



South Dakota Dairy Promotion Highlights July 1, 2014 – June 30, 2015



South Dakota Governor Dugaard signed a Thank You card for dairy farmers at an event recognizing the National Dairy Council's 100th Anniversary.

Engaging Schools to Keep Students Healthy

About 60 percent of South Dakota's schools are engaged in Fuel Up to Play 60, the checkoff's in-school health and wellness program carried out in partnership with the National Football League and supported by the USDA. It's the most well-respected, comprehensive and widely recognized school wellness program in the country.

More than 350 schools are engaged in the program, reaching more than 115,000 students, to develop lifelong dairy consumers among South Dakota's kids. Plus, \$115,000 in Midwest Dairy funds were contributed to South Dakota schools to enhance this work in the past four years.

South Dakota Schools Celebrate Fuel Up to Play 60 Success

Nearly 200 inspired and motivated students and adult program advisors from 19 South Dakota schools celebrated their Fuel Up to Play 60 accomplishments in Sioux Falls. Minnesota Vikings punter, #18 Jeff Locke, was on hand to encourage students to eat breakfast every day, and led the group through drills and skills.

The Rewards Summit was also a chance to have dairy farmers Craig and Ron Krogstad, Allen and Bob Merrill, and Jerry Mayrose talk to the students about milk's path from farm to table. South Dakota Dairy Princess Elizabeth Mayrose also did activities with the students.



Students at the Reward Summit toasted 100 years of dairy farmer support for health and wellness.

Schools participating earned an invitation by achieving Touchdown Status, which means they completed six steps to healthier eating and activity, and involved students in leading their initiatives.



National Partnerships Impact South Dakota Markets

National partnerships of the dairy checkoff, such as those with McDonald's, Domino's, Pizza Hut and Taco Bell, helped grow dairy sales in South Dakota. In South Dakota, there are 36 McDonald's, 17 Taco Bell restaurants, 43 Pizza Hut locations and 23 Domino's Pizza outlets. Each one's menu has been influenced by both national and Midwest Dairy checkoff investments.

SDSU Serves as Hub for Dairy Research Work



At South Dakota State University, the Midwest Dairy Foods Research Center and the Institute for Dairy Ingredients and Processing are key parts of the national effort to advance dairy farmers' interests through research on dairy foods' functionality and health attributes.



SDSU researchers were among those attending a Midwest Dairy Research Forum held in Sioux Falls, learning more about strategies to control heat-resistant, spore-forming microorganisms in on-farm and processing settings. Researchers also participated in the annual Midwest Dairy Foods Research Annual Meeting, at which their research was reviewed and projects were vetted for future funding.

Media Campaigns Reach South Dakota Viewers



Whitney Jerman presents Back to School tips on KSFY.

Three consumer media campaigns during the year focused on Back to School, Lactose Intolerance and June Dairy Month. Midwest Dairy's registered dietitian based in South Dakota, Whitney Jerman, delivered tips and recipes to help people incorporate dairy into their diets.

Media interview helped drive viewers to Midwest Dairy's recipes on the websites *DairyMakesSense.com* and *MidwestDairy.com*.

South Dakota Board Members Lead National Promotion Organization

Allen Merrill, from Parker, S.D., is among the Midwest Dairy board members who were elected to leadership at the national level of dairy promotion. Merrill, who serves on the Midwest Dairy Corporate board as its first vice chairman, was elected as one of Midwest Dairy's members on the board of the United Dairy Industry Association, a federation of state and regional promotion groups. Fellow members of that group elected him treasurer in November, 2014.



Allen Merrill

"Fuel Greatness" Event Includes Lakota Feature



This group of Lakota dancers goes by the name "Takojas," which translates into "grandchildren."

Lakota dancers took center stage at South Dakota's "Fuel Greatness" event at General Beadle Elementary in Rapid City during National School Breakfast Week. Midwest Dairy's event focused on increasing accessibility and participation in school breakfast, because of its ability to help students succeed. Breakfast also includes dairy, allowing it to increase dairy sales.

Partners at the event included Feeding South Dakota, Live Well Black Hills, YMCA of Rapid City and the Great Plains Tribal Chairmen's Health Board.

Health and Wellness Team Addresses Nutrition, Food Insecurity with Leaders



Dr. Scott Boyens, Sanford Health, gets up close with a dairy calf at Boadwine Farm.

