



# South Dakota Dairy Promotion Highlights

July 1, 2019–June 30, 2020

Midwest Dairy focuses on dairy promotion plans developed by dairy farmers at the national level, as well as a variety of state-specific initiatives developed for various local key audiences to drive demand and confidence of dairy foods nationally, regionally and locally. Our goal is to bring dairy to life by giving consumers an excellent dairy experience. The impact of national programs such as partnerships with McDonald's, Domino's, Pizza Hut and Taco Bell help increase sales of dairy through new menu and product innovations, while strategies to work with and through thought leaders and partners help dairy farmers tell their stories to build overall consumer confidence and trust in dairy foods and farming practices.

## Domestic and International Partnerships

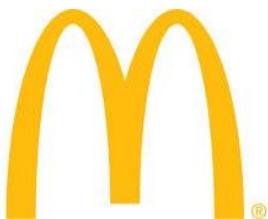
National partnerships play a foundational role in the checkoff's work and its mission to drive dairy sales and trust by working with, and through, food and beverage industry leaders both domestically and internationally. These partnerships focus on immediate and long-term sales opportunities with a concentrated focus on product, menu, and packaging innovation along with advertising.

## Domestic Foodservice Partnerships



Checkoff has continued its partnerships with foodservice leaders **Domino's®**, **McDonald's®**, **Pizza Hut®** and **Taco Bell®**. These partners contributed more than 100 million incremental milk pounds in 2019—continuing a long-term dairy volume growth trend over the last few years. In fact, the checkoff's foodservice partners have averaged 3 percent growth in milk equivalent pounds since the cumulative start of each partnership. In 2019, our partners had nearly 4,500 locations within the Midwest Dairy region, with nearly 100 locations in South Dakota alone. Additionally, our partners collectively invest ~\$1.5 billion in national advertising to help tell our farmers' story.

Checkoff supports the partnerships with dairy food scientists and other experts in consumer insights, innovation, marketing and nutrition. They work in collaboration with their foodservice partner colleagues to advance dairy-focused product innovation, menu development, marketing and technology efforts that help drive sales and trust. This includes leveraging dairy in new ways to meet evolving consumer needs, including new foods and new opportunities, including breakfast and snacking.



And, most importantly, these partners are category leaders—and capture the attention of their competitors nationally and locally. This “catalytic effect” means, for example, when McDonald's revamps their McCafé specialty beverage portfolio, other chains often follow—with no additional investment from the dairy checkoff.

While COVID-19 affected product launches in early 2020, our partners continue to elevate dairy within their efforts.

- **Domino's** supported our dairy trust efforts by incorporating dairy's story on pizza boxes, within their mobile Pizza Tracker and digital efforts. Additionally, they expanded Smart Slice pizza to more than 12,000 schools.
- **McDonald's** continued its focus on menu development, including the reintroduction of a reduced-sugar chocolate milk and supporting the national Shamrock Shake event. They also supported trust efforts by showcasing a local Midwest Dairy farmer story on their website and have donated over \$1.5M of dairy products during COVID-19.



**TACO  
BELL™**

- **Pizza Hut** continues to deliver cheese-centric innovation with products like the Cheez-It pizza, Pizza Hut's spin on a favored consumer snack, Cheez-It. Earlier this year, they launched the Mozz Crunch Pizza, the cheesiest pizza ever with more than double the amount of cheese versus hand tossed pizza. Finally, they continue to offer the ever-popular Stuffed Crust pizza, which features cheese in the crust.
- **Taco Bell** continues to innovate with cheese with launches like the Toasted Cheddar Chalupa which featured a new, aged cheddar cheese variety. Additionally, they launched a dairy-inclusive beverage, the Pineapple Whip Freeze, introducing dairy into their beverage menu.

