

Promotion IN ACTION



February 24, 2022

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COMMENTS FROM OUR CEO



MOLLY PELZER

Undeniably Dairy Grants provide an opportunity for you as dairy farmers to engage with consumers in your community. We hope you will take advantage of the grants to showcase that dairy benefits people, the planet, and communities. The Undeniably Dairy Grant allows you to engage with consumers to bring dairy to unexpected places, host on-farm events, and talk about the value dairy farms bring to your community. Reaching Generation Z (11-26 years old) with these grants is also highly encouraged because we have an opportunity to make sizeable changes to grow sales and trust for dairy with this age group. Gen Z loves dairy, but they have questions about dairy's nutrition and impact on the environment. Undeniably Dairy Grants are a great way for dairy farmers to connect with local youth to answer those questions.

Not only can dairy farmers apply for grant money, but also dairy groups and agriculture organizations. Midwest Dairy listened to farmer feedback and has made several changes to the Undeniably Dairy Grant program to better serve you. I am excited to see how these grants will be used in 2023. Keep reading to learn how an FFA chapter took advantage of an Undeniably Dairy Grant this past year. As the first cycle of funding applications closely approaches, please think about ways to spread awareness about dairy's unique nutrition and care for the planet to Gen Z consumers in your community by using this grant. You still have time to request funding by the first funding cycle deadline of March 1, and you can also apply in the next two funding cycles by May 1 and August 1. This is an opportunity to reach consumers in your community, and I hope you take this opportunity to make it happen. [Click here](#) to learn more about Undeniably Dairy Grants.

Lewiston Altura FFA Chapter raises dairy awareness



The Lewiston Altura FFA Chapter, located in Lewiston, Minnesota, completed its third year of sponsoring the "Forever Farm Approved" Dairy Bag by utilizing the [Undeniably Dairy Grants](#). The idea grew when the chapter realized that farms were struggling at the start of COVID in 2020 and wanted to bring awareness to the community of their prominent local dairy industry. The chapter created a marketing plan targeting families in the Lewiston Altura School district who may not be familiar with the benefits of dairy and sourced dairy products from creameries and one regional grocery store. The bags were then promoted and sold on social media, and in the first year, the chapter sold 300 bags at half the retail price. The bag included various dairy products like milk, cheese, and gelato. The bag also included promotional materials from Midwest Dairy, including dairy facts and recipes. The chapter used the Undeniably Dairy Grant to purchase reusable grocery bags with the Forever Farm Approved and the Undeniably Dairy logo on the bag. The Undeniably Dairy logo was also used in all social media advertising.

In 2022, the Lewiston Altura FFA Chapter sold 350 Forever Farm Approved Dairy Bags filled with various dairy products to Winona, Lewiston, Utica, and Altura community residents. The FFA Chapter included in the dairy bag promotional material from Midwest Dairy and, again, dairy facts and recipes that chapter members put together. With the variety of products included, there was something nutritious for everyone in the family. This year the chapter was also featured in the [Dairy Star newspaper](#).

Dairy Scholarships are still open



This is your final reminder to turn in your scholarship applications. Midwest Dairy is seeking students to apply for the state division scholarship for the 2023-2024 academic school year. Deadlines vary by state but all are due at the beginning of March. High school and undergraduate students accepted or enrolled into an accredited college are invited to apply. Students can learn more and apply by [clicking here](#).

Driving cheese sales through Instacart



Instacart is a grocery shopping and delivery service that allows customers to order groceries online from participating retailers—a service used by many retailers within the Midwest Dairy region.

Research shows cheese sells very well during the holiday season, so through November and December of 2022, Midwest Dairy launched a campaign utilizing an Instacart banner ad to drive awareness and traffic by targeting consumers using purchase behavior and keywords. The banner ad featured cheese as a key ingredient for a hearty meal or general entertaining during the holiday season. We were also able to suggest a cheese purchase by our ad showing up on adjacent online “aisles” like snacking (deli, granola bars), milk, and bananas. To execute a campaign that covered a large geography within the 10-state region, we targeted Jewel-Osco, Schnucks, Hy-Vee, Cub Foods, and Price Chopper with banner ads that included the “shop cheese” feature. Once the customer clicked the “shop cheese” button, they were taken to the cheese category page to “add to cart” and purchased right from that page.

