

SUMMER 2023

# DAIRY PROMOTION

## Update



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**MAKING  
EVERY  
DROP  
COUNT**



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Midwest Dairy is proud to bring the farmer's voice to the table about how dairy is made with care for the planet and how dairy nutrition nourishes people. We know consumers want to learn more about the industry. They are curious about how dairy moves from farm to table and want to know how dairy food is produced. Beyond consumers, supply chain customers are also asking dairy companies about their environmental practices, and other investors are attempting to drive interest in dairy alternatives, such as plant or cell-based, because of perceived benefits for the environment. But dairy has an even better sustainability story, which Checkoff is working to relay to all consumers and dairy customers.

Dairy farmers have cared for the land and their cows for centuries. While those outside our industry call it caring for the environment or sustainability, farmers have referred to this work simply as their day-to-day job. You live and breathe sustainability. When showcasing dairy's commitment to the environment, Checkoff focuses on the fact that dairy farmers take pride in passing along their farms to the next generation and have a stewardship goal of leaving their farms better than they found them. We showcase important practices such as cow care tactics and caring for streams and rivers. We continue to shine a spotlight on your commitment to doing the right thing because you care about your family, farm, and community.

Dairy can be proud of the industry's leadership in the sustainability conversation. Dairy has led this area for many years by investing in science. In 2008 research was done on the lifecycle analysis of fluid milk to assess the GHG impact. The results showed a much lower level than believed, 2 percent, compared to The Food and Agriculture Organization's 18 percent. With that baseline information, dairy has progressed over the last 15 years and beyond. A landmark study from Capper and Cady was also published in January 2020, showing the improved performance of the U.S. dairy industry on environmental impacts between 2007 and 2017 showed that producing a gallon of milk is getting greener with 19 percent less GHG emissions, 21 percent less land used and 30 percent less water used. These facts and others are important to the dairy industry's story and are appreciated when shared with customers and consumers of dairy.

You are the subject matter expert when it comes to stewardship of the planet and your dairy cows. Staff members at Midwest Dairy are eager to share dairy's story of being a solution for the environment with our partners, from retail to schools to healthcare professionals. We are continually finding new ways to answer consumer questions about sustainability and, ultimately, drive sales and trust in dairy.

**Molly Pelzer**  
*Midwest Dairy CEO*



# CHECKOFF RESOURCES SUPPORTING THE GROWTH OF U.S. EXPORTS

Dairy farmers in the Midwest Dairy region provide checkoff dollars that are used to promote dairy demand and build trust across the 10-state region, but that also reaches consumers nationally and even globally, encouraging all to choose dairy more often. The dairy checkoff is the primary funder of the U.S. Dairy Export Council (USDEC), which acts as a catalyst to accelerate U.S. dairy export sales worldwide. USDEC helps drive the volume and value of U.S. dairy exports through programs and activities aimed at building overseas dairy demand, positioning the U.S. as the world's first-choice supplier of cheese and ingredients, offering industry-leading strategic insights and market

intelligence, and delivering market access and regulatory support.

Like the two years before, in 2022, the United States set new records for dairy export volume, with 18 percent of U.S. milk production being exported with a total value of \$9.6 billion. The dairy industry knows how crucial exports are in maintaining market balance. While about 95 percent of the milkfat produced in the U.S. is consumed in the states, less than 80 percent of the protein and other skim solids are consumed domestically.

The records set from 2020-2022 stem from a long-term program of cumulative efforts to lay the groundwork for U.S. dairy export growth that dates back to

USDEC's founding in 1995. That includes more than two decades of relationship-building with importers/distributors, food and beverage manufacturers, retailers, foodservice providers and consumers in overseas markets. USDEC raises awareness of U.S. dairy, spurs innovation with U.S. dairy ingredients, and increases the profile of the U.S. as a reliable, committed supplier of a broad portfolio of high-quality, sustainably produced cheeses and dairy ingredients. They do this through technical training programs, overseas partnerships, webinars and workshops, prototype development, public relations events, promotions, menu development and other efforts.

## **A few recent examples include:**

- ***USDEC's whey protein partnership in Korea with the Korea Food Forum.***
- ***The USA Cheese Specialist Certification Program, which operates in nine global markets, trains culinary students, chefs, and U.S. cheese buyers on U.S. cheese variety, quality and uses.***
- ***U.S. dairy ingredient technical training programs for local cheese and bakery companies in Mexico and South America.***
- ***USDEC host activities conducted through their U.S. Center for Dairy Excellence in Singapore.***



Center for Dairy Excellence in Singapore is a hub of innovation, region-specific marketing, networking, subject matter experts, market access guidance, and a forward operating base for USDEC members (coops and processors selling US dairy products).

