

DAIRY PROMOTION AT WORK



During these difficult financial times for the dairy community, this newsletter is filled with optimism and success stories of how your dairy promotion team works to build trust in and sales of dairy foods.

United Dairy Industry of Michigan (UDIM) continues to lead conversations with consumers and influencers such as registered dietitians, school foodservice personnel and public health professionals — the people who are the decision makers regarding placing dairy on the menu. We host them on farm tours, sponsor their events and ask them to speak about dairy with the media.

Numerous farmers have also appeared in Michigan media. We know that consumers are more likely to purchase a product from someone they trust. That’s why building trust for dairy farmers is so important to increase sales.

This is all good news, but we still have work to do on your behalf. And we are dedicated to that job.

Sharon Toth
UDIM CEO

NATIONAL PARTNERSHIPS

Dairy Management Inc. (DMI), which manages the national checkoff, shared recent examples of growing dairy sales through our Global Innovation Partners.



To help grow global dairy consumption, **DMI** works with **Yum! Brands**, and through August 2017, U.S. cheese use at **Pizza Hut** Asia-Pacific was up **35%**.



Pizza Hut announced they are adding **25% more cheese** to their iconic pan pizzas.



Since 2008, **Dominos** has **increased** its overall cheese usage **by 72%**.



McDonald's McCafe launched three limited-time “turtle” flavored coffee beverages in all **14,000 restaurants** using the Real® Seal. **McDonald's** is one of the largest users of U.S. dairy in North America and has been a checkoff partner for nearly ten years.

UDIM SUPPORTS DAIRY EXPORTS

Ninety-five percent of the world’s population — dairy’s potential customers — live outside the United States.

Today, the U.S. Dairy Export Council (USDEC) drives an effort to **build U.S. dairy export volume from about 15% of U.S. milk solids to 20%** — known as “The Next 5%.” The focus will be on meeting the evolving demands of overseas customers and consumers with innovative, high-value products.

The Middle East/North Africa market has a growing youth population, rising incomes and more demand for tasty and

nutritious dairy products, as well as an increasing capacity of U.S. suppliers to meet their needs.

Other areas of focus include:

- A partnership with China’s Jiangnan University that will help pave the way for U.S. dairy export growth in China, the world’s largest dairy importer.
- High-level promotions in key export markets. For example, last year in Mexico, USDEC conducted promotions in 160 retail stores, highlighting 165 different types of U.S. dairy foods.



Because of the strong strategic plan and new opportunities for U.S. dairy, UDIM and other regional promotion organizations increased funding for USDEC to raise the U.S. dairy profile across the globe. The UDIM board of directors believes USDEC will find new markets for U.S. milk.

Source: *Getting to the Next 5%, USDEC*

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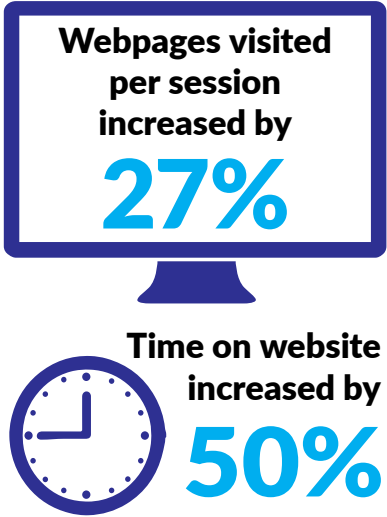
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MILK MEANS MORE EMBRACES UNDENIABLY DAIRY WITH THE HOT BEVERAGE CAMPAIGN



During Michigan's cold winter months, Milk Means More created a demand for fluid milk through the Hot Chocolate & More campaign, launched in January 2017. The campaign promoted a variety of hot beverages, including hot chocolate and latte recipes.

