruck-Upton
402-707-9135
bupton@midwestdairy.com

NORTH DAKOTA

Amber Boeshans
701-712-1488
aboeshans@midwestdairy.com

SOUTH DAKOTA

Tom Peterson
605-251-2439
tpeterson@midwestdairy.com

MidwestDairy.com

Midwest farmers build on Subway partnership to show appreciation for community heroes

This fall, dairy checkoff kicked off a new partnership with Subway® restaurants and the NFL® to demonstrate our collective commitment to supporting our youth and local communities through Fuel Up to Play 60.

Through the end of the year, nearly 21,000 Subway sandwich shops across the nation are supporting two impressive promotions with Fuel Up to Play 60. Through the Tackle Hunger promotion, customers can donate at the register to Fuel Up to Play 60 grants for local schools to continue delivering school meals during the pandemic. At the same time, every Sunday, any child who shows their FUTP60 “Healthy Habits Tracker” can get a 6-inch sub for only 60 cents, with the purchase of a meal, which can include cheese – and they can choose to pair it with milk.

Midwest Dairy has extended this program even deeper into communities throughout our region by encouraging farmers to apply for and share a Community Care Package to support local heroes. Each package includes Subway gift cards, Undeniably Dairy blankets and stocking hats dairy farmers can share to thank local heroes of their choice – teachers, fire professionals, local police, veterans, caregivers or other community heroes.

Farmers have eagerly taken advantage of this opportunity. Sarah Kuechle, corporate board member from Watkins,



Minn., and her husband, Perry, shared the items in their package to thank staff at Assumption Community, a retirement and assisted living facility in Cold Spring, Minnesota, for their tireless efforts in taking care of elderly family members and friends in the community. Kuechle and her husband also included milk, cheese sticks, ice cream sandwiches and yogurt for the staff to enjoy in their breakroom.

“Thank you again for doing this for us. This was so great and provided some uplifting cheer I feel we all need right now,” said Ashley Molitor, Assumption Community staffing coordinator. “We are planning on having a drawing for the gift cards, hats and blankets, and we placed the snacks in the break room for everyone to enjoy!”

Watch social media to see how other dairy farmers are using these Community Care packages to show that #DairyCares throughout the Midwest.



Virtual curriculum connects students with dairy

Even though a lot has changed over the past year with the pandemic directly affecting our dairy community, one thing that remains important is Midwest Dairy’s commitment to providing educational resources and opportunities to connect kids with the world of dairy farming. One of the ways Midwest Dairy is continuing to do this is the Discovery Dairy Adopt a Cow program. This program provides educators and students with a free, year-long virtual experience where they can care for a calf and interact with a dairy farmer – learning first-hand all about the cow and her lifecycle, as well as important lessons about dairy farming along the way.

Midwest Dairy has seen tremendous success with the Adopt a Cow program throughout the 10-state region. With seven farmers participating from Minnesota, Iowa, Illinois, North Dakota, Nebraska, Missouri and Kansas, the program will reach more students than ever before. This year, student participation in Adopt a Cow increased more than 1,500% over last year, with 262,700 students engaged in the program. Additionally, more than 10,000 educators signed up for the program this year – up from 342 in 2019 – proving that there’s

more interest to find new and creative ways to engage with kids and get them out on a farm, even virtually, to learn about how dairy is good for them and how our farmers care for the land and the animals.

The Fuel Up to Plan 60 Homeroom is another digital resource made available this year to support educators and increase engagement with the program. Launched earlier this fall by Dairy Management Inc., the Fuel Up to Play 60 Homeroom provides weekly online content on the themes of health and wellness, sustainability and building stronger communities. Video content from Midwest Dairy Fuel Up to Play 60 Player Ambassador Mitchell Schwartz of the Kansas City Chiefs and Midwest Dairy’s Undeniably Dairy coloring book and workforce poster have been featured on this platform alongside resources from other checkoff organizations across the nation.



Cheese Chats

Midwest Dairy hosted several virtual “Cheese Chats” throughout our 10-state region this fall. The events provided opportunities to host conversations around dairy’s role in sustainable nutrition from the farm to the table. The online events brought together influential thought leaders throughout the industry through live discussions with dairy farmers and delicious cheese tasting experiences.

One participant provided the following feedback: “It was all just absolutely wonderful! I really loved hearing from the farmers and all they are doing related to sustainability, but also really loved learning about and experiencing all the wonderful cheeses that you all shared with us. If it wasn’t for COVID-19, I would be having a cheeseboard party tomorrow!”



CELEBRATING
DAIRY
FARMERS

MIDWEST
Dairy
Bringing Dairy to Life!

National Farmers Day celebrates dairy’s sustainability efforts

On Oct. 12, the industry celebrated National Farmers Day, a day to recognize 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.

Dairy checkoff leveraged the celebration as an opportunity to share dairy’s story about our 2050 Environmental Stewardship Goals and the Net Zero Initiative and the collective U.S. dairy industry-wide efforts to build on farmers’ long-standing commitment to the planet.

On National Farmers Day and throughout the month of October, Midwest Dairy facilitated several activations with our partners that showcased how dairy plays an essential role in nourishing people, the planet and communities. Below are a few highlights of our activations with partners:

- From Oct. 12-18, for every customer who purchased a single-serve (8-16 oz) dairy beverage at one of Des Moines-based **Kum & Go’s** 400 locations, dairy farmers donated fifty cents to benefit local food banks and food pantries.



- Hen House**, a Kansas City, Mo.-based retailer, featured a profile of local dairy farmer, Alex Peterson, on their social channels to showcase his commitment to his dairy farm and his community.

- Minnesota Viking and Fuel Up to Play 60 player ambassador, Harrison Smith**, shared an image on his social channels from his visit to G&K Farms in 2019 to thank dairy farmers for all that they do to provide consumers with wholesome and safe milk.



- Dierbergs**, a St. Louis-based grocery store, launched a campaign on National Farmers Day with a refreshed dairy landing page that included videos on each of the four pillars of Undeniably Dairy, recipes and dairy nutrition highlights. They also featured local dairy farmers and creameries in their social channels throughout the month.





Retail partnerships showcase dairy's sustainability story in celebration of Earth Day



Dairy farmers have a long history of environmental stewardship. It is important to share this story with consumers because research shows that in 2020, 70% of adults made purchase decisions based on sustainability at least some of the time.

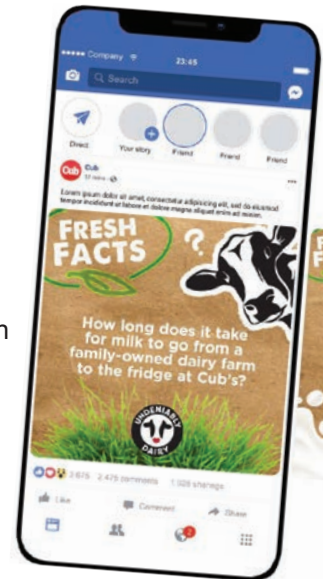
This presents an opportunity to showcase dairy farmers' commitment to the land, animals and communities while driving dairy sales.

As communities across the globe celebrated Earth Day on April 22, Midwest Dairy shared in the celebration by building dairy demand at retail through campaigns with Coborn's, Cub and Dierbergs that demonstrated how dairy products are sustainably produced.

- In our fourth year of partnership with Minnesota-based retailer Coborn's, Midwest Dairy worked alongside this retailer on an integrated "Shop Green" campaign that highlighted dairy's sustainability story across 52 stores. The campaign included a gas station "at-the-pump" commercial at 27 Little Duke's gas stations, social media activations, three e-commerce banners on consumer and partner-facing websites and temporary price reductions on dairy food items.



- With Missouri-based retailer Dierbergs, which has 25 stores in our region, Midwest Dairy partnered to share sustainability messages both online and in-store that will generate more than one million impressions. The campaign consisted of an updated website landing page on Dierbergs.com, social media content on Facebook and Instagram, in-store sustainability videos and in-store signage with dairy sustainability messages.
- Minnesota-based Cub Foods, joined in the Earth Day celebration with social media outreach focused on sharing sustainability facts about dairy in an interactive way with a "Fresh Facts" campaign. This opportunity with Cub Foods is helping Midwest Dairy reach consumers across 81 stores throughout Minnesota.



While results for these activations will not be available until June, they allow us to share dairy's environmental stewardship story at a critical decision-making moment for consumers – the point of sale – and drive sales with today's consumers who are increasingly looking for food options that are good for them and also good for the planet.



**GROW TRUST
IN DAIRY**

Exploring creative ways to bring dairy to life and build trust

Midwest Dairy staff continue to work with and through partners to share dairy's story and build trust with consumers through new opportunities and ongoing relationships.

These creative collaborations have resulted in both virtual and in-person experiences that have not only brought dairy to life for partners, but given them valuable information to share with their audiences and consumers in support of dairy.

Here are a few highlights:

- Midwest Dairy announced a partnership with the Science Museum of Minnesota to create a **new food experience** that will explore agriculture, food security, food systems and more. The partnership will assemble a team of partners, scientists and experts to explore how science is used in creating a more sustainable, equitable, locally sourced food supply.



- Downtown Sioux Falls (South Dakota) held its **Restaurant Week in March**. At the kickoff event, Midwest Dairy Board Chair Allen Merrill and his wife, Kristi, and South Dakota Division Board member Doug Ode, with wife Amy, interacted with guests, talking about sustainability efforts, production, and farm-to-table stories.
- Through our partnership with Grant's Farm in St. Louis, Missouri, a **new exhibit featuring an interactive milking cow** opens Memorial Day weekend. In addition, for the first time, Grant's Farm will add 12 dairy calves onsite for families to meet.

