

# DAIRY PROMOTION

## Update



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**MAKING  
EVERY  
DROP  
COUNT**



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What a year 2022 has been! As we celebrate the beginning of a new year, I want to personally speak to the 2023 year ahead, one that I am excited about! Here at Midwest Dairy, we align with dairy checkoff’s Unified Marketing Plan, allowing us to focus on being efficient and effective regarding your 15-cent investment for promotion and research nationwide. In 2021, we started a three-year strategic plan with a vision of “Bring Dairy to Life for a Better World!” and the mission “Work with Others to Give Consumers an Excellent Dairy Experience.” Throughout the past two years, Midwest Dairy has focused on maximizing the dairy farmer investment by creating programs and resources to build dairy demand and trust, advance research in dairy, create dairy checkoff advocates, and develop farm and community leaders for dairy. Next year, 2023, will be the final year in our three-year strategic plan, and our goal is to bring the story of dairy’s unique ability to nourish both people and the planet to today’s consumer.

As Midwest Dairy reflects on the past year, we realize that collaboration is key to the dairy industry’s success across the United States. We will continue collaborating with Dairy Management Inc. (DMI) and with other states and regions to promote dairy, because what we learn from them strengthens our programs. With that being said, I am also extremely proud of the leadership Midwest Dairy has shown in the federation. For example, Midwest Dairy was a part of developing a high school STEM project featuring dairy, that allowed our team to work closely with high school-aged students across the Midwest and share some of our research and findings within the Gen Z sector. Other projects included outreach to college students, promoting dairy as a solution for providing emotional and health benefits. These projects demonstrate that we are always willing to share our learning with others involved in dairy promotion, and jump in and help out with any effort to increase sales and trust in dairy.

I urge you to continue to follow your checkoff investment through the Midwest Dairy Scorecard provided to farmers twice a year. This measurement tool allows you to track where your checkoff resources are focused and provides a concise explanation of the impact of your checkoff investment. Along with the Scorecard, you will continue to see us fine-tune our outreach to communicate with you. Next year our Annual Report will be posted online in April to allow more interaction. We will also be offering a new direct-to-farmer texting option to share checkoff updates with you more frequently.

As we put another year in the books, I would like to thank you for all your hard work. Your dairy story – the unique wellness benefits of dairy and your dedication to taking care of the planet and your cows is always at the center of what Midwest Dairy does. We are honored to work on your behalf. Enjoy this time with your family. Happy Holidays! ■

**Molly Pelzer**  
*Midwest Dairy CEO*





## Encouraging Dairy Innovation in Unexpected Places

Midwest Dairy is working hard to further our work in innovative spaces. In June, we partnered with **The Hatchery Chicago** to launch a pitch contest for newer businesses to win exclusive access to a commercial kitchen for six months. To be eligible for the contest, we agreed that entrants must have a business model that either has existing sales or established proof of concept, uses at least 25 percent dairy in the ingredient base, and does not contain any alternative dairy products.

From a large pool of applicants, five quickly rose to the top. Those businesses included **Twisted Eggroll**, **Bartleby's Ice Cream Cakes**, **Zimt Cookies**, **Classic Cobbler**, and **Milky Milky Ice Cream**. This past September, those finalists then went on to pitch their product to a panel of judges made up of farmers, processor partners, and Midwest Dairy staff.

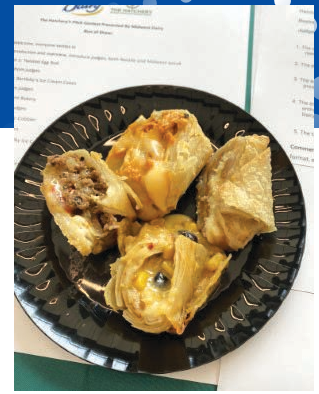
The finalists were chosen for a variety of reasons. Still, one was a standout winner for their innovative product idea,

which brought dairy to a food that is not typically known for having any: the eggroll. The judges selected Twisted



Eggroll for its impressive dairy-inclusive menu. Dairy is a component of their eggrolls, often the number one ingredient, making up anywhere from 46-50 percent of all ingredients used! The varieties of Twisted Eggrolls include, southwestern veggie, Philly cheesesteak, buffalo chicken, and their new apple cheesecake.

Congratulations to Twisted Eggroll, who now have the sole rights to operate out of a Midwest Dairy-sponsored kitchen on The Hatchery's campus, which is located in Garfield Park in Chicago. Throughout the next six months, Twisted Eggroll will have wrap-around support services from The Hatchery team and quarterly check-ins with the Midwest Dairy team.



