

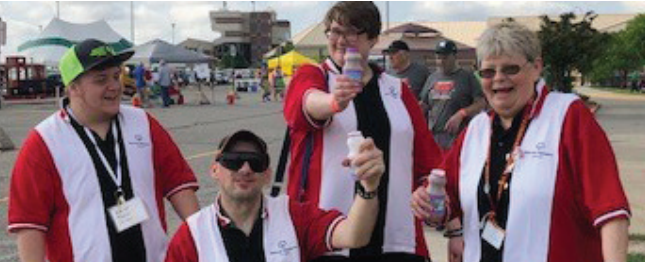
DAIRY PROMOTION AT WORK



WORLD MILK DAY CELEBRATED ACROSS MICHIGAN

On June 1, World Milk Day engagement reached hundreds of thousands of people across Michigan via in-person conversations, digital and television outreach. The Milk Means More team members:

- Surprised almost 6,000 community members by passing out free milk to firefighters and elementary school kids;
- Surprised coffee shop customers by purchasing their hot drinks that included cow’s milk; and
- Handed out milk to athletes and supporters at a Special Olympics event.

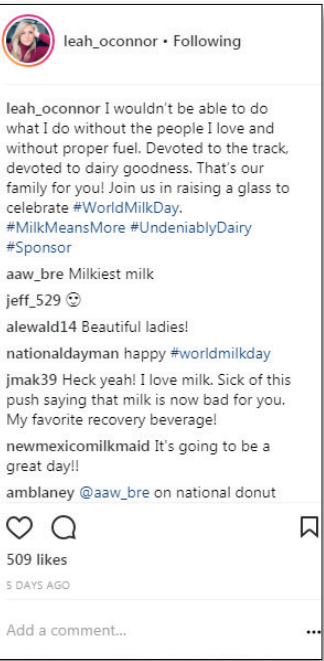
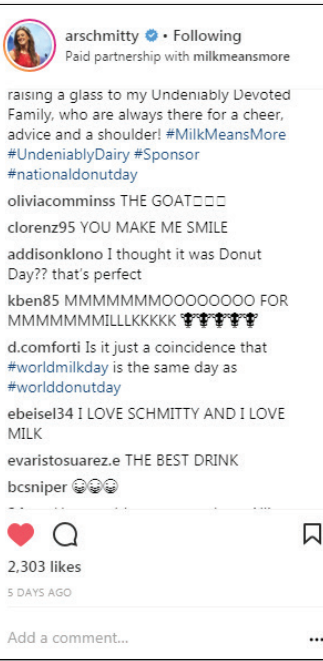


“Thanks so much for supporting Olympic athletes of all abilities — I didn’t even know there was a World Milk Day! My son loves chocolate milk and drinks it all the time after he trains for his running events!”
- A Special Olympics attendee at Central Michigan University



UDIM’s digital marketing efforts — a mix of branded social media and web content in the Detroit market, UDIM’s sponsored athletes’ social media posts and owned media through the Milk Means more social media platforms — resulted in **nearly 675,000 potential impressions**. Our television outreach included Milk Means More athlete ambassador and soccer Olympian Lindsay Tarpley on FOX 47’s *Morning Blend* talking about milk’s nutritional benefits and fueling with milk. Through UDIM’s partnership with Detroit Entercom, formerly CBS radio stations in southeast Michigan, we promoted dairy’s goodness on the radio station’s websites and social media platforms, with on-air talent posting videos to social media toasting milk in Undeniably Dairy glasses.

Overall, World Milk Day was a successful day for Milk Means More and an undeniably delightful experience for consumers in Michigan!



CONTACT US

United Dairy Industry
of Michigan
2163 Jolly Road
Okemos, MI 48864

517-349-8923

info@MilkMeansMore.org
www.MilkMeansMore.org

UDIM BOARD OF DIRECTORS

Dean Angott
Rich Beishuizen
Hank Choate
Kent Folkema
Eric Frahm
Aaron Gasper
Mike Geerlings
Timothy Hood

Bryan Hull
Mark Iciek
Regina Kopera
Dwight Nash
Jerry Neyer
Ken Nobis
Jim Reid
Joe Risdon

Art Riske
Wayne Rodgers
Ben Schaendorf
Patti Shinn
Therese Tierney
Dan VanDyke
Corby Werth
Jeremy Werth

ASSOCIATE BOARD OF DIRECTORS

Dr. Adam Lock
Terry Philibeck
Dr. Zey Ustunul
Jason Wadaga
Dr. Christopher Wolf

MICHIGAN DAIRY FARMERS ARE UNDENIABLY DEVOTED



In June, Dairy Management Inc. (DMI), the national dairy checkoff organization, unveiled their Undeniably Devoted campaign celebrating everyone in the dairy community from farmers to milk truck drivers to cheese makers to chefs to consumers.