Midwest Dairy was pleased with the results. The campaign drove over 2 million impressions, almost 60,000 clicks, and \$611,000 in cheese sales. These numbers prove that consumers saw the ad and reacted, generating sales. Cheese items included in the campaign also saw increased units sold during the campaign weeks versus the four months previous. The average ROAS (Return On Ad Spend) was over \$12. This means that for every \$1 invested in this campaign, we drove \$12 in cheese sales.

2025-30 Dietary Guidelines Advisory Committee (DGAC) meets



Every five years, The U.S. Departments of Health and Human Services (HHS) and Agriculture (USDA) work together to update and release advice on what to eat and drink to meet nutrient needs, promote health, and prevent disease. It is then developed and written for a professional audience, including policymakers, healthcare providers, nutrition educators, and federal nutrition program operators. The DGAC also plays a significant role in achieving goals outlined in the [National Strategy on Hunger, Nutrition, and Health](#), proposed during the [White House Conference](#) in September 2022.

Each edition of the Dietary Guidelines reflects the current body of nutrition science. In addition, the 2025 DGAC will explore identified [scientific questions](#). According to the [2025 Advisory Committee | Dietary Guidelines for Americans](#) website, “The 2025 Committee will examine the relationship between diet and health across all life stages and will use a health equity lens across its evidence review to ensure factors such as socioeconomic status, race, ethnicity, and culture are described and considered to the greatest extent possible based on the information provided in the scientific literature and data.”

The DGAC held its first [two-day meeting on February 9-10, 2023](#). Public meetings are scheduled throughout the year. The National Dairy Council staff actively monitors these public hearings. The HHS and the USDA have requested that the DGAC release its Scientific Report **by October 2024** and publish the final policy document in **2025**. Checkoff will continue to monitor this process and be sure the farmer’s voice is heard.

Sales results are in and show positive for dairy



Kroger Precision Marketing e-commerce activation

In the fall of 2022, Midwest Dairy partnered with Kroger Precision Marketing (KPM) to drive incremental dairy sales through targeted off-site ads. Through August and October, off-site ads ran on websites housing news article to hobby websites, hoping to meet consumers where they were at. The Kroger stores that Midwest Dairy targeted in the Midwest region specifically include Dillons in Kansas, Bakers in Nebraska, Gerbes in Missouri, and Kroger Delta based in Arkansas. This allowed Midwest Dairy to reach shoppers in more rural areas that were not targeted in the past.

KPM ran the campaign focusing on 150 top-performing milk, cheese, and yogurts. The target audience included lapsed shoppers or those who used to purchase dairy but have not done so recently, those that were already category shoppers, dairy-free shoppers, and current shoppers.

As a result of the campaign, we reached 314,900 households, of which 323 were new to purchasing dairy. In addition, the campaign resulted in over 2.6 million impressions, and the return on ad spend was 10.91x, meaning for every dollar Midwest Dairy spent, there were almost \$11 dollars in sales as a direct result.

Midwest Dairy plans to continue the partnership with KPM into 2023, with a planned on-site ad campaign coming this summer focusing on reaching consumers who are already shopping.

Highlighting Freddy's Frozen Custard, Steakburgers Key Lime Pie Concrete and Cheeseburger Combo

Midwest Dairy partnered with Freddy's Frozen Custard and Steakburgers to promote a dairy-based limited-time offer program across their restaurants. The 450-unit quick-service restaurant chain used funding from Midwest Dairy to create an impactful promotion aimed at expanding its audience and satisfying their appetite for new flavors and products. As a result, three items made with dairy products were featured in a June Dairy Month promotion in 2022. In addition, Midwest Dairy partnered with Freddy's to provide consumer insights on menu trends and flavors and funding for a significant part of the total program costs.

