

Promotion IN ACTION



IN THIS ISSUE:

[2023 Dairy Ambassador Program](#)

[Virtual farm tour changes attitudes](#)

[Kansas Senator pays a visit to Foster Dairy](#)

[Promoting dairy through holidays with parenters](#)

[Partnering with health professionals](#)

COMMENTS FROM OUR CEO

As we transition into 2023, you will start to see Midwest Dairy and dairy checkoff messaging in new and unique ways. In addition to texting and utilizing videos, we are exploring innovative outreach strategies that modernize Midwest Dairy's communication efforts. In addition, we want to hear from you! Please expect an email inviting all dairy farmers in our 10-state region to participate in the 2022 Annual Farmer Survey on Monday, October 31. This brief survey asks a series of questions regarding your awareness of Midwest Dairy's strategic priorities, the effectiveness of the various communication tools and outlets currently used, and how often and in what formats you would like to receive checkoff news.

The data gathered from this survey will help Midwest Dairy refine and enhance the way in which we share stories showcasing the value of your checkoff investment and Midwest Dairy's work, along with the entire federation, to drive dairy sales and build trust. To show our appreciation for your time, the **first 50 respondents** who complete the survey in its entirety will be entered to win **one of five Midwest Dairy Carhartt tool tote and Leatherman tool sets**, and **all respondents** who submit a completed survey will be entered to win **one of fifty \$25 Visa gift cards**.

Midwest Dairy truly values your input, and I hope you will consider sharing your opinion. We also encourage you to invite other dairy farmers in your area to participate. The deadline for completing the survey is **Monday, November 21**.



MOLLY PELZER

Applications for the 2023 Dairy Ambassador Program are now open



Students interested in dairy can now apply to be a dairy ambassador in one of six Midwest states. The dairy ambassador program provides students with leadership opportunities to connect with consumers and share their dairy stories while networking with their peers and industry professionals. Programs are available in Illinois, Iowa, Minnesota, Nebraska, North Dakota, and South Dakota.

To be considered, applicants must be enrolled in a post-secondary school, communicate effectively through writing and speaking, and possess a passion for dairy. Students do not need to be from a dairy farm, have dairy knowledge, or have a major in agriculture to apply; they just need to be excited about dairy. Additionally, Nebraska high school juniors and seniors are eligible to apply for the Nebraska dairy ambassador program.

Ambassadors are expected to serve a one-year term, starting January 1, 2023, and ending December 31, 2023. Ambassadors participate in various activities, including interacting with consumers at local fairs and festivals, school presentations, National Dairy Month events, and attending at dairy industry meetings. You can learn more about the different events the 2022 dairy ambassadors participated in by checking out our [YouTube channel](#). All ambassadors are eligible to apply for up to a \$1,000 scholarship at the end of their term.

Applications are due December 15, 2022. Selected ambassadors will be notified before January 10, 2023.

GEN Z virtual farm tour changes attitudes



Midwest Dairy collaborated with Jennifer Schmitt, Ph.D., and Senior Research Scientist in Sustainability at the Institute of the Environment, University of Minnesota, to lead discussions during a sponsored 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. DEAL participants Paige Roberts and Kevin and Lindsey Borst joined the group remotely. Joanne Slavin, Ph.D., RDN, from the Food Science and Nutrition department, also attended and provided some insight during the discussion.

Our goal was to showcase dairy farmers' commitment to animal care and sustainable practices on the farm to build trust and meet core learning competencies on sustainable food systems. Each farm developed two 5 minutes videos, each focusing on animal care and sustainable practices. After each set of videos was shown, a Q & A and compare and contrast discussion was led by Schmitt.

The group was very engaged and asked a lot of questions focusing on animal comfort and care, food safety, antibiotics, and on-farm practices, which resulted in transparent dialogue. This proved to be a very positive and interactive learning module.

