

# Dairy Promotion at Work



## A Letter from the CEO

**H**ello Michigan dairy community! As the new CEO at United Dairy Industry of Michigan (UDIM), I'd like to introduce myself and share my vision for your dairy checkoff and our dairy community.

Before joining the UDIM team, I spent five years working at the national dairy promotion organization, Dairy Management Inc. There I led the Strategic Intelligence Team and the Dairy Transformation Team. Through the work of both teams we focused on intelligence around consumers, markets, environments, and signals of change that affect consumers attitudes, beliefs and behaviors. I bring over 20 years of experience in strategic planning, communications, and marketing.

Since joining the team on Valentine's Day, I've been blown away at the welcome from farmers and industry members, it truly has solidified my place here on your team. If we haven't had a chance to meet in person, I look forward to the time we can. I've also had the opportunity to meet dairy farmers at our Conversation with Checkoff meetings and answer questions about dairy promotion.

We have a solid foundation at UDIM, our talented staff has created and implemented impactful programs in schools and with media, influencers and consumers across the state. As a team we will focus on new ways to meet consumers where they are on behalf of dairy.

Below are concepts/actions that I value and want to instill at UDIM:

- ◆ *Know consumers better than they know themselves.*
- ◆ *Make things simple and easy to remember.*
- ◆ *Foster a culture of collaboration, free flowing communication and curiosity.*
- ◆ *Good ideas come from anywhere.*

I look forward to getting to know each of you.

Dwyer Williams  
UDIM CEO  
(224) 422-6184



## UDIM Board of Directors

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## Contact Us

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# Breakfast and a Book

Virtual Breakfast and a Book events continue to be a successful way of connecting with students about the importance of eating a nutrient-rich breakfast before school, including milk, and encouraging them to grab a school meal before the bell rings.

## JANUARY

**Emily Eitzman**, U of M student and soccer player for AFC Ann Arbor

**Story:** Grandpa's Advice by Emily Eitzman

**Theme:** The importance of kindness and gratitude

**4,300**

students

**7,000**

additional views

## FEBRUARY

**Saddiq Bey**, #22, Forward for the Detroit Pistons

**Story:** All Are Welcome by Alexandra Penfold

**Theme:** Celebrating Black History Month

**5,000**

students

**182**

additional views

## MARCH

**Carol McCloud**, author, and **Renee McCauley**, Michigan dairy farmer

**Story:** Have You Filled a Bucket Today by Carol McCloud

**Theme:** Kindness and dairy farm tour

**4,660**

students

**2,500**

additional views



## Virtual Farm Tours

### World Milk Day

- Hosted at Valley Grove Dairy
- 410 classrooms
- 8,400 students
- 8,650 additional views

### Fall

Our next tour is set to stream on September 22 from Siegler Dairy Farm on Zoom, Facebook and YouTube. Encourage local educators to join!

Previous virtual farm tours can be watched at [milkmeansmore.org/virtual-farm-tour](https://milkmeansmore.org/virtual-farm-tour).

## Slam Dunks for Education: You're Gonna Need Milk for That

UDIM leverages partnerships to increase affinity for Michigan's dairy industry while looking to make a direct impact on deserving students who are tomorrow's thought leaders.

This year, the team leveraged two student basketball dunking competitions for educational scholarships. Following a social media bracket-style voting competition that was open to University of Michigan students, the finalists competed during halftime in front of a full Crisler Center.



Our scholarship recipients were Mazeed Olueweu and Daniel Liu.

Watch the exciting recap video by scanning the QR code to the right.



With the Motor City Cruise, a NBA G League team in Detroit, a similar activation again yielded scholarship recipient Knakia Farmer.

# Health Professionals Go to the Farm

Informing medical professionals, future Registered Dietitians and educators about dairy nutrition, as well as on-farm practices, is critical to improve consumer understanding. Farm tours ensure they can address patient or student concerns regarding dairy accurately with sound evidence and first-hand farm experience.

