



## South Dakota Dairy Promotion Highlights

July 1, 2021–June 30, 2022

### 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 to help drive dairy trust and relevancy.

#### 2021 and 2022 First Half Domestic and International Partnerships Sales Highlights

#### 2021 End of Year Domestic and International Partnerships Sales Highlights

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#### Key Overall Quantifiable Results:

- ✓ **250M+ pound (milk equivalent) from foodservice partners**
- ✓ **3 percent average growth since inception**
- ✓ **29 national new items launched**
- ✓ **E-commerce efforts achieved a nearly \$8 return on spend, 4x the industry average**
- ✓ **Amazon collaboration efforts yielded 2-year \$ Sales CAGR '19-'21 of +81 percent with Amazon outpacing the category E-commerce sales (+58 percent)**

In 2021, dairy checkoff sales-driving efforts focused on delivering results in the short-term while still keeping a close eye on the future. In all, U.S. foodservice partners Domino's, McDonald's, and Taco Bell dairy sales grew an **additional 250 million pounds** (milk equivalent) in 2021.

These results reinforce that the checkoff partners with industry leaders that make an impact. In fact, **DMI's foodservice partner dairy use has grown an average of 3 percent** (milk equivalent percentage growth) since 2009, which is nearly double the industry average of 1.7 percent. This means an increase of 2.2 billion pounds (milk equivalent) since 2009.

Innovation paved the way to this success. National foodservice partners introduced nine new dairy-rich products in 2021 alone.

Taco Bell introduced its Mountain Dew Baja Blast Colada Freeze in more than 7,500 U.S. locations, using a tropic-infused dairy cream.

DMI continued its work with Amazon in our role as dairy "category captain" for the e-commerce giant, sharing consumer insights that can drive online traffic and sales. In the two years working with

Amazon, its natural cheese and milk sales growth outpaced overall category averages by more than 20 percent.

## International Partnerships

### Key Overall Quantifiable Results:

- ✓ **13 percent growth of U.S. cheese with existing intl. partners over the past two years**
- ✓ **Domino's launched Jumbo Pizza, Rice Bowls, 1/2 KG Pizza, Chicken Tikka Pizza**
- ✓ **38 percent volume growth from Domino's expansion into MENA**
- ✓ **Launched 10 product and consumer promotions with Pizza Hut Asia Pacific**

International markets also spurred U.S. dairy sales in 2021. DMI's international partners launched new products and expanded into new markets. **Pizza Hut Asia Pacific** drove awareness for U.S. dairy through 10 product and consumer promotions, and **Associated Milk Producers Inc.** introduced its Dinner Bell Creamery cheese slices at more than 850 foodservice outlets in China. Additionally, **Domino's** expanded its global presence to the Middle East, driving a 38 percent U.S. dairy increase in its first year.

Exports remain a core sales driver for U.S. dairy, accounting for 17 percent of total milk production in 2021. Through the work of the **U.S. Dairy Export Council** (founded by and funded largely through the dairy checkoff), U.S. dairy saw record-setting volume growth based on the growing demand for dairy by international customers. Categories driving 2021 growth were U.S. cheese (increased 14 percent), nonfat dry milk/skim milk, and whey (both increased 10 percent).

And, despite the challenging global environment in 2021, U.S. dairy grew 29 percent in China, and 16 percent in Mexico and maintained its growth in the Middle East and North Africa.

Domino's Japan launched the Jumbo Pizza and a Pizza Rice Bowl, both featuring U.S. cheese. The chain has doubled its U.S. cheese use since the partnership started in 2019.

## Fluid Milk Revitalization

### Key Overall Quantifiable Results:

- ✓ **75 catalytic, value-added products in fluid milk that followed DMI partner launches via areas of high protein, low sugar, whole milk, lactose-free, and more product types**
- ✓ **DMI science and partners driving Value Added Milk \$ Growth vs. Plant-Based from '16 to '21 (\$914M vs. \$866M)**

DMI started fluid milk partnerships in 2015. This helps drive category innovation – since 2018, milk brands have introduced **75 new value-added fluid milk products**.