From the results of the pre- and post-surveys, participants walked away with a positive experience and a better understanding of animal care and sustainability practices on the farm. Key learning comments included:

“The regulations (FARM program) that are in place.”

“The sustainability of these farms, and the efforts to make cows comfortable, safe, and have proper nutrition.”

“I was surprised that they are voluntarily trying to protect water and natural resources.”

Kansas Senator pays a visit to Foster Dairy



Through Midwest Dairy's effort to inform congressional delegations of the importance of the dairy checkoff program and the great work being done, Senator Moran of Kansas met with local dairy farmers at Foster Dairy in southeast Kansas to personally experience dairy. The senator and his aids learned how the dairy checkoff operates and that local dairy farmer leaders, including Lynda Foster, oversee the program. They shared highlights of the checkoff resources showing efforts to drive demand for dairy and build trust among consumers. After the meeting, they toured the robotic dairy farm operation to see firsthand the hard work and dedication of dairy farmers.



Promoting dairy through holidays with parenters



Celebrate 'reel' national farmers day at Coborn's Inc. stores

To celebrate National Farmers Day this past October, Coborn's Inc. created an [Instagram reel](#) to inspire and educate their shoppers. Coborn's has much interest from their guests about where their food comes from, and their goal was to bridge the knowledge gap between farm to table so that people feel confident when choosing dairy. While it's one thing to hear about dairy farming, it's another to experience it. Using an Instagram reel is an approachable and digestible way for consumers to understand how dairy gets from farm to table and an opportunity to debunk misinformation they may have heard by virtually experiencing an actual working farm.

Thanks to Square Deal Dairy of Randolph, Minnesota, dairy farmer Chicky Otte welcomed Jess, one of Coborn's dietitians, to the farm to create the reel and share from the farmers' perspective. The [reel](#) successfully hit Instagram on October 12!

Back to school with Dierbergs Markets

This back-to-school season, Dierbergs Markets launched a new shopper marketing program targeting parents of Gen Z called "Easy as A, B, C at Dierbergs." Midwest Dairy participated in this program by providing marketing tools and assets for use in several tactics including social posts and ads, printed circular ad support, and participation in email blasts. The Undeniably Dairy landing page was also updated to include messages and content from the Fuel Your Fun marketing toolkit to enhance the dairy message.

This robust campaign included recipes featuring dairy, dairy health and wellness messaging, along with dairy promotions supported by the Dierbergs category manager and emails sent to all customers who are signed up to receive communication through Dierbergs rewards program. You can check out the landing page [here](#).

Dierbergs Markets is a retailer based out of St Louis, Missouri, and operates 26 stores in both Missouri and Illinois.

Back to school with dairy at Hen House

This fall, Midwest Dairy partnered with Hen House Markets to celebrate going back to school and to encourage parents to purchase dairy products from Hen House.

Using the Fuel Your Fun marketing assets, Hen House and their marketing agency named the campaign “Back to School with Dairy”. Various media efforts were used for this campaign, including engaging content on the Hen House website, an e-blast sent out to the Hen House audience, multiple posts organic Facebook posts, targeted Facebook ads, and targeted media buy ads.

In addition to those tactics, Midwest Dairy sponsored a recipe hosted by the BariGirls that was shared via email and social channels. This recipe was a Cheese and Turkey Sausage Quiche featuring shredded cheese and milk, which Hen House supported with a shredded cheese promotion. You can view the recipe [here](#).

Cub Foods TV ad touts the freshness of dairy

Midwest Dairy has a great partnership with Cub Foods that includes touting the goodness and freshness of Dairy with our consumers.

This month, Cub Foods launched a television ad campaign that informs consumers that Cub Foods has the freshest milk in town with a guaranteed seven days or more of freshness. It starts with great local dairy farmers who make sure that their cows are happy and healthy and who are supported by Cub Foods 365 days a year. They also shared their milk takes only 48 hours from farm to store. View the ad [here](#).

