

DAIRY PROMOTION AT WORK



Americans reached for milk when things got rough during the pandemic. That's not surprising since research shows consumers believe milk brings normalcy to their homes, filling their desire for familiar, reliable food. From dairy-filled breakfast foods, and more cooking and baking, the home was a new hub where dairy fit in perfectly.

As a result of the pandemic, UDIM programs evolved to ensure dairy promotion actions connected consumers with messages about the health and goodness of dairy at home. We didn't waiver from our goals of building trust and growing sales.

According to MilkPEP, almost 80% of total milk consumption occurs at home. As kids and parents adjust to the changing environment, we're working to make sure milk claims its rightful place in America's hearts, minds and fridges by continuing to drive demand at home.

With the sharp uptick in the number of people online and the increased number of hours spent online, UDIM reached out to consumers in the following ways:

- Ramped up social media efforts by working with influencers.
- Conducted farm tours, taught sports nutrition and even hosted a summer camp – all virtually.
- Activated an influential ad campaign highlighting sustainable dairy farm practices.

UDIM continues to work with the Michigan Department of Education, schools and our food bank partners to ensure all families have access to safe, wholesome milk.

We greatly appreciate dairy farmers who work tirelessly every day to produce delicious, nutritious dairy products for families to enjoy. While we may not see you in person at meetings or events this year, we're connecting with Michigan's dairy community in other ways, such as virtual meetings and this newsletter. We also have a monthly e-newsletter sharing information and timely updates from UDIM and DMI. UDIM also sends timely announcements on an as-needed basis, such as updates sent during the pandemic's height. Please call our office at (517) 349-8923 to be added to the distribution list or if you have any questions.

Wishes for good health,

Sharon Toth
UDIM CEO

A MESSAGE FROM YOUR PRESIDENT



As dairy farmers, we're used to adapting. However, the adjustments made in 2020 have challenged us all. Nonetheless, we've always been in it together – supporting our dairy farm families, friends and community.

Dairy promotion is extremely important to me because it's how we tell the story of Michigan's dairy farmers, and our nutritious dairy foods, to the world.

When I was first elected as UDIM board president in early March, I said, "consumer needs are constantly evolving, and I look forward to helping find ways for dairy to be a part of the solution to their changing preferences." Who would have predicted we'd see such a drastic and quick evolution only weeks later?

Seventy-two percent of moms said milk was their #1 "must-have" during the pandemic – more than eggs, bread and vegetables. Building on this momentum by meeting consumers online and in their homes allowed us to reach more consumers and share relevant dairy messages through digital advertising, recipes, virtual farm tours and more.

While promotion may look different these days, there are still many ways we can connect with consumers. As a community, we'll continue to adapt and work together.

Wishing you and your family health, safety and happiness during the upcoming holiday season.

Corby Werth
Alpena Dairy Farmer
UDIM President

USDEC UPDATE: DAIRY'S GLOBAL MARKET SHARE GROWS

The U.S. Dairy Export Council (USDEC) reports that compared to 2016, dairy exports are up 30% in volume and 40% in value. Dairy exports now account for 16.2% of dairy milk solids production. Powder sales in Southeast Asia, strong efforts with new and existing partners in South Korea and Japan on cheese

and China's demand for whey drive these results. Additionally, USDEC has increased social media efforts, developed new videos about cooking with U.S. cheese, participated in a virtual trade show and created online training tools to maintain strong customer relationships during the pandemic.

SUBWAY PARTNERS WITH DAIRY FARMERS

All 21,000 Subway® sandwich shops will support two Fuel Up to Play 60 promotions to bring awareness about America's dairy farmers' support for youth wellness and more funding for GENYOUth's Emergency School Meal Delivery Fund. As part of the initiatives, Subway will support students in 73,000 schools across the United States and encourage healthy meal choices, including dairy.



GOT MILK?