In 2021, DMI's fluid milk partners, Dairy Farmers of America, Darigold, Kroger, and Shamrock Farms, collectively introduced 13 new products, including flavored, lactose-free, shelf-stable, and other value-added options. These launches were further supported with new packaging, promotion, and other marketing efforts.

## 2022 First Half Domestic and International Partnerships Sales Highlights

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### Domestic Partnerships

#### Key Overall Quantifiable Results:

- ✓ **6 national new items launched across retail and foodservice channels**

In 2022, dairy checkoff sales-driving efforts focused on delivering results in the short-term while still keeping a close eye on the future. In all, U.S. domestic channel partners Domino's, McDonald's, Taco Bell, General Mills, and Kroger launched innovative new dairy products.

Taco Bell introduced Cinnabon coffee with real dairy creamer in March. A real dairy creamer replaced a non-dairy creamer for use in its coffee and other frozen beverages, such as the Mango Whip Freeze, launched in June in its more than 7,500 U.S. locations. Taco Bell also launched their toasted breakfast burritos in January.

The Kroger Our Brands team continues to launch new dairy items with the nostalgia of familiar flavors like the S'mores Ice Cream Sandwiches and Creamsicle Cheesecake bites. Further, Kroger introduced a premium restaurant experience to consumers at home with items like the Private Selection Buffalo Aged Cheddar Mac and Cheese. In June, Private Selection Strawberries & Cream Whole Milk was launched as an expansion of a successful line-up of indulgent whole milks.

Domino's continued to promote the late 2021 introduction of the new Cheesy Dips in 2022.

McDonald's launched Chocolatey Pretzel McFlurry in May, during which DMI supported the product development and consumer testing.

New checkoff partner General Mills launched its yogurt and cereal toppers, new products that pair Yoplait yogurt with beloved cereals and increase dairy consumption. Combos include Lucky Charms, a favorite with kids six to 13; Trix, the only fruity cereal with fun shapes; Cinnamon Toast Crunch, the number one favorite among teens; and Cocoa Puffs, the number two chocolatey cereal.

DMI continued its work with Amazon in our role as dairy "category captain" for the e-commerce giant, sharing consumer insights that can drive online traffic and sales. In addition, DMI took the Amazon dairy team to two farms to help educate them on the amazing animal care, product quality, and technology that exists on U.S. dairy farms.

### International Partnerships

#### Key Overall Quantifiable Results:

- ✓ **7 items launched/relaunched featuring US cheese across pizza foodservice partners**

DMI continues to collaborate with the top two global pizza companies to create marketing programs and new products that grow sales of U.S. dairy exports.

In 2022 to date, Pizza Hut Asia Pacific has launched two new items in Korea, Cajun Double Shrimp Pocket and Phu Phat Phongon Curry, that combine U.S. cheese with exotic toppings that cater to local tastes. In Japan, Pizza Hut recently launched the Hut Party, a value deal featuring three pizzas, an idea created in a partnership innovation session last year.

Our national partner Domino's in the Middle East was the exclusive sponsor of the World Expo in Dubai, reaching new consumers and driving sales. They also launched/relaunched the New Yorker Pizza in Saudi Arabia and UAE, which contains 20-25 percent more cheese than a medium or large pizza.

Domino's Japan has continued to expand – opening 26 stores this year, 368 since the partnership began, for total of 918 in Japan. They have also relaunched two cheesy favorites, the New Yorker and The Cheese Burst, which features U.S. mozzarella as well as U.S. string cheese around the perimeter of the crust.

Our newest partner, Domino's Taiwan, launched the 1 Kilogram Pizza, an idea originally launched in Japan, that features more than two pounds of U.S. cheese, as well as the Quattro which includes four sections each featuring different toppings.