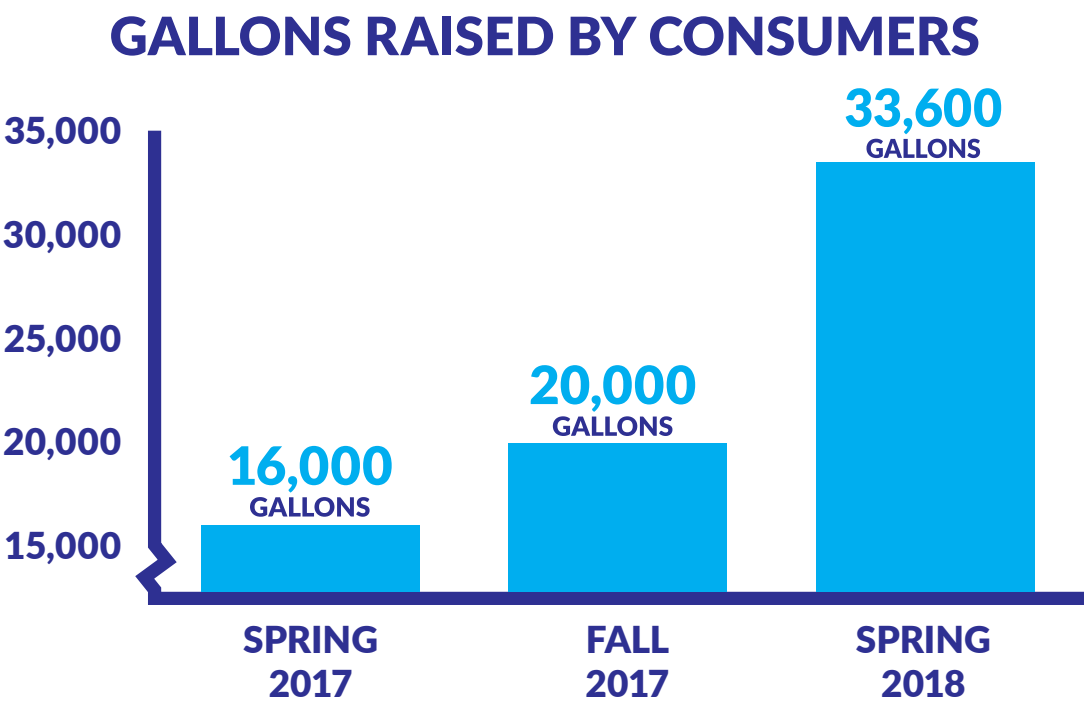
After the launch of the national **Undeniably Dairy** campaign in June 2017, Milk Means More re-branded all recipe videos and HotChocolateandMore.com with the **Undeniably Dairy** logo and directed site links to UndeniablyDairy.org. With the **Undeniably Dairy** branding, the videos were shared by other organizations across the industry.



MILK DRIVES MAKING AN IMPACT

Milk is the number one food requested by food bank clients, but it is rarely donated, comprising only 5.7% of food received in food banks. In 2018, Feeding America, the nation's largest domestic hunger-relief organization, has a goal of increasing the pounds of dairy products in food banks by 25 million pounds. UDIM wants food pantry clients to have access to dairy foods when they have a limited income and continue putting dairy foods in their carts when they are back to shopping at the grocery store. Through a variety of programs, Michigan food pantry clients enjoyed **over 212,000 gallons, or 1.7 million pounds, of fresh milk.**

One of UDIM's retail partners, Busch's Fresh Food Market, hosts milk drives at all 17 southeast Michigan locations. Shoppers donate milk at the checkout, and the milk is then distributed to three food banks. UDIM provides incentives for donations through Busch's loyalty program, cashier contests and contests between stores. Radio advertising also supports the drive. UDIM has provided matching donations at each drive. **This spring, shoppers topped UDIM's gallon-matching limit of 20,000 gallons!**



NATIONAL MILK DAY DRIVES HUGE RESULTS

On January 11, UDIM celebrated National Milk Day by “popping up” with milk at businesses, schools and media locations across the state to create awareness and show consumers the fun and enjoyment of nutritious milk. All the events stimulated social media conversations and spontaneous radio interviews, garnering over 2.6 million impressions and over 12,000 engagements.