Fundamentally, USDEC has laid the groundwork for U.S. dairy processors and traders to expand their reach and

sell more in overseas markets. Aside from building relationships, USDEC work also includes tracking and

understanding foreign dairy technical regulations and, at times, taking action when new regulations threaten to hinder trade, as well as providing dairy exporters insight and analysis on global markets to ensure U.S. dairy can maximize opportunities internationally.

As we look ahead and continue into 2023, exports power the industry's growth, as five out of the last six years, exports have grown more than domestic consumption. However, checkoff realizes that 2023 will be a challenging year. Lackluster economic growth and high inflation rates worldwide will challenge global dairy demand. Additionally, with improved milk production out of the European



## MEET *Alex Peterson*

A Midwest Dairy farmer is getting involved and acting on his passion for exports. Alex Peterson, a dairy farmer from Trenton, Missouri, is no stranger to leadership roles and is eager to leave his mark on the industry. He has had the privilege of serving two years as the National Dairy Board (NDB) Chair, where his primary role was to ensure the other 36 members, who represented every dairy farmer in the country, had the information, insight, and foresight they needed to best direct dairy checkoff funds. His goal was for all participants to have a solid understanding of the massive territory covered by checkoff and provide a

deeper dive into areas of focus. These areas included the reputation of dairy with today's consumers, product innovation to stay fresh and relevant, breaking down barriers that hinder U.S. dairy from reaching those that desire it globally and much more.

Peterson answered some questions about exports and shared his insight on the exciting opportunities ahead for the dairy industry.

### **1. How did your passion for exports begin?**

Like any good farmer, I have developed the habit of staring across the fence to see what the neighbors are up to, see if they need help, or look for good ideas I can imitate. That curiosity only

expanded as the world has gotten smaller and smaller. When I was assigned to the exports committee at my first DMI meeting in 2018, I was able to add another layer to my appreciation of the complexity of international affairs. People worldwide need nourishment, and that's what dairy can offer. I feel we are getting better at connecting those two dots in a mutually beneficial way despite many natural and man-made headwinds. A few years ago, I became the Vice Chair of the United States Dairy Export Council (USDEC). My role there is to be a farmer voice in the organization as it works to make it as easy as possible for U.S. dairy companies to develop and capture value from consumers worldwide.

Union and New Zealand, U.S. suppliers face increased competition in international markets. Through the first two months of 2023, U.S. exports were still running ahead of 2022 levels in volume and value, but today, growth has slowed. In February, year-over-year U.S. dairy export value fell for the first time in over two years due to lower international commodity prices and a higher portion of the U.S. export portfolio comprised of lower-value products like lactose. Nevertheless, USDEC is still hopeful that U.S. dairy exports on a milk solid equivalent basis will grow slightly in 2023.

Checkoff-supported USDEC programs have been instrumental as a catalyst to

drive demand for U.S. dairy products, expand market penetration and raise market share. As you can see, exports are a top priority for checkoff, but equally important are the 82 percent of domestic sales that happen right here in the U.S., as the dairy industry needs both exports and domestic sales to stay thriving.



Pizzas like this New Yorker Pizza (hosting a load of U.S. Cheese) were birthed out of a partnership between DMI's International Partnerships Team and Dominos Japan. Our partnerships with Pizza in Japan have helped boom that industry and create a lot of cheese lovers!

## 2. How can grassroots farmers support U.S. exports from the farm?

Dairy checkoff dollars partially fund USDEC and its efforts, so all grassroots farmers are due credit for the success of our dairy sales internationally! But, above and beyond that, farmers can keep two things in mind:

- Continue to improve at what you do. Consumers worldwide appreciate our high quality, unmatched reliability, and continuous improvement in how sustainably we produce dairy products.
- When you talk to your elected representatives in Washington, let them know how important access to markets internationally is to our industry.

## 3. You recently visited Singapore and Japan; what did you learn?

On the USDEC trade mission to Singapore/Japan, I learned about a region where three-quarters of a billion people are looking to add more protein and nutrition to their diet. They know dairy protein and nutrition are a good standard and have very high trust in US products, especially agricultural. In light of that insight, it was encouraging to see the great work of our USDEC teams on the ground and the resources we have given them to support U.S. Dairy exports to the region.