- As part of a new partnership with The Regnier Family Wonderscope Children's Museum of Kansas City, Midwest Dairy co-created an **indoor/outdoor Undeniably Dairy-designed exhibit**. The museum also hosted a viewing of a virtual Missouri dairy farm tour in April.



- A **virtual Cheese Board Chat** was held in February in partnership with the Bismarck-Mandan Chamber of Commerce in North Dakota. Over 30 business and organization leaders joined for conversations on dairy, sustainable nutrition and farming. Guest speakers included dairy farmer Conny van Bedaf and her daughter, Maartje Murphy, who owns Duchessa Gelato.



Each of these collaborations has generated positive feedback from partners with amplification on a variety of their social media platforms and to their specific audiences. In addition, they've led to discussions around future opportunities that will allow Midwest Dairy to continue working with these partners to build trust in dairy.



MDFRC webinar series provides updates on dairy-related research



The Midwest Dairy Foods Research Center (MDFRC) webinar series continued with a session in April focused on research looking at the transfer and control of *Listeria* in dairy manufacturing plants to improve plant sanitation protocols and dairy food safety. The results of the study will inform continuous improvement in dairy

manufacturing plant sanitation protocols and better inform the dairy industry to improve training materials while providing quantitative data for future risk assessment research around this topic.

Listeria is a foodborne pathogen, which can be found in various areas of dairy manufacturing plants, particularly in moist environments, areas with condensation, standing water and/or food residues. Once the *Listeria* pathogen has been established in the processing facility, it can easily be transferred to the environment by personnel and personal protective equipment (PPE). The bacteria can

survive a wide pH range and moisture content, in anaerobic or aerobic conditions. The organism can grow at low temperatures which becomes an issue in refrigerated products like milk, and other frozen novelties.

During the webinar, Andreia Bianchini, Ph.D., from the University of Nebraska – Lincoln, shared information from her team's study assessing the consecutive transfer of *Listeria* from contaminated PPE such as gloves, aprons, and boots to various food contact and non-food contact surfaces after consecutive touches.

Results indicated that *Listeria* transfer was different depending upon PPE and surface combinations. Higher transfer microbial counts were observed in glove-mediated transfer to dairy products such as queso fresco, followed by cheddar cheese. As a follow-up study, the effectiveness of sanitizers against the *Listeria* contamination were evaluated. Peroxyacetic acid proved to be the best sanitizer for aprons, however, the presence of organic matter, such as skim milk, reduced the antimicrobial effect of sanitizers. Overall, encouraging results were obtained with an extensive cleaning protocol, emphasizing the need for scrubbing and cleaning for effective *Listeria* control and reduction.

Launched in 2019 to provide timely research updates on current MDFRC projects, these webinars are available as a benefit to MDFRC members. This year, three webinars have been held and have been attended by a combined 117 participants. The next MDFRC member webinar will be held in August and will feature a research update from South Dakota State University.





DEVELOP FARM & COMMUNITY LEADERS IN DAIRY

Midwest Dairy grants and Community Engagement help farmers share dairy goodness



Dairy farmers are one of the most trusted sources with consumers, and more than 70% of consumers would like more information

about where dairy products come from. As National Dairy Month approaches, it's the perfect time to take advantage of a variety of grants offered by Midwest Dairy to give back to your community, food pantry or local schools. These include:

- **Undeniably Dairy Grants** – to host local promotion efforts to bring dairy to unexpected places, host on-farm events, or engage with K-12 youth.
- **Food Pantry Grants** – to help a food pantry in your community fund refrigerators for use when serving dairy foods to local families.
- **School Equipment Grants** – to help a local school district fund equipment to support school meal service to help grow dairy sales.

Midwest Dairy's new **Community Engagement Guide**, found on MidwestDairy.com, provides ideas on how to showcase the power of dairy in your community. National Dairy Month is a great time to put some of these ideas from the guide into action:

- Co-host a community BBQ with other farmers for leaders in your community.
- Provide hayrides and farm tours.
- Partner with a local business for a brew and moo or wine and cheese event.

Check out this resource each month for ideas about how you can bring Undeniably Dairy to your community. Applications for funding are competitive and are accepted throughout the year. Visit MidwestDairy.com to learn more and apply.

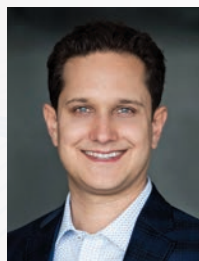




ADVANCE RESEARCH IN DAIRY



Meet Gen Z: Useful insights to grow dairy demand



On June 8, Midwest Dairy is inviting retail partners to join us for a webinar to explore Generation Z's (Gen Z) buying preferences and values as well as what's ahead for dairy when it comes to this unique group of consumers. Jason Dorsey, a generational expert, will provide insights about Gen Z and guide our partners on how to effectively communicate dairy's story in a meaningful way. **To register and for more information, visit MidwestDairy.com.**

Dairy Promotion Update is published to inform Midwest dairy farmers about checkoff programs funded through Midwest Dairy.

Midwest Dairy
2015 Rice Street
St. Paul, Minnesota 55113
800-642-3895 – Toll Free
651-488-0261 – Phone

Editor
*Jo Grammond, manager,
Corporate Communications*
816-702-5665

Contributors
*Trish Scorpio, vice president,
Corporate Communications*

*Molly Weaver, manager,
Corporate Communications*

Midwest Dairy Resources

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ARKANSAS/SOUTHERN MISSOURI/EASTERN OKLAHOMA

Stacy Dohle
417-267-5039
sdohle@midwestdairy.com

ILLINOIS

Kendra Anderson
309-825-2196
kanderson@midwestdairy.com

IOWA

Mitch Schulte
319-228-8503
mschulte@midwestdairy.com

NORTHERN MISSOURI/ KANSAS

Ron Grusenmeyer
816-873-0351
rgrusenmeyer@midwestdairy.com

MINNESOTA

Shannon Seifert
507-766-6864
ssiefert@midwestdairy.com

LUCAS SJOSTROM

Lucas Sjostrom
320-346-2216
lsjostrom@midwestdairy.com

NEBRASKA

Tracy Behnken
531-207-4291
tbehnken@midwestdairy.com

NORTH DAKOTA

Amber Boeshans
701-712-1488
aboeshans@midwestdairy.com

SOUTH DAKOTA

Tom Peterson
605-251-2439
tpeterson@midwestdairy.com

Creatively working with others to give consumers an excellent dairy experience



Midwest Dairy continues to build momentum as we creatively collaborate with partners to bring Midwest Dairy's mission to life – working with others to give consumers an excellent dairy experience.

To capitalize on Earth Day and consumers' increasing interest in knowing where their food comes from, April provided

a perfect time to work with retailers including Coborn's, Cub and Dierbergs to showcase the ongoing commitment dairy farmers have to producing nutritious dairy foods that are good for people, community and the planet. Whether it was through website banner ads or graphics, dairy sustainability facts or online recipes, or signage in-store or at the pump, shoppers throughout our region experienced dairy sustainability in fun and creative ways throughout their shopping experience.



We're also excited to be kicking off several partner relationships to showcase dairy-related content and displays with a number of well-known organizations throughout our region, including the Science Museum of Minnesota and several children's museums. These organizations appeal to young families, and our partnerships will help build trust with Gen Z children who are future dairy consumers.

With National Dairy Month upon us, I encourage you to join us in promoting dairy in your local communities. Check out activation ideas in this issue or at MidwestDairy.com so you can tell your story more broadly.

Molly Pelzer, CEO, Midwest Dairy

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IN THIS ISSUE

SPRING 2021

- Earth Day promotions with retailers
- Bringing dairy to life in creative ways
- Sharing insights with partners to grow dairy demand
- Learn more about Undenably Dairy grants now available

Visit MidwestDairy.com

to access the

Promo Center

or call 1-877-360-FARM (3276)





Partnering with food experts to bring dairy's farm-to-table story to life

One of the creative ways Midwest Dairy celebrated National Dairy Month was to collaborate with in-house chefs and cheese mongers at foodservice and retail partners. These activations shared dairy's farm-to-table story and how dairy foods are good for people, communities and the planet. Here are some highlights:

- **Midwest Dairy hosted a farm-to-table VIP three-course brunch at ERIS Brewery and Ciderhouse in Chicago** featuring executive chef Bryant Anderson who created recipes incorporating dairy products from local creameries. Dairy farmers Sarah and Andy Lenkaitis of Lenkaitis Holsteins also participated, sharing their farm story, the importance of local dairy and the sustainability practices used in modern farming.



Two social media influencers and 50-75 consumers attended the brunch. Throughout June, local radio station and partner WTMX-FM featured a custom web page highlighting dairy's commitment to nutrition, sustainability and community, in addition to sharing messages on air, and via social media through influencers.

- **Hen House Markets, which operates nine grocery stores in the Kansas City area, shared several dairy-focused videos on their social media properties.** The first highlighted local celebrity chef



**INCREASE
DAIRY SALES**

Jasper Mirabile of Jasper's Italian Kitchen, making homemade mozzarella and ricotta cheese. The retailer promoted National Dairy Month with digital campaigns, including a video from Cornelius Dairy Farm in Hamilton, Missouri, highlighting their on-farm sustainability practices through a scrolling display on the homepage of their website and an email to customers promoting dairy. During National Farmers Day this fall, Mirabile will be featured in another video at Cornelius Dairy Farm where he saw firsthand the sustainable farm practices employed at the farm.

