

DAIRY PROMOTION AT WORK



Bit by bit, things are getting back to normal following the upheaval of the COVID-19 pandemic, including the return to in-person meetings. We look forward to seeing you at upcoming events this summer and fall and visiting face-to-face at dairy promotion events, co-op meetings and everywhere else our paths cross in the coming months.

Thankfully, our quick adaptation to virtual events and virtual communication connections last year meant our dairy promotion efforts on your behalf have remained strong even when we couldn't meet in person. Through these innovative efforts, we've met students, health professionals, athletes, parents and dairy farmers where they live online to share the positive message of dairy's benefits to people, communities and the planet.

UDIM is steadfast in its commitment to Michigan's dairy farmers and industry. And in its mission to build consumer trust in dairy while increasing sales of dairy foods – no matter what format is needed to accomplish these goals.

Continued wishes for good health!

Sharon Toth
UDIM CEO

Corby Werth
UDIM President



MILK
MEANS MORE

United Dairy Industry of Michigan

HONORING MICHIGAN FOOD HEROES

This spring, UDIM offered school foodservice professionals a chance to win a prize for their exceptional dedication to our students. The contest recognized four superheroes with a \$500 gift card for their enjoyment and equipment for their school cafeteria valued at \$2,500. We rewarded four food heroes in four districts for their heroic nutritional care of our kids during the contest.



HEALTH PROFESSIONALS LEARN ABOUT THE NEW DIETARY GUIDELINES

To ensure health professionals get the scoop on the benefits of dairy, UDIM hosted a webinar to share the 2020-25 Dietary Guidelines for Americans with dietitians, pediatricians, school wellness and other health professionals. More than 390 attendees tuned in from across Michigan as well as from Massachusetts to Arizona.



The response? "Remarkable presentation and handouts! The valuable information presented will make a positive difference for dietitians and their clients. Thank YOU!"

WEBBIES: A NUTRITION EDUCATION TOOL

The webbie – educational videos that break down complex nutrition information into 5-minute videos – is a new tool UDIM is using to better fit the schedule of busy nutrition professionals. Think of the webbie as a snack, while continuing education webinars are the meal. This new format means the UDIM team can share a series of detailed nutrition advice in bite-sized pieces to maximize its reach to this important audience.



SHARING DAIRY NUTRITION WITH DETROIT MOMS

To ensure moms have accurate information about dairy's healthy benefits, UDIM partnered with Detroit Moms blogger Elizabeth Lewis to dispel some common myths. Sarah Woodside, UDIM Director of Communications, registered dietitian and mom of three, joined Lewis during a fun Facebook Live event to discuss the benefits of dairy foods for kids and remind moms they can always trust a dairy farmer.



CELEBRATING VIRTUAL FARM TOUR OUTREACH

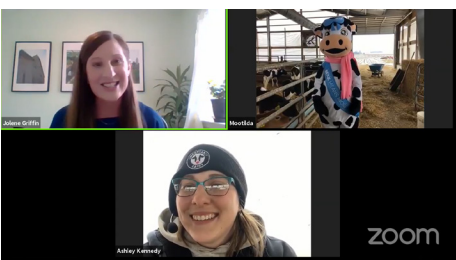


JANUARY
3.4K VIEWS

APRIL
2.8K VIEWS

MAY
2.7K VIEWS

JANUARY
215 teachers registered 4,250 students to join the interactive tour with Ashley Kennedy and Mootilda. The tour was also streamed live on Facebook and YouTube with an additional 3,400 views between the two platforms.



APRIL
More than 1,300 students and educators from across Michigan joined James Weber of Weber Family Dairy April 20. The video has also been viewed more than 2,800 times on YouTube and Facebook.

MAY
Over 1,800 students across the state watched Kris and Carla Wardin and two of their sons give a tour to World Champion soccer player Lindsay Tarpley and her two children. The tour was also streamed on Facebook and YouTube with over 2,700 views and 25,100 impressions as of June 1.