The resulting program reached over six million consumers in 34 states. The program focused on dairy products that are produced and delivered locally. The promoted products included a limited-time offer combo of BBQ Double Bacon Cheeseburger with Cheese Curds and a Frozen Custard Concrete flavor Key Lime Pie. The program was a multi-media effort, including digital advertising, select market TV/cable ads, sponsored Meta ads, and extensive in-store promotion. The program resulted in more than 12 percent incremental unit sales system-wide.



Midwest Dairy partnered with Freddy's to promote three different products, all featuring dairy.



Midwest Dairy utilized targeted off-site ads to meet consumers where they were on the web and drive them to buy dairy products.

Showcasing the dairy lifestyle to consumers



Adopt A Cow's Kissable Calf Contest

With February being the month of love, Discover Dairy's Adopt a Cow program is hosting its "**love at first moo**" contest for classrooms across the globe. All calves participating in the program are being featured on social media for students, families, and friends to vote for their favorite calf. This opportunity is allowing the Adopt a Cow Program to extend its reach beyond the students enrolled in the program. In the first 24 hours of launching, there were more than 111,000 votes among contestants.

Learn more about this activation and the Adopt a Cow program [here](#). You can also vote until the end of February and support one of Midwest Dairy's six farms participating. Midwest Dairy farms and calves participating include calf Cookie of Lark and Poppy from JCC Jerseys (Nebraska), calf Chani, Rylie, and Silk from Takes Dairy (Iowa), calf Ada and Shimmer from Berning Dairy (Illinois), calf Queen Isabella, Thelma and Tiara from Rottinghaus Holstein Farm (Kansas), and calf Bella and Daisy from Miron Farm (Minnesota).

Dairy display gets a refresh to connect with consumers

Raising Nebraska is the perfect opportunity to connect with consumers and build their trust in dairy. The 25,000-square-foot building located on the Nebraska State Fairgrounds offers year-round experiences about food and the families that grow it. The multi-faceted exhibit hall allows for more than a dozen unique experiences for students, families, and the general public to experience where their food comes from and how it is grown.

Midwest Dairy has partnered with Raising Nebraska to provide updated messaging about dairy's sustainable nutrition story on a large two-sided banner. The banner enhances the existing dairy case, including a touchscreen video and the milking unit (parlor). From the Nebraska State Fair, Nebraska's Largest Classroom event with more than 2,000 students attending annually and even teaming up with Nebraska Pork Producers Association to host "Deliciousness with Dairy & Pork," amping up this exhibit is not only beneficial to exhibitors who experience it but a win for dairy.



Raising Nebraska visitor checks out the dairy nutrition information on one side of the new banner.



Social post from the Kissable Cow Contest.

Getting involved to learn more about checkoff



Final reminder to join the Galena Getaway event

Join Midwest Dairy staff and dairy farmers during the Galena Getaway, focusing on how Midwest Dairy works to “break through the noise” in meaningful ways to build trust in dairy as we feature unique partnerships that build dairy sales and build trust with Gen Z consumers. We will also focus on crafting messages through a new storytelling workshop where we will equip you with skills and the confidence to build memorable connections.

Because we appreciate your commitment to the industry, we are offering a \$250 stipend for each farm family who attends. In addition, your registration includes one-night lodging, meals (light social, breakfast, and snacks), and workshop materials.

RSVP [here](#) to register by March 1. If you have questions about the event or agenda, please get in touch with Kendra Anderson, kanderson@midwestdairy.com (Illinois), Mariah Busta, mbusta@midwestdairy.com (Iowa), or Jenna Davis, jdavis@midwestdairy.com (Minnesota), members of the planning committee.

