

Fall 2021

# DAIRY PROMOTION AT WORK



It's the end of another busy year for Michigan dairy farmers and the United Dairy Industry of Michigan team. As the year unfolded, we were able to attend more in-person events, something we're sure you were just as excited to attend. At consumer events, we surprised people with dairy samples, compliments of Michigan's dairy farmers, to remind them about the goodness of dairy. At farmer meetings, we reconnected and shared the great work our team is conducting on your behalf.

In the past, we've focused on millennial parents. This year, we narrowed our focus on the Gen Z audience, those aged 10 – 23, to create life-long dairy consumers. Their buying power is \$100 billion and they are an inquisitive audience. To reach this digitally savvy audience, DMI partnered with popular video gamers who use their channels and influence to help tell dairy's story.

UDIM has been reaching this age group for five years through the Conquer with Milk program, which touches on every component of lifestyle wellness. A new approach this year has been through the Bones Love Milk program that reaches out to skateboarders and others in the action-sports community and lifestyle to remind them they need milk.

Exports remain a bright spot for dairy. Despite challenging port and shipping issues, U.S. dairy exports got off to a solid start in 2021 and remained strong. For instance, export volume in milk solids equivalent grew by 13% in August compared to the same month a year ago, thanks to gains in every major product category.

We're looking forward to a new year and new opportunities for dairy!

Sharon Toth  
UDIM CEO



Corby Werth  
UDIM President



**MILK**  
MEANS MORE

United Dairy Industry of Michigan



# DENBY HIGH SCHOOL WEIGHT ROOM REMODEL

In partnership with the Detroit Pistons, UDIM surprised Edwin Denby High School student athletes in Detroit with a remodeled, state-of-the-art weight room. The school has not had a functioning training room since 2018. The facility is complete with a stocked fueling station of chocolate milk and meals provided by the school and new workout equipment courtesy of Planet Fitness. The makeover will allow Denby student athletes to train and fuel themselves for performance with nutrient-rich foods such as chocolate milk.

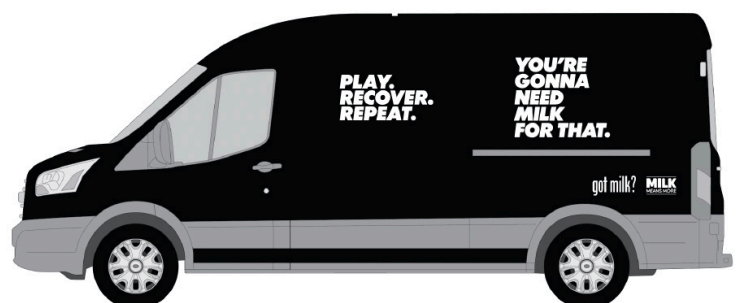


Watch the project highlight video by scanning the QR code with your cell phone camera!



# NEW REFRIGERATED VAN “SPOTTED”

As pandemic health precautions dwindle, the UDIM team returned to connecting with consumers in-person with a busy summer events schedule. We recently purchased a refrigerated van, complete with ‘You’re Gonna Need Milk for That’ branding on the sides. From skate parks to stadiums, the van allows the team to safely transport and “surprise” event goers with cold, delicious Michigan dairy foods.

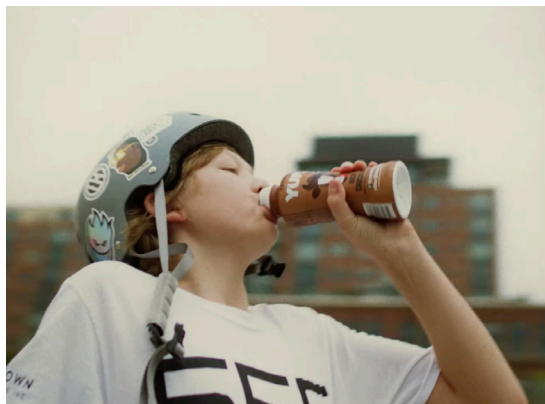
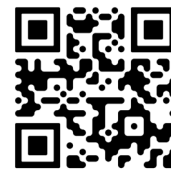




# SHREDDING WITH MILK AT 555 JAM ON THE GRAND

Competitive skate boarders, BMX riders and fans gathered in Grand Rapids at a new skate park this summer where UDIM sponsored the competition under the “Bones Love Milk” campaign. UDIM set up a “Shredquarters” where athletes could hydrate with milk and learn dairy’s role in ensuring they have strong bones and muscles to land remarkable tricks.

