



South Dakota Dairy Promotion Highlights

July 1, 2015 - June 30, 2016

Midwest Dairy Association implements the Unified Plan for dairy promotion developed by dairy farmers at the national level, as well as a variety of state-specific initiatives. The impact of national programs such as partnerships with McDonald's, Domino's, Pizza Hut and Taco Bell help increase sales of dairy, while strategies such as social media, working with thought leaders and helping dairy farmers tell their stories assist with building consumer confidence.

Efforts which follow the same priorities but were carried out in unique ways during the last year included the Dairy 3 for Me pledge campaign, which helped to communicate the new Dietary Guidelines for Americans recommending three servings of milk, cheese and yogurt daily for a healthy diet. Additionally, Midwest Dairy worked closely with land grant universities in the region in a variety of ways, maintained an aggressive online strategy and pursued research benefiting our product priorities.

The following are examples of Midwest Dairy's work in South Dakota, representing both the implementation of the national plan and activities unique to the state and region.

Fuel Up to Play 60 Continues Efforts Toward a Healthier South Dakota



Students pick up milk to fuel their activity at the Fuel Up to Play 60 Summit.

More than 190 students and program advisors from 19 schools throughout South Dakota were singled out and rewarded for their Fuel Up to Play 60 efforts during the 2015-16 school year. They represented schools that reached specific goals such as hosting a kickoff event and implementing healthy eating and physical activity initiatives. At the summit, the students and advisors were supported by Dr. Melody Schopp, South Dakota secretary of state, and members of the Augustana University spirit squad, football players and public relations students. Sharif Floyd, defense tackle for the Minnesota Vikings, spoke to the students about how healthy eating and physical activity have helped him succeed in life.

The Reward Summit was just one of the activities demonstrating success with Fuel Up to Play 60, which has become the nation's premier child health and wellness program, while also being utilized to grow consumer confidence. Midwest Dairy implements the program in South Dakota and its other nine states, building on the national partnership between dairy farmers and the National Football League, with support from the U.S. Department of Agriculture.

Schools Take On Challenges Through Midwest Dairy Activity

Central High School in Aberdeen was awarded a National Football League player appearance by meeting Midwest Dairy Council's challenge asking Fuel Up to Play 60 school teams to mentor younger students to get active and eat healthy. Meanwhile, Robert Frost Elementary School in Sioux Falls raised \$2,300 toward the purchase of milk at Feeding South Dakota food pantries as part of their "Fuel Up Your Community" play for Fuel Up to Play 60.

At Knollwood Elementary and Black Hawk Elementary in Rapid City, nutrition lessons around dairy farming used Midwest Dairy's farm-to-school resources. And Georgia Morse Middle School in Pierre piloted a Grab-and-Go to the Classroom breakfast program with grant funds from Midwest Dairy Council. Since each school breakfast served includes milk, and often cheese or yogurt, breakfast program expansion is a priority for Midwest Dairy.



The student Wellness Council at Robert Frost Elementary works toward students choosing the right foods and getting regular physical activity.

Outreach Helps Provide Dairy Background to Influential Leaders



Registered dietitians visit with a cow nutritionist – same work, different clients.

Midwest Dairy helps to broaden consumer confidence in dairy through its work with various health professional and food leadership groups across South Dakota. Among the activities was a "VIP Thought Leader" tour at Boadwine Dairy in Baltic. The group saw firsthand how milk goes from farm to table, also receiving a tour of Dean Foods.

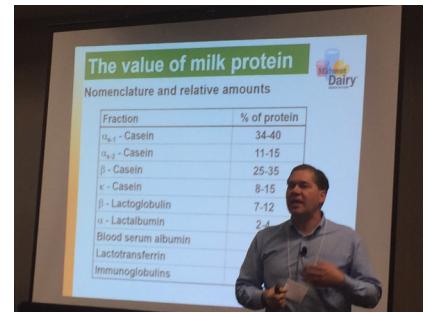
Agriculture was also a focus when registered dietitian nutritionists came together in Sioux Falls for the South Dakota Academy of Nutrition and Dietetics annual conference.

Midwest Dairy participated in the goal of connecting the dietitians to where their food comes from and exactly how it's produced. Jennifer Schmidt, a dietitian and farmer, presented "Changing the Way We Look at Agriculture," providing very basic information about farming, types of farming, and the choices and technologies available today.

In addition, Midwest Dairy joined Ag United of South Dakota and the South Dakota Beef Industry Council to sponsor a dairy and beef farm tour. And more than 250 school nutrition directors and staff members heard from dairy-sponsored speaker Dayle Hayes stressing the importance of breakfast for students, particularly at-risk children. The opportunity to speak and sponsor presentations like this reinforced Midwest Dairy Council's role as a leader in child health and wellness, and a key player in school meal participation.