Meridian Township @meridiantwp · 23h
.@MilkMeansMore is wrapping up #NationalMilkDay with families at Okemos Kids Club by handing out free gallons of milk. How did you celebrate today?

MILK MEANS MORE IN THE MEDIA

New media partnerships add to the established relationships UDIM has with radio, TV and print media. On a regular basis, UDIM partners, UDIM staff and dairy farmers are featured in the media promoting dairy foods and dairy farm life to consumers. So far in 2018:

- Milk Means More athlete ambassador and national figure skater Hannah Miller visited **Live in the D** and **Moms Everyday** to talk about the importance of dairy as part of her nutrition routine.
- Hannah Miller's registered dietitian, Carrie Aprik, was on **Live in the D** and **The Morning Blend**, giving tips for healthy eating to keep bones strong, especially for athletes.
- Several hot beverages were featured on **The Morning Blend** and **Moms Everyday**, showing viewers unconventional ways to incorporate milk into hot beverages.
- Dairy farmer, dairy nutritionist and mom Kristi Keilen was featured in **Detroit Metro Parent**, sharing how she balances her many roles and also takes care of her cows.

- UDIM partner Jenn Fillenworth, RD, of the food blog Jenny with the Good Eats visited **Maranda**, where she explained ways to incorporate dairy in the diet, even for those with lactose intolerance.
- National Nutrition Month was celebrated with dairy foods and highlighted on multiple news segments, including **Live in the D** with registered dietitian Tina Miller and **The Morning Blend** with sports dietitian and mom Kate Davis.
- Sheryl Lozicki represented Milk Means More on **Moms Everyday**, sharing the benefits of cow's milk versus plant-based beverages.

MEDIA REACH:

- MARANDA GRAND RAPIDS**
- MOMS EVERYDAY & THE MORNING BLEND LANSING**
- LIVE IN THE D DETROIT**

- UDIM staff members went to **The Morning Blend** and **Maranda** to promote the importance of breakfast in schools, including dairy options, during National School Breakfast Week.
- Sixth-generation dairy farmers Katelyn Packard and Mason Horning were visited by the team from **Live in the D** to discuss how their farm works to be environmentally and socially sustainable.



MR. AND MISS BASKETBALL

Mr. Basketball, Foster Loyer of Clarkston High School (pictured above in the Team Chocolate Milk jacket), committed to Michigan State University, and Miss Basketball, Jaida Hampton of East Lansing High School (pictured to the right in the Team Chocolate Milk jacket), committed to Wichita State University.



Research shows that athletes influence other students. Milk Means More partnered with the Basketball Coaches Association of Michigan to sponsor the prestigious Mr. and Miss Basketball awards. Voted on by Michigan coaches, these awards are presented to the best male and female high school basketball player in the state. Farm families were represented at both award presentations.

UDIM HIGH SCHOOL CHOCOLATE MILK GRANTS IMPACT STUDENT ATHLETES

This spring, UDIM awarded 88 chocolate milk grants. With these grants, over 3,600 student athletes have access to chocolate milk as a recovery drink, and over 50,000 students are reached with messaging about the nutritional benefits of chocolate milk. Using the chocolate milk grants, high school sports teams purchase low-fat chocolate

milk to recover after practices and games for the entire season. Chocolate milk grants not only impact the sports teams to whom they are awarded, but 70% of the teams awarded a grant were able to influence other teams to incorporate chocolate milk as their refueling beverage.

“I gave chocolate milk to all of the visiting hockey teams this winter and to the officials after the games. I passed along the Chocolate Milk grant information to several hockey coaches because they didn’t know about it. And I was told by several officials that ‘this is the reason they like coming and doing games at Orchard Lake St. Mary’s School — because of the chocolate milk after the game.’”