## 4. How do trips like that positively affect the U.S. dairy?

In the grand scheme of things, we are the new kid on the dairy export block.

These trips assure buyers of our commitment to their market, help them feel assured that we are authentic in our pledge to continue improving our high standards, and meet dairy farmers to build a personal connection that helps when the inevitable geopolitical tensions disrupt. These trips are also big moral boosters for our staff working in these markets and the many different U.S. government officials we meet with stationed in the region. Getting people excited about dairy also involves interacting with local social media influencers and training chefs on how to use U.S. dairy products in their work. Most importantly, it helps us ensure that USDEC is providing the services our members need to succeed.



# Farmers Gather to Break Through the Noise at the Galena Getaway



## **In March, dairy farmers from Iowa, Minnesota and Illinois gathered for the opportunity to Break Through the Noise during the Galena Getaway event in Galena, Illinois.**

During this training, twenty-six farmers joined to learn more about Midwest Dairy's work in building trust and sales, resources available to farmers like Undeniably Dairy grants, and how to better tell their dairy story.

To kick off the event, dairy farmers learned more about the Generation Z (Gen Z) audience and why reaching

them is important. They also got to experience firsthand examples of trust work with Gen Z through Midwest Dairy partnerships with athletic associations across the three states. Next on the agenda, attendees learned about building demand in 2022, specifically partnerships with Godfather's and Casey's, as well as what is coming in 2023.

Following these presentations, dairy farmers had the opportunity to network at the Galena Cellars for a "Flights and Bites" social that was sponsored by No Kid Hungry. Farmers enjoyed socializing with one another, exchanging tips that work best for them when telling their dairy story, while enjoying cheese bites. They also learned the history of the Galena

Cellars winery and met the local Chef Fernando.

The final day featured a training offered by Janice Person, the Founder and CEO of Grounded Communications. Person talked to farmers about breaking through the noise of busy schedules and numerous distractions to start a conversation and forge a connection with friends, the community and consumers in general. They were encouraged to target anyone who wanted to learn more about dairy farming through the art of storytelling. During the session, participants shared where they show up as the dairy expert, identified distractions around the farm, discussed challenges all face in sharing their personal dairy story, and, most importantly, the rewarding reasons why we share our story with consumers. The second half of the session focused on the formula for creating in-person and online captivating stories. Throughout the presentation, Person referenced her first visit to a dairy farm and helped participants identify the necessary components of a compelling story.

Initial survey results indicated that after the in-person event, farmers improved their understanding of how Midwest Dairy works to build sales and trust and identified new leadership opportunities and resources available. On average, the Breaking Through the Noise session provided helpful content and even exceeded the expectations of some attendees. One attendee commented, “Janice Person was exciting and engaging to listen to; she did a great job of keeping it conversational and two-sided as well.”

Part of this training also includes a one-on-one session with Person. Following the training, farmers have the opportunity to sign up and get individual help refining their story. This is a service covered by their checkoff investment.

More training like this one will be available in other states throughout the year 2023. Please contact your farmer relations manager if you are interested in attending and for more information.





# New Year Opportunities

The beginning of a new year is always an exciting time for the dairy industry as consumers start the year committed to a healthier version of themselves. This creates high demand for dairy products. Midwest Dairy jumped at the opportunity to work through and alongside partners, helping them deliver dairy messages to encourage customers to use dairy products to meet their new year's health and wellness goals. Checkoff dollars made a significant impact during the first five months of the year, sharing dairy's story, its unique wellness benefits, and its sustainability mission as we kicked off 2023.

## Eat Good to Feel Great

In January, Midwest Dairy and Schnucks partnered for their Eat Good to Feel Great campaign. This month-long campaign focused on eating healthy with recipes and dairy food items suggested by Schnucks' registered dietician. Schnucks is a Missouri-based retailer with 111 stores in Missouri, Illinois, and Iowa.

Specific to this campaign, Schnucks promoted a citrus fennel and avocado salad with string cheese recipe and shared dairy messaging about the health benefits of consuming dairy. The recipe was shared in their printed magazine, *Simply Schnucks*. It was also shared in an email blast on Facebook and Instagram and displayed on signage in stores near the dairy case. Schnucks worked with their vendor community to showcase string cheese, and they promoted the product through print ads. In addition, Schnucks worked with three social influencers to further promote and share the recipe on their social media channels.