EASY AS ABC @ D

GOLD STAR BREAKFAST

Breakfast is the most important meal of the day. And sometimes the most challenging. Make the morning easier and start the day off right with these simple, flavorful ideas.

A Easy, delicious, nutritious. Go old school with syrup or try topping with peanut butter, cream cheese or fruit.

B Add some happy to the day with an easy make-ahead Breakfast Casserole. A quick warm up is all it needs.

C Prep Overnight Apple Pie Oats before bed, then add chopped fruit or nuts in the morning for a protein packed starter.

Email blast to Dierbergs rewards members.

hen house market
Published by James Black on August 21

Did you know that dairy can help boost immunity with protein, zinc, and vitamins A & D? Dairy is such an important part of your child's diet for this reason! Make sure to shop your dairy products from your local Hen House!

Did you know...?
Dairy can help boost immunity with protein, zinc, vitamins A & D.

hen house your market

HENHOUSE.COM
Back to School with Dairy!
Buy local dairy products from your local Hen House!

Learn more

Hen House Facebook post.



Jess and Chicky overseeing Square Deal Dairy.

Partnering with Missouri university PHDs & RDs to present the dynamic duo- dairy and plants

Dairy and plants make a great pair, and the University of Missouri MU HealthCare's 'Live Healthy' publication is boasting its benefits. This publication is housed on [MU Healthcare's 'Live Healthy'](#) website and sent directly to those that sign up for their monthly newsletter. Midwest Dairy partnered with Cathi Peterson, Ph.D., RD, Elizabeth Parks, Ph.D., and Jennifer Anderson, MA, RDN, LD, to write and publish this article touting the benefits of dairy to its' consumer audience. To point more people to the article, MU HealthCare plans to promote it on their social media channels, including [Facebook](#), [Twitter](#), and [Instagram](#). Partnering with the university not only reaches a diverse audience but positions Midwest Dairy as a credible source of information.

Pediatrician and dietitian share about dairy's benefits to our diet

[Midwest Dairy continues its content series collaboration with Kansas City Mom Collective to reach parents of Gen Z. Building on the partnership's recent Dairy Farmer Instagram Takeover and retail back-to-school campaign, this new content series brought in additional partners to showcase dairy's nutritional benefit.](#) Dr. Gabriel Schifman, MD and pediatrician at Overland Park Regional/HCA Midwest, starred in three Instagram reels highlighting dairy. The reels focused on tips for including dairy if you are lactose intolerant, the benefits of yogurt, and when you can introduce dairy into your infant's diet. The Collective shared that these reels have been "wildly popular," with the [first reel](#) focusing on lactose intolerance having over 20,000 views in the first four hours and [the second](#) working its way there with 13,000 shortly after release. The [third reel](#) published earlier in October shares when dairy foods can be introduced to infants. More results will be shared within the next few weeks.

In addition, to the reels, Dr. Schifman and registered dietitian Bethany Frazier [teamed up to share with Momcast podcast listeners the health benefits of dairy.](#) The podcast host shared, "[this is most fun I've had talking about](#) dairy in a long time!"

The many facets of this partnership brought dairy to life through various channels in fun and meaningful ways



Dr. Schifman, pediatrician at Overland Park Regional Midwest - Instagram reel giving tips on how to enjoy dairy if you are lactose intolerant.



MU Healthcare's 'Live Healthy' publication touts the benefits of dairy in a plant based diet.



Arkansas / Missouri / Oklahoma

Stacy Dohle

417-298-2780

sdohle@midwestdairy.com

Iowa

Mitch Schulte

319-775-3451

mschulte@midwestdairy.com

Minnesota

Lucas Sjostrom

320-249-8701

lsjostrom@midwestdairy.com

North Dakota

Beth Bruck-Upton

402-707-9135

bupton@midwestdairy.com

Illinois

Kendra Anderson

309-825-2196

kanderson@midwestdairy.com

Kansas

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