- **Schnucks, a supermarket chain based in St. Louis, created two Undeniably Dairy branded videos, "How to Build a Cheeseboard" and "Andy's Favorite Homestead Cheeses,"** from their "Cheese Guy" Andy DeCou, featuring local farmstead cheeses from Illinois and Missouri (including Marcoot, Ludwig and Hemme Creameries). The videos were posted on YouTube and on the store's website; shorter versions were also posted on Instagram, Twitter and Facebook during June.



To build on these events, retailers across the region, including Coborn's, Casey's, Cub, Dierbergs, Jewel-Osco and Kum & Go, also partnered with Midwest Dairy during National Dairy

Month on a variety of marketing and e-commerce programs to build trust and drive dairy sales.



**GROW TRUST
IN DAIRY**

Showcasing dairy's benefits to athletes

This summer, Midwest Dairy collaborated with a variety of partners to reach athletes, coaches, sports nutritionists, and athletic trainers to showcase the benefits of dairy products, build trust, and drive sales. Working with the idea that athletes are focused on improving overall performance, the collaborations highlighted the benefits of dairy to fuel their bodies.

Midwest Dairy was on hand at Omaha Baseball Village during the College World Series in Omaha, Nebraska in June. In partnership with Summit Media, an integrated broadcasting, marketing and events company, Midwest Dairy had a booth that included live radio broadcasts, dairy giveaways, and education from Nebraska-area dairy farmers, the Nebraska Dairy Princess, Nebraska Dairy Ambassadors, along with dairy calves on-site. Visitors also enjoyed samples of Hiland chocolate milk and GoodSport, a new, milk-based, sports hydration drink.

To help better showcase dairy's sustainability story, Omaha-area radio hosts also participated in local farm tours to gain perspective on animal care, food safety, production methods and dairy sustainability in order to share facts with listeners during National Dairy Month.

Midwest Dairy also recently hosted a podcast with lifestyle expert Jasmine Stringer for a conversation on how dairy

can help fuel athletes for a healthy, active lifestyle. She was joined by Dr. Remi Famodu Jackson, a registered dietitian and board-certified specialist in sports nutrition, for the discussion titled "Plants and Dairy, Better Together." Jackson works for Training HAUS, a sports training and recovery facility that works with many groups in the Twin Cities, including the Minnesota Vikings. To date, the conversation, which is featured on YouTube, has more than 2,758 views between Stringer and Jackson's Instagram, Facebook and LinkedIn pages and the social media pages of Training HAUS.

Training HAUS also partnered with Midwest Dairy for a "Fuel for the Win" webinar as part of a Certified Athlete training series by Twin Cities Orthopedics. Rachel Stark, one of Training HAUS' registered dietitians, led the webinar, where she discussed the role of dairy and benefits of milk in an athlete's diet.

With a focus on muscle building and recovery, dairy is essential for every level of athlete. Connecting with athletes and those who help prepare them for competition is critical to demonstrate how dairy can improve performance and securing trust in dairy as a sustainable food.



Midwest Dairy builds future leaders through internships

Midwest Dairy provides seven summer internships, giving college students the opportunity to put their academic learning to use working on strategic projects that support the dairy industry and help build trust and sales for dairy. Meet the interns adding their talents to the team this year:



Garrett Greenfield

- Business Unit South (Kansas, Missouri, Arkansas, Oklahoma) marketing communications intern
- Missouri State University MBA Candidate

"I'll be supporting projects related to National Dairy Month, the Missouri State Fair, Fuel Up to Play 60, and more. I'm excited to work with the Midwest Dairy team to build trust and demand for dairy through marketing campaigns across the Midwest."



Ellen Harth

- Agriculture Affairs intern
- University of Minnesota-Twin Cities, agricultural communication and marketing and animal science, dairy production

"I am looking forward to supporting the Princess Kay program and developing, writing and filming the video shown at the Minnesota State Fair. I have attended Division meetings, and I am excited to go to Chicago for the DEAL Program in July."



Rachel Nelson

- Illinois Farmer Relations intern
- Iowa State University, agriculture and society and international agriculture

"I have the opportunity to represent Midwest Dairy at consumer-based events, create and organize consumer materials in the Dairy Building at the State Fair, create educational content regarding dairy production and connect our farmers to consumers."



DEVELOP FARM & COMMUNITY LEADERS IN DAIRY



Mikayla Peper

- Minnesota Farmer Relations intern
- University of Minnesota-Twin Cities, agricultural communication and marketing

"Some of my projects include distribution of malt wagons and writing articles and supporting materials for farmers. I am thrilled to support our hardworking farmers and to help bring dairy into the future."



Valerie Sauder

- Corporate Communications intern
- University of Minnesota-Twin Cities, agricultural communication and marketing

"I'm excited to create content to share the value of our work with partners and farmers. From the St. Paul office, I get to virtually work with others across the organization to represent the dairy industry through print, video, social media and more."



Alexis Wolter

- Iowa Farmer Relations intern
- Iowa State University, animal science and agricultural education

"I have the opportunity to connect with our state's dairy producers and share the great work they're doing with consumers at a variety of events across the state. I couldn't be more excited for this role and to share my passion for this industry."



Tiffany Van Buren

- South Dakota Farmer Relations intern
- South Dakota State University, dairy production and agriculture communications

"My duties include engaging with consumers to teach them about dairy at various events, assisting in promoting the growing South Dakota dairy industry and writing articles about dairy events in my area."

Dairy Checkoff launches monthly Your Dairy Checkoff podcast



**ADVANCE
RESEARCH
IN DAIRY**



Midwest Dairy's Dairy on the Air podcast, started more than three years ago, has been re-launched by national and local checkoff organizations as a federation-wide tool, now called **Your Dairy Checkoff Podcast**. Each episode will be hosted by dairy farmers or industry experts and conversations will focus on dairy promotion, including consumer research, dairy nutrition, science and issues updates.

"The dairy checkoff is excited to take advantage of increasingly popular podcast programming to share examples of how the dairy promotion organizations are working together to deliver results for us," said Missouri dairy farmer Alex Peterson, who serves as chair of the National Dairy Promotion and Research Board and on Midwest Dairy's Corporate board. "Your Dairy Checkoff podcast will allow farmers to drive the conversation and content for their peers and show the powerful collaboration that happens nationally and locally."

The first episode, "Reaching Gen Z: The World of Gaming" features a conversation about how the dairy checkoff is looking to online video gaming to reach this consumer segment (ages 10 to 23). With 90 percent of Gen Z active in gaming, this platform provides an opportunity to share dairy's farm-to-table story in an engaging, interactive way.

Peterson and Florida dairy farmer Lindsey Rucks lead the discussion with Jarrod Moses, chief executive of United Entertainment Group, and Jennie McDowell, vice president of business development at Dairy MAX. Both guests speak about Dairy Management Inc.'s successful project with Minecraft influencers last year and Dairy MAX's partnership with Complexity Gaming. Check out the new podcast at dairycheckoffpodcast.com or linked in the Dairy Farmer Communications tab on MidwestDairy.com. You can also subscribe on your favorite podcast platform, including Stitcher, Spotify and iTunes.

All previous Dairy on the Air episodes will continue to be included in the episode library. Midwest Dairy staff is also involved in planning of future episodes and will continue to share Midwest Dairy promotion in action stories to be considered for future episode topics and guests.

What's Going on With Your **CHECKOFF DOLLARS?**

Join farmer hosts as they ask the questions and chat with experts about how dairy promotion programs are working at both a national and local level to build dairy sales and trust.

Tune in to the new Your Dairy Checkoff podcast at
DairyCheckoffPodcast.com

**your
DAIRY
CHECKOFF**
PODCAST

MidwestDairy.com



Midwest Dairy Foods Research Center projects provide insights into food safety guidelines during processing

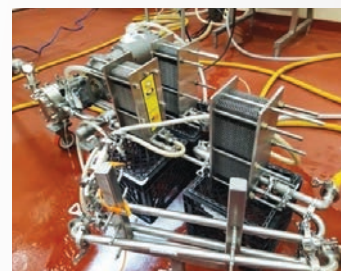
One of the ways Midwest Dairy works to build trust and drive dairy demand is by funding relevant research that can positively impact the industry. That is why Midwest Dairy, in collaboration with dairy processing partners through the Midwest Dairy Foods Research Center (MDFRC), supports research to help more efficiently produce and package dairy products to increase the long-term growth of the U.S. dairy industry, ensure its future competitiveness and develop expertise in dairy foods research.

Two recent projects include:

- A project led by Dr. Sanjeev Anand, Ph.D. and his team at South Dakota State University which involved working with a U.S. ice cream manufacturer to reduce the risk of *Listeria* in the manufacturing environment. *Listeria* is a foodborne pathogen commonly found in moist environments. Due to its ability to survive at low temperatures, it can pose a threat to frozen products such as ice cream. These findings, from studies funded by Midwest Dairy, led to new ways to ensure product safety during processing, including developing more effective cleaning strategies and protocols to kill bacteria. The information was shared at a past American Dairy

Science Association (ADSA) national conference and resulted in three peer-reviewed publications in the *Journal of Dairy Science*.

- Dr. Anand and his team also partnered with a manufacturer of automated milk sampling devices to assemble a pasteurizer line to simulate milk pasteurization in an industrial setting, allowing the team to study the impact of sampling devices versus manual sampling on the overall quality of dairy products. The results will shape recommendations to ensure the highest quality of dairy products during processing. Early results will be presented at the 2021 ADSA National Conference.



While food safety and FDA regulations are always top of mind for processors, there is always room to learn more about keeping products safe for consumers. These research findings can now be used by the industry to evaluate sanitation and safety protocols and to improve training.