**CITRUS FENNEL AND AVOCADO SALAD WITH STRING CHEESE**  
SERVES: 4  
ACTIVE: 15 MIN TOTAL: 40 MIN

**For the salad:**

- 2 fennel bulbs, stemmed and trimmed
- 1 tbsp. olive oil
- 10 oz. spring mix baby greens
- 2 avocados, peeled, pitted and thinly sliced
- 2 mandarin oranges, peeled and sliced
- 1 ruby grapefruit, peeled and sliced
- 1 stick Full Circle string cheese, pulled apart
- 3 hard boiled eggs, peeled and halved
- 1/2 cup toasted sliced almonds
- 1/4 cup fresh mint leaves

**For the dressing:**

- 2 tbsp. lemon juice
- 1 garlic clove, minced
- 1/2 tsp. Full Circle Dijon mustard
- 1/4 cup olive oil

1. Preheat oven to 400 degrees. Slice fennel bulbs into thin wedges. In a medium bowl toss fennel with olive oil. Evenly arrange the fennel on a baking sheet lined with foil; season with salt and pepper if desired. Roast for 25-30 minutes or until tender and browned. Set aside.
2. Prepare the dressing in a small bowl; whisk to combine. Slowly whisk in the olive oil, season with salt and pepper, if desired, and set aside.
3. Place the greens onto a platter and top with the fennel and remaining ingredients. Drizzle with the dressing; serve immediately.

PER SERVING: CAL 334, FAT 23G (1G SAT FAT), CHOL 108MG, SODIUM 227MG, CARB 24G (11G FIBER, 6G SUGARS), PRO 12G



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# for Dairy Sales

## January and February Recipe Campaign

Midwest Dairy worked with Price Chopper Enterprises on two campaigns at the beginning of 2023. Price Chopper is Kansas City, Missouri's largest grocery chain, with 52 family-owned locations in and around the metro.

In January, Midwest Dairy partnered with Price Chopper on a digital and print recipe campaign promoting three different smoothie recipes: Chocolate Cherry Smoothie, Peaches and Cream



Smoothie, and a Blueberry Cottage Cheese Smoothie Bowl. The messaging focused on the protein-packed goodness of real dairy. Price Chopper distributed the recipes through email, Facebook, Instagram and Pinterest. There was also an ad in the winter edition of the *Gatherings* Magazine. Price Chopper also worked with their vendor community to support the

campaign in their digital circular ad. There will be five more recipe campaigns throughout 2023 to continue driving sales and trust through this partner.

**February is Lactose Awareness Month and Midwest Dairy partnered again with Price Chopper to spread awareness around lactose intolerance** and how consumers could still enjoy dairy in their diet. Using resources that were created by Midwest Dairy's wellness staff, Price Chopper shared messaging around the difference between being lactose intolerant and having a dairy allergy. To further support this campaign, checkoff worked with Alaina Hinkle, an influencer with the blog *Honest Grub Honest Foodie*, to make and photograph two recipes for overnight oats that use lactose-free milk. She then shared with her followers. This campaign showed consumers that they can still enjoy real dairy even if they are lactose intolerant. The campaign was also shared through email marketing, Facebook, Instagram, Pinterest and in the weekly circular ad.





# New Year Opportunities

## Yogurt Hits the Spot

Coborn's Inc. featured the benefits of yogurt in early January. This supermarket chain has 53 stores across Minnesota, North Dakota, South Dakota, Iowa, and Illinois.

**Midwest Dairy and Coborn's stores kicked off the new year by showcasing yogurt's many health benefits and flavor options.**

Dietitian's Choice shared the nutrition benefits of yogurt, which includes high protein and no sugar added. Other benefits shared with shoppers included yogurt's support of gut health, immunity, and as a source of protein. Coborn's promoted dairy through different recipes such as a Fruit Salsa Yogurt Parfait and a Grilled Buffalo board. To drive sales in dairy, there were weekly emails to promote yogurt, social media, e-commerce, in-store signage, and a website landing page where shoppers could find recipes, tips and special offers. Twelve vendors sourced by Coborn's also provided special offers and coupons during the activation, which saw great success.