### **Fluid Milk Revitalization**

#### **Key Overall Quantifiable Results:**

- ✓ \$50M advertising campaign leveraging checkoff-funded science proof from milk processor checkoff

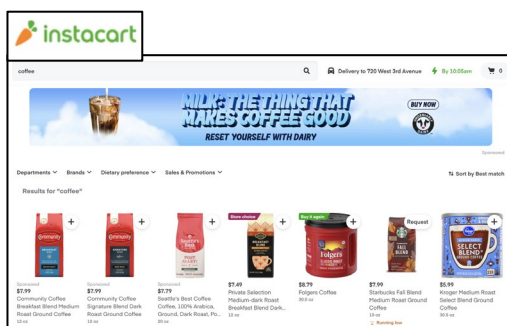
DMI's fluid milk partners Dairy Farmers of America, Darigold, Kroger, and Shamrock Farms continue to deliver channel innovation and marketing efforts to help modernize milk.

In 2022, partner Darigold launched new shelf-stable school milk in plastic bottles.

Partner Shamrock Foods launched Birthday Cake flavored school milk to expand flavor offerings available to kids. Shamrock Farms also completed its expansion of single-serve milk into all Dollar General stores in the U.S.

DMI-funded fluid milk science was utilized by the milk processor checkoff "MILKPEP" to launch a \$50M claims advertising campaign. DMI fluid milk partner Dairy Farmers of America will also be using the science claims in their marketing and on their product packaging for their milk brands.

## 2021 Domestic Partnerships Creative Support



## 2022 Domestic Partnerships Creative Support



**Yoplait  
 Vanilla  
 + Lucky**



**Yoplait  
 Cinnamon  
 Vanilla +**



**Yoplait  
 Strawberry  
 + Trix**



**Yoplait Vanilla  
 + Cocoa Puffs**



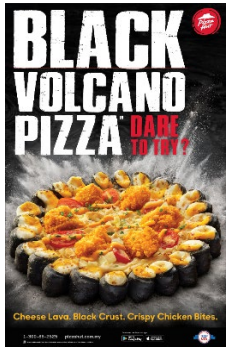


### SHELF STABLE BOTTLES (8oz)

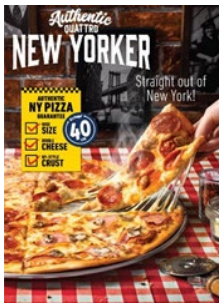
NEW!



## 2022 International Partnerships



Pizza Hut Asia Pacific



## Midwest Dairy Promotion in Action

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 for a better world by working with partners to give 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.

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 retail 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.

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 Meal Participation

Midwest Dairy is partnering with the Sioux Falls School District to provide funding to help the district expand their breakfast programs outside of the cafeteria in all schools, reaching over 24,000 students. Breakfast served outside of the cafeteria is known to increase meal participation along with dairy sales because milk is offered with every meal, and cheese and yogurt are often on the menu as well.



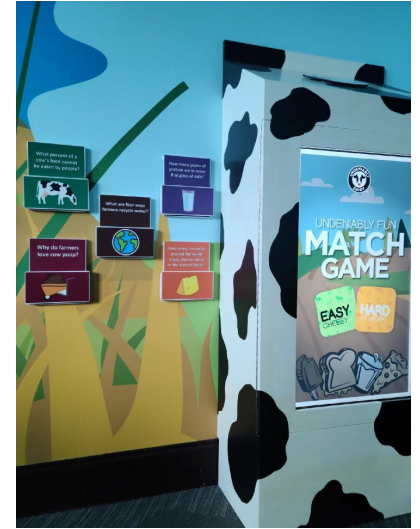
*With grant funds from Midwest Dairy, all schools in the Sioux Falls school district will expand their breakfast program and middle and high schools will add smoothies to their menus.*

Elementary schools implemented expanded breakfast programs in the 2021-2022 school year, using just shy of 100,000 incremental pounds of milk during the fall semester and close to 65,000 pounds in the spring semester. In addition, 11 middle and high schools will add milk and yogurt-based smoothies to their menus in the 2022-2023 school year. Projected sales for this entire project, including the district wide breakfast programs and smoothies, are anticipated to be around 3.3 million pounds of incremental milk.