UDIM joined the celebration with a social media campaign of Michigan dairy farmers and a veterinarian sharing their devotion to dairy in Undeniably Devoted videos and blog posts that garnered **over 234,000 potential impressions** across the Milk Means More social media accounts.

In the 60-second Undeniably Devoted videos, participants shared their stories of dairy dedication, from making sure their cows are producing healthy, wholesome milk to passing their love of farming on to the next generation. The Undeniably Devoted blog posts went even more in depth to describe how dairy farmers are giving back to their communities or living the American Dream built by previous generations. To see the Undeniably Devoted



videos, visit the Milk Means More Facebook page; to read the Undeniably Devoted stories, visit the Milk Means More blog at www.MilkMeansMore.org/blog.



If you're interested in contributing to the Milk Means More blog, contact Jolene Griffin at Jolene@MilkMeansMore.org.

RESEARCH IS CRITICAL TO DAIRY'S FUTURE

DMI is dedicated to long-term research of dairy foods, and this work continues to support the benefits of dairy foods. Through DMI's partnership with the Joslin Diabetes Center, their new guidelines put dairy foods in a positive light. Some of the dairy-specific guidelines in the newly published Joslin Diabetes Center Clinical Guidelines include:

- "Dairy products and yogurt" are listed as associated with *reduced risk* of type 2 diabetes.
- Saturated fat from dairy foods may be acceptable within the total daily caloric intake.
- Recommended foods include milk and yogurt with no reference to fat level when consumed within overall calorie limits.



Research is just one way the checkoff continues working for you and highlighting the foods you provide!

Source: www.Dairy.org

THE TARPLEY TOUR: A SUMMER OF MILK PROMOTION WITH LINDSAY TARPLEY

From in-person appearances to farm tours to media interviews, two-time Olympic gold medalist and Milk Means More athlete ambassador Lindsay Tarpley spent the summer sharing the goodness of dairy with consumers across Michigan.



- She attended the Dairy Day at the Capitol, signing autographs, posing for pictures and even scooping ice cream.
- She had the vision for and attended the four Community Kicks events, where she taught youth soccer skills and explained a life lesson, connecting each lesson to an ingredient in a smoothie. At the end of the clinic, Lindsay summarized how all the lessons she discussed can add up to make a wholesome, delicious smoothie using one of UDIM's smoothie bikes.
- As part of UDIM's partnership with FOX 47-Lansing, UDIM sponsored Dairy Week from June 4 to June 8, featuring a segment starring Lindsay and dairy messaging every evening. These segments focused on celebrating June Dairy Month, the importance of milk's nutrition during Lindsay's career and now as a mom of two, visiting the MSU dairy farm with her kids to show them how milk is produced and how milk travels from farm to store.



HORMONES? ANTIBIOTICS? UDDER NONSENSE.



The safety of milk is top of mind for consumers as they look at the dozens of available options in the grocery store. They often have misconceptions about cow's milk. To help consumers feel confident that their milk is safe, UDIM worked with partners on multiple media outlets to create a "surround sound" effect to share the message that milk is safe.

Michigan State University (MSU) dairy veterinarian Dr. Jill Brester was featured in an article in *Detroit Metro Parent*, easing parents' minds about giving cow's milk to their kids. She appeared on the Lansing-based TV segment *Moms Everyday*, reassuring viewers that farmers and veterinarians have strict protocols in place to ensure the milk is safe to drink. In a post she wrote for the Milk Means More blog, Dr. Brester went in depth to describe a veterinarian's point of view about antibiotic use on dairy farms.

MILK MEANS MORE MEDIA PARTNERSHIPS

Media partnerships allow Milk Means More to reach thousands of people through television and radio stations and social media platforms with messages covering all aspects of dairy, from nutrition to food safety to animal care. UDIM sponsors segments with dairy farmers, agricultural experts and dairy community partners to share messages promoting the goodness of dairy.

On the Farm

- Annie Link of SwissLane Dairy Farms discussed the ongoing legacy of their 103-year-old family farm with *Maranda*.
- The de Jong family showed *Maranda* how they work together each day to ensure all their cows' needs are met.
- UDIM team member Jolene Griffin talked with 1290 WLBY Ann Arbor's Talk Radio about how dairy farmers care for their animals, focusing on the nutritious food they provide.