Midwest Dairy focused on this project because of its innovation and several strategic reasons. For example, the Chicago location was key. By doing a pitch contest in one of the most populated cities in our 10-state region, we exposed a large group of consumers to innovative dairy products and are paving the way to bring this contest to other metropolitan areas. Including our processor partners was also significant for Midwest Dairy in hopes that we would create checkoff advocates by inviting them to become judges. The opportunity to judge has been shared with our Midwest Dairy Foods Research Center industry members, and there has been great interest from them in being a part of future pitch contests.

Projects like these encourage dairy innovation and shine a spotlight on how truly versatile dairy can be. **Thank you to all the food entities who participated in this successful project!**





# FUEL<sup>your</sup> FUN!



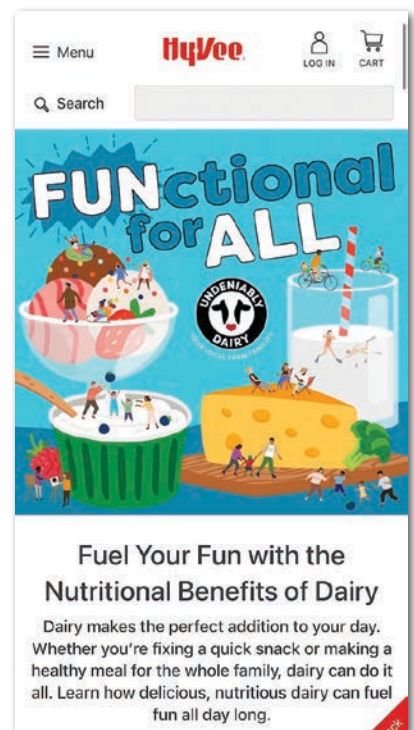
## PROMOTING VERSATILE THEMES WITH ONE COHESIVE MESSAGE AMONG PARTNERS

**“Fuel Your Fun,” a back-to-school campaign kicked off by Midwest Dairy, was designed to remind busy families and students about the importance of consuming healthy foods, including dairy.** The campaign showcases dairy as a great source of energy, specifically calling out its impressive source of protein. This theme was created with versatility in mind, allowing retail and trust partners to make it their own by using the phrase “Fuel Your Fun” when referencing dairy and putting their own voice and look to it. Midwest Dairy successfully pitched this campaign to different partners and offered any additional support they might need as they leaned into it and made it their own!

Retail partners, such as Hy-Vee, Hen House, Price Chopper, and Dierbergs, all utilized the “Fuel Your Fun” theme in different and effective ways.

**Hy-Vee**, a grocery chain with more than 285 store locations in Iowa, Illinois, Missouri, Kansas, Nebraska, South Dakota, and Minnesota, promoted the campaign through a landing page on its website. This landing page showcased the nutritional benefits of dairy by breaking down different dairy products, and the benefits gained when consuming them. The webpage called out milk for its 13 essential nutrients, suggested cheese to upgrade any dish, promoted yogurt to “show your gut some love,” and offered ice cream as a snack to help relax and unwind. Recipes utilizing dairy were provided, including breakfast, snacks, and side dishes that promoted dairy ingredients. The page

also featured a “FUNctional” dairy carousel that allowed shoppers to purchase dairy products directly from the page.





**Hen House Markets** also partnered with Midwest Dairy to bring the back-to-school theme to life. They paired the “Back to School with Dairy” theme with the Fuel Your Fun marketing assets to promote a variety of media and content that was placed on the Hen House website, e-blast, multiple Facebook posts, social media ads, and targeted traditional media ads. Midwest Dairy also sponsored a recipe, cheese and turkey Sausage Quiche featuring shredded cheese and milk, hosted by



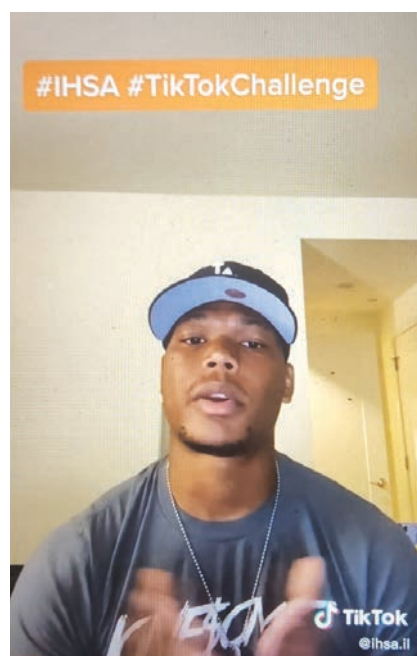
the BariGirls that was shared via email and social media channels. This recipe was also supported by a shredded cheese promotion in Hen House stores.