REACHING STUDENTS AND HEALTHCARE PROFESSIONALS VIRTUALLY

UDIM virtually connected with students in many ways, including training for dietetic students and instructors. This spring, 45 students from Central Michigan University and Grand Valley State University joined a virtual dairy experience and farm tour hosted by Kristi Keilen of K & K Dairy Farm.



MEET UDIM BOARD PRESIDENT CORBY WERTH

Born and raised on his family's dairy near Alpena, UDIM Board president Corby Werth chose his dairy farming profession in high school. He loves farming and says there's no better place to raise a family. Corby is passionate about his family's 400-cow dairy, and he's passionate about dairy promotion.

Corby encourages farmers to get involved with the dairy checkoff. "We're busy on our farms and don't have the time or the expertise that UDIM staff does. We are all different – in the size of our farm, location and background. We need those differences to help guide our programs."

He suggests farmers join the UDIM Board Mentor Program and learn more about promotion activities. "If you have questions about UDIM or dairy promotion, call the office at (517) 349-8923, call me at (989) 464-5436 or contact a board member in your local area!"

BUSCH'S SPRING 2021 MILK DRIVE BREAKS RECORDS

The Busch's spring 2021 milk drive was a record breaker! Local school athletic teams and organizations supported stores via social media, encouraging their communities to donate, resulting in 45,650 gallons of milk purchased and donated by consumers to local food

banks over the two-week drive. This represents a 5,000-gallon increase over the fall 2020 milk drive and represents incremental milk purchases – not only did those in need receive the benefits of dairy, but the event also increased milk sales for Michigan farmers.



2021 FOOD PANTRY GRANT PROGRAM AVAILABLE

UDIM offers grants to assist area food pantries in increasing access to dairy and improving infrastructure. Our goal is for all clients visiting Michigan's food pantries to have access to nutrient-rich dairy foods. Last year Michigan dairy farmers

provided 36 local food pantries with new coolers to keep dairy foods at proper temperatures! Continue to share grant opportunities with food pantries in your area. Learn more at bit.ly/pantrygrant.



YOU'RE GONNA NEED MILK FOR THAT.

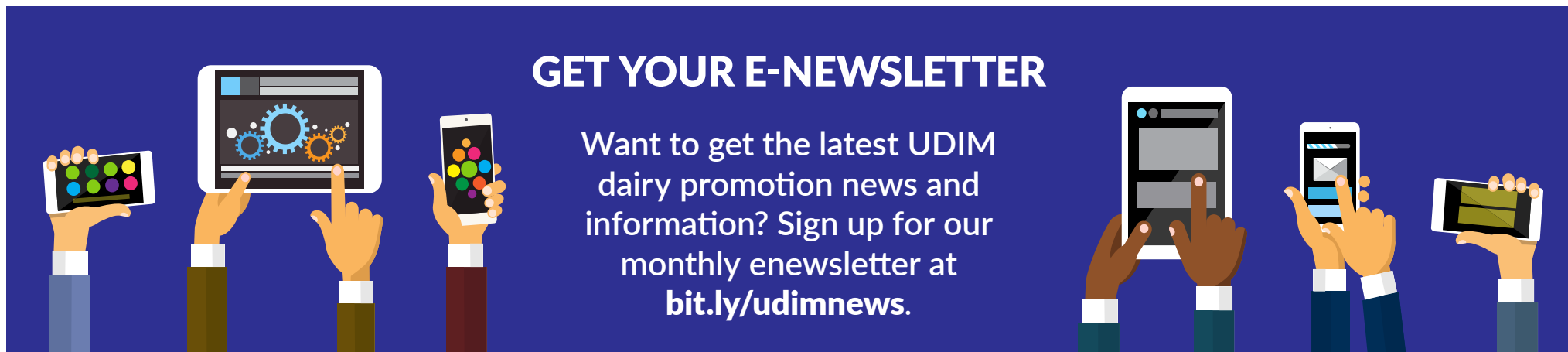
MilkPEP's new campaign "You're Gonna Need Milk For That" features a cutting-edge approach with both athletes and non-athletes to underscore the power of milk and help accomplish remarkable feats.