Scan the QR code to watch the recap reel.



## VIRTUAL FARM TOURS

Virtual farm tours continue to be successful in connecting students and consumers with dairy farming.

### SEPTEMBER

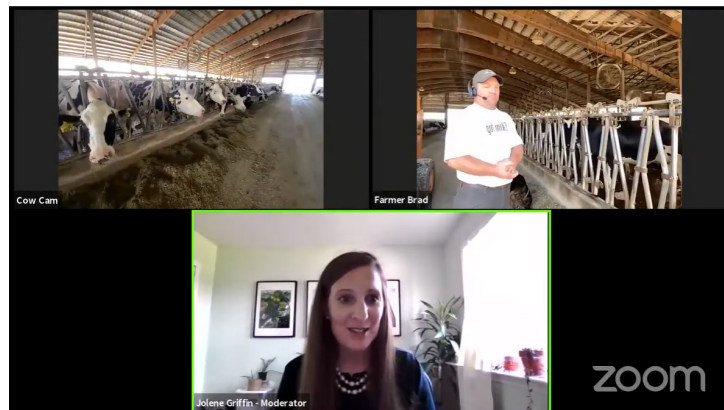
1,200 students and educators joined Farmer Brad of Ritter Farms for a tour. The tour was also streamed on Facebook and YouTube with over 5,100 views and 21,500 impressions as of October 1.

### OCTOBER

920 teachers registered 16,600 students to join the interactive tour with Aubrey Lettinga VanLaan. The tour was also streamed live on Facebook and YouTube with an additional 3,600 views between the two platforms.

### NOVEMBER

UDIM's first virtual tour of a dairy processing plant streamed on Zoom, Facebook and YouTube in November of Guernsey Farms Dairy. Seeing where the milk goes after it leaves the farm was requested on previous farm tours and we were excited to share this aspect with consumers and students. Nearly 500 classrooms



and 7,800 students joined to watch live on Zoom with additional viewers on Facebook and YouTube.

### NEW Video Series

To better reach students in grades 6-12, UDIM compiled a video series from previous tours. Each 7-10 minute episode focuses on a different dairy farm topic.

You can watch all of the past virtual farm tours here: [milkmeansmore.org/virtual-farm-tour](https://milkmeansmore.org/virtual-farm-tour).





# LACTOSE INTOLERANCE CAMPAIGN

This fall, UDIM shared with Gen Z and Millennial Parents how they can still enjoy dairy and fuel themselves with milk’s 13 essential nutrients without the stomachache that comes with being lactose intolerant. In a cross-channel marketing effort on Facebook, Instagram, Snapchat, Pinterest, YouTube, Spotify and through targeted digital ads, relatable lactose intolerant-friendly recipes and tips to incorporate real dairy in the diet were shared via Tik Tok-style, or short, video ads. The fun, up-beat Tik Tok influencers captivated many teens who searched for further information on how to live with lactose intolerance. The campaign resulted in 6.9M impressions.





Re-think cow’s milk.  
**Try lactose-free.**

**Learn More**

**MILK MEANS MORE**



# BACK AT THE UP STATE FAIR

After a pandemic-related pause in 2020, UDIM’s annual participation at the U.P. State Fair resumed in August. We sponsored the treasured fair tradition of the cheese carving, which highlighted the “You’re Gonna Need Milk for That” theme through 300 lbs. of sculpted cheddar. UDIM also engaged attendees through nutrition marketing activation. Our friends above the bridge were ecstatic that the fair was open this summer because the week-long event had a record attendance of 97,000 people.



# SPARTANNASH AND BUSCH’S MAKE A BIG MILK DRIVE SPLASH

Milk drives with retailers not only get milk to those in need across our state, but increases fluid milk sales for Michigan dairy farmers.