Midwest Dairy trust partners, such as the Illinois High School Association (IHSA), the South Dakota State Fair, and “Moo-vie Nights” in Kansas, also used the Fuel Your Fun theme or assets this past summer.

Midwest Dairy had the opportunity to sponsor a performance nutrition webinar for Illinois High School coaches through a partnership with the IHSA. The webinar, presented by Katie Knappenberger, Sports Performance Nutrition Director for Northwestern University, gave coaches tips and information on how to help their athletes make better nutritional choices with performance in mind. This webinar focused on the entire nutritional spectrum, sharing how dairy

is a great way of getting a natural source of protein, different ways athletes could refuel with chocolate milk after games as an easy way to re-energize their body, and even lactose-intolerant information. The webinar was sent out to over 34,000 coaches throughout Illinois. The coaches were also provided with handouts to use when talking to their athletes and posters to be placed around schools that incorporate the “Fuel Your Fun” tagline paired with images of outstanding athletes.

As part of the partnership with IHSA, Midwest Dairy also did a Back-to-School Fuel Your Fun TikTok Challenge where high school students had to include dairy in a video featuring their team. David Montgomery from the Chicago Bears announced the challenge and encourage students to participate for a chance to win tickets to the upcoming Fuel Up to Play 60 Game with the Bears in November. There were eight videos entered in the contest and over 21,000 votes to pick the winner, Red Hill High School from Bridgeport, Illinois. There have been



over 468,500 views of the videos tagged with #IHSA DAIRY the hashtag created for the TikTok challenge.

Because dairy plays an integral role in keeping kids happy, healthy, and fueled, Midwest Dairy partnered with Summit Media, representing three large consumer facing radio stations in Omaha, to promote dairy at the ball field. The “Fuel Your Fun” messaging was utilized to reach both youth and their parents. During this partnership dairy nutrition messaging was amplified on-air and via social media through radio talent activations. Consumers were prompted to visit **dairydoestoo.com** to nominate their coach, school or local team to win a dairy drop filled with Hiland chocolate milk and Undenially Dairy branded promotional items. Each week, one team was randomly chosen and awarded a drop to enjoy dairy at practice. Also on this landing page, consumers were able to view information about farm tours, sustainability, and nutrition messaging. Activation messaging directed consumers to the fall activation page **fuelyourfunrecipes.com**, where they could find a variety of dairy recipes. This activation reinforced the nutritional and FUNctional benefits of dairy with a unique opportunity to amplify this message to both the parents of Gen Z and Gen Z themselves, creating the foundation for dairy as a trusted nutrition and fueling source. This month-long promotion resulted in over 1.2 million impressions among consumers ages 18-44, through multiple platforms.

As you can see, the beauty of the “Fuel Your Fun” campaign is its versatility among partners, who had the freedom to use it in unique ways, yet collectively promote and showcase dairy in the marketplace and to consumers. Furthermore, current and new partners can use this campaign any time of the year as an “evergreen” activation to drive increased awareness and consumption of dairy products! ■





# DEAL CLASS 2 WRAPS UP A BUSY YEAR

**The Dairy Experience and Agricultural Leadership (DEAL) program** is an 18-month, three-phase program created by Midwest Dairy that provides young dairy farmers in the Midwest Dairy region with a better understanding of the dairy checkoff and learning opportunities. Now with its second class, the DEAL program continues to give emerging dairy leaders the skills and opportunities they need to share their dairy farming stories with others, build trust, and drive demand in dairy.

DEAL Class 2 met in Chicago, Illinois, for Phase 2 of the program this past August, offering training on connecting with consumers, both in-person and online. Farmers participated in an ENGAGE training provided by the Center for Food Integrity, which taught

them how to connect with consumers on shared values. They also heard from industry leaders, including Don Schindler, Senior Vice President of Digital Innovations at Dairy Management, Inc. (DMI), who provided interactive workshops focused on branding, video editing, and answering tough questions online. Serena Schaffner, Senior Vice President of Communications at DMI, also shared more about the environmental messages dairy farmers can leverage to connect with Gen Z.

While in Chicago, DEAL members got the opportunity to

tour Bel Brands' US headquarters and learn more about the company including its corporate social responsibility, consumer insights and integrated marketing communications areas of work. They also learned more about the history of GoodSport from GoodSport's Founder and CEO





Michelle McBride. The meeting was rounded out by hearing from Midwest Dairy staff about projects where checkoff resources are being used to help build trust in and sales for dairy.



