

DAIRY PROMOTION AT WORK



Consumers change continuously. Consumer research helps us understand their thinking and purchase habits, which helps us build trust and influence sales. These are a few of the trends we study when developing programs:

- Only two out of ten parents say they make the family beverage decision on their own. It is more likely a joint- or child-directed decision.
- Kids have more choices today. In 1987, kids consumed eight categories of beverages: milk, soft drinks, fruit juice, tea, hot cocoa, drink mixes, fruit drinks and bottled water. Today, there are 12 categories, including sports drinks and energy drinks.

It's important we educate the parents to help guide their kids decisions. We are able to reach them at schools, community events, sporting events and online through targeted advertising.

Through understanding the changing world, UDIM continues to address opportunities and threats to ensure dairy is a relevant part of the global future. You can read about how UDIM programs reach our audiences in more ways and in more places in this newsletter.

As always, please contact our office if you have questions.

Sharon Toth
UDIM CEO

UDIM SUPPORTS DOMINO'S PARTNERSHIP TO SELL MORE CHEESE



In 2018, UDIM continued our promotion partnership with Domino's Michigan Marketing team. Based on past performance, the decision was to focus on radio advertising in the Detroit market, as these stores have the highest potential to move incremental cheese.

The radio advertising increased pan pizza purchases in the Detroit market by 3% over the past year for an estimated incremental 350,000 pounds of cheese sold.

NATIONAL PARTNERSHIPS INCREASE DAIRY USAGE

The national checkoff partnership with Pizza Hut expanded outside the United States, **growing U.S. cheese sales by nearly 30%** at Pizza Hut Asia Pacific locations.

Fluid milk sales at foodservice restaurants remain a bright spot. **Milk offered through coffees and other specialty beverages grew 2%.**

McDonald's has averaged **3.2% annual growth in dairy sales** over the 10-year partnership with the dairy checkoff.

2018 SETS RECORD YEAR FOR U.S. DAIRY EXPORTS

U.S. dairy exports reached a record-high volume in 2018, increasing 9% over the prior year despite a fourth-quarter slowdown. Exports reached 15.8% of milk solids production. The value of U.S. exports was \$5.59 billion, 2% more than the prior year.

Michigan dairy farmer Cheri Chapin traveled abroad on a trade mission with the U.S. Dairy Export Council and shared the

dairy industry's vision throughout Tokyo and Hong Kong. Both are dependent on other countries for most of their dairy products and exhibit a desire for U.S. dairy foods.

Chapin said the sheer expanse of Tokyo and Hong Kong was overwhelming. Tokyo is a city of 37.5 million (23 times bigger than Chicago), and Hong Kong is home to 7.2 million people. Japan, despite being the world's largest importer of cheese, has



U.S. Dairy Export Council

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a per capita consumption of only 5.5 lbs. compared to the U.S. at more than 36 lbs. Chapin emphasized the tremendous room for growth.

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CHOCOLATE MILK GRANTS FUEL HIGH SCHOOL ATHLETES

UDIM is now accepting applications for High School Chocolate Milk grants for the 2019-2020 school year. If your high school athletes aren't powering up with chocolate milk, this is a great opportunity to get started. Chocolate milk is "Nature's Sports Drink" and provides many important nutrients needed for overall health, including calcium, potassium and vitamin D.

High school sports teams in Michigan will be rewarded with cash to purchase low-fat chocolate milk for their team to replenish

after practices and games for the entire season (cash value determined by size of team), up to two soft-sided wheeled cooler bags for easy milk transport, prizes, nutrition education materials to use for the promotion of chocolate milk and professional posters featuring the team's chocolate milk mustache photo.

Encourage your school to apply for a chocolate milk grant. Visit the MilkMeansMore.org website to learn more.



DEADLINES FOR CHOCOLATE MILK GRANTS

Winter: October 4, 2019

Spring: January 24, 2020

WOLVERINE DENTAL STUDENTS RECEIVE DAIRY INFO

UDIM was back on the campus of the University of Michigan at the Alumni Association for Welcome Wednesday, providing milk for students and faculty to enjoy with their donuts. UDIM promoted Michigan's dairy farmers and shared information about the importance of dairy in dental health to the 1,000 in attendance. Many of the students were dental students.