After four years of consideration, SpartanNash stores (known as Family Fare, D&W, Martin’s and VG’s in Michigan) held their first milk drive! Shoppers in all 157 stores throughout the Midwest could donate via rounding up or selecting a specific dollar amount on the checkout keypad. For the first time in milk drive history, supporters could also donate via text. With assistance from other promotions, the effort resulted in an impressive 127,000 gallons of milk.

Busch’s Fresh Market also continues to smash previous milk drive totals. This fall, the drive raised 47,194 gallons of milk for local food banks - a 7,000 gallon increase from the Fall 2020 drive. Local high school sports teams and student organizations supported stores via social media, encouraging their communities to donate.

Pour on the  
**KINDNESS**



**DONATE MILK**  
to local families in need

**MICHIGAN'S DAIRY FARMERS**

**BUSCH'S MICHIGAN MILK DRIVE**

**THANK YOU!**

Local charities have received  
**47,194**  
gallons of milk!

# MICHIGAN CLASSROOMS PARTICIPATE IN ADOPT-A-COW

Through a new partnership with the Dairy Excellence Foundation, over 1,000 teachers and parents, registered 21,500 students in Michigan to “adopt” a calf from Werth Dairy Farm. They will get an inside look at the dairy farm, learn how their calf is taken care of and get updates on her growth throughout the school year. Educators also receive access to digital lesson plans from Discover Dairy to support their farm to school curriculum.

**ADOPT A COW**  
for your classroom  
this school year!

[discoverdairy.com/adopt](https://discoverdairy.com/adopt)

**DISCOVER DAIRY**



# UDIM ADDED TO ACADEMY OF NUTRITION AND DIETETICS CURRICULUM

UDIM’s Grocery Store Tour Training, focused on consumers and the retail setting, will be included in an Academy of Nutrition and Dietetics continuing education program for health practitioners.

The Academy of Nutrition and Dietetics is the world’s largest organization of food and nutrition professionals that represents more than 112,000 credentialed practitioners.



**Dairy Milk:**

**13 nutrients:**

- Protein
- Calcium
- Iodine
- Phosphorus
- Potassium\*
- Selenium
- Zinc
- Vitamins A, D, B-12
- Riboflavin
- Niacin
- Pantothenic Acid

\*Based on 2019 DRI for potassium developed by NASEM.

# MOOLAH FOR SCHOOLS GRANT SUPPORTS ACCESS TO DAIRY

Schools were in need of equipment supporting meal distribution at the curb, via bus and eventually back in a lunchroom or classroom during the 2020-2021 school year. Michigan food service teams worked non-stop to ensure that every kid had availability to nutritious meals, including milk.

UDIM added equipment to our list of funding opportunities based on high demand from school district partners and evolving landscape as students returned to the classroom. Coolers and transport carts kept milk cold and moveable, ensuring the next generation of dairy consumers had access to quality, delicious milk throughout the pandemic. Equipment was awarded to 65 school districts.