DEAL members had the chance to explore Chicago and connect with other farmer peers in between presentations. Five farmers presented to the group, sharing more about their farms, families, and hobbies leading to great industry conversations. Many participants also spoke to locals about why they were visiting their big city, during other fun activities planned for the group, putting their newfound skills to the test.

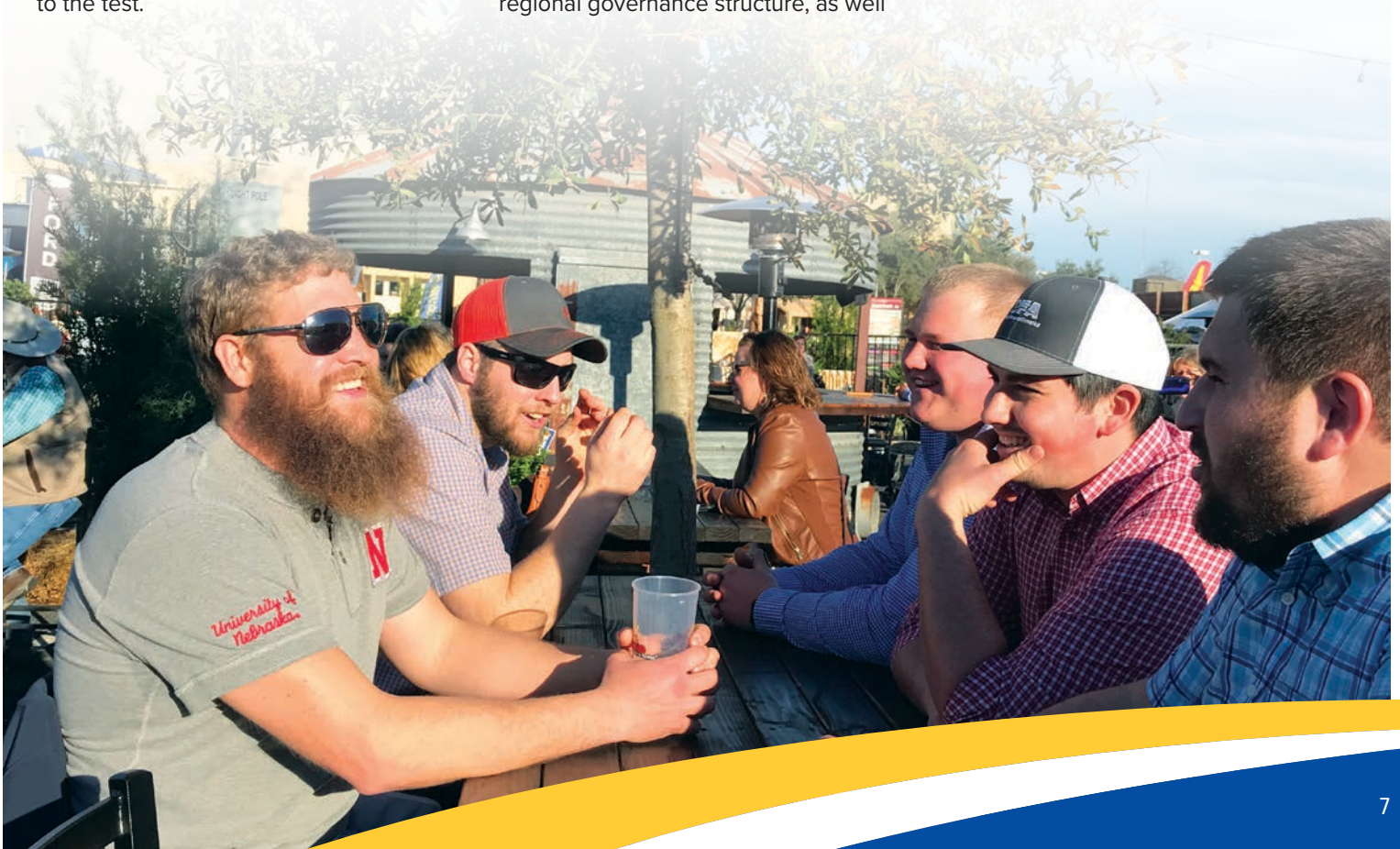
Once home, the DEAL members' homework began. They were challenged to participate in a consumer-facing event that Midwest Dairy was involved in on a local level. At one such event, Midwest Dairy partnered with Jennifer Schmitt, Ph.D. and Senior Research Scientist in Sustainability at the Institute of the Environment, University of Minnesota. Three DEAL participants, including Paige Roberts, herd manager at Jer-Lindy Farms, and Kevin and Lindsey Borst, DVM, from Borst Farms, joined the presentation remotely. The three stood in as industry specialists during a virtual dairy farm tour with 40 graduate students from sustainability, public health, and dietetic intern programs at the University of Minnesota and the VA Hospital.