### Domestic Fluid Milk Partners

Revitalizing the fluid milk category remains a checkoff priority. To accomplish this, we work with targeted fluid milk processors who share farmers' commitment to invest in innovation, packaging and branded marketing efforts to address two core goals:

- Stabilizing the 40-plus year decline in fluid milk sales with a focus on growing "milk as milk" through new products.
- Growing milk-based beverages that lets milk "be the competition." This means milk serves as a primary ingredient in coffees, teas, smoothies and other ready-to-drink beverages.

Through this initiative, we partnered with four core dairy/food companies: **Dairy Farmers of America®**, **Darigold®**, **Kroger®** and **Shamrock Farms®**. These efforts have led to sustainable change for the category through investments in advertising, staffing and innovation. In 2019, these partners launched new beverages in the growth-driving segments below and continue to support them with marketing:

- Value-added milk from Darigold, which led Borden, Horizon and Meijer to launch similar products.
- Indulgent, flavored whole milk, Private Selection "Primo Pastures" from Kroger, which was followed by a premium flavored milk from Dean Foods' TruMoo brand.
- On-the-go energy drinks made from milk, which we partnered with Shamrock Farms to deliver. Shamrock Farms extended its Rockin' Protein line to include a Rockin' Energy extension (a single-serve energy beverage made with milk).



- Dairy milk + plant blended beverages launched by Dairy Farmers of America under their Live Real Farms brand to meet consumer demand for plant-based products and keep them in the milk category.

Checkoff has also partnered with the Milk Processor Education Program (MilkPEP) and leading brands to create the Milk Revitalization Alliance. This effort provides retail-specific category leadership and shopper/consumer trend insights to help retailers understand how they can leverage and build the milk category.

## International Partnerships

Checkoff has embarked on direct partnerships with companies who supply or purchase US dairy to accelerate international sales. This effort builds on the successful domestic partnership model with foodservice companies and dairy cooperatives and processors by serving as expert consultants to provide marketing, packaging, insights, innovation, supply chain and social responsibility support to advance US dairy.

Global foodservice partners include **Pizza Hut® Asia Pacific**, **KFC® in Latin America** and **Domino's® Japan** which have delivered positive results for U.S. dairy exports:

- Pizza Hut Asia Pacific continues to drive US cheese sales through the launch of several limited time offers, such as the Cheese7 Iberian Pork in Japan and Cheesy7 in Korea.
- KFC also grew US dairy sales in its Latin America and Caribbean market by pairing chicken with US-produced cheese. The “Chicken & Cheese Pop,” a mix of popcorn chicken and cheese curds that are breaded with KFC’s 11 herbs and spices.
- Domino’s Japan launched its Ultra Cheese Portfolio which offers three times the amount of U.S. cheese versus regular pizza. DMI provided marketing support that helped raise awareness among Japanese consumers.

## Midwest Dairy Promotion in Action

Midwest Dairy has partnered with South Dakota schools to increase access and consumption of dairy foods and supported opportunities for students to engage with dairy through virtual farm tours and online resources. Midwest Dairy also worked with and through partners to increase demand for dairy and reached out to retailer and food service partners, and thought leaders, including health and wellness professionals, to help them better understand how dairy foods get from the farm to the store. Additionally, Midwest Dairy pursued research benefiting our industry priorities, supported the national Undeniably Dairy campaign and worked to develop young dairy leaders.

The presence of COVID-19 brought disruption and uncertainty to Midwest Dairy’s strategic plan. With quick pivots, Midwest Dairy was able to support our partners in schools, food banks and at retail to ensure dairy products were not only available for students and families, but also properly stored to keep them cold and ensure a positive dairy experience for consumers.

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.



## School Partnerships Support Student Breakfast Participation and Emergency Meal Distribution Through COVID-19, Develop Dairy Champions

Midwest Dairy partnered with Rapid City area schools to help partially fund a food truck that served meals to students in high need areas through the federally reimbursed Summer Feeding Program; the truck was also repurposed to feed students at the high school level during the school year. In the summer of 2019, the food truck served an additional 3,036 lunches, up from 1,886 meals the previous summer, resulting in 1,387 pounds of milk sold. In the fall of 2019, Midwest Dairy supported the district's implementation of two new programs to reach students with dairy offerings, including hot chocolate milk at four schools and the addition of a smoothie program in five schools. Initial school participation data suggests approximately 4,500 pounds of milk per month during the first year of implementation was used for these innovative projects.