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Midwest Dairy

2015 Rice Street
St. Paul, Minnesota 55113
800-642-3895 – Toll-Free
651-488-0261 – Phone

Editor

Jo Grammond, manager,
Corporate Communications
816-702-5665

Valerie Sauder, intern,
Corporate Communications

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ARKANSAS/SOUTHERN MISSOURI/EASTERN OKLAHOMA

Stacy Dohle
417-267-5039
sdohle@midwestdairy.com

ILLINOIS

Kendra Anderson
309-825-2196
kanderson@midwestdairy.com

IOWA

Mitch Schulte
319-228-8503
mschulte@midwestdairy.com

Midwest Dairy Resources

NORTHERN MISSOURI/ KANSAS

Ron Grusenmeyer
816-873-0351
rgrusenmeyer@midwestdairy.com

MINNESOTA

Shannon Seifert
507-766-6864
sseifert@midwestdairy.com

Lucas Sjoström

320-346-2216
lsjoström@midwestdairy.com

NEBRASKA

Tracy J Behnken
531-207-4291
tbehnken@midwestdairy.com

NORTH DAKOTA

Beth Bruck-Upton
402-707-9135
bupton@midwestdairy.com

SOUTH DAKOTA

Tom Peterson
605-251-2439
tpeterson@midwestdairy.com

Bringing dairy to life during National Dairy Month



Each June, National Dairy Month presents an opportunity for us to share the goodness of dairy in a variety of creative new ways. While last year challenged dairy farmers and the dairy checkoff to think differently about how to celebrate all things dairy with consumers, it also taught us how we could connect beyond in-person events.

This June, as COVID restrictions began to ease, dairy farmers and the dairy checkoff combined virtual and in-person events to bring dairy to life for consumers, working with and through partners.

In this issue, we highlight National Dairy Month partner activations, events and digital campaigns that focus on sharing how dairy is good for consumers and the community in order to grow both trust and sales for dairy. You'll also read about the partnerships and events that focused on sharing the nutritional benefits of dairy with student athletes and athletic trainers.



We look to the future in developing dairy advocates and leaders as we introduce the new class of Midwest Dairy interns. In addition, you'll learn about research conducted by the Midwest Dairy Foods Research Center to positively impact the future of the dairy industry.

Finally, we share exciting news about the launch of the new federation podcast, born from the success of Midwest Dairy's own Dairy on the Air podcast.

While this National Dairy Month looked a little more like celebrations of the past, it also reflected new approaches to continue to connect digitally with consumers. I'm eager to share how we continue to integrate in-person and virtual initiatives to bring dairy to life in the coming months.

Molly Pelzer, CEO, Midwest Dairy



or call 1-877-360-FARM (3276)

Visit MidwestDairy.com
to access the
Promo Center

- Food experts share dairy's farm-to-table story
- Research projects provide food safety insights
- Showcasing dairy's benefits to athletes
- Building future leaders with interns
- Introducing Your Dairy Checkoff podcast

IN THIS ISSUE

SUMMER 2021

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2015 Rice Street
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Making every drop count for dairy farmers

The goal behind the National Dairy Checkoff Program remains the same today as it was when it began in 1983: To increase demand for dairy. This goal also remains the focus of the work we do at Midwest Dairy, and it's why we intend to help make every drop count.

As you well know, there is so much going into every drop of milk. From caring for each newborn calf to a consumer's consumption of a dairy product, each drop of milk counts towards the future of your farms and the dairy industry.

So, how does Midwest Dairy's work help make every drop count for our farmer funders?



- We focus on **increasing dairy sales** by working with retail and foodservice partners like Casey's, Pizza Ranch, and Kum 'n Go to incrementally increase the amounts of dairy products, like cheese and milk, sold. We also work with and through partners, such as Coborn's, to incentivize shoppers to purchase more dairy products. In addition, we partner with local schools to help meet the nutritional needs of children by providing wholesome and healthy dairy options for every meal.



- We **grow trust in dairy** by showcasing the many benefits of dairy at major events like state fairs, educating visitors on the importance of dairy farming, and showcasing how their favorite dairy products have healthy (and tasty) benefits. We also work with influencers to reach large audiences of consumers to increase trust in dairy products and dairy farmers.



- We **advance research in dairy** by funding dairy products and food safety research at land grant universities across our region as identified as a priority by cooperatives. We help our retailers stay on top of trends and help them understand what drives food purchasing decisions, thereby helping increase the number of dairy products being sold through their stores.



- We work to **create farm and community leaders** by providing our farmers with the tools to share your story to help build trust in farming practices. This includes providing spokesperson training, resources, and materials for your on-farm and community events, and our next generation farmer leadership program, Dairy Experience and Ag Leadership (DEAL). We also help build future dairy leaders through our ambassador program, internships, Dairy Princess program, and more. These young leaders have unique opportunities to share their stories with consumers, building consumer confidence in dairy as they shape the future of the dairy industry.

At Midwest Dairy, we are proud to represent over 5,800 dairy farm families across 10 states. Every one of them is our reason why we work to make every drop count.

**MAKING
EVERY
DROP
COUNT**

**your
DAIRY
CHECKOFF**
Dairy Management Inc.

Midwest Dairy introduces

In an effort to increase transparency around work to build trust and sales for dairy while also sharing actionable research insights with partners, Midwest Dairy recently released its first mid-year scorecard to quantify progress against the goals set for our 3-year strategic plan.

The three areas where we are currently reporting metrics include: 1) Increasing Dairy Sales; 2) Advancing Research in Dairy; and 3) Growing Trust in Dairy. Next year, we'll begin reporting results metrics related to two additional business objectives: 4) Increasing Dairy Advocates, and 5) Developing Dairy Leaders.

In the area of **Increasing Dairy Sales**, Midwest Dairy is tracking increased pounds of milk sold as the measurement of progress. Here are our results as of mid-July:

- Our work with **retail partners** has already exceeded our annual sales goal, with a year-over-year increase of 7.1 M incremental pounds of milk sold as compared to the 6.5 M annual goal we set. From January through

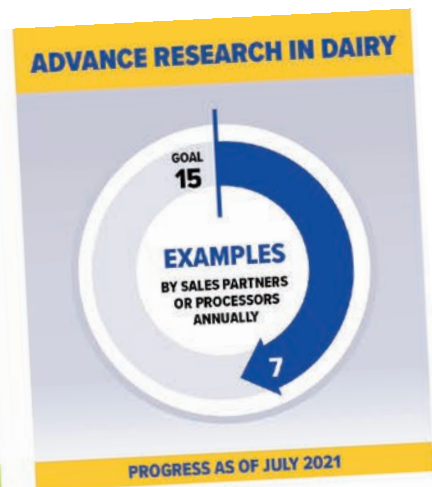
June, Midwest Dairy worked with 15 partners on retail activations and the reported results to date include data from 6 of these projects. The other 8 projects are not yet complete, so sales data from those projects will be included in our year-end metrics.

- In our work with **school food service partners**, we've achieved 325K incremental pounds of milk sold out of a 1M annual goal. Our largest success comes from a smoothie project with the Wichita school district, our third-largest district with about 50,000 students. Additional success came from a variety of other school projects in smaller districts, including grab 'n go breakfast programs, high school coffee bars, and smoothie programs. The pandemic significantly disrupted school meals and many of our fully developed school projects in the first six months of 2021. We anticipate our year-end results will improve as more districts return to school buildings in the fall.

MIDWEST Dairy[®]

SCORECARD

07-16-2021



metrics scorecard

- Our primary **foodservice activation** this year will be with Pizza Ranch with rollouts timed to the back-to-school and holiday timeframes when we will help them celebrate their 40th anniversary. Our annual goal for foodservice is 3M incremental pounds of milk sold with results available at the end of the year.
- In the area of **Advancing Research in Dairy**, our goal this year is to identify 15 examples of sales partners or processors using research findings to fuel innovation to drive dairy sales. To date, we've tracked 7 examples. These include efforts to help an Iowa-based convenience store expand their milk case; sharing insights with Pizza Ranch that inspired them to kick off their successful breakfast pizza project earlier than planned; and providing insights on today's consumers to help Coborn's develop activations relevant to their shoppers. A Midwest Dairy Foods Research Center project funded by Midwest Dairy on Listeria control has also led to a collaboration with a leading U.S. ice cream manufacturer to ensure product safety.



Under the strategy of **Growing Trust in Dairy**, Midwest Dairy set a 3-year goal of 225 thought leadership activations, with 64 activations completed to date. In the area of Youth Trust, our 3-year goal is 75 partner projects, with 7 being completed to date and others still underway. Our annual goal is to increase the number of youths reached by our educational initiatives by 30 percent. Results from our Youth Trust outreach historically coincide with the beginning of the school year, so we'll include an update in our end-of-the-year report.

Consumer sentiment about dairy tracks positively

Midwest Dairy's metrics scorecard also tracks our work in shifting consumer sentiment. With help from an outside intelligence firm, Midwest Dairy has been able to establish a consumer sentiment baseline that allows a comparison of consumer attitude and behavior over time. By surveying a demographic representation of adult consumers in Midwest Dairy's marketplace, we can monitor the shifts in consumer sentiment by repeatedly asking core questions. We can also observe how consumer sentiment (attitudes and beliefs) relates to the dairy purchase and consumption behaviors they report in the survey.

More importantly, we can see that when specific aspects of consumer attitudes and beliefs (trust indicators) shift to more positive levels, survey respondents also report increased dairy purchase and consumption habits.