DAIRY PROMOTION 101 SHARES INFORMATION ON PROGRAMS

Want to learn more about promotion programs? Dairy Promotion 101 meetings allow dairy farmers to meet the Industry Relations team, learn how programs positively impact consumers and their decision to purchase dairy foods and discover how to get involved promoting dairy in their area. If you would like the Industry Relations team to come to your area, contact the UDIM office.



CONNECTING WITHIN YOUR OWN COMMUNITY

UDIM wants to help you continue connecting directly with consumers in your own communities through Dairy Promotion Grants. Each Michigan dairy farm can apply for up to \$1,500 towards the purchase of dairy foods and support items for local activations.

New this year, UDIM has created tabletop signs announcing the dairy foods were donated by a local dairy farm family. An electronic file will be included in the grant approval email for you to print and use at your event. To apply, visit MilkMeansMore.org, and click on Producers and Dairy Grant Program.



VETERINARIANS LEARN DAIRY MESSAGING



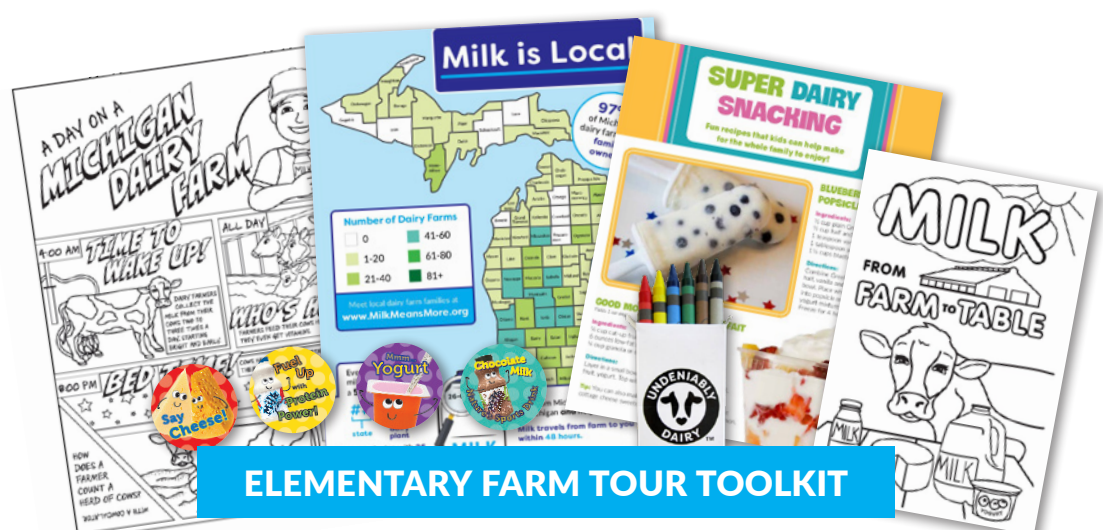
UDIM staff hosted an interactive workshop at the 2019 Michigan Veterinary Conference on "Talking About Science to an Audience that Doesn't Understand Science." Veterinarians learned what consumers look for at the grocery store and how they collect information. They also heard how personal stories connect on an emotional level and are important when communicating with consumers, especially about topics related to science. Participants broke into small groups to practice answering tough questions on animal care, milk quality and the economic impact of dairy farms. All of the participants marked the session as "excellent" on their evaluations and many wanted more practice responding to difficult questions.

MSU VETERINARY STUDENTS ATTEND DAIRY WORKSHOP

For the past ten years, UDIM and MSU have prepared more than 120 third-year veterinary students to be able to explain on-farm practices to consumers and answer tough questions. This workshop is a requirement for all students focusing on production animal veterinarian studies. In early May, the students spent a day learning communication tips and traps, practiced answering questions about the economic benefits of dairy to Michigan, animal care and milk safety and quality. One segment of the workshop focused on human dairy nutrition and another on using social media to talk about their role providing safe food.

ORDER MATERIALS FOR EVENTS

If you would like to order promotional and educational materials, call the UDIM office at (517) 349-8923. Tell us about your event, the number of attendees and the age group, and we will send you a promotional kit that best suits your event needs.