The goal is to prompt consumers to reconsider milk as a beverage of choice – particularly for kids and athletes who want to perform at their best. Learn more at gonnaneedmilk.com.



GET YOUR E-NEWSLETTER

Want to get the latest UDIM dairy promotion news and information? Sign up for our monthly newsletter at bit.ly/udimnews.



READING WITH THE DETROIT LIONS

Detroit Lion Jashon Cornell partnered with UDIM to celebrate Black History Month in February. Jashon read the book, The Oldest Student: How Mary Walker Learned to Read to show students that you are never too old to learn. Before reading the book, he shared his favorite breakfast cereal, with milk, and why it is so important for him – and kids – to fuel up in the morning.



UDIM IS YOUR CRISIS CONNECTION

FARM CRISIS

CONTACT SHEET

If a crisis occurs, contact the farm owner first. Farm experts and others who can help are listed below. Remember to make the United Dairy Industry of Michigan one of your first calls!

United Dairy Industry of Michigan Crisis Team: 517-349-8923

Farm Contact Information	
FARM OWNER	PHONE
HERDPERSON	PHONE
FARM ADDRESS	

Extended Farm Team	
VETERINARIAN CLINIC	PHONE
FARM VETERINARIAN	PHONE
COOPERATIVE FIELD REPRESENTATIVE	PHONE
NUTRITIONIST	PHONE
MILK HAULER	PHONE
OTHER CONTACT NAME	PHONE
OTHER CONTACT NAME	PHONE
MICHIGAN STATE VETERINARIAN	1-800-292-3939

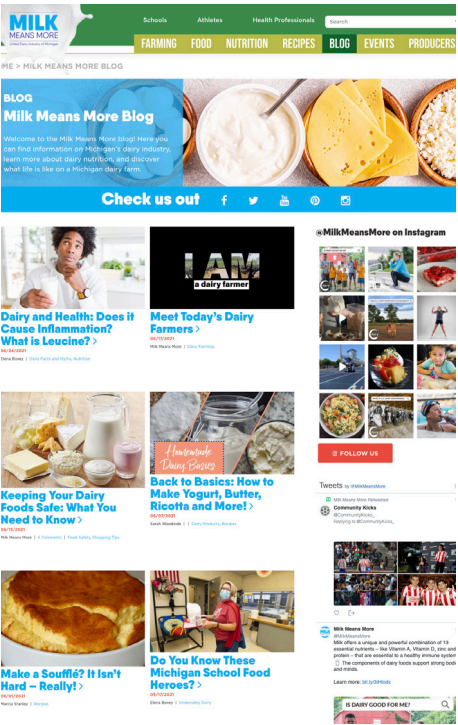
For general emergencies, call: 9-1-1

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Preparation is the key to success when crises strike. The UDIM team can help you and your farm prepare before issues occur, assist during an unfortunate event and help deal with important follow up once a crisis passes. For more information about crisis management or to set up a planning meeting for your farm, contact Jolene Griffin jolene@milkmeansmore.org or call (224) 567-1894.

VISIT THE MILK MEANS MORE BLOG

If you haven't visited our blog in a while, be sure to stop back soon. It's a great resource as you share information about dairy with consumers and learn more about what other farmers are doing. The blog covers topics from nutrition and recipes to how farms are caring for the environment – and nearly everything in between. Visit milkmeansmore.org/blog to learn more.



NEW SCHOOL NUTRITION EDUCATION PLATFORMS UNVEILED

To help educators provide accurate information about the importance and benefits of dairy in daily diets, UDIM has developed age-appropriate resources to support learning in the classroom

and online. These science-based educational materials will align with the National and Michigan Health Standards and are available at bit.ly/MMMEducate.