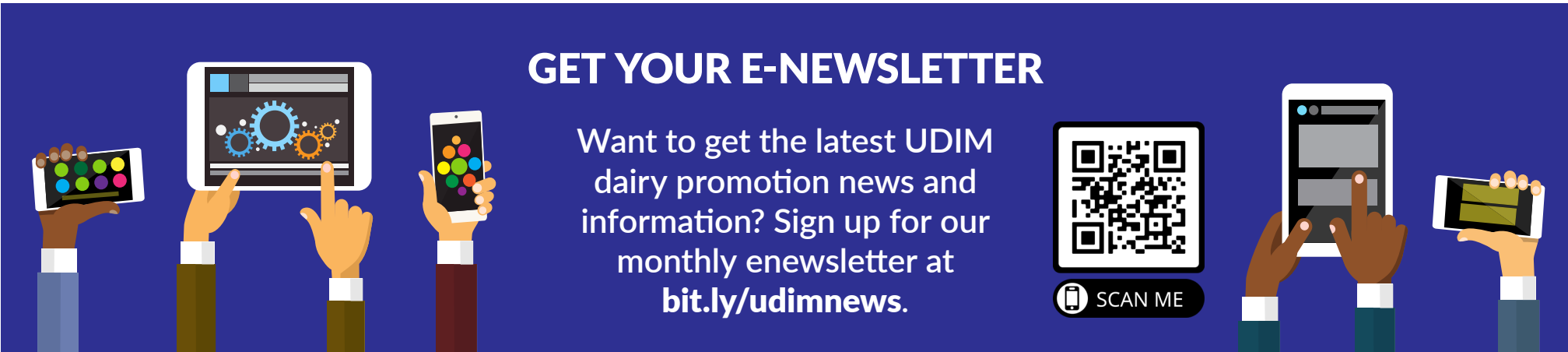


# GET YOUR E-NEWSLETTER

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



**SCAN ME**





## CREATING INDUSTRY SPOKESPEOPLE AT MSU

For over 10 years, UDIM has hosted communications workshops with the MSU large animal veterinarian students, and with the Dairy Science class for over four years. They all received tips for successful communication and ways to navigate questions or statements they may hear about agriculture and dairy nutrition.

The sessions concluded with the students breaking into small groups to practice answering difficult on-farm and nutrition questions.

***"Practicing interactions helped me build confidence in my ability to answer tough questions. I now know strategies to answer questions without overwhelming someone with lengthy facts, and know how to access resources to help me if I need."** - Student Participant*



## DAIRY AND ESPORTS



Roblox, a global gaming platform that reaches 200M+ kid and teen gamers monthly, launched dairy's 2021 Street Games created in partnership with SuperAwesome. The games use "You're Gonna Need Milk for That" messaging, encouraging dairy's place in esports.



## COSTCO STORES IN SOUTH KOREA GET CERTIFIED USA CHEESE SPECIALISTS

When shoppers at Costco stores in South Korea get samples of U.S. cheeses, they don't just experience a delectable product from the world's largest single-country exporter of cheese. They get the knowledge of USA Cheese Specialists™, ready and willing to answer questions because they have been trained and certified by the U.S. Dairy Export Council.

48 promoters and 7 team leaders from Club Demonstration Services – a promotion company used globally by Costco – were trained and certified this year by USDEC.

"We're building an army of people knowledgeable about U.S. cheeses who can transmit their knowledge to others," says Angélique Hollister, USDEC Senior Vice President, Global Cheese Marketing. "This is all about increasing the visibility of U.S. cheeses."



It's part of a strategy to educate influencers in key export markets about the quality of U.S. cheeses.

"USDEC believes that changing perceptions with efforts like this will, over time, lead to more cheese exports," says USDEC President and CEO Krysta Harden. "What this means for our farmer-funders in Michigan across the country is more of their milk will be leaving the country as the key ingredient in exported U.S. cheeses."

## SHARE YOUR DAIRY STORY WITH UDIM RESOURCES

The dairy community has a long-standing history of sharing the good news of dairy with consumers. For ideas and resources to help you continue sharing your dairy story, visit our website at [milkmeansmore.org/dairy-producers](http://milkmeansmore.org/dairy-producers).



## MEET YOUR UDIM BOARD MEMBERS

### Tim Hood, Vice President

UDIM Vice President Tim Hood and his family milk 500 cows near Paw Paw, Michigan. He has served as a member of the UDIM board for 15 years and is grateful for the opportunity to do so.

He is committed to promoting dairy. "Michigan dairy farmers produce some of the best quality milk in the nation," Tim says. "Our story is one to be proud of. I feel it is important we, as dairy farmers, promote what we do every day. We are all part of dairy promotion."

He adds there are things all dairy farmers can do that bring a face to dairy foods, including participating in UDIM promotion events, supporting dairy in local communities, using UDIM dairy producer promotion grants and more.



### Jerry Neyer, Treasurer

UDIM Board Treasurer Jerry Neyer operates a diverse dairy farm near Shepherd, Michigan. Jerry, brother Bryan and nephew Josh milk 150 cows, custom-raise 650 heifers and custom-harvest hay and corn with help from Jerry's parents and a team of employees.

He appreciates the opportunity to provide input on the allocation of promotional dollars, as well as the ability to keep a pulse on dairy innovation. And his checkoff service enables Jerry to provide peer input to UDIM programs while sharing with fellow dairy farmers how their promotional dollars are working for them. "The only way your dollars work even harder is by you getting involved," he adds.



## CONTACT US

Have a question about UDIM programs?  
Contact a member of the Industry Relations Team!

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DAIRY PROMOTION AT WORK

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