## Hen House Promotes Yogurt and Sumo Citrus Smoothies

During the winter Sumo Citrus season, **Midwest Dairy and Hen House Markets** partnered to promote the perfect pairing of



**dairy and plants with a Sumo Citrus and Yogurt Smoothie.** We worked with The BariGirls, a mother/daughter influencer pair focused on healthy eating, to develop this smoothie using Greek yogurt and milk as the leading dairy components. This month-long campaign ran from February 20 through March 20.

The recipe and accompanying dairy messaging were promoted through a variety of media, including an email blast sent out to the Hen House audience, videos of the BariGirls making the smoothie, social media posts, and targeted media buy ads. Hen House also created a landing page for the campaign with the recipe and dairy messaging. Lastly, Hen House



worked with its vendor community to support the campaign by promoting single-serve yogurts. The promotion and recipe were shared in the weekly circular ad.

# for Dairy Sales

## Fareway Collaboration in January

In January, Midwest Dairy partnered with Fareway to shine a spotlight on all things dairy. This campaign was packed full of dairy information highlighting dairy's high protein benefits, lactose-free milk, and fresh dairy products, including the different yogurt options. Fareway promoted weekly ad deals for many different dairy products, which they advertised online on Twitter, Instagram and their own website. Dairy fact videos also ran in stores near the dairy case. This campaign was estimated to reach over 200,000 shoppers.



## Cub Foods Supports Farm-to-Table in January



Midwest Dairy partnered with Cub Foods earlier this year to promote dairy using “The original farm-to-table” theme. Cub Foods is a grocery retailer with 107 stores located primarily in Minnesota and Northern Illinois. This full-month campaign included a dairy recipe-focused email sent to over 500,000 subscribers, two weekly ad emails, Facebook ads promoting dairy-based recipes that generated over 400,000 impressions, and a Facebook Reel that saw 65,000 impressions. This event resulted in almost 2 million incremental pounds of milk sold.

“Consumers purchase dairy all year long, but increasing usage occasions can have a positive impact on dairy sales. For example, during the New Year, as individuals want to get healthier, they look to dairy to meet their nutritional goals. The November and December holiday season is another opportunity to drive more dairy sales as consumers are likely entertaining more, preparing family meals, and baking often. Appealing to new dairy consumers along with inspiring our most loyal dairy shoppers to purchase more dairy through our retail partnerships is where we effectively put your checkoff dollars to work.”

– Martha Kemper, Vice President, Dairy Experience, Demand





# Sustainability

Dairy farmers have always been good stewards of their dairy cows and land, and are consistently looking for ways to improve the conservation techniques they apply throughout their farms. Midwest Dairy partners with environmental organizations to serve as strong and trusted voices amongst groups and consumers to celebrate, learn, and share dairy's sustainability story across our 10-state region. Sharing dairy's sustainability efforts and active role as an environmental solution is one step in proactively defending dairy's reputation among environmental organizations.

## Midwest Dairy celebrates Earth Day in St. Louis

Midwest Dairy joined St. Louis-based environmental partner, EarthDay 365 in participating in one of the largest Earth Day festivals in the nation. The St. Louis Earth Day Festival welcomed 18,000 attendees during the two-day event. The festival successfully connected the city in a celebration of the planet, from the first-ever Sustainable Fashion Show to the 2nd Sustainability Awards, delicious eats at the Earth Day Cafe, and much more.

At the Undeniably Dairy booth, consumers were encouraged to learn about a cow's diet by touching feed while they conversed with dairy farmer Courtney Lintker of Venedy, Illinois, who answered questions and shared her dairy story. Both children and adults enjoyed the booth's activities, which included taking home cow pots, a seed starter pot made from composted cow manure and watching a short video of a calf born on Lintker's farm on Earth Day. A green screen photo booth and virtual reality goggles attracted Generation Z consumers. Nearly 250 digital photos were taken with the popular "What's your mood?" photo props. Lastly, all could participate in a grocery gift card giveaway to Dierbergs.

Local food influencer Mary Asher joined Midwest Dairy in the promotion and live at the event.

Asher's conversation with Lintker shared on Instagram, expanded dairy's story beyond festival attendees to her nearly 12,000 followers. EarthDay 365 also shared a dairy sustainability blog post on their website and content on their social channels, including Instagram and Facebook.



