

UDIM Program Updates



E-Gaming

This summer's eGaming influencer campaign accumulated 1.6 million views on our posts, almost a million views more than our initial targeted goal. Our metrics were aided greatly by one of our TikTok content creators' videos (Ryan Hudson-Peralta's) gaining over 900K views by itself! We are excited about the great work that has been done with our efforts in gaming and the influencer realm.

E-Sports

Our team is reaching Gen Z where they are through e-sports. Just like traditional sports, a healthy diet, including dairy, may help with performance while gaming. Different partnerships, including Oakland University's e-sports team and the Michigan High School Esports League (MHSEL), provide opportunities to reach young people engaged in e-sports through logo placements, nutrition education, social media, live reads during games and tournaments and in-person activations at competitions and conferences.



Scan the QR code below to view this Tik-Tok by @Look World No Hands



Scan the QR code below to listen to the latest E-Sports Radio Interviews



The Children's Hospital of Michigan Cereal Drive

The Children's Hospital of Michigan hosted their 13th annual Cereal Drive in early June with a grand total of 44,238 lbs., or 617,230 servings of cereal donated. In addition, supporters donated \$26,000 toward the purchase of milk; those donations were matched by Milk Means More and Blue Cross Blue Shield of Michigan for a grand total of 306,667 servings of milk! Mootilda was able to join the fun at Kroger in Royal Oak for a stuff-the-bus event with radio coverage by 100.3 WNIC covering Metro Detroit. It was a great way to celebrate June Dairy Month with strong community partners.



Gym Renovation Projects

UDIM was a partner in two weight room renovations that were revealed in September. One at Detroit Osborn High School where UDIM partnered with The Detroit Pistons and Planet Fitness to reveal the new facility. We also partnered with The Grand Rapids Gold and Planet Fitness to renovate the weight room facility at Ottawa Hills High School in Grand Rapids. The newly renovated weight room facilities will have an amazing impact on student-athlete performance and nutrition, and also on the Grand Rapids and Detroit community. UDIM Board Member Mike Noll was able to attend the unveilings and see firsthand how beneficial the renovations will be for student athletes.



Grandma's House Launch - MSU

UDIM welcomed MSU students back to campus and handed out over 900 bottles of milk and cookies at "Grandma's House" during U-Fest. This idea was the result of a multiple university classroom competition where student marketers identified ways to better connect with Gen Z and share the nostalgic goodness of dairy. We also shared current facts about the sustainability efforts and choices our dairy farmers make every day to care for their cows and environment.



Dairy Nourishes Symposium

UDIM, supported by the Food Bank Council of Michigan, hosted the Dairy Nourishes Michigan Symposium in September. Food banks, processors and partners who support nutrition security in Michigan came together to network and collaborate on innovative ideas and solutions that will increase access to the essential nutrients and protein provided by dairy foods.

The three-day dairy symposium included tours of a dairy processing plant, a Michigan food bank, and a dairy farm, along with presentations, collaborative learning & planning, and group activities. Attendees had the opportunity to gain additional knowledge of the dairy supply chain, options on how to commit to a dairy program, a deeper understanding of resources needed, and solutions on overcoming barriers & challenges standing in the way of nutrition security in Michigan communities.

Scan the QR code below to view the Press Release



UP State Fair Recap

Once again, UDIM had the privilege of participating in the UP State Fair, a week-long event that drew in a crowd of over 100,000 attendees. Our engagement with fairgoers included lively trivia games, enlightening discussions about cows and farming, and the sharing of valuable dairy nutrition insights. As a reward for their trivia participation, participants received complimentary ice cream coupons that could be redeemed at a local ice cream shop owned by a beloved Michigan dairy farm family.



Communication Workshop Recap

UDIM has been hosting communication workshops with groups like MSU Veterinarian students, MSU Dairy Club and MSU Dairy Science Classes. In August, UDIM hosted six vet students at the office for a day of communication training, tips and tricks. Participants took a survey at the end of the workshop. One participant shared, "I hope to use these skills as I enter the industry as a trusted source of information when talking to consumers and producers alike. I will be prepared in case of a crisis, and I am better equipped to answer questions from friends, family, and people I meet in everyday life." Our communication workshops are another way that we can contribute to the future of the dairy industry.

NIL Athletes

College athletes provide great inspiration for the Gen Z high school audience and are an influential way to promote milk and other dairy foods to fuel performance. UDIM is currently partnering with three college female athletes, including University of Michigan gymnast Sierra Brooks; University of Michigan softball player Keke Tholl; and Northwood soccer player Carly Boyd. Look for an upcoming video series with our athletes and dairy farmers David Kraft and Ashley Messing-Kennedy!

Board Mentor Program Application

UDIM's Board Mentor Program is accepting applications. This two-year mentorship program was created to help identify and develop future industry leaders. Program participants will partner with UDIM board members to increase their knowledge and understanding of UDIM programs, grow their network within the industry, and spread the word about dairy promotion programs.

Applications are due January 26th.

Find the application and more information about the program with this QR code or at our website: www.MilkMeansMore.org/Board-Mentor-Program



Dairy Promotion Material Order Form

Your team at UDIM is excited to announce that ordering your promotion and educational resources for your dairy promotion events just got easier. You can access the form by scanning the QR Code or by following these steps to access it off our website:



- Visit our website: www.milkmeansmore.org
- At the top, click on 'Producers'
- On the left hand side of the webpage in the column of options you will see 'Submit Materials Order Online' on the bottom of the list, click on that option.
- Fill out the form according to what you need for your event.
- We will ship the items to you for your event.



If there is an issue with the order, someone from our team will follow up with you to clarify.

To learn more about your dairy promotion programs, sign up for our e-newsletter and texts.



Find us @[milkmeansmore](https://www.milkmeansmore.org)