## Michigan State University

### 11 dietetic interns

Virtual farm tour hosted by UDIM and Ashley Messing-Kennedy

#### Key learning:

**There are no antibiotics or added hormones in milk.**

## University of Michigan

### 6 dietetic majors and professionals

Visited Horning Farms, hosted by Katelyn Packard and a dairy nutritionist

#### Key learning:

**How dairy cows are fed throughout their lifetime.**

## Grand Valley State University

### 11 dietetic interns

Visited Walnuthdale Dairy Farm, hosted by Aubrey Lettinga VanLaan

#### Key learnings:

**Milk quality assurance and dairy sustainability.**

## Macomb County ISD

### 18 foodservice directors and staff

Visited Prairie Farms Processing Plant in Battle Creek

#### Key learnings:

**Supply chain for school milk and dairy nutrition.**

# Partnering with Ag Radio

UDIM partnered with two Michigan ag radio networks, Brownfield and Michigan Ag Today, to bring Checkoff programming to your tractor or truck each month. Topics included:

- Chocolate Milk Grants for high school athletes
- Dairy Producer Grants and dairy education materials available to dairy farmers

- Events that bring joy to consumers
- Moolah for Schools Grants provide equipment to school cafeterias

Scan this QR code to listen to the interviews.



Be sure to listen for the next monthly release!

# May the Fourth Be with You

A short time ago in a galaxy not so far, far away...

Mootilda and Chewbacca celebrated Star Wars Day on May 4 with the Ann Arbor community. With the help of our partner AFC Ann Arbor, we

surprised two soccer teams and consumers visiting local coffee and ice cream shops with delicious dairy and epic lightsaber battles. The engagement reached over 200 Gen Z and millennial individuals!

# Upcoming Events

UDIM is back out in the community! Interested in attending one of our upcoming consumer events? Please contact us to learn how you can get involved.

## WESTERN MICHIGAN

### Whitecaps Baseball Game

July 26  
Comstock Park

### Whitecaps Baseball Game

August 25  
Comstock Park

## MID-MICHIGAN

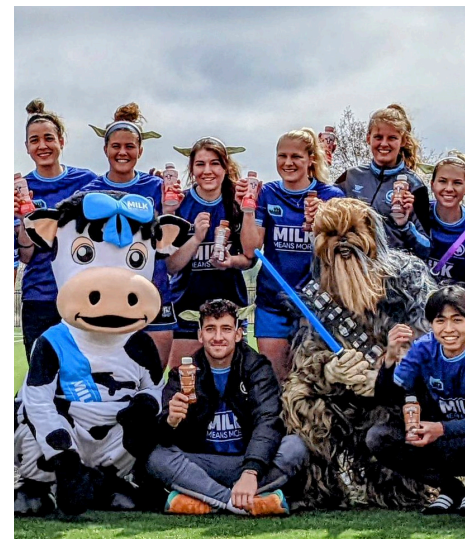
### HAP Crim Festival of Races and Expo

August 25-August 27  
Flint

## UPPER PENINSULA

### UP State Fair

August 15-August 21  
Escanaba





## Get Your E-Newsletter

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



SCAN ME

## Contact Us

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

### Jolene Griffin

Director of Industry Relations  
[Jolene@milkmeansmore.org](mailto:Jolene@milkmeansmore.org)

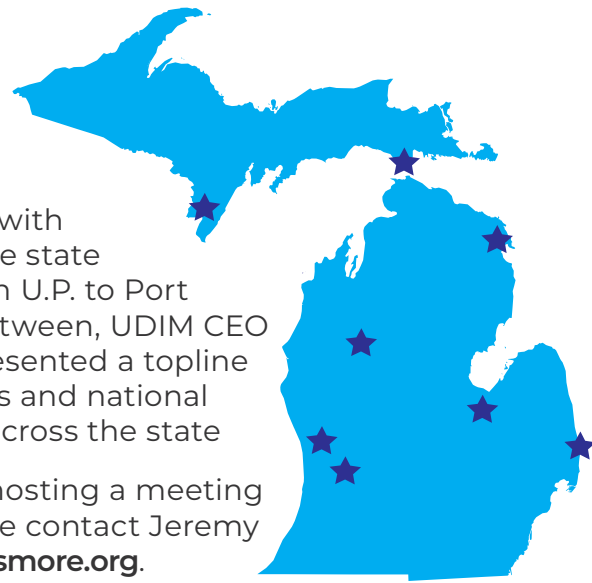
### Jeremy Werth

Industry Relations Manager  
[Jeremy@milkmeansmore.org](mailto:Jeremy@milkmeansmore.org)

## Conversation with Checkoff

UDIM hosted Conversations with Checkoff meetings across the state this spring. From the western U.P. to Port Huron and everywhere in between, UDIM CEO Dwyer Williams and staff presented a topline overview of all program areas and national updates to dairy producers across the state

Would you be interested in hosting a meeting in your area next year? Please contact Jeremy Werth at [Jeremy@milkmeansmore.org](mailto:Jeremy@milkmeansmore.org).



## Resources to Share Your Dairy Story



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

Find us! @milkmeansmore



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