The DEAL Class 2 program will officially wrap up in July 2023 when Phase 3 will commence. Group participants will be invited to attend part of the Corporate Midwest Dairy board meeting to learn more about the regional governance structure, as well



as join for lunch and dinner networking opportunities. They will hear from a speaker about animal activists and how better handle them in a crisis situation, as well as undergo a final media training.

Midwest Dairy would like to thank both class one and class two DEAL participants. As you wrap up your final Phases, we encourage you to stay involved with Midwest Dairy and the dairy checkoff. We are confident in the next group of dairy industry leaders! For more information on this program, please visit [MidwestDairy.com](http://MidwestDairy.com). ■







# Midwest Dairy Celebrates a

Midwest Dairy embraced the opportunity to build trust with consumers during the 2022 State Fair season. Dairy was present at state fairs in big ways, from various booths, milking demonstrations, butter sculptures, and more. These gatherings draw massive crowds across our 10-state region, cultivating many opportunities for consumers to connect with dairy farmers and enjoy dairy products. No state fair is the same, but Midwest Dairy is proud to be a part of them by collectively sharing the dairy story and highlighting farm families that help bring it to life. Learn more about these efforts below!



## MINNESOTA STATE FAIR **sales and attendance exceed expectations**

The 2022 Minnesota State Fair was the fifth most attended year ever, with over 1.8 million attendees. The Dairy Goodness Bar saw two



record-breaking days for sales, while the All You Can Drink Milk Stand saw over 10,000 gallons of milk consumed.

Rachel Rynda, from Montgomery, Minnesota, was crowned the 69th Princess Kay of the Milky Way. Rachel is currently a student at the University of Wisconsin-River Falls, majoring in Agriculture Business with a Dairy Science minor. She's the second Princess Kay to be named a scholarship winner and Ms. Congeniality. During the Minnesota State Fair, Princess Kay and fellow finalists interacted with thousands of consumers around the fair through daily visits to the Moo Booth, playing trivia at the education booth, and visiting with fair guests near the Butter Booth.

Princess Kay, the finalists, and Gerry Kulzer, the new Princess Kay Butter Head sculptor, had nearly 50 interviews during the fair with local, regional, national, and even international media outlets, allowing them to promote the dairy industry on a large scale. Gerry even garnered media attention from the New York Times, Wall Street Journal, and more. ■





# Successful State Fair Season

## Midwest Dairy connects with consumers during IOWA STATE FAIR



The Iowa State Fair had a record-breaking year with an estimated 1,118,763 people in attendance, and two hundred of those fairgoers got a chance to see where food in Iowa really comes from. The third annual Farm to Fair Meal incorporated elements of Iowa's agriculture commodities such as dairy, pork, corn, beef, egg, soybean, and turkey. The meal's

highlight included a peach ice cream dessert created by Picket Fence Creamery. Secretary of Agriculture, Mike Naig, hosted the event while consumers engaged with Iowa farmers. Attendees had an opportunity to eat, learn, engage with and discover facts about Iowa farming. Farmer participants included 17 dairy farmers made up of Dairy Experience and Leadership Program members and Iowa Division Board Members.

In addition, Midwest Dairy was proud to sponsor the 2022 Iowa State Fair - Fair After Dark event. The event took place at the

Animal Learning Center. The behind-the-scenes ticketed event allowed consumers to have a fun



evening learning about the Iowa agriculture industry and getting up close with baby animals, allowing fairgoers to discuss questions regarding agriculture and food production. Consumers enjoyed a variety of activities, including calf selfies and learning how to place ear tags. ■







## Midwest Dairy grows trust in dairy at the **NEBRASKA STATE FAIR**



Midwest Dairy took every opportunity to share the sustainable nutrition story of dairy during the 2022 Nebraska State Fair. A complete “Dairy Things Happening” list was included in the fair visitor guide and distributed to fairgoers as they entered the grounds.

By teaming up with Nebraska Pork Producers Association, Midwest Dairy hosted “Deliciousness with Dairy & Pork,” featuring Chef Nadar from Billy’s Restaurant in Lincoln, who provided cooking demonstrations.