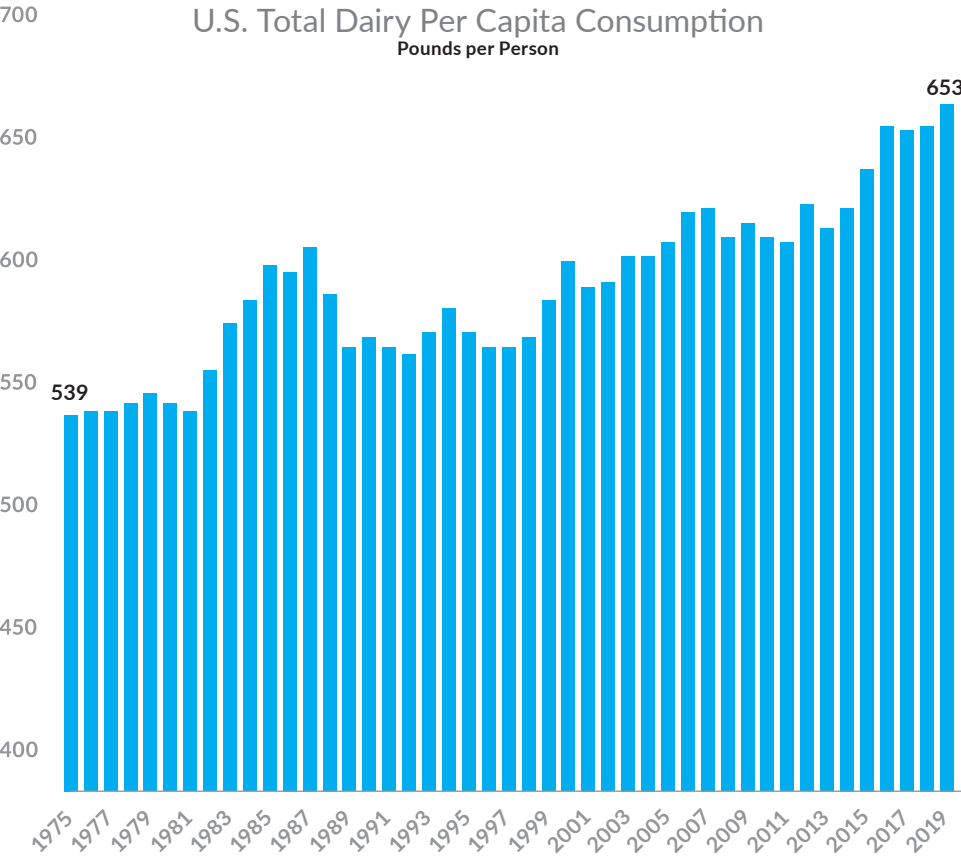
MilkPEP relaunched the dairy checkoff's infamous Got Milk? campaign this summer. Targeted toward the "social-first" generation, the campaign features optimistic content and is filled with energy designed to connect with families and kids. UDIM influencers helped activate and amplify. For example, we shared our Got Milk? Video featuring Mootilda and the INStudio dancers across social channels.

Milk lovers of all ages can join in by using #gotmilk on their social media accounts and participate in the TikTok challenge using #gotmilkchallenge. The initial launch had 4.1 billion impressions.



DAIRY CONSUMPTION CONTINUES TO GROW

Americans are consuming more dairy foods, hitting the highest per capita dairy consumption since 1960.



Source: USDA ERS Dairy Data 1975-2019
Total dairy is reported on a milk equivalent, milkfat basis
This measure is a proxy for consumption as it based on product available to be consumed

2050 ENVIRONMENTAL STEWARDSHIP GOALS SET

Through the Net Zero Initiative (NZI), the Innovation Center for U.S. Dairy set new environmental stewardship goals to further the progress and commitment dairy farmers and the dairy community have always had for responsible production.



Industry-wide goals to be achieved by 2050 focus on:

- Becoming carbon-neutral or better
- Optimizing water use while maximizing recycling
- Improving water quality by enhancing the use of manure and nutrients

The NZI is helping prove that dairy is part of the environmental sustainability solution. On National Farmer's Day, media was activated to broaden awareness of U.S. dairy's 2050 environmental stewardship goals and farmers' long-standing commitment to the land.

DAIRY CELEBRATED DURING MCDONALD'S MCFLURRY 25TH BIRTHDAY

In September, the McFlurry celebrated 25 years with a new flavor, Chips Ahoy! McFlurry. To celebrate, a special segment aired on CBS's The Late Late Show with James Corden. McDonald's

and DMI worked together to spotlight dairy and dairy farm families during the show resulting in more than one million impressions across the U.S.



USDA DAIRY FOOD BOXES

UDIM and our food pantry partners helped distribute dairy to families in need this summer through the first few phases of the USDA Farmers to Families Food Box program. Each box contained two gallons of milk, four chugs of flavored milk, cottage cheese, sour cream, cream cheese and French onion dip.

UDIM efforts to improve infrastructure have helped Michigan food banks distribute more boxes and gallons of milk than most other food banks in the country.

“My family drinks five gallons of milk a week, but we had to cut back to two because we lost our jobs. This program is great.”

GENYOUTH GRANTS

GENYOUTH’s COVID-19 Emergency School Meal Delivery Fund helps schools feed their students by providing grants of up to \$3,000 and in-kind donations. Through partnerships across public and private business sectors and the support of organizations like UDIM and Domino’s, GENYOUTH’s response to the pandemic has focused on the 30 million children who rely on school meals for their daily nourishment. Over 130 schools in Michigan received these grants.



Domino’s donation has impacted 35 Michigan high-need schools where 60% of students qualify for the free and reduced meal program. They also delivered 3,600 fresh pizzas to food banks in Flint. To learn more about GENYOUTH’s “For Schools’ Sake – Help Us Feed Our Nation’s Kids” effort, visit www.Genyouthnow.org/donate.