Midwest Dairy worked to create nutrition advocates through relationships with South Dakota health professionals, presentations and speakers at gatherings of school and health organizations, and partnerships with those who share a goal of developing healthy people and communities.

Our work included providing sessions to the School Nutrition Association of South Dakota, South Dakota Family Physicians and South Dakota's Academy of Nutrition and Dietetics, addressing the link between breakfast and student performance. In addition, Midwest Dairy conducted VIP tours at Boadwine Dairy in Baltic and Dean Foods in Sioux Falls, helping to provide background on dairy and develop dairy champions among health professionals.

In April, Midwest Dairy helped convene the first South Dakota McGovern Hunger Summit, bringing together leaders, students and hunger activists. A joint exhibit between Midwest Dairy and Feeding South Dakota featured the need for milk in food pantries across the state.

Support from organizations like Feeding South Dakota, South Dakota Women, Infants and Children, and South Dakota State University Extension has helped to position dairy products as one of the ways to address hunger in South Dakota.

Market Intelligence Benefits South Dakota Food Businesses

Midwest Dairy's work with retailers develops dairy advocates across the retail system and provides resources to help them communicate about dairy with their customers. One tool, the Academy for Retail Excellence, exposes them to dairy trends and science, and features an on-farm visit.



Hy-Vee, with 11 stores in South Dakota, and Affiliated Foods, with more than 100 stores in the state, are among the retailers receiving dairy information through Midwest Dairy's Business Development team. Strategic information such as market research, product intelligence and consumer trends are shared with major partners such as Agropur, AMPI, DFA, Land O' Lakes and Valley Queen.

Path Forward Helps Bring Region's Dairy Industry Together



In August, Midwest Dairy shared the results of A Path Forward, a study of the current opportunities and challenges to meeting future global dairy demand. South Dakota leaders participated in a region-wide webinar to review the data and discuss how the state should use the data to build its dairy future. Three areas of work were identified, two of which Midwest Dairy began to address: social license and future product mix. Other organizations moved forward on dairy development.

Breakfast Initiatives Help Kids Stay Healthier, Grow Dairy Sales



Roosevelt students pick up breakfast at school in Sioux Falls.

Growing school breakfast creates sales opportunities for dairy products. But more importantly, it helps kids succeed, according to groundbreaking research supported by Midwest Dairy Association and shared in a variety of ways with school leaders in the region.

Work with the Sioux Falls School Board resulted in the district's newly implemented Grab-and-Go Breakfast program, where students can pick up breakfast from carts on their way to class. Midwest Dairy assisted with financial support to launch the program.

The Rapid City School District also implemented a Breakfast in the Classroom program in six high-need schools, with Midwest Dairy's assistance. Brandon Valley piloted a Second Chance breakfast, serving students after first period.

At the annual South Dakota School Nutrition Association conference, Midwest Dairy's breakout sessions focused on school breakfast, and we provided a taste-test of two new recipes developed by National Dairy Council. In total, Midwest Dairy has contributed roughly \$86,000 in the past two years to South Dakota schools to help launch breakfast programs.

Consumer Confidence Efforts Vary Across South Dakota

Midwest Dairy helped build affinity for dairy farmers and farm practices through dairy education at the Sioux Empire and South Dakota State Fairs, Central Plains Dairy Expo, and other events and efforts impacting more than 500,000 people.

Midwest Dairy is a primary funder and collaborator in Ag United of South Dakota, which acts as a unified voice for the livestock industry. Together, Midwest Dairy and Ag United hosted bus tours to dairy farms for Sioux Falls residents in order to help them be more familiar with dairy farm practices. On-farm events during June Dairy Month also gave communities new opportunities to learn about the industry.



Sioux Falls residents view a free-stall barn during Moms Day Out on the Farm.

Through its dairy farmer spokesperson and Dairy Farm Mom programs, Midwest Dairy has helped South Dakota farmers connect with consumers. Social media efforts by the organization also regularly featured the state's producers, while its Producer Service Center provided free materials and services to help individual farmers with their on-farm and community promotion of dairy.

At Central Plains Dairy Expo, Midwest Dairy debuted a new dairy farm family video, emphasizing sustainability efforts dairy farms have pursued in order to continue not only good stewardship practices, but also continuation of their farms.