Our annual goal for improving consumer sentiment is +2 percentage points for each trust indicator. Our

midyear 2021 survey results reveal a substantial positive impact on the attitudes and beliefs of consumers in the Midwest Dairy region:

- **Trust in farmers** – Positive shift of 9 points.
- **Humane cow care** – Positive shift of 8 points.
- **Dairy is healthy** – Positive shift of 3 points.
- **Dairy is environmentally healthy** – Positive shift of 3 points so far this year.
- **Dairy is safe** – Positive shift of 2 points.
- **Dairy looks out for me** - This was a new trust indicator in the midyear survey. A data comparison will be available for this area with the year-end scorecard.

Watch for additional scorecard updates twice annually through 2023, which marks the end of our current 3-year strategic plan.



DEVELOP FARM & COMMUNITY LEADERS FOR DAIRY

DEAL program provides 15 farmers tools to connect with consumers

Midwest Dairy recently invited the current class of the Dairy Experience and Agriculture Leadership Program (DEAL) to Chicago for phase two of the three-phase leadership program.

The 18-month long DEAL program provides 15 farmers with the opportunity to strengthen their skills when engaging with consumers; participate in media interviews; gain a better understanding of the dairy checkoff; and provides an environment to build connections as well as network with industry leaders and peers.

Through these trainings and experiences, DEAL participants are better prepared to share their farm's story to help build trust and sales for dairy. The group did exactly that while in Chicago, focusing on building their skills to connect with each other and consumers. The group participated in ENGAGE training, which gave them the tools to positively engage with consumers. They also virtually attended the Dairy Experience Forum to understand today's consumer wants and needs while also hearing from Dairy Management Inc.

(DMI) leaders on what's happening within the dairy industry on a national level.

While together, DEAL participants also toured Lenkaitis Dairy where they saw the farm's robotic milking system in action. The phase two training wrapped up with a social media training from Don Schindler, DMI's senior vice president of digital innovations.

DEAL focuses on a three-phase program. Phase one is all about understanding the dairy checkoff and helping participants narrow in on their professional strengths as an individual as well as how to use them as the faces of the dairy industry. Phase two focuses on connecting with consumers. Phase three gives participants the confidence and tools to conduct a successful media interview and allows for a meeting with the Midwest Dairy Corporate Board. Phase three will take place this December and will be the last official meeting for this class before recruitment starts for the next DEAL participants.





**INCREASE
DAIRY SALES**

Land O'Lakes, Inc., GENYOUth donate \$100,000 in grants to Minnesota and Wisconsin rural schools for meal delivery and service

GENYOUth recently announced a donation of \$100,000 to its End Student Hunger Fund by Land O'Lakes, Inc., in collaboration with Midwest Dairy and Dairy Farmers of Wisconsin.

Fifty rural schools in high-need communities in Minnesota and Wisconsin will receive grants of \$2,000 each to help feed nearly 15,000 students daily. Schools may use the grants to purchase equipment and resources needed to serve students.

"As a century-old, member-owned cooperative, Land O'Lakes, Inc. believes in supporting local communities and working together to make abundant, nutritious food available so our young people can realize their full potential. The battle against childhood hunger starts right in our backyard in the small communities of Wisconsin and Minnesota. We are excited and grateful to be part of a team that is committed to helping local schools end student hunger," said Morgan Kinross-Wright, vice president of Community Relations for Land O'Lakes, Inc.

"Midwest Dairy is committed to the families and communities of Minnesota, and we are grateful for



GENYOUth
CREATING HEALTHIER SCHOOL COMMUNITIES™

the support that Land O'Lakes, Inc. and GENYOUth are providing to help ensure thousands of at-risk students receive the meals and nutrition they need," said Molly Pelzer, CEO at Midwest Dairy.

Based on a survey conducted by GENYOUth of over 1,000 school nutrition professionals nationwide, student hunger and food insecurity remain a top concern for schools. If you are interested in further supporting GENYOUth's mission of creating healthier school communities, please consider donating today at <https://genyouthnow.org/donate> or text MEALS to 52000 to make a one-time \$10 donation.

Dairy Promotion Update is published to inform Midwest dairy farmers about checkoff programs funded through Midwest Dairy.

Midwest Dairy
2015 Rice Street
St. Paul, Minnesota 55113
800-642-3895 – Toll Free
651-488-0261 – Phone

Editor
Jo Grammond, manager
Corporate Communications
816-702-5665

Contributors
Mackenzie Felt, manager
Corporate Communications

Stephanie Onken, manager
Corporate Communications

Visit MidwestDairy.com

- To stay up-to-date on checkoff efforts
- To access the Promo Center, or call 1-877-360-FARM (3276)

Questions can be directed to the Farmer Relations staff for your state or call 1-800-642-3895

**ARKANSAS, SOUTHERN
MISSOURI AND EASTERN
OKLAHOMA**
Stacy Dohle
417-267-5039
sdohle@midwestdairy.com

ILLINOIS
Kendra Anderson
309-825-2196
kanderson@midwestdairy.com

IOWA
Mitch Schulte
319-228-8503
mschulte@midwestdairy.com

Midwest Dairy Resources

**NORTHERN MISSOURI
AND KANSAS**
Ron Grusenmeyer
816-873-0351
rgrusenmeyer@midwestdairy.com

MINNESOTA
Shannon Seifert
507-766-6864
sseifert@midwestdairy.com

Lucas Sjoström
320-346-2216
lsjoström@midwestdairy.com

NEBRASKA
Tracy J. Behnken
531-207-4291
tbehnken@midwestdairy.com

NORTH DAKOTA
Beth Bruck-Upton
402-707-9135
bupton@midwestdairy.com

SOUTH DAKOTA
Tom Peterson
605-251-2439
tpeterson@midwestdairy.com

New scorecard helps drive Checkoff work



We're constantly thinking of ways to ensure that the work we do on your behalf to build trust and increase dairy sales is making a difference. While data for sales can be easier to track with information we receive from partners, it's more difficult to gauge and quantify consumer trust in an actionable way. Your investment in dairy

checkoff for dairy promotion and research should be results-driven, which is why our 2021-2023 strategic plan made a stronger commitment to measurement.

Recently, we released our first mid-year scorecard which helps to measure the impact of the work we're doing by correlating it with dairy sales and shifting consumer sentiment. This scorecard provides valuable insight into

how we are progressing against the goals we set for our three-year strategic plan.

Our first six-month scorecard reflects the progress we've made in shifting consumer perspectives and progress with retail and foodservice partners to drive sales. It also shows us areas where we need to continue to focus on including online shopping and sustainability.

We'll continue to share twice annually in our Promotion in Action newsletter and in this publication, the Dairy Promotion Update. I hope you find this information valuable in understanding how we use metrics to drive checkoff work.

Molly Pelzer
Midwest Dairy CEO



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Supporting research in dairy

Midwest Dairy invests dairy checkoff dollars in a variety of ways, one of which is ongoing product and food safety research. The Midwest Dairy Food Research Center (MDFRC) has been hard at work throughout the year, funding research projects that help build trust in dairy and drive dairy demand worldwide.

Each year, MDFRC works with industry leaders and representatives to share the biggest issues facing the industry during a research planning meeting. From there, research proposals are solicited to address these problems from professors located at six universities: University of Minnesota, Iowa State University, South Dakota State University, University of Nebraska-Lincoln, Kansas State University, and the University of Missouri.

In 2021, a total of 17 pre-proposals were received and 10 were presented at the MDFRC annual meeting to dairy industry representatives who provided their feedback and voted on which were most important to them. From this, four projects were selected to be funded in 2021 that focused on supporting the following needs:

- **Exports:** With 96% of dairy consumers living outside of the United States, how does the dairy industry grow their exports of cheese and powders?
- **Consumer Solutions:** Knowing that consumers are increasingly focused on clean labels (easy-to-read and understand ingredients), what can the dairy industry do to improve consumer accessibility?
- **Food Safety:** Consumers want to know the products they're enjoying are safe, so how do we increase the safety of dairy products?
- **Sustainability:** With an increased focus on sustainability in the dairy industry, how do we reduce the footprint of the industry?

Despite COVID restrictions, most projects funded in 2020 are progressing as per the plan. In one of the on-going projects at South Dakota State University, Dr. Sanjeev Anand and his team continue to be successful in purifying an antimicrobial compound which is effective against a wide range of bacteria.

During 2022-2023, the research projects chosen to be funded answer similar needs, including consumer solutions, food safety, and sustainability. They are:



ADVANCE RESEARCH IN DAIRY

- *Cost-Effective, Portable, and Field-Deployable GMR Platform for the Multiplexed Detection of Foodborne Listeria monocytogenes in Dairy Foods and Processing Environments.* This project will develop a low-cost rapid method to test for Listeria in processing floors, drains, and other areas to help improve the safety of dairy products.
- *Cold Plasma Project.* Cold plasma is a non-thermal technology, killing pathogens in milk without heat. The first step in this project is to review the body of knowledge that has already been established, followed by applying the changes to cold plasma in milk and determining what that means for farms and processing facilities. The goal of this project is to provide dairy farmers and processors alternatives to extend the shelf-life.
- *Broad-spectrum Natural Antimicrobial Fermentate Mixture to Prevent Spoilage and Extend the Shelf Life of Shredded Cheese.* This project, the most requested during the final selection phase, would help develop replacements or alternatives to *Natamycin*. This would support the industry's need for a clean-label anti-mold alternative that naturally extends the shelf life of shredded cheese.
- *Effect of Dairy Protein Gel Particles on Physical and Sensory Properties of Ice Cream.* Currently, non-dairy based ingredients are used to stabilize the emulsion process when ice cream is made. This research will study the use of whey protein gels (a dairy-derived ingredient) as an alternative ingredient, thereby reducing the concentration of or completely removing non-dairy ingredients. This will help the dairy industry further its goal of clean-label products for consumers.