## Building trust with South Dakota youth at the Washington Pavilion

Research suggests that when consumer sentiment, or trust, towards dairy is positive, it can be equated to great dairy purchases (sales). Midwest Dairy focuses on partnerships that can help us reach youth and families to build trust in dairy from the farm to the table. In 2022, dairy has expanded our presence at the Washington Pavilion in Downtown Sioux Falls. The Pavilion hosts around 100,000 guests in a typical year. The partnership includes dairy experiences in the Grow It! exhibit including a digital kiosk featuring an interactive dairy match game, dairy sustainability messaging flip panels and QR codes on their milk bottles that link back to additional resources housed on the Pavilion's website. They also added dairy questions into their South Dakota quiz game and will feature interactive dairy themed programming with visiting students. Social media is extending the reach of this partnership to the Washington Pavilion's over 45,000 online followers and over 44,000 email subscribers.



*Midwest Dairy partnered with the Washington Pavilion to add dairy experiences to the Grow It! exhibit.*

Midwest Dairy also collaborated with Ground Works/SD Ag in the Classroom to develop three localized dairy themed lessons to reach their audience of 94 percent of South Dakota 4<sup>th</sup> grade classrooms. These lessons will launch in the 2022-2023 school year.

Through Fuel Up to Play 60, six schools in the Brandon Valley School District received funding for nutrition education activities that inspire trust in dairy among youth. In addition to education, the district added dairy-based smoothies to their menu in the 2021-2022 school year.

## Midwest Dairy Engages Thought Leaders through Dairy Experiences

Research suggests that consumers consistently trust credentialed experts for nutrition guidance and advice, and many consumers note they have made a purchasing decision based on online influencer recommendations. With information available through traditional, social, digital, influencer, and gaming channels, it is important to make sure accurate information about how dairy fits into a healthy and sustainable lifestyle is present. Midwest Dairy focused on bringing dairy to life for a better world 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.



*Fourth year medical student Connor Fullerton visits with dairy farmer Doug Stensland of Stensland Family Farm.*

Midwest Dairy has continued a strong partnership with the University of South Dakota Sanford School of Medicine and Dean of Rural Medicine to host fourth-year medical students on dairy farm tours as a part of their One Health elective course, reaching 10 future physicians in 2021, and five to date in 2022. Many of the participants have never been on a dairy farm before but are interested in learning more about the links between human, animal and environmental health. These 1:1 farm tours take place at Stensland Family Farm, a family-owned and operated multi-generational farm just outside of Larchwood, Iowa. The Stenslands regularly open their farm to the public and have an on-site creamery, allowing these fourth-year medical students to see dairy as it moves from farm to table.



*Midwest Dairy and local farmers engage with influencers at the Dairy Crawl in Downtown Sioux Falls.*

To help connect local influencers with dairy farmers to share dairy's sustainability story, Midwest Dairy partnered with Ag United for the second annual Dairy Crawl in Downtown Sioux Falls in October. Thirty-one thought leaders and guests representing a variety of organizations attended, including the University of South Dakota Sustainability Program, South Dakota State University, East Dakota Water, Lewis and Clark Water, South Dakota Department of Health, American Heart Association, Avera pediatrician, Sioux Falls Chamber Board President, Downtown Sioux Falls and other community leaders. Guests experienced a three-course dairy themed meal prepared by three of the top restaurants in Downtown Sioux Falls. Throughout the evening, local South Dakota dairy farmers including Rodney and Dorothy Elliot, Allen and Kristi Merrill, Doug and Amy Ode, Marv and Joy Post, Mike and Vicky Shultz, and John (and Aubrey) Cooper from Prairie Farms mingled amongst guests and answered questions about today's milk production and their family farm or business.