Midwest Dairy targeted “Older Nebraskans Day” at the fair

by providing messaging and literature on the importance of dairy in the diet for older adults. In addition to the display table in the Raising Nebraska Building, Hiland Dairy provided milk to fairgoers, sharing that milk is a good source of vitamin D and calcium that helps maintain bone strength, preserve muscle strength, and prevent osteoporosis. During the entire fair, Hiland provided more than 2,000 cartons of milk for students, fairgoers, contestants, and exhibitors.

Nebraska’s Largest Classroom was held over three days, and more than 1,300 elementary students attended. Dairy farmer and advocate volunteers, along with Midwest Dairy Ambassadors Mikayla Martensen and Jenna Albers, shared the sustainable nutrition story of dairy at the dairy exhibit in the Raising Nebraska building. Students also received cold milk from our partner Hiland Dairy while taking part in the dairy presentation.

The Undeniably Dairy Booth included a variety of messaging about dairy’s sustainable nutrition story through handouts, QR codes, and dairy giveaways. Enhancing the booth was the display of all seven dairy breeds of cows, managed by the “Moo Crew.” The “Moo Crew” also provided the highly attended milking demonstrations that took place five times a day during the 11-day fair in the milking parlor of the cattle barn. During the demonstrations, there was opportunity for consumers to ask questions and receive coupons for the ice cream parlor. The ice cream coupons included scan codes that directed them to the Undeniably Dairy site for more information about dairy sustainability and life on the farm. Midwest Dairy also partnered with Sam’s Club to distribute approximately 5,000 sticks of string cheese as a healthy, nutritious snack to fairgoers participating in the milking demonstrations. ■





## Dairy memories made at ILLINOIS STATE FAIR



The 2022 Illinois State Fair saw huge crowds that swarmed the Dairy Building to see the famous butter cow, engage in dairy activities, and enjoy delicious treats. The first weekend of the fair saw long lines out of the Dairy Building as people anxiously waited to see the

butter cow, which followed the fair theme of “Grow with Us.”

The dairy building was full of fun activities to engage fairgoers, including a touchscreen match game, cooking demonstrations by Rush University dietetic interns, Dairy Trivia PLINKO, a QR code BINGO game, the Butter Cow Heart Hunt, an Undeniably Dairy photo booth, #FuelYourFunIL social media contest, coloring station, a monitor that showcased Midwest Dairy sustainability videos, and lots of photo opportunities throughout the building. The Undeniably Dairy photo booth was a huge hit, with 5,331 photos printed and an

additional 3,422 photos shared via text message.

Illinois State Fairgoers also enjoyed the dairy treats at the Dairy Goodness Bar. The Dairy Goodness Bar offered milkshakes, ice cream cones, ice-cold milk, and cream puffs. Demand for our dairy treats was high as sales for the Dairy Goodness Bar at the 2022 Illinois State Fair grew by 61 percent over the 2021 Illinois State Fair. ■







## Fuel Your Fun with dairy at the SOUTH DAKOTA STATE FAIR



This year's partnership with the South Dakota State Fair featured a digital scavenger hunt using the organization-wide "Fuel Your Fun" theme. The hunt led fairgoers on missions around the fairgrounds, where participants were eligible for free ice cream from the Dairy Bar. Farm Bureau and South Dakota FFA also supported dairy in their scavenger hunt within the Ag Adventures Center. Overall, around

800 people participated in both hunts.

Each day of the fair, an "Undeniably Dairy Fair Family of the Day" was chosen to receive a dairy prize pack and pose by the photo wall. Photos were shared to the fair's Facebook and Instagram pages reaching their 29,000 social media followers.

Many other efforts took place by Midwest Dairy around the grounds, including milk being served at the State's Largest Classroom event reaching about 665 students and Adopt-a-Cow program resources shared with 24 local teachers. Ice cream cut-outs, including some specifically sized for kids, were created for use outside of the Dakota Marketplace which houses

the Dairy Bar. The Dairy Bar was operated by Dakota Snow again this year.

In addition, Midwest Dairy supported the 4-H Volunteers Leaders Banquet and the Farm Bureau Centennial Farms event, providing complimentary milkshakes to many dairy farmers and commodity friends throughout the fair. ■



## KANSAS STATE FAIR wraps up the season

The Dairy Bar at the Kansas State Fair was excited to announce strong sales again this year. The Dairy Bar, managed by the Kansas Dairy Association, was supported with dairy signage and video messaging by Midwest Dairy. Also, back by popular demand, was the soft-serve flavor of the year, peach, provided by Hildebrand Dairy.