Midwest Dairy is proud to support these research projects and the efforts they're making into solving current and future challenges of the dairy industry.

GROW TRUST IN DAIRY



Get to know the new “What You Do, Dairy Does Too”

With the goal of connecting with Gen Z consumers to build trust and drive demand, Midwest Dairy has created a marketing campaign – “What You Do, Dairy Does Too” – to help young consumers see that dairy farmers are just like them: people who care about the environment, their neighbors, and their communities. Although we’ve shone the spotlight on dairy’s local and environmental aspects before, this fully integrated effort is the inaugural campaign focusing first and foremost on sustainability.

In addition to the importance of sustainability, research shows that Gen Z consumers prefer getting information from videos, and they appreciate colorful, engaging images and infographic-like materials. Because of this a “What You Do, Dairy Does Too” toolkit has been developed with these insights in mind.

The toolkit is available for partners and farmers to download on MidwestDairy.com and includes things such as bright, fun banner artwork that can be displayed in-store or on the farm, shareable videos, social media images and copy, infographics, a scavenger hunt and more, making it easier than ever to help spread sustainability messages that resonate with consumers. We are encouraging farmers just like you to access this toolkit

and see how the resources can help you connect with Gen Z in your area. Whether it’s adding a poster to a popular resting spot on your farm tour, or posting an infographic on social media, no effort is too small when it comes to helping build authentic connections with our next generation of consumers.

To bring this campaign to life, Midwest Dairy is working with many partners. Recently, we teamed up with three social media influencers to reach key audiences by using short- and long-form video content to showcase how dairy is sustainable. The videos highlight the parallels between small changes we all make in our homes to live more sustainable lives and things dairy farmers have been doing for years – including composting, recycling and conserving energy. This effort resulted in more than 2,500,000 impressions, extending our messages to those who might not otherwise see them. Currently, we’re working to build more partnerships, from retail to schools, that will help bring the “What You Do, Dairy Does Too” theme to life across the region, allowing consumers to see the modern, engaging messaging in action.

After interacting with this campaign, we want consumers to view dairy farmers and dairy foods as far more

INCREASE DAIRY SALES



When the weather cools down, beverage options heat up



Midwest Dairy is successfully partnering with schools across our 10-state region to create innovative in-school meal programs that incorporate a variety of on-trend options kids are asking for. By focusing on how food trends impact what kids will choose for meals and snacks, we’ve been able to create new programs that are not only moving the

needle when it comes to more dairy consumption throughout the day, but also building lifelong dairy consumers along the way. You may have heard positive things about the smoothie

programs being implicated in schools, but as the season changed, a new opportunity presented itself when encouraging them to drink milk in their everyday diets.

As winter quickly arrived kids needed more “seasonal” options. We have found heating chocolate milk to serve as hot chocolate is a great way to increase milk consumption, making a tried-and-true beverage a fun, trendy, delicious treat. This is a great option for schools that it is also part of a reimbursable meal as the student’s milk choice, creating a



' campaign

progressive than they originally thought, understanding that dairy is produced with the utmost care for the planet. Our goal is to get them feeling good about choosing dairy, and truly believe that what farmers do is good for the Earth, our neighbors and our communities. We truly believe if the dairy industry works together as a united front to build trust where our values align – in our community and commitment to sustainability – we can reach Gen Z now, to ensure a strong future and demand for dairy.



win-win for both the students and the school. Midwest Dairy has created a toolkit that can be found on our website which provides additional resources for schools to help implement hot chocolate milk programs and get more dairy into students' hands. By paying attention to kids' shifting needs and preferences throughout the year and seasons, Midwest Dairy is creating programs that not only increase dairy consumption now but will also continue to have an impact on driving demand as these kids make beverage choices outside of school.

As kids continue their school year, and current learning environments continue to adapt, Midwest Dairy works hard to stay ahead of what kids and their parents are looking for

when it comes to dairy choices. We are continually looking to partner with school nutrition professionals to find new and innovative ways to give students a fun and positive dairy experience that provides the important nutrition they need while continuing to drive dairy demand now and into the future. And while the trends evolve over the years, one thing will remain constant: dairy will continue to play a leading role in helping schools provide the healthy, nutritious, and fun food options that kids of all ages will continue to love for generations to come.



DEVELOP FARM & COMMUNITY LEADERS FOR DAIRY

Congratulations to Midwest dairy farmer Kenton Holle, recipient of the Richard E. Lyng award

Help us in congratulating Kenton Holle of Mandan, North Dakota, who is the honored recipient of this year's Richard E. Lyng award. This prestigious honor recognizes industry leaders who have made a significant contribution to dairy promotion that benefits the entire industry not only locally but also nationally. This award was named after former U.S. Department of Agriculture Secretary Richard E. Lyng who, over 30 years ago, played an important role in implementing policies that led to the establishment of the National Dairy Board.

It is no surprise Holle was a worthy nominee for this award as his impact on the industry is easily recognizable. Holle's over 15 years of serving in leadership roles at local, regional, and national checkoff levels have allowed him to serve the dairy industry with great impact. He gave 14 years of service to both Midwest Dairy's North Dakota division board (NDB) and the Midwest Dairy corporate board, allowing him to make numerous

contributions to the industry, championing the work of checkoff as it continues to fuel demand for dairy. Along with his standing on the boards above and being chairman of the NDB, one of Holle's biggest accomplishments includes being a part of the United Marketing Plan and getting to watch the development of the U.S. Dairy Innovation Center which he remembers at the time seemed like something beyond possible. Now, he is pleased to see it continue to bring forth the results that exceed the board's planning ideas.

"This award celebrates farmers who have shown a long-standing commitment and dedication to dairy promotion," said Alex Peterson, Missouri dairy farmer and chair of the NDB. "Holle exemplifies this leadership with a more than 15-year commitment to advancing farmer priorities nationally, regionally and locally."

His passion for the industry runs deep as he is a third-generation farmer and prides himself on his family farm that he and his wife of 43 years, Bobby Jo, have grown to what it is today. Their three sons, Andrew, Michael, James, and their families have all stayed connected to the dairy industry in some way, and Holle is excited to pass the family farm down to the next generation.

This annual award was presented to Holle at the National Dairy Board meeting as part of the Joint Annual Meeting in Las Vegas on November 15th. Again, thank you Holle for your years of giving service to the industry and your commitment to leading by example, congratulations on this well-deserved achievement.





Your Dairy Checkoff podcast episode 5: “Is the dairy checkoff really working and worth the money?” recap

It's a time-honored question that we at Midwest Dairy often hear: What is the impact of my dairy checkoff investment? It's an important one to ask! Dairy farmers Jess Peters from Pennsylvania and Larry Hancock from Texas ask this question and more in the new episode of Your Dairy Checkoff Podcast as they converse with Lucas Lentsch, chief federation officer for Dairy Management Inc. (DMI), and Peter Vitaliano, VP of Economic Policy and Market Research at National Milk Producers Federation (NMPF), about the value of the dairy checkoff. Join the conversation as they gain a better understanding of how the national and local dairy checkoffs are working to drive trust and sales of dairy products, and most importantly, ensure farmers still have a voice once milk leaves the farm.

To really understand where your checkoff dollars go, we must first go back to the beginning. In 1983, Congress created the dairy checkoff on behalf of U.S. dairy farmers to deal with the ongoing surplus of milk. Today the checkoff has grown into an organization made up of national and local dairy checkoffs that work on behalf of all America's dairy farmers and dairy importers to drive trust and sales of U.S. dairy products. But most importantly checkoff ensures farmers are collectively heard. This happens through a unified effort between national and local farmer leadership, in addition to staff who represent your voice in the dairy industry with consumers, invest in research to better the industry, insights, and

expertise, and collaborate with partners to achieve shared goals. Tune into this episode to really take a deep dive into the topics mentioned above as well as hear examples of current programs being implicated.

Farmers on a national and state level collectively work with checkoff staff to suggest, monitor, and better understand the strategies being implicated and the tactics of relationships being brought to life. That's why when it comes to the dairy checkoff, Midwest Dairy is an open book. We understand the importance of sharing with our farmers where their money is truly making an impact, and we are happy to answer any questions you may have. You can stay in touch with Midwest Dairy by having one on one conversations with farmer relations managers and by regularly visiting the Midwest Dairy website to read the latest editions of Promotion in Action, Dairy Promotion Update, and our Annual Reports. You can also follow Midwest Dairy on Facebook, Instagram, LinkedIn, and Twitter for the latest updates. In addition, Your Dairy Checkoff Podcast, with farmer hosts from all over the United States, is an excellent resource to help you stay in tune with what your checkoff dollars are doing, and we encourage you to subscribe!

Find episodes of Your Dairy Checkoff Podcast at www.dairycheckoffpodcast.com or on your favorite podcast platform.