A relationship with the University of South Dakota's Sustainability Program continues to build trust with key leaders in the environmental sector and provide an opportunity to reach Gen Z. Midwest Dairy was invited to be a part of Professor Jenny Fierro's sustainable environment course that includes over 90 freshman and sophomores working towards their science credit. Few, if any, had experience or background in agriculture. Dairy farmer Doug Stensland and his daughter-in-law Chelsea Stensland shared their farm story, focusing on sustainability efforts of their operation as well as that of the dairy community. Professor Fierro introduced the class and shared a short video that highlighted dairy's Net Zero Initiative. Each student was able to sample Stensland's ice cream and cheese while listening and engaging with Doug and Chelsea. Fierro shared the experience on the department's Facebook page, extending the reach to additional students and faculty. Midwest Dairy has plans to continue this partnership by collaborating with USD's Sustainability program on a research graduate assistantship in the 2022-2023 school year.



*L to R: Doug and Chelsea Stensland, along with Professor Fierro, share dairy's commitment to sustainability at the University of South Dakota.*



The 8<sup>th</sup> annual Dairy Fest event in June included a Got Milk Gala, organized by a Dairy Fest committee of volunteers including Midwest Dairy staff member Tom Peterson, that hosted around 200 influencers in the dairy community to share their dairy story from farm to table, including progress across the industry as it relates to sustainability, cow care and comfort. Guests included Secretary Roberts and staff as well as several members of state House of Representatives. Twenty-six dairy farmers and their families attended. Guests enjoyed a five-course dairy centric meal including a cheese pairing featuring local South Dakota cheeses.

Midwest Dairy partners with local healthcare systems to assist with dairy related nutrition education resources, and to help them understand and share dairy's commitment to sustainable nutrition. In South Dakota, Midwest Dairy collaborated with Sanford Children's Hospital to create a pediatric smoothie handout, as well as the Avera Heart Hospital and North Central Heart in Sioux Falls to create an updated DASH diet resource for patients.

### The DASH Eating Plan

Food Group	Daily Servings	What counts as a serving	To protect your heart, eat more...
WHOLE GRAINS	6-8	1 slice bread, 1 cup dry cereal, 1/2 cup cooked rice or pasta	100% whole wheat bread, 100% whole wheat pasta, brown rice, quinoa, bulgur, oatmeal, whole wheat cereals
VEGETABLES	4-5	1 cup raw leafy vegetables or 1/2 cup raw or cooked vegetables	Variety. Include fresh and frozen items with edible skins. Try roasting, steaming, grilling or pan sautéing (avoid broiling). More non-starchy vegetables such as broccoli, cauliflower, cucumbers, melishes and less starchy vegetables: potatoes, corn, peas.
FRUITS	4-5	1/2 cup dried fruit, 1/2 cup fresh, frozen or canned fruit, 1/2 cup 100% fruit juice	Variety. Include fresh and frozen items with edible skins. Avoid adding sugar.
DAIRY	2-3	1 cup milk or yogurt, 1/2 ounces hard cheese	Skim to 2% milk, yogurt and cottage cheese.
LEAN MEAT, POULTRY, FISH	Up to 6	1 ounce cooked meat, poultry, fish or eggs	Skinniest poultry, high omega 3 fish such as salmon, tuna, herring and sardines, beef and pork loins. Avoid breading and frying.
BEANS, SEEDS, LEGUMES	4-5 per week	1/2 cup or 1 1/2 ounce nuts, 2 tablespoons oil seeds, 2 tablespoons or 1/2 ounce seeds, 1/2 cup cooked beans or peas	Flax or low sodium almonds, walnuts, cashews and pecans. Natural nut butters. Try adding beans to ground beef and/or turkey.
FATS AND OILS	2-3	1 teaspoon butter or oil, 1 tablespoon mayonnaise, 2 tablespoons salad dressing	Olive, canola, or avocado oil. Stick to salad dressings with a yogurt or healthy oil base.