ELEMENTARY FARM TOUR TOOLKIT

DAIRY RECIPES REACH 580 MILLION

Milk Means More worked with Family Features to place one-page editorial pieces featuring three family-friendly main dish recipes. The feature is available to all print and digital media to use through June. Through February, this feature accounts for more than 580,000,000 total impressions, exceeding our goal by 50 percent. This campaign also drove more than 8,000 page views for our Pasta and Chicken in Garlic Cream Sauce recipe on the MilkMeansMore.org website. UDIM has two additional features planned for the summer and winter holiday season.



CONNECTING TEENS AND MICRO-INFLUENCERS



The Conquer with Milk Instagram account reaches teens through micro-influencers (people with a large social media audience and the ability to persuade viewers by virtue of their authenticity and reach). The @ConquerWithMilk social media channel achieved 4.4 million impressions from January – May 2019 through posting about trends, food and athletes. Followers engaged with Professional Snowboarder Jake Vedder and his posts on refueling with chocolate milk. Other posts included pizza, warm lattes and hot chocolate made with milk.

JUMP WITH JILL LIVE TOUR AT 28 SCHOOLS

Students had the opportunity to rock with Jill, learn about dairy nutrition and do the “Bone Rap” in the following cities:

Detroit • Grand Rapids • Holt • L’Anse Creuse
Lansing • Livonia • Southfield • Traverse City

MOMS LEARN NUTRITION AT FOOTBALL CLINIC

Partnering with the Detroit Lions, UDIM reached moms at a “Mom’s Football Safety and Kids Fundamental Football Clinic” at Ford Field. UDIM staff presented “Fueling Your Adolescent Athlete.” Feedback included:



- **“I had no idea chocolate milk contained protein and so many other nutrients! I am going to stop buying protein powders and give my kids chocolate milk after games and practices.”**
— Mason Mom
- **“I had no idea dairy was actually good for me and my kids. I have heard dairy causes inflammation and can lead to weight gain. Next grocery visit, I will be buying milk and yogurt.”**
— Ann Arbor Mom

DETROIT AND FLINT STUDENTS LEARN ABOUT DAIRY

UDIM partnered with Michigan Farm Bureau (MFB), MSU Extension and Michigan Milk Producers to share agriculture facts and healthy foods at schools during National Agriculture Month. The team of volunteers reached 700 students in Detroit and 600 students in Flint. Students learned what cows eat and how they use that food to make delicious milk. MFB taught

the students about the life cycle of a plant, and the nutrition station explained how to identify vegetables and dairy foods and why they should include them in their diet. UDIM distributed MyPlate posters, the Milk is Local flyer and cheese sticks.



CHAMPION HOCKEY PLAYER JUSTIN ABDELKADER PROMOTES MILK

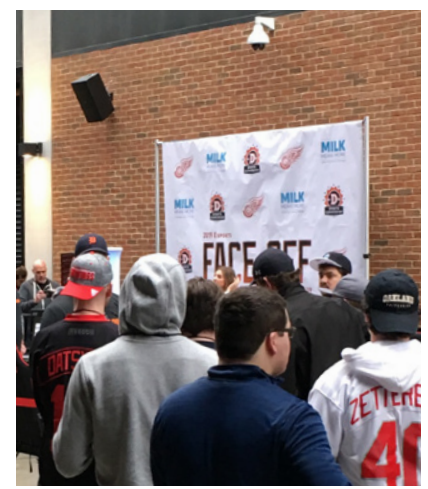
UDIM kicked off the year adding another professional athlete to the Milk Means More team, Justin Abdelkader. Justin is a native of Muskegon and spent his entire hockey career in the Mitten State. From youth hockey to leading the Spartan hockey team to the NCAA championship to scoring his first NHL goal during the Stanley Cup playoffs, Justin is elite in the Michigan hockey arena. He is also well-spoken, has a program to increase kids’ reading and is ready to carry the dairy message into schools and ice rinks around Michigan.



“When I train and compete, I expend a lot of energy on the ice and in the weight room, and I need something to help recover properly and better prepare me for my next workout,” said Justin. “With the right balance of protein and carbohydrates to repair and refuel, chocolate milk has scientifically proven results. But it is part of my plan because it is delicious.”