Youth Wellness

- The Fuel Up to Play 60 student leadership team at Grand Rapids Montessori talked to *Maranda* about their composting initiative, inspiring their peers to fuel their bodies and the environment, not the trash can.
- Attendees at the Michigan Learning Connections Summit learned best practices for breaking barriers to provide breakfast for all students with *Maranda*.
- On *Morning Blend*, UDIM team member Emily Mattern explained how Capital Area Meals Coalition brought partners together from across Lansing to provide free meals throughout the summer with Meet Up and Eat Up.
- Jodi Nemeth, registered dietitian, mom of five and UDIM friend, explained why she feels confident serving her kids chocolate milk on *Moms Everyday*.

Dairy's Goodness

- UDIM team member Tina Miller was on-air with 1290 WLBY Ann Arbor's Talk Radio discussing the health benefits of dairy, how much dairy people need to consume and lactose-free options for those with lactose intolerance.
- Moms Everyday* hosted registered dietitian Jodi Nemeth who talked about the many health benefits of cultured dairy foods and how these foods fit into anyone's diet, including those with lactose intolerance.



The Joy of Dairy

- Registered dietitian, chef and blogger Jenn Fillenworth shared dairy recipes with *Maranda* and *Morning Blend*.
- Food Blogger MyThy Huynh shared her famous Japanese milk bread with *Live in the D* hosts.
- UDIM's partner, *Maranda*, joined the #ScoopItForward campaign around west Michigan, ending the day with ice cream at the Kalamazoo police station to recognize officers who supported Maranda Park Parties.



Proud Partnerships

- Domino's store owner, Eric Arnston, shared how Domino's pizza is made using fresh, local ingredients including cheese with *Morning Blend* hosts.
- On *Morning Blend* Jason Wadega, President of Governmental Affairs with Michigan Dairy Foods Association, discussed Dairy Foods Awareness Day at the Capitol.
- Members from the Lansing United Women's Soccer Team visited *Morning Blend* to discuss the important role dairy nutrition plays in their success both on and off the field.
- Staff from the MSU Dairy Store joined *Morning Blend* hosts to explain the Dairy Foods Complex at MSU and their mission that revolves around instruction, research and outreach.
- UDIM staff member Jolene Griffin and Carla McLachlan, Program/Events Manager at MSU's Department of Animal Science, talked with *Morning Blend* hosts about the Great Dairy Adventure where attendees saw calves, learned how to milk a cow, created dairy crafts and enjoyed dairy treats.



UDIM SCOOPED IT FORWARD DURING NATIONAL ICE CREAM MONTH

To celebrate National Ice Cream Month in July and in honor of one of America's favorite treats, DMI debuted the Scoop It Forward campaign. Local checkoff organizations found ways to bring unexpected joy to consumers from taking over local ice cream shops and providing free scoops to delivering ice cream to everyday heroes like firefighters and daycare providers. The experiences were captured and shared on social media using #ScoopItForward and #UndeniablyDairy.

Throughout the month of July, UDIM staff members visited over 20 ice cream shops across the state, surprising consumers with free ice cream. Everyone was encouraged to post their ice cream surprises on social media with #ScoopItForward.



"Dairy farmers are the hardest workers I know, and it's important for people to know that. I love dairy farmers, and I am not going to lie, ice cream is my favorite dessert!"
- A former dairy farm employee



"We came here to celebrate our 10th anniversary with ice cream. What a surprise to be treated on this special day by our dairy farmers. Thank you!"
- An MSU Dairy Store visitor



TEACHING OTHERS TO SHARE DAIRY’S STORY

The Milk Means More team is passionate about giving dairy community members the tools and resources they need to be positive, impactful spokespeople who represent the industry they love.

1

Who:
MSU third-year large animal veterinarian students, in partnership with Dr. Jennifer Roberts from the MSU College of Veterinary Medicine

Focus:

- Communication tips and tricks
- Answering tough questions on animal care, food safety and the environment
- The science behind why dairy is an important part of peoples’ diets

Participants’ feedback:
Improved communication skills and an overall excellent workshop



2

Who:
Country Dairy and Discovery Dairy tour guides, who host thousands of consumers each year at their farms

Focus:
Practicing difficult questions the tour guides have received on past tours and will likely receive in the future

Participants’ feedback:
Confidence in answering questions and promoting all dairy

Do you want to host a workshop for local dairy farmers or want help practicing before a media interview?

Contact Jolene Griffin at Jolene@MilkMeansMore.org to set up your training.

3


Who:
Over 200 Junior Holstein Association members from across the country attending the national conference in Traverse City


Focus:
Promoting all milk and dairy foods provided by the dairy cows they work with each day


Participants’ feedback:
Felt empowered to tell their story at any venue from county fairs to school presentations





Find us, like us and share us on:


MilkMeansMore.org/Blog

Facebook.com/MilkMeansMore

Twitter.com/MilkMeansMore

Instagram.com/MilkMeansMore

Youtube.com/MilkMeansMore

Pinterest.com/MilkMeansMore