*Midwest Dairy partnered with the Avera Heart Hospital to help update their DASH diet resource for patients.*



## Midwest Dairy Brings Dairy to Life through Partners to Reach Consumers



L to R: Riley Boadwine and Steve Landman share dairy's sustainability story and local cheese samples with guests at Remedy Brewing Company for the annual Earth Day River Clean Up event hosted by Friends of the Big Sioux River.

Midwest Dairy focuses on building relationships with organizations that have a mutual interest to dairy farmers of continual progress in our environmental and sustainability goals. In April 2022, Midwest Dairy partnered with Friends of the Big Sioux River in South Dakota, an organization with a mission to protect and restore the Big Sioux River and its watershed. This partnership included an opportunity to collaborate around the organization's annual Earth Day River Clean Up event. Local dairy farmers Steve Landman and Riley Boadwine engaged with consumers at an event following the clean-up hosted by Remedy Brewing Company to share the many ways that dairy farmers practice sustainability on their farms every-day through

a #DairyDoesToo campaign. Consumers were able to sample local cheese to highlight one example of a local South Dakota dairy product.

Midwest Dairy partnered with South Dakota State University (SDSU) Athletics, the SDSU Dairy Science Department, Bel Brands - USA, Agropur, Valley Queen Cheese, and the SDSU Dairy Ambassadors to help build trust in dairy at the annual Jackrabbit Dairy Drive football game in September. SDSU Jackrabbits are fueled with dairy foods, including chocolate milk, and use over 26,000 pounds per year. Over 15,000 guests attended the Dairy Drive football game. At halftime, representatives from the dairy community including local dairy farmers, SDSU leadership and processor partners were recognized on the field. New in 2022, the partnership included the game ball delivery for men's basketball, featuring a video with Jack the Jackrabbit mascot refueling with chocolate milk along with the tagline, "trusted by athletes, supported by science." The video played before each men's basketball game of the season, including the SDSU Dairy Drive game in January where over 1,800 people attended. The SDSU Wellness Center Dietitian participated in a radio interview that aired during the game and focused on the health benefits of dairy. This partnership included social media activation through the SDSU Athletics channel reaching their over 33,000 followers.



SDSU Dairy Ambassadors assist with the tailgate of the SDSU Dairy Drive football game.





Midwest Dairy continues to collaborate with Downtown Sioux Falls (DTSF) to grow trust with their audience of consumers and show up in unexpected places, including the annual Riverfest event in August which was attended by over 20,000 people. Through this partnership, Midwest Dairy worked with DTSF to develop a dairy-themed scavenger hunt including clues that connect consumers to various ways that dairy farmers care for their cows, environment, and put family first through dairy's campaign of "What you do, dairy does, too." theme. Participants gathered letters on signage placed throughout the event and unscrambled those letters for an ice cream treat at the South Dakota State University ice cream truck. Over 400 people participated in the hunt, keeping the ice cream line steady throughout the evening.

*Midwest Dairy partnered with Downtown Sioux Falls on a dairy themed scavenger hunt. The event was attended by over 20,000 people.*



*Dairy ambassadors help serve ice cream at the MoDak Dairy open house.*

Through a partnership with Ag United, two dairy farm open houses were hosted in June, reaching 1,700 people. The malt wagon was open for business providing crowd favorites, vanilla and chocolate shake samples. The annual Dairy Fest event had a new twist this year, taking place entirely on-farm with a reach of more than 500 diverse consumers. Another open house is planned for July 2022 with an anticipated reach of 1,5000 attendees.