HONORING HEROES

UDIM ensured dairy was on the menu for **emergency workers** and **those requiring shelter** during summer flooding. Through the Food Bank of Eastern Michigan, dairy products were served at shelters serving Midland, Gladwin and Saginaw counties. In partnership with a local Domino’s franchise, pizzas were delivered to Federal Emergency Management Agency (FEMA) workers, construction workers, shelter volunteers and displaced families.

- A blog thanking these hometown heroes and sharing stories of how they helped students and communities deal with pandemic-related challenges.
- Delivered “above and beyond” cheese baskets to reward educators at a dozen schools across the state.
- Purchased a display ad in School Nutrition Association Michigan (SNAM) magazine.
- UDIM partner Justin Abdelkader, a former Detroit Red Wings player, posted a special thank you message on Instagram.

Additionally, **UDIM honored educators** in the following ways for their heroic efforts in dealing with the COVID-19 pandemic:



SUCCESSFUL FALL MILK DRIVE

September was Hunger Action Month, and Busch’s Fresh Market activated their annual Fall Milk Drive. In total, 40,626 gallons of fresh, nutritious milk was donated to Forgotten Harvest in Detroit and Food Gatherers in Ann Arbor. Milk Means More provided incentives for the store teams and chocolate milk grants for the high school teams.



High school sports teams helped support the drive through social media.

HOME FRIDGE ADVANTAGE

Across the U.S., professional football players and celebrities are opening their refrigerator doors and highlighting dairy’s essential role in their day-to-day lives. Through UDIM, Michigan’s dairy farmers are surprising eight deserving people with a new refrigerator stocked with dairy and other nutrient-rich foods. One winner is chosen for each of the scheduled home Detroit Lions football games this season. Each winner then selects a local food pantry or school to receive equipment to help provide fresh,

nutritious foods (including dairy) to those in need. Learn more at MilkMeansMore.org/Home-Fridge.



SUSTAINABILITY DIGITAL AD CAMPAIGN SUCCESS

UDIM reached more than 4.4 million impressions through a successful digital ad campaign targeting consumers with dairy’s sustainability story. The campaign highlighted how dairy farmers have always been and continue to be leaders in sustainability. The ad was delivered to consumers who searched online using the keywords “health” and “nutrition.”



BLOGGER FARM TOUR

Two bloggers from Detroit Moms and Lansing Moms joined us to learn how cheese gets on their pizza, from the farm to the pizza shop. They started at a Domino’s location where the owner and his staff showed the high quality ingredients used to make the pizzas, especially the cheese. Then they visited Evergreen Dairy in St. Johns to learn how the Wardin family takes care of their cows, starting with the calves. The bloggers will help us share this message through photos and videos with their thousands of followers.



FAMILY HOLIDAY RECIPES

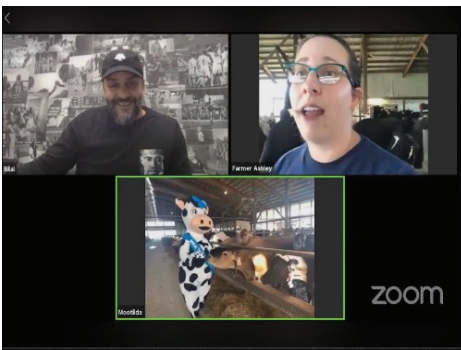


Food is a great way to connect with family and friends, especially recipes that feature dairy goodness. Tempt tastebuds this holiday season with three delicious treats from UDIM: cranberry orange bread pudding, peppermint cheesecake brownies and gingerbread cupcakes with whipped vanilla buttercream. Find these recipes and more sweet eats at MilkMeansMore.org/Recipe.

MOOTILDA'S VIRTUAL SUMMER CAMP

The shift to virtual events meant a virtual summer camp for Mootilda, too. Many UDIM staff members shared their talents during the camp as each day featured different recipes, crafts and activities.

“This camp has been great! Yesterday my granddaughter made sure she had a serving of yogurt, cheese and chocolate milk! Along with a scoop of ice cream.”



VIRTUAL FARM TOURS



UDIM and Michigan dairy farmers once again hosted virtual farm tours for students, teachers and parents. In October, three age-appropriate tours and support materials were made available to help teachers and students learn more about the

importance of dairy in their diets and communities. Each tour met Michigan’s academic standards. All five virtual farm tours hosted in 2020 reached over 21,000 consumers. Check out the virtual tours at www.milkmeansmore.org/virtual-farm-tour.