# Round-up

## Walmart explores sustainability

Over 75 Walmart employees and supply chain experts joined a dynamic panel of speakers for a conversation called Cotton, Cows, and Connections: A Sustainability Story. The event was a special sustainability spotlight session that covered insights on managing natural resources and providing customers with food and fiber. Moderator Kim Kirchherr, a Senior Manager for Walmart's Corporate Affairs Sustainability Program, was joined by dairy and cotton farmer Dave Lane of Goddard, Kansas, and

sustainability expert Maggie Schoonover from Wichita State University (WSU). Midwest Dairy was proud to provide all speakers who could spotlight how cotton and cows are connected to sustainability while digging into the three pillars of the business model for sustainability – economic, environmental, and social.

The session reviews were highly rated, with the sustainability spotlight leader



sharing that at Walmart, “They talk all the time about the sustainability of final products, and this conversation painted the bigger picture of sustainability across many fronts that we don’t think about daily.” In addition, the recorded webinar was posted to internal staff to learn more about this topic.

## Sustainable Food Systems Farm Tour Changes Attitudes

Midwest Dairy collaborated with Jennifer Schmitt, Ph.D., Senior Research Scientist in Sustainability, Institute of the Environment (Ione), University of Minnesota, to sponsor two Minnesota farm tours to showcase the three pillars of sustainability with professionals working in the sustainability space. This diverse group included Ione staff and graduate student cohorts, affiliated professors from the Carlson School of Management and Food Science and Nutrition, the Director of STEM education at the Science Museum, Sustainability Educators at Spark-Y, and the Executive Director of Minnesota Soil Health.

The first stop included Haubenschild Farm, which was chosen for its use of a

methane digester and manure solids for bedding. Cow health and the FARM (Farmers Assuring Responsible Management) program were also emphasized. Green Waves Dairy was the second stop, where attendees saw the use of robotic milkers and automatic scrapers, as well as the use of collars to track cow health and performance. As one of the state's first Minnesota Agricultural Water

Quality-certified farms, Bernings focus on soil preservation and water quality.

The group was engaged and asked many questions about sustainability, cow comfort, technology, and on-farm practices, which resulted in transparent, open dialogue with the participating farmers. Midwest Dairy also showcased dairy's nutrient profile contributes to the Health Domain and updated the attendees on the Net Zero Initiative.





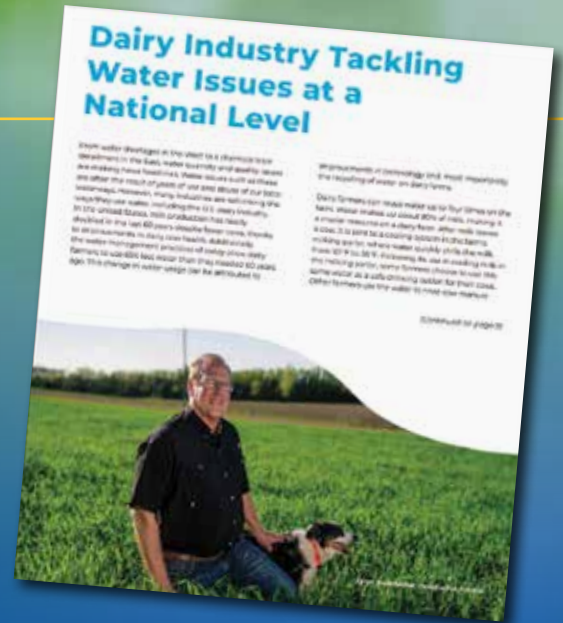
## Friends of the Big Sioux River Partnership

Midwest Dairy partnered with Friends of the Big River again this year, who is an organization in South Dakota with a mission to protect and restore the Big Sioux River and its watershed, improve the water quality, and educate the community to build a conservation ethic. Building on last year's work, a year-long partnership is currently in place for 2023.

As a part of the partnership, Travis Enteman, the director of the organization, wrote an April newsletter article about how dairy farmers work hard to implement practices that improve water quality featuring local dairy farmer Lynn Boadwine. Friends

of the Big Sioux River distributes their newsletter to 2,000 local individuals, including industry professionals, lawmakers, and a mix of the general public.

The partnership also includes continuing successful events from last year, including their Earth Day River Clean Up event in April and the rollout of the new "Big Sioux Brew," a beer curated by Remedy Brewing Company made from purified water from the Big Sioux River. Following the river clean up, volunteers and the public are invited to try out the new beer along with a cheese pairing. Local



farmers will be present at the future event, engaging with guests and sharing their farm stories.