*Rapid City Public Schools food truck reaches neighborhoods in need while serving federal reimbursed meals that include dairy to students in Rapid City.*

Midwest Dairy quickly pivoted strategy and funds when the pandemic led to school closures in March 2020. To support districts continuing to serve to-go meals that included dairy, and to ensure a positive dairy experience, Midwest Dairy provided 105 soft sided cooler bags and one barrel cooler to 12 school districts in South Dakota.

Additionally, Midwest Dairy supported GENYOUth's COVID-19 Emergency School Nutrition Fund which continues to offer grants to help schools continue serving meals during the pandemic. The grants are approved on a rolling basis, and so far, 12 schools in South Dakota have received funding.

## Virtual Farm Tour Brings Dairy to Life for Middle School Students

To reach students and bring dairy into conversations in the classroom, Midwest Dairy partnered with the South Dakota Department of Education, South Dakota Farm Families and Discover Dairy to host a live virtual farm tour. The tour connected students via video stream to dairy farmer Heidi Zwinger at Boadwine Dairy in South Dakota, where students experienced how dairy farmers care for their animals and the land while producing milk which can then be made into the dairy products they enjoy.

The tour was geared toward 4–6th grade classrooms and reached nearly 1,200 students from 55 classrooms at 36 different schools in South Dakota, North Dakota and Nebraska. Teachers and students do not always have the ability to travel to a dairy farm, so the virtual tour provided the connection to a local farmer from the comfort of the classroom. The recording of the tour is posted both on the Discover Dairy website, as well as the South Dakota Department of Education's website and will be available as a tool for teachers to use throughout the year.



*Heidi Zwinger of Boadwine Dairy shares dairy's story with nearly 1,200 students.*



## Midwest Dairy Engages Thought Leaders with Dairy Experiences Throughout the Year

Midwest Dairy focused on bringing dairy to life by connecting with thought leaders throughout South Dakota through on-farm and educational experiences that prepared them to answer consumer questions about dairy foods and how they are produced. Upon request of partner South Dakota School Nutrition Association, Midwest Dairy provided a communications training for more than 50 school nutrition professionals. The session featured tips on how to prepare for and handle tough questions about the nutritional value of school meals, the benefits of breakfast in the classroom and the importance of 1% flavored milk in schools.

Midwest Dairy also hosted South Dakota State University (SDSU) dietetic interns for a tour of the university's Davis Dairy Plant, Dairy Research and Training Facility/Farm and the Dairy Bar. For this group of 15 future dietitians, the on-farm and processing experience provided the knowledge and resources they need to answer consumer questions about dairy foods and how they are produced, with the goal of building third party dairy advocates who will ultimately help grow trust in dairy.



*Nutrition, sustainability, and health leaders connect with dairy farmers to discuss dairy from farm to table at the Sioux Falls Dairy Crawl.*

Additionally, more than 100 dietitians, interns and students had the opportunity to learn about dairy's role in a healthy and sustainable food system at their annual South Dakota Academy of Nutrition and Dietetics conference. The conference featured South Dakota State University dairy ambassador Sanne De Bruijn who engaged with these health professionals at an exhibit that included dairy nutrition education materials and showcased information around dairy's sustainability story.

To help connect local influencers and consumers with dairy farmers to share dairy's farm to table story, Midwest Dairy partnered with Ag United for the first-ever Dairy Crawl in downtown Sioux Falls in late October. Forty guests attended, including local physicians, a sports dietitian, foodservice directors and local community leaders. Guests enjoyed a three-course dairy-themed meal prepared by three of downtown Sioux Falls top restaurants, including Myers Deli for the appetizer course, Blarney Stone Pub for the entree, and Josiah's Coffeehouse, Cafe & Bakery for dessert. Throughout the evening, local South Dakota dairy farmers mingled among guests and answered questions about their family farms and today's milk production.