ON THE FARM WITH HOLLY

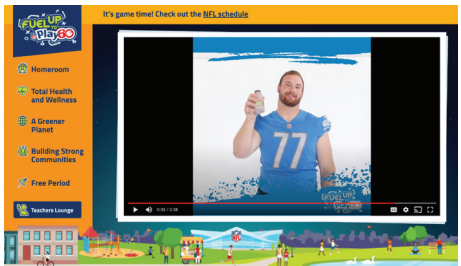
To promote National Dairy Month, UDIM partnered with Entercom radio in Detroit for a series of “On the Farm with Holly” Facebook Live cooking segments featuring radio personality, Holly Hutton, and her son as they prepared several dairy-delicious recipes. The weekly Facebook Live generated nearly 14,000 video views.



FUEL UP TO PLAY 60 HOMEROOM

This new digital resource for dairy health and wellness information is accessible to educators, students and parents as they navigate today’s adaptive learning environment at home and in school. The homeroom connects users with the Fuel Up To Play 60’s new engaging “edutainment” (education and

entertainment) content to build trust and drive consumption.



NEW FUEL UP TO PLAY 60 AMBASSADOR

Frank Ragnow, Detroit Lions center, is the new Fuel Up to Play 60 ambassador for UDIM. Recently, he joined Jim Reid of Reid Dairy Farm and Jolene Griffin, UDIM Director of Industry Relations, for a virtual farm tour. During the tour, he shared tips to stay healthy and strong. Ragnow is passionate about feeding his community, and youth – in response to the COVID-19 pandemic, he donated \$10,000 to Gleaners Community Food Bank in Michigan.



VETERINARIAN STUDENT COMMUNICATION WORKSHOP

UDIM held a virtual workshop with 14 third-year veterinary students from the Michigan State University College of Veterinary Medicine – a requirement for more than 10 years for all enrolled students. The workshop helped prepare veterinary students to answer consumer questions about dairy with confidence and clarity.

“Thank you so much for working with us today! The ability to effectively communicate is not only vital in our professional lives as veterinarians, but it’s an important skill to utilize anytime we’re approached with difficult questions. So, this session was extremely helpful and such a great learning experience.”

PREPARING 4-H’ERS FOR DIFFICULT QUESTIONS

UDIM staff held a webinar with Michigan State University Extension to teach 4-H’ers how to answer dairy farming questions. The interactive webinar featured polls, as well as opportunities for

students to practice answering tough questions. The 4-H’ers learned to keep their message simple, be genuine and share what they know through their experiences.

DAIRY TALK WEBINAR RECORDINGS AVAILABLE

Nine DAIRY Talk webinars hosted by UDIM provide the Michigan dairy community with new communication tips, resources and ways to talk about dairy. Plus, the webinars offer information on hosting a successful farm tour and preparing for an on-farm crisis. The webinar in July provided

an overview of UDIM and dairy promotion programs. The webinars are all 30-45 minutes. Access the webinars at www.milkmeansmore.org/dairy-producers/dairy-talk-webinars/. You will need to enter your name and email address to view the webinars.

DETROIT LIONS GROCERY STORE TOUR

Partnering with the Detroit Lions, students from the Detroit Learning Academy participated in a virtual grocery store tour. UDIM shared nutrition education, and four Lions players added physical activity breaks for the kids. Participants learned to pick a variety of foods from the store to maximize their plate, how to look for lean cuts of meat and navigate the dairy aisle. Lions mascot Roary was also on board, sharing his favorite snacks.



BRINGING THE FARM TO HEALTH PROFESSIONALS

When dietetic interns and university staff could not come to the farm to learn more about dairy, UDIM brought the farm to them. UDIM staff, Michigan dairy farmers Ashley Messing-Kennedy of Sheridan Farms and Jennifer and Kayla Lewis of Pleasant View Dairy, dairy nutritionists Steve Good and Dean Andres and dairy veterinarian Dr. Jon Skinner hosted two virtual events for health professionals.

More than 100 students from Grand Valley State University, Beaumont Healthcare, Eastern Michigan University and Michigan State University learned first-hand about dairy farming and dairy nutrition, then developed an optimal meal plan featuring their new knowledge.

93% either agree or strongly agree with the statement **“I believe dairy farmers provide safe, wholesome, high quality milk that is free from added hormones and antibiotics.”**

85% either agree or strongly agree with the statement **“I believe that dairy farmers have safe practices providing excellent care for their cows and calves.”**

“I liked the explanation of the nutrition content of dairy products. There was a lot of information I didn’t know. It’s reassuring seeing the safety precautions with products, and I loved the enthusiasm of the tour.”

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2163 Jolly Road
Okemos, MI 48864
(517) 349-8923
MilkMeansMore.org

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CONTACT US

United Dairy Industry
of Michigan
2163 Jolly Road
Okemos, MI 48864
(517) 349-8923
info@MilkMeansMore.org
MilkMeansMore.org

Find us, like us and share us on social media: @MilkMeansMore