*Dairy farm open houses reached 1,700 consumers to date in 2022.*

## State Fair Gives Consumers an Excellent Dairy Experience

Midwest Dairy continues to work with the South Dakota State Fair, who hosted 181,459 attendees in 2021, to grow trust in dairy with consumers and youth. Prostart, a nationwide program for high school students that aims to develop talent in the restaurant and hospitality industry, conducted two dairy-themed recipe demos during the fair. Other new Undeniably Dairy elements made a return to the fair, including a social media photo wall and ice cream cut-outs. Each day, an “Undeniably Dairy Fair Family of the Day” was chosen to pose by the photo wall and props, which was shared to the fair’s Facebook and Instagram pages reaching their over 27,000 followers. The Undeniably Dairy scavenger hunt featuring sustainable nutrition questions and trivia also returned this year where fairgoers were able to get a free ice cream treat at the Dairy Bar for their engagement and participation.



The South Dakota State Fair also included Midwest Dairy’s farm to school resources and promotion of the Adopt a Cow program in the packets for the State’s Largest Classroom program reaching 35 local teachers.



*A teacher and student pair from Prostart conducted dairy-themed recipe demos at the South Dakota State Fair, sponsored by Midwest Dairy.*

## Midwest Dairy teams up with Discover Dairy to promote the Adopt-A-Cow program to students and schools across South Dakota.



The desire to connect students with dairy farmers to learn more about where their food comes from and why it matters is one of the main reasons Midwest Dairy partners with the Discover Dairy Adopt-a-Cow program. This year, Midwest Dairy reached over 74,000 students, including 1,992 from South Dakota. Midwest Dairy has seven dairy farmers serving as hosts for the program where they virtually provide a calf for the students to “adopt” for the year, watching it grow and learning more about the dairy farm family, animal care and environmental stewardship. The South Dakota Department of Education continues to be a key partner in reaching youth in the state through access to teachers and school staff. The Adopt a Cow program was shared in the August edition of the *Zebra*, the department's online newsletter which is distributed via listserv to teachers throughout the state.

In partnership with Discover Dairy, Midwest Dairy reaches over 74,000 students during the 2021-2022 school year.



## Midwest Dairy Invests in Research

### New hires at South Dakota State University

In the fall of 2021, SDSU hired two new researchers, Dr. Prafulla Salunke and Dr. Maneesha Mohan. Dr. Salunke is the new associate professor for the Midwest Dairy Foods Research Center. His area of expertise is dairy products processing and ingredient development. Dr. Mohan is a food process engineer with experience in developing novel and sustainable processes and ingredients. Both Dr. Salunke and Dr. Mohan are graduates of SDSU.

With the two positions being open during the research proposal period, there were no new research projects funded in 2021 at SDSU. However, a technical evaluation was funded and is being conducted by Dr. Salunke. It is evaluating the novel process to manufacture dairy-based processed cheese and mozzarella using renant treated milk protein concentrate.

### SDSU Participated in 2022 MDFRC Research Planning Meeting

After two years of being a virtual meeting, the MDFRC spring research planning meeting was back to an in-person meeting at Iowa State University.

Professors from South Dakota State University participated in the Midwest Dairy Foods Research Center (MDFRC) Spring Research Planning Meeting. About thirty-five industry members, fifteen faculty, farmers and checkoff representative participated in the research brainstorming process. The pre-proposal review process for 2023 research funding kicks off on July 26, 2022, where invited faculties from all six MDFRC member universities will be providing short presentations of their research. The research proposals will be on the top voted topics within the four focus areas- consumer solutions, exports, food safety, and sustainability.

### Institute of Dairy Ingredient Processing Assists Partner Projects

The Institute of Dairy Ingredient Processing pilot plant at South Dakota State University continues to be actively involved in innovation, education, and application activities with MDFRC universities and industry members. Recent projects have included collaborating with members to research troubleshooting activities for membranes and manufacture coffee creamer and protein concentrates. They have also given input on product processing and gave a seminar on cleaning and sanitation.