## Midwest Dairy Brings Dairy to Life Through Local Consumer Events

Midwest Dairy partnered with South Dakota State University (SDSU) Athletics, the SDSU Dairy Science Department, Agropur, Valley Queen Cheese, Bel Brands-USA and the SDSU dairy ambassadors to bring dairy to life and build trust in dairy at the 6<sup>th</sup> annual Jackrabbit Dairy Drive with designated games in the fall of 2019 and spring of 2020. As a part of this partnership, SDSU Athletics collaborated with Midwest Dairy on a video promoting the benefits of refueling with chocolate milk for student athletes. The video series features SDSU head coaches, as well as Sanford's sports dietitian, and was rolled out online and in-person reaching 2,409 game attendees at the SDSU Dairy Drive men's basketball game in February. Chocolate milk is offered to all SDSU student athletes through their refueling stations on campus, using about 26,729 pounds per year.



*Dairy farmers pose with Jack the Jackrabbit and SDSU's President Dunn prior to being recognized on field at the September Dairy Drive football game.*

## State Fairs Give Consumers an Excellent Dairy Experience



*South Dakota Secretary of Agriculture Kim Vanneman and husband Clint visit the Dairy Bar at the South Dakota State Fair.*

Thousands of fairgoers attending both the Sioux Empire Fair and the South Dakota State Fair engaged in conversations with South Dakota dairy ambassadors to learn more about dairy farming practices and dairy farmers' commitment to animal care and environmental stewardship. They also enjoyed malts, ice cream and milk at the Dairy Bars and interacted with South Dakota Dairy Princess Ytsje Andringa. The Dairy Bar continues to serve as a convening spot for farmers to engage with customers, colleagues, industry partners and South Dakota officials.



## Midwest Dairy Supports Local Families in Need Through One Time Food Bank Donation and Refrigeration Grants

As one of the recipients of a generous financial donation from Midwest Dairy in response to the pandemic, Feeding South Dakota partnered with a local supplier to secure and distribute cheese and butter, in addition to what they typically have available, to help those facing food insecurity during a time of uncertainty and increased unemployment. This donation was part of a contribution [totaling \\$500,000](#) that Midwest Dairy made in May 2020, on behalf of the 5,800 dairy farm families they represent, to food banks in their 10 state region. Experts and research suggest that food insecurity will continue rising during and after the pandemic, making every dollar food banks receive even more valuable in this unprecedented time of need.

Midwest Dairy also donated 20 commercial refrigerators to rural food pantries on behalf of Midwest dairy farmers. Two coolers in South Dakota were allocated to the Pine Ridge Reservation.

Additionally, dairy farmers had the opportunity to apply for a Midwest Dairy Community Relief Grant which supplied local food pantries with a new refrigeration unit to be used to store dairy products and other perishable foods. Funding for two refrigeration units in South Dakota was awarded to Lake Preston Food Pantry nominated by dairy farmers by Truus and Graham Shukking as well as the Mitchell Food Pantry, nominated by Gary Blase.



*Thanks to Truus and Graham Schukking, owners of Dutch Dakota Dairy, the Lake Preston Food Pantry has a new refrigeration unit.*

## SDSU Participates in 2020 MDFRC Research Planning Meeting and MDFRC Annual Meeting



*Dr. Sanjeev Anand works with a student on a food safety project.*

The Institute of Dairy Ingredient Processing (IDIP) pilot plant at South Dakota State University (SDSU) has been actively involved in innovation, education and application activities over the last several years. The pilot plant equipment and facility are available to industry personnel for experiments, training, seminars, and product evaluation activities. In 2019, the IDIP facility and application lab, headed by Dr. Lloyd Metzger, South Dakota State University professor and researcher and Executive Director of the Midwest Dairy Foods Research Center, assisted more than 200 dairy processors on troubleshooting, innovation and educational activities.