One of the most popular places on the grounds was Agriland, an interactive, multi-commodity, hands-on area for youth and adults to learn about agriculture. Kansas State University veterinary students also took advantage of dairy messages provided by Midwest

Dairy as they interacted with consumers in the birth center. Midwest Dairy teamed up with the K-State Dairy Club and the Clifton-Clyde FFA chapter to help fairgoers understand more about dairy by milking a faux cow, playing dairy trivia, and offering cow hats and prizes. ■





## 2022 MISSOURI STATE FAIR **brings dairy to consumers**

Great August weather brought big crowds to the 2022 Missouri State



Fair and the Gerken Dairy Center in Sedalia, Missouri. A favorite stop for fairgoers, the Gerken Dairy Center did not disappoint with 17 flavors of hand-dipped ice cream, 11 soft-serve ice cream flavors, and the ever-popular grilled cheese sandwiches. New to the menu this year was the “Pizza Grilled Cheese” sandwich that proved to be a hit

and will become a permanent sandwich along with the “Bacon Mac Grilled Cheese” sandwich. Over 36,500 fairgoers enjoyed dairy products at the Gerken Dairy Center. ■



### Showcasing 2022 State Fairs Through Facebook Live

Midwest Dairy went live on social media this summer to showcase checkoff resources at work during many State Fairs. Facebook Live allows a page to broadcast live, sharing experiences in real-time with page followers. Followers can react, share, and comment on the livestream, and once the Live ends, the video lives on the page for future viewing.

**MISSOURI STATE FAIR**  
**LIVE** with Ron Grusenmeyer made a combined  
**22,252 IMPRESSIONS**  
 between two videos

**MINNESOTA STATE FAIR**  
**LIVE** with interns Kelsey Erf and Emily Popp made  
**47,667 IMPRESSIONS**

**NEBRASKA STATE FAIR**  
**LIVE** with intern Mikayla Martenson made a combined  
**17,917 IMPRESSIONS**  
 between two videos

**KANSAS STATE FAIR LIVE**  
 with Ron Grusenmeyer made  
**41,580 IMPRESSIONS**  
 between two videos

**ALL IN ALL, A TOTAL OF  
 151,828 IMPRESSIONS WERE MADE  
 OVER 7 STATE FAIR VIDEOS!**



Watch our Facebook Lives!





# The Value of Dairy Checkoff: *Partners Recognize Midwest Dairy Positively in the Marketplace*





Midwest Dairy knows creating relationships with retail and foodservice partners puts checkoff resources to good use by building consumer trust and driving dairy demand. These opportunities – whether in person or virtual – allow consumers to get a more personalized view of dairy farming and how products in the grocery store are made. We are so thankful to be able to partner with retailers who appreciate farmers’ work and the nutritious products they make. But it is not just Midwest Dairy who is proud to be working on the farmer’s behalf; even some of our partners are recognizing and calling out the relationship and successes they have built with Midwest Dairy.

Among those partners is **Cub**, who recently recognized Scott Gilray, Midwest Dairy Director of Demand. Cub, a grocery store chain with over 100 locations in Minnesota and Illinois, awarded Midwest Dairy the 2022 Vendor of the Year award during their annual vendor summit.

Midwest Dairy received this award for its National Dairy Month activations, which featured Minnesota Dairy Ambassadors and Princess Kay of the Milky Way teaching consumers about dairy farming and the goodness of milk. In early June, Princess Kay and Minnesota Dairy Ambassadors hosted an ice cream social at a recently rebuilt Cub in Minneapolis after it was damaged due to civil unrest. Midwest Dairy and Cub used this event to thank local residents for their support, boost community morale, and give people the opportunity to sample great-tasting

ice cream, including lactose-free ice cream.

But the efforts didn’t stop there. Two Minnesota Dairy Ambassadors, Luke Borst and Brenna Connelly, held live Facebook and Instagram events on social media. One event featured “A Day in the Life of a Dairy Farmer,” which showcased a typical day of chores on a local dairy farm. The other segment, called “Ask me Anything”, allowed consumers to ask the dairy ambassadors questions about dairy farming and dairy products. Both of these segments were important to the campaign because it brought dairy farming to life and allowed customers to virtually experience a typical dairy farm. In total, 94 Instagram stories were published between June 8th and the 24th about June being National Dairy Month resulting in 7,897 total impressions and 7,538 story shares.