SDSU Plays Key Role in Research, Processing, Consumer Confidence Efforts

South Dakota State University (SDSU) and professor Lloyd Metzger play key roles in Midwest Dairy's work in the research and processing sector, and its proactive approach to consumer confidence. Metzger serves on Midwest Dairy's Scientific Advisory Council, whose members share their expertise at a variety of events and serve as Champions for Dairy to a variety of audiences. The Council provides extensive knowledge and experience as Midwest Dairy works to inform people about dairy production practices on the farm and the health benefits of dairy.



Dr. Lloyd Metzger's presentation on the science of milk opens eyes to dairy's special role in the diet.

SDSU is one of the three universities that are part of the Midwest Dairy Foods Research Center, and hosted the Center's spring planning meeting with 55 representatives from 26 organizations and six universities attending. The session allowed research ideas to be vetted and prioritized in order to be presented to faculty across the Midwest. Dairy farmer Jim Neugebauer of Dimock, South Dakota, was among those involved.

Video Provides Highlight for Central Plains Dairy Expo



Rodney Elliot explains sustainability practices during the video shoot.

During the Central Plains Dairy Expo, Midwest Dairy debuted a video featuring three dairy farm families, two of which are located in South Dakota. They shared what it means to them to be sustainable: Heidi Selken from Boadwine Farms focused on her involvement in the community by hosting farm tours, presenting in schools and participating in social media, while Rodney and Dorothy Elliot from Drumgoon Dairy highlighted the technology they use on the farm. The video is among the tools Midwest Dairy uses online and at events in order to foster consumer confidence.

Midwest Dairy's involvement at Central Plains included hosting "Be Our Guest," the event that kicks off the expo and provides dairy products for Feeding South Dakota, as well as sponsoring a booth and various other activities.

Fair Concessions Make Dairy Products, Information Available

Both the Sioux Empire Fair and the South Dakota State Fair provided a backdrop for Midwest Dairy to operate a concession and reach out to fair-goers with information about dairy. The organization supported the new Pipestone Discovery Barn at the Sioux Empire Fair, including a milking parlor and a chance to see cows giving birth. Appearances by the South Dakota Dairy Princess, another program supported by Midwest Dairy, were scheduled at both events, and cooperation with processors resulted in sampling of South Dakota dairy products.



The newly finished Pipestone Discovery Barn at the Sioux Empire Fair includes Midwest Dairy's concession.

Board Leadership Steers Midwest Dairy South Dakota Division

The South Dakota Division board of Midwest Dairy elected its 2016-17 officers during the annual meeting in March. Elected were:

- Chairman – Jim Neugebauer, Dimock;
- Vice Chairman – Mike Frey, Claremont;
- Secretary – Allen Merrill, Parker; and
- Treasurer – Gary Jarding, Alexandria.

Marv Post, Volga, Merrill and Neugebauer were elected to the Corporate board. Merrill was also re-elected vice chairman of the Corporate board. Annalies Seffrood, Summit, was seated as a new member of the South Dakota Division board in November. Merrill is also among the Corporate board's representatives to the national promotion group, United Dairy Industry Association.



From left: Mike Frey, Allen Merrill, Gary Jarding and Jim Neugebauer.

Trainings, Resources Help Prepare Dairy Champions



Nearly 50 participants took part in a February workshop to help prepare for, and recover from, a crisis situation on their farms. The session, sponsored jointly by Midwest Dairy Association and South Dakota Dairy Producers, was part of an ongoing effort of Midwest Dairy to help dairy farmers contribute to a positive image of the dairy industry.

South Dakota also had participants in an Ambassador Workshop dealing with social media and telling the farm story, held in Chicago. And dairy farmers in the state accessed a variety of materials from Midwest Dairy's Producer Service Center, which has helped those who used the resources to reach more than 3 million consumers since 2009.

South Dakota's Path Forward Story Expands

Midwest Dairy completed work on a video featuring testimonials from key South Dakota leaders who are connected to and reliant on the dairy industry. The video extolls the value of a thriving and growing dairy industry as an important contributor to the state. It's part of a toolkit for use within the Path Forward initiative, in which Midwest Dairy works to lead and support the public acceptance of dairy growth. The materials also include a presentation guide, talking points and a leave-behind to accompany the video for South Dakota Dairy Champions to use when showing it.



The Path Forward video features state dairy leaders.

The video debuted at South Dakota's Further Down the Path roundtable in December, during which industry leaders gathered to discuss tactics in solidifying the Midwest's role in meeting future demand for dairy.