Researchers from SDSU have made major contributions to dairy research. In June 2020, professors from SDSU participated in a research pre-assessment process and Midwest Dairy Foods Research Center Spring Research Planning Meeting. The proposal review process for 2021 research funding kicks off in July 2020 where faculties from all the six MDFRC member universities will be providing a 10-minute overview of their research



proposals. In this meeting, Dr. Sanjeev Anand from SDSU will be presenting his new research proposals on probiotics-enriched high fat dairy products and cheddar cheese with added soluble fibers. Both research studies will explore new ways of adding value to the dairy products resulting in maximizing their market potential. Based on the feedback from the MDFRC advisory committee, the proposals will be selected for funding in 2021.



*Rebecka Hoffman engages in a radio interview at Coborn's in Mitchell, SD.*

### **Midwest Dairy Engages Retail Partners to Grow Trust and Demand for Dairy**

In an effort to build both dairy sales and trust with consumers, Midwest Dairy partnered with Coborn's grocery stores in Mitchell and Huron, South Dakota, and Pipestone, Minnesota on a "With Love from a Dairy Farmer" campaign in the fall of 2019. The results from the campaign indicated dairy sales in these stores showed an average lift of 200 percent, or 1,872 pounds of milk. Given that the "local" attribute is important to Coborn's and their customers, they highlighted local dairy farmers Janet and Kari Jungemann from Huron, SD, on a Facebook Live segment. They also held a live radio remote broadcast for two local stations in Mitchell that featured dairy farmer and SDSU student Rebecka Hoffman from Bridgewater, SD.

### **Midwest Dairy Provides Programs to Develop Dairy Leaders**

As consumers become further removed from agriculture, yet more interested in how their food is produced, it has become increasingly important to prepare future leaders in the dairy community. The year 2020 marked the third year of the South Dakota Dairy Ambassador Program offered through Midwest Dairy. Five students were selected through an application process to participate in activities to strengthen their communication, leadership and dairy advocacy skills.



*The South Dakota dairy ambassadors represent the dairy industry in a variety of activities throughout the year.*

Additionally, Midwest Dairy provided a summer internship in South Dakota for the first time in 2020. Chloe Lien, a junior at South Dakota State University, who is pursuing a bachelor's degree in dairy production and animal science, was selected for this opportunity.

To learn and practice how to better share dairy's story from farm to table by first connecting with consumers on shared values, the dairy ambassadors, Midwest Dairy intern and 16 dairy farmers participated in a dairy communications workshop focused on building consumer trust.





## Scholarships Encourage Education and Dairy Advocacy

The South Dakota Division Board of Midwest Dairy awarded \$10,000 in scholarships to students furthering their education within the South Dakota State University (SDSU) Dairy and Food Science program. Annually, the South Dakota Division provides funding for two \$3,500 scholarships and three \$1,000 scholarships.

Scholarships were awarded to outstanding students within the dairy science department; recipients included Colton Carlson, Rebecka Hoffman, Brittany Rennich, Tyler Gilliland and Hayden Thole.

Additional scholarships were provided to the South Dakota Dairy Princess and alternate for their work on behalf of promoting dairy and farmers throughout the year.



*Allen Merrill serves as Midwest Dairy Corporate board chair.*

## Board Leadership Steers Midwest Dairy South Dakota Division

Allen Merrill of Parker, South Dakota, is the current Corporate board chairman of Midwest Dairy.

The South Dakota Division board of Midwest Dairy met virtually on April 16 and elected the following officers to serve in 2020-2021. Jim Neugebauer, Dimock, was re-elected chair; Annelies Seffrood, Summit, was elected vice-chair; Chris Fieber, Goodwin, was re-elected secretary; and Gary Jarding, Alexandria was re-elected treasurer.

ADA of South Dakota officers are Marv Post, Volga, chair; Seffrood, vice-chair; and Doug Ode, Brandon, secretary/treasurer.