Midwest Dairy was also recently mentioned in an article titled *Sales Soar for Largest Pizza Franchise, Top 500 Data Shows*, by our partner **Pizza Ranch**. They called out our partnership and recent breakfast pizza product launch. With stores located in Iowa, Arkansas, Illinois, Minnesota, Missouri, Nebraska, North Dakota, and South Dakota, Pizza Ranch is a well-known, family-friendly, buffet-style restaurant. During the interview, Pizza Ranch Chief Brand Officer Jon Moss was open and honest about their tough comeback through the COVID-19 pandemic. He spoke to supply chain issues Pizza Ranch encountered throughout the

pandemic, which resulted in dialing back their limited-time pizzas to focus on “giving guests their favorites.” However, he commended a partnership with Midwest Dairy for introducing new take-and-bake breakfast pizzas, which were very successful. In the article, Moss says, “That went over so well, in fact, we had to bring in an outside supplier to help produce those products.”

Pizza Ranch continues to be a great partner for Midwest Dairy for many other activations. For example, we recently partnered with them on a promotion to drive incremental cheese sales. Through this activation, Pizza Ranch used more cheese on their popular Cheesy Ranch Sticks, offered at the buffet and on the to-go menu. This included a 50 percent increase of cheese on the small order of breadsticks and a 33.3 percent increase of cheese on the medium and large orders. This promotion was offered through April. It was so successful that it went on to be a permanent menu item, showcasing Pizza Ranch’s willingness to promote dairy activations that prove successful.

Partnerships like these and many others are extremely valuable to Midwest Dairy as we work with those who can help build demand for dairy products and have pride in working for the Midwest dairy farmer. ■





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St. Paul, MN 55113

Change Service Requested

PRSR STD  
US POSTAGE  
**PAID**  
MANKATO, MN  
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## GROWING TRUST IN DAIRY

# Retail Partners Celebrate National Dairy Month

### Jewel-Osco

The largest grocery retailer in Illinois, Jewel-Osco, had a robust National Dairy Month campaign. This partnership included billboard signs, print and digital ads, as well as in-store displays to not only celebrate the dairy industry, but drive sales. With 192 stores, in June alone there were 13.6 million people who saw dairy's story come to life through different marketing avenues.



Weekly ads had dairy messages and Undeniably Dairy logos were included on the ads, on billboards around Chicago, plus shelf signage in store. Radio ads also promoted dairy. There were offers of \$5 off for every \$25 dairy purchase which could be redeemed, with no limit throughout the month.

The store also challenged its different locations with a Dairy Display contest. Displays proved impressive, both in adding more dairy space, creating standout departments, and increasing dairy sales. The top winner from the Elburn, Illinois, store had an increase of 81 percent in sales.

### Hen House Markets



Hen House Markets, a grocery retailer in Kansas, prepared for June Dairy Month by seeing a dairy farm firsthand. In May, Hen House's agency, along with local Chef Jasper Mirable, visited Rob and Lisa Leach of Lin-Crest farms in Linwood, KS. During this visit they recorded a video titled *A Day in the Life of a Farmer* series. This video was then distributed through email and Facebook during June Dairy Month. In addition to the video, Hen House had three more social posts featuring facts about dairy. Midwest Dairy also sponsored a recipe video with local chef Jasper Mirabile titled, "Milk and Honey Chicken."

Hen House tested in-store marketing to coincide with the digital and email efforts mentioned above. The in-store components featured QR codes to Chef Jasper's recipe and a promotion on butter as coordinated by Hen House's dairy category manager.

## Teaming Up with Runza



Runza, a Lincoln, Nebraska based quick service restaurant chain with 88 locations in NE, IA, KS, CO and MO, has partnered with Midwest Dairy to promote a Limited Time Offer Philly-Style Runza Sandwich. The sandwich features three cheeses that are combined with vegetables and Philly style beef. The goal of the program was to build awareness of the local farm families that are involved in producing dairy products like those featured in the Philly-Style Runza Sandwich. The campaign ran from September 1 to October 31 and also featured the Engelmans, a local farm family.

The Engelmans were featured through photos of them on their farm, Classic Dairy in Jansen, NE. The campaign included customized point of sale materials that highlighted fun facts about the dairy products produced by dairy farmers. The Point of Sale included the tag line: *Meet the Engelmans – We couldn't be this cheesy without some help.* The POS also featured the following program description: *Just by ordering a Philly-Style Runza®, you're not only helping yourself to a tasty meal, but you're supporting families like the Engelmans across the Midwest. Now that's what we call a win-win-win-win.... you get the point. Runza® makes it all better and Midwest Dairy Farmers make us better.* In addition to the custom POS, the program was also supported by social media postings which featured the Engelmans, product shots and the Undeniably Dairy seal.