MILK MEANS MORE TESTS E-SPORTS MARKET

The Detroit Red Wings hosted their first-ever E-Sports Tournament with the finals at Little Caesars Arena. The tournament was broadcast live on the Red Wings Twitch channel (gaming live stream platform similar to YouTube), and the winner took home \$5,000. Milk Means More was the presenting sponsor of the event, testing the advertising opportunity to reach these young adults. The Justin Abdelkader ad was broadcast throughout the tournament on the Twitch network with over 18,000 viewers.



Milk Means More also engaged with fans prior to the Wings-Sharks game. Dairy goodness was promoted through our exciting new prize wheel, and those who signed up for the newsletter had a chance to win an autographed Justin Abdelkader jersey. Roughly 5,000 to 7,000 fans roamed the concourse, with many stopping by the table to learn about the goodness of dairy. All of the kids received an Abdelkader Dairy poster.



GETTING PREPARED FOR A CRISIS

The Innovation Center for U.S. Dairy, American Dairy Association Indiana, American Dairy Association Midwest and UDIM hosted a hands-on crisis readiness exercise in April in Indianapolis, Indiana. Participants from across the supply chain tested their organization's crisis preparedness for a fictional food safety crisis that tested their crisis plan and simulated how the dairy supply chain would be affected.

The drill also included breakout sessions where participants started on-farm crisis plans, honed their media skills or practiced their social media response.

Michigan was well represented by three dairy farmers, two cooperative staff, three processors, an MSU Dairy Educator, the State Veterinarian and UDIM staff. If you would like to create a crisis plan for your farm, please call the UDIM office.

“I’ve been a dairy farmer my whole life. I’ve had the opportunity to work with my grandfather, my dad and now my kids. When farmers go through a crisis, we feel alone. When I come to this crisis drill, it makes all of us so happy to look around the room and see people who want to help us. Please always remind us that you are there. Thank you for taking the time to participate.”
— Steve Brock, Michigan dairy farmer

OKKEMA-CLARK RECOGNIZED WITH THE EXCELLENCE IN DAIRY PROMOTION AWARD

UDIM honored Ramona Ann Okkema-Clark of Blanchard, Michigan, with the 2019 Excellence in Dairy Promotion award at the Great Lakes Regional Dairy Conference. This award recognizes one outstanding Michigan dairy farm family member for their dedication in promoting dairy foods and their local dairy community. Congratulations, Ramona!

To nominate someone passionate about dairy promotion, visit the Milk Means More website at www.MilkMeansMore.org/dairy-producers/excellence-dairy-promotion-award-nomination

MEET YOUR BOARD MEMBER

Jim Reid - Reid Dairy Farm LLC

My name is Jim Reid, and I'm proud to be a Michigan dairy farmer. Last year, Reid Dairy Farm celebrated 150 years in the same family. I credit our longevity in the dairy business to our sustainable soil conservation practices and ensuring that our cows are always clean and comfortable.



Our farm started with 50 cows in 1978. In 2008, we expanded to 200 cows and added a new facility. My wife, Pam, and I work alongside our son, Jeff, to care for our cows and over 1,000 acres of alfalfa, corn, wheat and soybeans. Our grandson also helps when he can. We love seeing the next generation excited about farming.

Promotion of dairy foods has always been a passion of mine. I've served as president of UDIM for six years. I've served on the UDIM board for a total of nineteen years.

The checkoff program is far reaching — from education programs to working with athletes to growing export sales and more. As a former teacher, I have a passion for the school programs. I believe it is important to teach the students about the nutritional value of dairy. Fuel Up to Play 60 is an in-school nutrition and physical activity program launched by National Dairy Council, in collaboration with the USDA, to help encourage today's youth to lead healthier lives. Students learn about the importance of exercise and including dairy foods in their diet.

What do you love about being a dairy farmer?

I have been involved in agriculture since I was a kid. I love working with animals, nature and plants. I love being able to be involved in life with either plants or animals from seed to harvest, from conception to birth to death.

Why is it important for farmers to be involved in promotion?

We host about 600 people of all ages for farm tours annually. In 2013, we hosted 2,500 people on the farm for Breakfast on the Farm. We believe leadership and good citizenship benefit our community.