## South Dakota Celebrates 65 Year History of the Dairy Princess Program

The South Dakota Princess program, a popular and visible South Dakota tradition since 1955, celebrated its 65<sup>th</sup> year in February 2020. The event featured an early evening social attended by 19 past princesses and their families. Each past princess provided their own remarks, illustrating the program's rich and colorful history. The South Dakota Dairy Princess serves as the official goodwill ambassador for the South Dakota dairy community and dairy farm families.

Moving forward, the program will transition to the Dairy Ambassador program, which provides post-secondary students with leadership opportunities to connect with consumers and share their dairy story while networking with their peers and industry professionals.



*Past South Dakota Dairy Princesses reunite and share remarks at a reunion celebrating the 65 year history of the program.*



## Sharing the Undeniably Dairy Story

Throughout the year, Midwest Dairy and its partners actively shared the Undeniably Dairy story of responsible and local production of nutrient-rich foods and real enjoyment of all things dairy. Focusing efforts during National Dairy Month and on National Farmers Day, the industry-wide campaign has driven a positive shift in trust. Targeted consumers nationwide who were exposed to Undeniably Dairy digital and podcast stories were 12 percent more likely to agree that farmers care for their land, and 25 percent more likely to agree that farmers treat cows humanely.

In celebration of National Dairy Month, Midwest Dairy partnered with Ag United of South Dakota on marketing efforts to promote multiple events during June, despite the challenges brought about by the pandemic. Multiple farm families including MoDak Dairy in Goodwin, VanWinkle Dairy in Canistota and the Schultz Brothers Dairy in Freeman, engaged in National Dairy Month celebrations through support of milk and cheese giveaways to their local communities, in lieu of their traditional on-farm open houses. A radio promotion through Results Radio reached an average of 3,400 consumers. Radio interviews featured the Ode farm family in Brandon, as well as health professionals and were tied to a National Dairy Month contest hosted by the radio stations with select winners receiving a voucher for milk at Sunshine Foods.

## Undeniably Dairy National Campaign Builds Trust for Dairy

As part of its mission to protect and grow sales and trust in dairy, Dairy Management Inc. (DMI) and the Innovation Center for U.S. Dairy launched an industry-wide initiative in 2017, Undeniably Dairy. In its third year, Undeniably Dairy serves as the dairy community's industry-wide, multi-stakeholder campaign that helps consumers and other stakeholders recognize the important role dairy plays in their lives.



Undeniably Dairy does this by building on consumer insights that indicate people increasingly want to know more about where their foods come from. The campaign connects people with the farmers and the dairy community behind the real, nutrient-rich and responsibly produced milk and dairy foods they love, while also bringing a bit of dairy joy during culturally relevant moments.

Each year, Undeniably Dairy leverages an integrated multi-channel approach to expand reach, raise awareness and build participation and ultimately, trust, through:

- Integrated communications—A comprehensive approach that includes media and other channel partnerships, digital (websites, search, and social strategies), earned and social media, and through events and experiences.
- Influencer outreach—Establishing and/or strengthening relationships with critical media, reputational (e.g., dietitians, health professional organizations, environmental and animal care leaders) and cultural influencers (e.g., food and lifestyle bloggers) that reach consumers.
- Community engagement—Rallying the dairy, food and other relevant communities to amplify, customize and create content around Undeniably Dairy and its pillars to further unify and strengthen dairy's voice, including engagement among farmers, processors and manufacturers, retailers, and agribusiness.



In 2019, efforts focused on building trust and relevance around dairy as a sustainably nutritious food. This was reinforced by content that shared stories of farmers' commitment to caring for the land for future generations and to using new technologies and innovations to protect and enhance natural resources. Additional content and partnerships with fitness and nutrition influencers highlighted the unique nutritional make-up of dairy foods and the role they play in overall wellness.

In its first three years, the campaign has made an impact. For example, in 2019 Undeniably Dairy resulted in:

- More than 817 million earned media impressions, including satellite media tours, desk-side visits and other media relations to reach targeted consumer and thought leaders
- More than 187 paid media impressions
- More than 53 paid video views that shared content that built trust in dairy foods, dairy farmers and the dairy community