UDIM VIDEO ILLUSTRATES SUCCESSES

In early 2021, UDIM created a video message to show dairy farmers and the dairy community how we met the many challenges of 2020 by quickly adapting to variable conditions. The video

highlights several UDIM programs that work to build consumer trust in dairy and meet audiences where they live – online. Watch the video at bit.ly/udimnews.



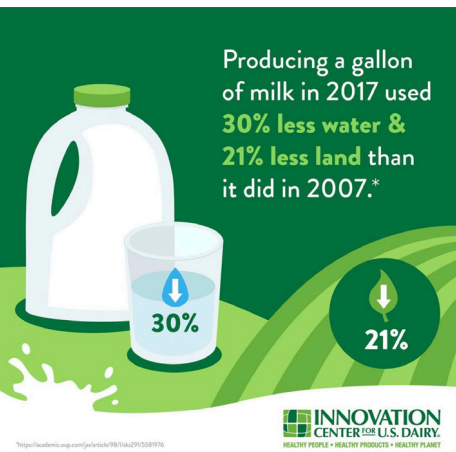
DAIRY CHECKOFF HISTORY LESSON

How good is your dairy checkoff knowledge? Do you know when it was founded? What it does, or why? In a new video series hosted by Dairy Management Inc., the staff offers insight into dairy promotion, program beginnings, accomplishments, connections to industry organizations and more. Learn more at bit.ly/DMIBlog.



DAIRY CONTINUES PROGRESS TOWARD NET ZERO INITIATIVE GOALS

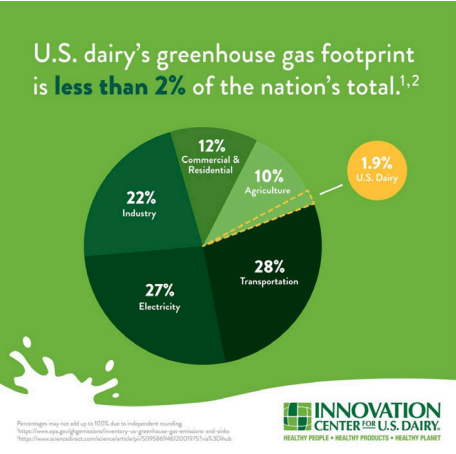
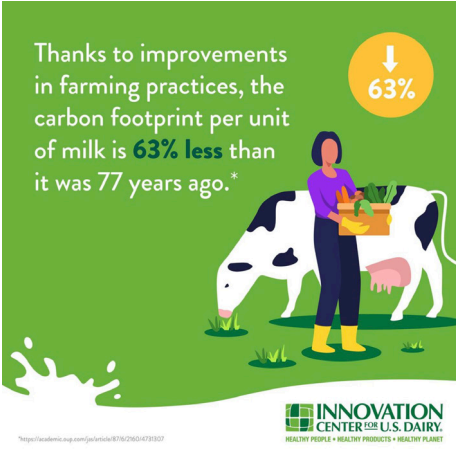
The U.S. dairy industry continues to work toward its collective goal of becoming carbon neutral by 2050. The Net Zero Initiative documents dairy's environmental sustainability and demonstrates progress and leadership. Dairy farmers have exhibited generations of stewardship practices, with the results only getting better over time. Showing progress in sustainability initiatives within the dairy community is key to helping the public learn about dairy's commitment to a more sustainable future.



EARTH DAY OUTREACH

The dairy checkoff Earth Day-related content was a hit with audiences. Posts on Facebook and Instagram resulted in more than 500,000 video views and 1.3 million impressions. The Earth Day media kit captured media

attention with hundreds of page views and downloads of photos and videos. Plus, the Dairy Dream Team of influencers shared new recipes and dairy sustainability stories to motivate followers to learn more.



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