CHOCOLATE MILK IS BACK IN DETROIT PUBLIC SCHOOLS!

Several years ago, chocolate milk was removed from the school menu in Detroit Public Schools Community District. UDIM, along with partners the Michigan Department of Education and Michigan State University Extension, worked with various channels and contacts within the district to bring chocolate milk back into schools.

Recently, Carl Williams was named as the new foodservice director. On his first official day in the new role, he announced chocolate milk would be back on the menu in just a few short weeks!

The week before chocolate milk re-entered the schools, UDIM provided promotion materials for the school district to use. UDIM provided 115 elementary school and 19 high school promotion kits that included Andre Drummond posters to be placed on milk coolers and at lunchroom cash registers, promoting milk coming back to the lunchroom. Morning announcements promoting the milk and incentives for students to win prizes if they have milk on their trays were also created. UDIM will continue to work with the school district to promote milk throughout the remainder of the school year.



UDIM DEBUTS ACRES TO ATHLETES TO ATHLETES

Earlier this year, UDIM debuted Acres to Athletes — a “day in the life” video featuring two Michigan natives and Michigan State University (MSU) students. In the video, national figure skater and Milk Means More athlete ambassador Hannah Miller spends a day with dairy farmer Maddy Meyer. Hannah learns how to feed calves, milk a cow and experiences life on the farm. The next day, Maddy and Hannah head to the ice rink, where Maddy laces up her skates and catches a glimpse of what it takes to be a national figure skater. At the end of the day, Maddy and Hannah both recognize that figure skating and dairy farming ignite a passion that has been passed down for generations.



A short introduction clip of Acres to Athletes was shared on the Milk Means More Facebook account in January, **reaching nearly 24,000 people. It was viewed over 9,400 times and shared 99 times.**

INTRODUCING... MOOTILDA!

UDIM hosted the “Moo Madness” Facebook contest to give the Milk Means More mascot a name. During the contest, social media followers submitted and then voted on their favorite names for the mascot. The winning name was Mootilda! The contest engaged people from all over the state and was shared by many of UDIM’s partners. Mootilda’s recent appearance at a kids’ hockey event told us her name was a huge win.



TRAININGS/WORKSHOPS

UDIM continues to work with dairy farmers, students, veterinarians and dairy processors to give them the tools they need to be positive, impactful spokespeople representing the dairy community. During the workshops, attendees work through real-world scenarios they face every day, practicing with respected media trainers. Workshops often include social media training and best practices that attendees can utilize to share information on their social media channels.



LOOKING FOR MORE?

Are you looking for ways to get involved in dairy promotion or resources to educate consumers about the goodness of dairy?



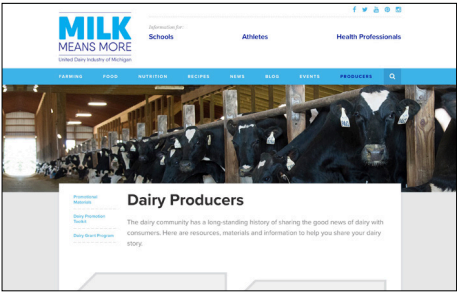
Join us on July 18 at the MSU Pavilion for the Great Dairy Adventure. The free event helps connect consumers to dairy farmers and dairy farming practices.



Do you want to host Jump with Jill at a local elementary school? The schedule is now being created for the fall tour. Contact Jolene@MilkMeansMore.org if you're interested in hosting the assembly at a school in your area.




If you are looking for targeted communication messages, social media tips and industry news, sign up for the monthly spokesperson e-news by contacting Jolene@MilkMeansMore.org.





The **Milk Means More** website has countless resources, including dairy producer grant information, promotional materials you can order and more! Visit MilkMeansMore.org for more information.


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