## Environmental Organization Shares Dairy's Sustainability Story

Keep Nebraska Beautiful (KNB) is a nonprofit affiliate of Keep America Beautiful. Since 1964, it has focused on reducing waste and enhancing recycling efforts across the state, while inspiring fellow Nebraskans to improve and beautify their communities. KNB works through educational programs and community partnerships and serves as a mentor and consultant for their 20 local affiliates.

Consumers and affiliates can find information throughout the KNB website on how to store food properly, tips to reduce food waste and various

sustainability resources. Twice annually, KNB authors a comprehensive *Re-Fresh* Newsletter that goes out to 2,500 subscribers and remains on their website for others to share. Midwest Dairy partnered with them on their March 2023 edition, which shared about U.S. Dairy's 2050 Net Zero Initiative, technology and enhancements increasing milk production, and how cows significantly reduce food in landfills as powerful upcyclers.

Also included in the newsletter was a

homemade butter recipe highlighting heavy whipping cream, food storage tips for various dairy foods, and ways to repurpose and lengthen the life of dairy products by Registered Dietitian and University of Nebraska at Lincoln Extension Educator Alice Henneman.

KNB staff reported a high open rate of 50 percent. Midwest Dairy also received a request from a Nebraska State Fair representative asking how they could help highlight the key facts they had learned from the newsletter.



## University of Chicago Students Gain Trust in Dairy

Midwest Dairy has embarked on a new partnership with Chartwells at the University of Chicago. Checkoff created two incredible dairy-focused events, working closely with campus dietitian Sheree Ledwell, MPH, RD, and Amreh Hopkins, MSSM, the Sustainability and Community Engagement Manager.

The first event honored National Nutrition Month. In diverse urban communities, the topic of lactose intolerance is often discussed. The campus dietitian used a Midwest Dairy-created lactose intolerance poster to educate and encourage students to build trust in dairy and help them understand which dairy items are lower in lactose. In addition, students created their own yogurt parfait utilizing a variety of nutritious toppings right on campus.

There was also a contest where students had to post photos of themselves enjoying their favorite dairy item and tag @UChicagoDining on Instagram or visit the Woodlawn Dining

Commons to talk with Ledwell about dairy nutrition. In exchange for participating in the in-person or digital event, students entered to win autographed Chicago Bears memorabilia. In addition, students who attended in person could enjoy a photo opportunity with an Undeniably Dairy photo backdrop and oversized dairy props. The Chartwells team reported that this event and the giveaways were received better than any other on-site activation to date. Through in-person and social media posts, over 4,000 students were reached.

The second event was part of the Earth Day celebrations on campus, where several activities were hosted. Midwest Dairy was invited to bring an Illinois farmer to discuss dairy farming sustainability efforts. Hundreds of students were reached at the event through messaging, and many participated in dairy trivia and conversations with farmers Sarah and Andy Lenkaitis. There was so much



student engagement at this event that it was decided that in the future, the event timing should be expanded to allow for more great conversation. Through the in-person event and social media feature, over 2,000 students were reached.

Our partnership with Chartwells at the University of Chicago was so well received that the sustainability event was featured on the front page of Chartwells Weekly and shared with over 300 college campuses nationwide. Midwest Dairy will meet with the Chartwells team this summer to discuss how we will continue building our partnership in the upcoming academic year.





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INCREASE DAIRY SALES



# New Partner Announcement, Welcome Godfather's Pizza Express

Godfather's Pizza Express is a new partner for Midwest Dairy. This exciting opportunity recently allowed Checkoff to promote a dairy-based limited-time offer promotion in 368 participating

restaurants. The promotion shined a spotlight on the delicious and fresh dairy products that are produced and delivered locally by dairy farmers. This impactful promotion aimed to reach

new customers and satisfy their appetite for new flavors and products by offering a new pizza featuring five different kinds of cheese. This promotion also included sausage pizza, and both pies were available to consumers in personal and full sizes. This new menu item showcased Godfather's innovative collaboration efforts. Midwest Dairy also provided consumer insights on menu trends.

**This promotion reached over two million consumers in 26 states and included locations in the entire 10-state region.**

This multi-media effort included digital website advertising and extensive in-store point of sale. The Five Cheese and Sausage limited-time offer resulted in incremental unit sales of more than 15 percent at the participating locations. Godfather's Pizza also reported that due to the partnership by Midwest Dairy, more locations participated than any other prior promotions.

This partnership is off to a great start, and we look forward to working with Godfather's on more promotions in the future.