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Midwest Dairy

2015 Rice Street
St. Paul, Minnesota 55113
800-642-3895 – Toll Free
651-488-0261 – Phone

Editor

Mackenzie Felt-Lewis,
manager
Corporate Communications
712-579-0176

Contributors

Mackenzie Felt-Lewis,
manager
Corporate Communications
Stephanie Onken, manager
Corporate Communications

Midwest Dairy Resources

Visit MidwestDairy.com

- To stay up-to-date on checkoff efforts
- To access the Promo Center, or call 1-877-360-FARM (3276)

Questions can be directed to the Farmer Relations staff for your state or call 1-800-642-3895

ARKANSAS, SOUTHERN MISSOURI AND EASTERN OKLAHOMA

Stacy Dohle
417-267-5039
sdohle@midwestdairy.com

ILLINOIS

Kendra Anderson
309-825-2196
kanderson@midwestdairy.com

IOWA

Mitch Schulte
319-228-8503
mschulte@midwestdairy.com

NORTHERN MISSOURI AND KANSAS

Ron Grusenmeyer
816-873-0351
rgrusenmeyer@midwestdairy.com

MINNESOTA

Shannon Watrin
507-766-6864
ssiefert@midwestdairy.com

Lucas Sjostrom

320-346-2216
lsjostrom@midwestdairy.com

NEBRASKA

Tracy J. Behnken
531-207-4291
tbehnken@midwestdairy.com

NORTH DAKOTA

Beth Bruck-Upton
402-707-9135
bupton@midwestdairy.com

SOUTH DAKOTA

Tom Peterson
605-251-2439
tpeterson@midwestdairy.com

Midwest Dairy staff is honored to work for you



The staff at Midwest Dairy recognizes the passion Midwest dairy farmers bring to dairy promotion and appreciates the opportunity to represent you when building demand and trust for farmers and dairy products with partners and consumers.

We have found consumers love to hear from farmers directly. We are grateful for your grassroots efforts to promote dairy in your own communities. We also appreciate the dairy farmers who participate in Midwest Dairy projects. In the new year we encourage you to continue to utilize the promotion service center, Undeniably Dairy grants, plus your own voice through farm tours and social media platforms to help share your story. Both the promotion center and Undeniably Dairy grants are found at www.Midwestdairy.com.

As you make your way through this issue, help us celebrate this year's Richard E. Lyng award winner, gain a better understanding of the check-off, and see how dairy products and dairy in general are making a splash in communities across the Midwest. Our staff will continue to be your biggest advocates when it comes to these promotions and partnerships that build trust in farmers and demand for dairy products!

Molly Pelzer
Midwest Dairy CEO



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• Your Dairy Checkoff podcast breaks down how checkoff really works




• Dairy checkoff dollars invest in ongoing product and food safety research

• Get to know the new "What You Do, Dairy Does Too" campaign

• Hot Chocolate Milk stations hit schools during the holidays

• Celebrating the Midwest dairy farmer recipient of the Richard E. Lyng award

Visit MidwestDairy.com to access the Promo Center or call 1-877-360-FARM (3276)

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**MAKING
EVERY
DROP
COUNT**



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Since the beginning of the year, dairy checkoff has been working hard to kick off 2022 on a strong foot. I am pleased to report staff here at Midwest Dairy have been meeting consumers by celebrating new collaborations and special holidays. We also know working with DMI and other SRs is an important part of making sure your checkoff investment is efficient and effective.

One of those holiday activations included celebrating Earth Day this past April. Midwest Dairy was a part of many different events and activities with the same goal in mind, to share dairy's sustainability story, specifically dairy farmers' dedication to taking care of the planet and their cows to provide delicious and nutritious dairy foods. These efforts captured the attention of crowds across our 10-state region, and I invite you to learn more on pages 8-12.

You may have also heard of a new collaboration dairy checkoff has officially announced with Mayo Clinic. I could not agree more with DMI CEO Barbara O'Brian who said, "This is a milestone moment for dairy farmers who made this possible through their century-long commitment to research and dairy nutrition." This collaboration hits close to home as it will be incorporated right here in the Midwest at Mayo Clinic's campus in Rochester, Minnesota.

As you can see, checkoff dollars have been hard at work. I look forward to checking back in with you through the next Dairy Promotion Update (DPU) in December to report on the second half of the year's accomplishments and successes. ■

Molly Pelzer
Midwest Dairy CEO





Dairy Checkoff Enters Collaboration with Mayo Clinic

Midwest Dairy and the National Checkoff have been building research for over 100 years about dairy's unique role in nutrition and health. It's because of that research we continue to develop new collaborations with organizations that can truly make an impact in the health field. We are proud to report dairy checkoff has recently entered a five-year collaboration with Mayo Clinic to explore research and consumer outreach efforts that improve public health and advance dairy's benefits. The collaboration will be incorporated across Mayo Clinic's campuses, including right here in the Midwest in Rochester, Minnesota, as well as Arizona and Florida.

This collaboration illustrates the checkoff's consumer-first focus and our commitment to leading with credible science. Mayo Clinic physicians and health professionals

will lead initiatives focused on three areas:

- **Research** to discover how dairy foods, particularly whole milk dairy, impact cardiovascular health, and metabolic conditions. Other potential research areas include dairy's role on calm, sleep, digestive health, and immunity.
- **Communicating dairy's strong body of evidence**, new research, and insights with the scientific community, health and wellness professionals, and consumers.
- Exploring dairy's role through digital platforms to propel people into a new way of precisely **managing their wellness**.

In addition, co-created content will help debunk dairy myths and help consumers maintain confidence in dairy foods, farms, and businesses. ■

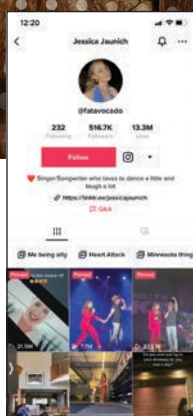


“This is a milestone moment for dairy farmers who made this possible through their century-long commitment to research and dairy nutrition,” said DMI CEO Barbara O’Brien. “This doesn’t happen without the strong national reputation farmers have built through National Dairy Council.”





WINNING HEARTS AND MINDS: INFLUENCING THE 'INFLUENCER'



You can see the power of the modern-day “influencer” across social platforms. Social media influencers are relatable peers who connect with the public on a variety of topics and are trusted sources of information based on their authenticity. Some may even be credentialed experts on a specific topic. Credible influencers are proven to have the power to affect the purchasing decisions of others, including 80% of Gen Z shoppers.

Midwest Dairy seeks partnerships with a variety of influencers because of their vast network and sharing platforms, as well as their high level of engagement. We work with influencers who can help us reach Gen Z and connect with the parents of Gen Z or millennial parents with children. We typically look for someone who can extend dairy information “beyond the choir” and find value in additional

channels, including blogs, podcasts, videos, recipes, and websites that allow accurate, relevant dairy information to live on.

Examples of influencers we have recently hired include Jessica Lawson (@bigdeliciouslife), a foodie/lifestyle African American millennial based in Chicago. Jessica brings unique experiences to the table, having previously held positions in media, education, consulting, coaching, and as nonprofit co-founder of The Mariposa DR Foundation. Another influencer is Jessica Jaunich (@fatavocado), a recent University of Minnesota graduate as well as a dancer and singer who won a gold medal as part of Team USA's dance squad. Now a dance instructor, Jessica is known for her popular dance routines on TikTok. Both influencers used their platforms to share dairy's

At Midwest Dairy, we work with partners to share dairy's story and build trust with consumers through ongoing relationships. You may have heard an emphasis on capturing the attention of Gen Z (age 10-25), as they now make up 20% of the current U.S. population. They also have \$100 billion in spending power and possess a large influence in determining the growth of dairy over the next decade. Because of these factors, it's important that the dairy industry understands Gen Z.



sustainability story with their different audiences.

We look for influencers who enjoy talking about dairy and believe in the work farmers

do. Once a relationship is established with an influencer, we work to select themes and messages that complement their platform. Midwest Dairy becomes their resource for all things dairy and helps prepare them with relevant content.

Building trust with influencers is measured in part by our ability to grow and nurture relationships with these credible allies. We need relationships to help promote dairy's sustainable nutrition story to consumers authentically and in ways that resonate. ■



Midwest Dairy Launches DEAL Class 2

The Dairy Experience and Agricultural Leadership Program (DEAL) had its first meeting of 2022, where 13 out of the 15 DEAL members had the opportunity to meet in the Dairy Block of downtown Denver, Colorado. DEAL is an 18-month program that provides an opportunity for dairy farmers ages 40 and younger to gain a deeper understanding of the dairy checkoff, network with their peers and others in the industry, and learn valuable skills. These skills include the training and tools

needed to help these farmers better engage with consumers and conduct media interviews so they can successfully tell their stories. The 2022-2023 class was hand-selected from applications across the Midwest Dairy region, including participants from Illinois, Iowa, Minnesota, Kansas, Nebraska, and South Dakota.

The DEAL Program includes three phases with in-person meetings and local assignments, such as meeting local leaders and being a part of consumer events. The first

phase focused on diving into the dairy checkoff and discovering each participant's strengths and how to successfully use them in and outside of the industry. Phase 2 focuses on engaging with consumers and will take place in Chicago, Illinois, in August. During Phase 3, DEAL members will learn more about Midwest Dairy leadership and how to conduct media interviews. ■





WORKING WITH PARTNERS HEADQUARTERED RIGHT HERE IN THE MIDWEST

Midwest Dairy works tirelessly to seek out different partners that will help drive trust and sales of dairy with consumers. We know introducing dairy to consumers is not a one-time connection. We have learned it takes a consumer up to seven different contacts with a product or idea until they are truly interested. This is why we work with food, retail, health, and other partners to not only meet consumers where they are, but also allow them to have many different experiences with dairy.

Midwest Dairy staff are strategic when looking for partners by focusing on timely campaigns and geographic locations. We also look for companies and organizations who are open and willing to support the farmer message. Below are three different partnerships Midwest Dairy has explored as past, present, and future endeavors. All companies featured have many locations across our 10-state region and are headquartered right here in the Midwest, making them prime partners for dairy farmers.



Pizza Ranch, an Orange City, IA, based 215-unit pizza chain, partnered with Midwest Dairy to run a promotional advertising program called “Making Buffet Memories” in 2021.

