

MILK MEANS MORE

2022 Michigan Dairy Promotions

Celebrating Mac 'n Cheese

Along with the Kalamazoo Growlers baseball team, UDIM was a proud sponsor of the fourth annual Mac & Cheese Festival in Kalamazoo this summer. The event highlighted local food vendors for their unique take on mac and cheese, a variety of beer samples, and a milk bar hosted by Michigan dairy farmers.

900

milk & cookie samples

4,000

people attended the two-day event



Refueling Athletes with Chocolate Milk



Last winter, 105 Michigan High School Athletic Association high school teams received "Chocolate Milk: Nature's Sports Drink" grants, providing about 4,700 student athletes with chocolate milk to refuel. In addition to chocolate milk, students also receive nutrition education. Plus, some teams chose the community outreach component of the grant program, raising \$2,428 to donate to local food banks to purchase dairy foods.

Virtual Farm Visits a Hit

Virtual farm tours have become an efficient and welcome mainstay to reach Michigan youth and educators. For example, UDIM's latest tour in honor of World Milk Day and National Dairy Month reached 410 classrooms, providing a window into a Michigan dairy farm for 8,405 students. And the YouTube video of the tour has been viewed nearly 8,650 times. Visit bit.ly/3bwOWsD to learn more.



Moolah for Schools Grant Makes a Huge Difference

During the 2021-2022 school year, the Moolah for Schools grant program allowed 58 schools to purchase new food service equipment, expanding access to fresh dairy foods for 41,048 students. Participating schools report students are loving the smoothies, and teachers say they notice the difference in their classroom when students have full bellies.

The delicious and nutritious beverages go so quickly in the morning students know they must get here early in the morning to get a smoothie. In turn, this helps with attendance issues!

– Moolah Award Recipient



52

milk crate bags



22

milk coolers



19

rolling coolers



13

hot chocolate milk machines



29

meal transportation carts



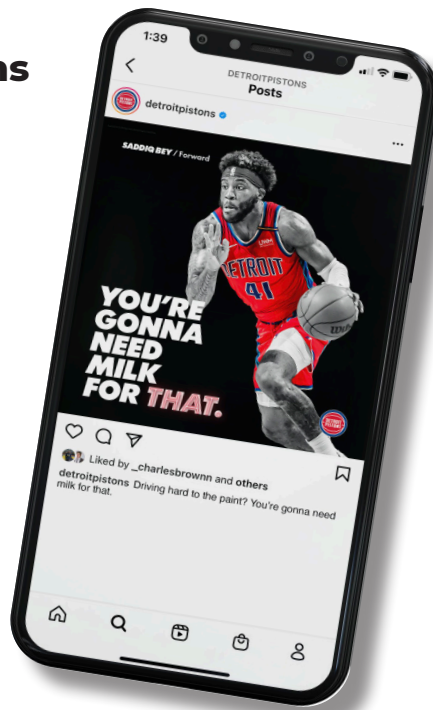
4

smoothie machines

Our exposure of our milk program increased just because of us now having an actual milk cooler. More kids noticed the milk and took it at mealtime. – Moolah Award Recipient

Partnering with the Pistons

A community-driven campaign is helping raise brand recognition and leverage UDIM's partnership with Detroit Pistons' standout Saddiq Bey. This spring, millions of people saw a new side to the relationship – one that focuses on brand exposure, product differentiation and community. Targeted digital ads and social media posts yielded more than 8.3 million impressions. And a series of billboards along I-96 yielded more than 12 million impressions. The outreach created unique moments to position milk as top-of-mind among athletes, amateurs and youth.



Social Connections with Gen Z



Social channels like UDIM's Conquer with Milk's Instagram page are meeting with success to share dairy's message with the next generation of consumers. Earlier this year, posts encouraged Gen Z to take part in creative, fulfilling, feel-good hobbies while enjoying dairy. Humorous posts performed above others and efforts continue to create original video content to capture Gen Z's attention. We have been focusing on our TikTok channel, especially to reach high-school aged Gen Z. As a result, we have seen a 400% increase in video views on this channel between the first and second quarters of this year.

Conversation with Checkoff Update

The Industry Relations team has hosted nine Conversation with Checkoff events across the state this year to connect with nearly 150 Michigan dairy farmers. If you're interested in learning more about checkoff activities, contact Jeremy at jeremy@milkmeansmore.org to schedule a meeting in your area.



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How Do You Use Producer Grants?



Michigan dairy farm families and employees actively support and guide events in their local communities thanks to UDIM's dairy producer grant program. So far this year, the grants have helped provide milk and dairy foods in support of local events like the Winterlaufe Race, Sebewaing Firemen's Benefit Breakfast and MSU Dairy Club's Dairy Day at the Rock. If you haven't already done so, be sure to put this program to work in your area. Discover how at bit.ly/3u8rwQC.

Stay in Touch with Checkoff News

Get the latest dairy checkoff news and information in your inbox every month with our e-newsletter. Visit bit.ly/39U84Ar to subscribe.



Meet Your UDIM Team!

Scan the QR code to meet your team who proudly promotes Michigan dairy foods and farmers.