55th Annual North Dakota Dairy Convention highlights

Interesting topics and a chance to network with fellow dairy farmers enticed over 50 attendees to take part in the 55th annual North Dakota Dairy Convention hosted by the Milk Producers Association of North Dakota. Midwest Dairy staff presented how dairy checkoff promotes leadership and growing trust through the [Dairy Experience and Agricultural Leadership \(DEAL\)](#), Dairy Ambassador Programs, and the [Undeniably Dairy Grants](#). Elle Tibor, a Minnesota dairy farmer, joined the meeting virtually to speak about her experience as a DEAL program participant.

Industry thought leadership

Martha Kemper, Vice President of Dairy Experience and Demand, and Maureen Windisch, Sr. Manager of Business Insights, were invited by the Females in Food organization to lead a discussion at the end of 2022 regarding “Dairy Demand Expectations Heading into the Holidays.” This virtual event was ultimately available to 400 viewers. As subject matter experts, Kemper and Windisch discussed dairy trends and headwinds being experienced by the industry and offered some insights into baking trends, given the escalating price of butter and other dairy baking categories.

Great conversations amongst female dairy and food industry leaders were had and showcased the true testament of the credibility Midwest Dairy brings as thought leaders to the food industry and stakeholders.

Reaching Gen Z with partner South Dakota State University

New this year, Midwest Dairy has initiated a partnership with the South Dakota State University (SDSU) Miller Wellness Center, which hosts health-minded college students, offering them a wide variety of fitness opportunities. In addition, their registered dietitian and intern will now be offering five dairy sampling experiences on-site, each focusing on a different dairy product and recipe during the spring semester. This past month's focus was Greek yogurt and featured parfaits. The Wellness Center hosts over 2,000 guests daily, largely college-age students, and 100-200 students typically engage with the two-hour sampling event. The partnership also includes several signage opportunities throughout the building and monthly social media posts reaching almost 5,000 followers.

The SDSU men's basketball team also defeated the University of North Dakota 96-73 recently at the annual Dairy Drive game. To better engage Gen Z, Midwest Dairy partnered directly with a student-athlete, Charlie Easley, to talk about why he refuels with chocolate milk in a pre-recorded radio interview that aired at halftime of the game and aired on Jackrabbit All Access. In addition, he shared his message on social media reaching close to 5,000 followers. Around 1,800 people attended the live game, where nutrition and sustainability messaging were included. In addition, the South Dakota Dairy Ambassadors handed out ice cream coupons at the student entrance of the Dairy Drive game this year and had several ice cream cut-outs that students could pose for photos with as they entered the game.

University Sponsored Kids Fitness and Nutrition Day

Youth are a priority target audience for Midwest Dairy as research shows that dairy consumption begins dropping off after age 13. By educating youth on the importance of dairy as a way to fuel their healthy lives in these formative years, we can set the stage for them to remain future dairy consumers. We have also found it key to reach youth beyond the school day, so we partnered with the University of Nebraska at Kearney for their 19th annual Kids Fitness and Nutrition Day.

Over 700 4th graders learned about nutrition, physical activity, and health through a variety of educational experiences. Midwest Dairy's support provided a dairy experience to keep kids fueled during their day and educated them on how a balanced snack enhances energy, focus, and satiety. This opportunity showcases reaching youth in innovative ways to communities across Nebraska.



The SDSU Dairy Ambassadors hand out ice cream coupons at the student entrance of the SDSU Dairy Drive game.



Incorporating physical activity, kids learn where food items fit into the food groups.



Arkansas / Southern Missouri /
Oklahoma
Stacy Dohle
417-298-2780
sdohle@midwestdairy.com

Iowa
Mariah Busta
563-449-2414
mbusta@midwestdairy.com

Minnesota
Shannon Watrin
507-766-6864
swatrin@midwestdairy.com

North Dakota
Char Heer
701-321-1239
cheer@midwestdairy.com

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

Kansas / Northern Missouri
Ron Grusenmeyer
816-873-0351
rgrusenmeyer@midwestdairy.com

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

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

MidwestDairy.com

You can unsubscribe from this email.
This email was sent by Midwest Dairy – 2015 Rice Street, St. Paul, MN 55113