The goal of the program was to encourage local Pizza Ranch customers to dine back in the restaurant and remind them of what they love about a buffet. Pizza Ranch’s goal was to reintroduce customers to their buffets, which lost traffic during the pandemic. During the promotional period, this partnership led to increased dairy usage of 2,051,133 ounces over the prior year. This equates to more than 800,000 pounds of incremental milk.

The campaign ran from August 9 to October 11, 2021, and featured email marketing, direct mail and social media advertising. These investments resulted in a social media reach of over 900,000 people and 73,000 total engagements. An email marketing campaign was also sent to 732,000 recipients promoting dairy products in creative ways, including “Unlimited Stuffed Crust on the Buffet,” “Ice Cream and Cactus Bread on the Buffet,” and get the “Buffet Your Way” with your favorite pizza.



Hy-Vee, with stores located in Illinois, Iowa, Minnesota, Missouri, Nebraska, Kansas, and South Dakota, and Midwest Dairy have partnered to bring dairy to life with a landing page on Hy-Vee AislesOnline highlighting dairy's story and products. The page calls out the delicious, nutritious, and conscientious side of dairy and talks about dairy's sustainability story. It includes videos highlighting farmers' passion for the environment, animal care and their community. The page also highlights the "Sustainability Starts with Us" campaign and educates consumers about milk being sourced locally. We know that consumers want to support local and know where their food comes from. This campaign satisfies this consumer need.

The AislesOnline webpage includes links to key dairy products sold at Hy-Vee, including butter, cheese, milk, creamers, and yogurt. It promotes links to dairy items that Hy-Vee currently has on promotion. Different fresh and flavorful recipes utilizing your favorite dairy items are also displayed on this webpage.

This landing page will be updated with different content and

messaging that share the dairy farmer story. Collaboratively with Hy-Vee, we will be driving awareness to this page through social influencers, key search word links and monthly advertising.

Check out this landing page via this link:
<https://www.hy-vee.com/aisles-online/brand/undeniably-dairy>



Lastly, **Freddy's Frozen Custard & Steakburgers**, a fast-food restaurant chain, has officially partnered with Midwest Dairy to celebrate National Dairy Month this June. Freddy's has more than 450 locations across the United States and is headquartered in Wichita, Kansas. Not only is Freddy's headquarters in the Midwest, but the majority of its

stores are also located in Iowa, Illinois, Kansas, Minnesota, Missouri, North Dakota, Nebraska, and South Dakota.

This campaign promotes dairy products people love and enjoy by bringing local farm-to-table products to the forefront of consumer's menu choices. Freddy's customers will have the opportunity to order a three-product group combo meal with each product including some element of dairy. The combo meal is a limited time offer and includes a

BBQ Bacon Cheeseburger with double the cheese, and a side of Cheese Curds. In addition, for a limited time, a Key Lime Pie Concrete Custard will be available. The promotion runs through the end of August to include the celebration of National Custard Day on August 8th.

A marketing package was created, complete with many photos highlighting these dairy products and dairy farmers. ■



Midwest Dairy Celebrates

Earth Day has been established as a national key moment for 2022, and Midwest Dairy was proud to be a part of many Earth Day celebrations across the Midwest this past April. The checkoff's main goal is to bring together environmentally focused organizations and consumers to celebrate, learn, and share dairy's sustainability story across our 10-state region.

St. Louis EarthDay365

Through a new partnership with **EarthDay365**, Midwest Dairy was a key sponsor of the two-day event, one of the largest Earth Day-related festivals in the nation. The festival drew over 15,000 consumers to the Muny Grounds in Forest Park. Midwest Dairy's presence included having a booth in *Youth Corner*

showcasing what cows eat and giving attendees opportunities to participate in dairy trivia, make a seed starter pot, and meet a dairy farmer. Donna Telle, Uniontown, Missouri, and Kurt Johnson, Greenville, Illinois, were on-site at the booth. Local radio station **106.5 the Arch** also encouraged

consumers to visit the Undeniably Dairy booth. EarthDay365's social channels, including **Facebook** and **Instagram**, extended dairy's environment sustainability messages, too, along with the Festival's newsletter and a blog post that will live on their website.



Earth Day

Earth Day Omaha

Over 5,000 consumers gathered to gain awareness of environmental issues and how dairy can serve as an environmental solution. Midwest Dairy sponsored the “Undeniably Dairy” Children’s Tent, including a children’s coloring activity, a sustainability-focused spin wheel, and a Plinko board. Dairy farmer Jodi Cast from JJC Jerseys brought two calves for attendees to meet. Crystal Farms cheese sticks and a new lactose-free dairy beverage were handed out as samples.

A partnership with Summit Media, representing four large consumer-facing radio stations, helped amplify dairy sustainability messaging on-air and social media throughout the month of April, resulting in over 1.2 million impressions consumers ages 18-44 years.





Earth Day Lincoln

Midwest Dairy partnered with Earth Day Lincoln and Amber Pankonin at Southeast Community College to share dairy's environmental story. The event brought over 2,000 attendees ready to learn from vendors. Amber, a registered dietitian in Lincoln, Nebraska, and culinary dietitian at Great Plains Culinary Institute at Southeast Community College, served homestyle macaroni and cheese and cheese sticks. Midwest Dairy

ambassadors also engaged attendees with a sustainability-focused spin wheel and prizes. Prior to the event, Amber joined **Pure Nebraska** to demonstrate the mac and cheese recipe, share dairy's sustainability story, and promote attending Earth Day Lincoln. This segment aired to over 11,500 television viewers and was shared to over 35,000 viewers on Facebook.



Celebrating Earth Day Through Museum Partnerships

Midwest Dairy participated in the Science Museum of Minnesota's Celebrate Earth Campaign by offering two activities on Saturday, April 23. Kate McAndrews, a dairy nutritionist with Vita Plus, was featured as "Ask the Expert" accompanied by two Minnesota Dairy Ambassadors. Activities included an interactive banner showcasing the four stomachs, size

comparisons, and sample stomach panels, allowing attendees to learn how food is digested, as well as a game including various cow feed examples. Sustainability Seed fans and other Undeniably Dairy prizes were given out to guests.

The Science Museum sent out emails to membership and a social media post linking to the website to

promote the Earth Day pop-up activities, highlighting two past dairy website articles. In addition, a dairy farm sustainability message regarding water conversation was included in the Science Museum's Sustainability Scavenger Hunt (through June 5) tying into their Mississippi River gallery exhibit.



Earth Day River Clean-Up Event

Midwest Dairy has been building a relationship with environmental thought leaders, Friends of the Big Sioux River in South Dakota, and had the opportunity to be present at the organization's annual Earth Day River Clean-Up event. With help from South Dakota Dairy Ambassadors, they were also able to extend the event to the Brookings area, adding an additional clean-up site.

Through this collaboration, Midwest Dairy partnered with Remedy Brewing Company, who curated a new beer for the event named the "Big Sioux Brew." Following the river clean up, over 250 volunteers and the public were invited to try out the new beer. Dairy farmers Steve Landman and Riley Boadwine engaged with customers at the event and shared dairy's sustainability story along



with a crowd favorite, local cheese samples.



Midwest Dairy joined Wonderscope Children's Museum in collaboration for the museum's first-ever Cow Week. Guests were treated to daily cow-related activities and giveaways sponsored by dairy farmers, such as seed starter pots, coloring books, and cow hats. Midwest Dairy provided Sophia, a cow that enables children to simulate milking, and sponsored two programs featuring dairy



farmers. Kansas dairy farmers Kathleen Fincham of Marysville and Stacy Rethman of Seneca shared their farm story with children and parents during Cow Week. ■



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GROWING TRUST IN DAIRY

Midwest Dairy is committed to sharing dairy's sustainable nutrition story with consumers to not only build trust, but also sales.



Dierbergs Markets, with 26 locations in Illinois and Missouri, partnered with Midwest Dairy to drive sales and trust in the month of April with a special highlight around Earth Day.

The focus of the Earth Day campaign was sharing with shoppers the stories of local dairy farm families and their commitment to sustainability. Dierbergs has recently updated their website which features an Undeniably Dairy landing page that includes dairy sustainability stories and recipes. In addition to the landing page, Dierbergs placed door clings on the dairy doors in store featuring facts about dairy with a QR code linking customers back to the website to learn more. This promotion also featured social posts, in store food TV with sustainability messaging, an email blast to their customer list and featured promotions on dairy products secured through their vendors.



Price Chopper Enterprises

celebrated Earth Day with a campaign focusing on sustainability messaging to drive trust and sales at their 50 plus locations. Midwest Dairy worked with registered dietitian, Ariel Johnston of The Tasty Balance to develop three recipes, each featuring different types of dairy products. Price Chopper included the recipes along with What You Do, Dairy Does Too messaging in an email blast to over 200,000 customers. In addition to email, Price Chopper shared Midwest Dairy's sustainability messaging and reached customers through social posts, distribution of 60,000 copies of their Gatherings Magazine, as well as in dedicated space in their weekly print and digital circular ad. When shopping for dairy on Price Chopper's website from now until June 30, you will also find a sponsored page header focused on sustainability.



Coborn's Inc. Earth Day

campaign began April 3 in 66 stores under the Coborn's, Cashwise, and Marketplace Foods banners. The campaign, "Making Red Barns Go Green" shone a spotlight on dairy farmers efforts in upcycling, recycling, and carbon footprints with e-blasts to shoppers that included vendor-driven promotions on dairy products.

Also included was a Dietitian's Digest e-mail with dairy recipes that reached an additional 250,000 shoppers. The grocery chain's social media platforms featured the Spadgenske family and Coborn's dietitians telling dairy's nutrition story.