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



implement shopper marketing, menu opportunities, as well as trust building messaging to increase dairy sales. Over the past year Midwest Dairy partnered with select retailers within the region including Coborn's, Hy-Vee, Casey's, Kum and Go, Pizza Ranch, and most recently Freddy's Frozen Custard & Steakburgers. Activations included a

Data suggests that roughly eighty percent of all fluid milk sales happen in the retail setting, followed by roughly 12 percent of fluid milk sales in the food service industry. Leaning into this opportunity, Midwest Dairy focuses on partnerships with retail and food service partners where we can provide dairy category expertise and insights to



variety of tactics that helped the partner satisfy their customers' needs and drive dairy sales, such as social and email content featuring local farm families, video assets and in store signage. We encourage our partners to leverage this support and reach out to their dairy vendor community to secure special promotions to drive even more dairy sales. During this time period, these partnerships have resulted in approximately 45 million incremental pounds of milk sold in the Midwest Dairy 10-state region.

## 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 2022 marked the fifth 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.

Additionally, Midwest Dairy provided a summer internship in South Dakota in 2022. Kerstin Thoms, a senior at South Dakota State University who is pursuing a bachelor's degree in agriculture leadership, was selected for this opportunity. Midwest Dairy is also supporting a shared intern with Ag United of South Dakota, providing leadership and consumer engagement experiences. Erin Wagner, who is also studying agricultural leadership at South Dakota State University, was selected for this internship and spent the summer organizing events and managing social media platforms.



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

## Scholarships Encourage Education and Dairy Advocacy

Five students from South Dakota State University were named recipients of scholarships funded by the South Dakota Division of Midwest Dairy contributing a total of \$10,000 to further student's collegiate education. The students were recognized at the 2022 Dairy and Food Science Scholarship and Awards Banquet in April. Each recipient is a student majoring in either Dairy Production, Dairy Manufacturing or both. Recipients included: Alyson Dieball, Rebecca Hoffman, Ambrea Kjos, Camelia Bergoch, and Franklin Even.



## Board Leadership Steers Midwest Dairy South Dakota Division



*Allen Merrill re-elected as Midwest Dairy Corporate board chair.*

Allen Merrill of Parker, South Dakota, was re-elected as the Corporate Board chair of Midwest Dairy at the annual meeting in March, 2022. At Midwest Dairy's annual meeting in March, the South Dakota Division board elected the following officers to serve in 2021-2022: Jim Neugebauer, Dimock, was re-elected chair; Annelies Seffrood, Summit, was re-elected vice-chair; Dan Thyen, was elected secretary; and Jogchum Andrenge was elected treasurer.

ADA of South Dakota officers are Annelies Seffrood, chair, Tim den Dulk, vice-chair; and Doug Ode, secretary/treasurer.

## 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 first 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.

## 2021 and 2022 First Half Trust Highlights

### CONSUMER COMMUNICATIONS & MARKETING

In 2021, Checkoff evolved our consumer target to the next generation of consumers, with a focus on Gen Z, where we see a drop in dairy consumption and engagement. To drive engagement and relevancy with the next generation of consumers, Undeniably Dairy launched *Reset Yourself with Dairy*, to showcase dairy's modern wellness incorporating dairy content around Immunity, Calm, Energy and Digestive Health in Gen Z-relevant channels (e.g., TikTok, YouTube, Spotify).

- ✓ Increased trust overall:
  - 3% improvement in “dairy is nutritious”
  - 5% lift in dairy fits my lifestyle
  - Showed 6% lift in dairy is something that helps me reset/find calm
  - Video Views 3.4% (vs. 1.5% industry benchmark)
  - Video View Rates 11% (vs. 4-5% industry benchmarks)

Additionally, Checkoff continued to leverage the “Dairy Dream Team” influencer program to drive relevancy and incorporate dairy into consumers’ everyday lives through lifestyle efforts including recipes. As this program continues to drive positive dairy reputation, Checkoff refreshed the Dairy Dream Team in June 2022 to continue to create engaging content for our target audience. This content generated over 3M impressions in the first two weeks!

Also, to capitalize on the rapid growth of the grocery eComm channel, Checkoff kept dairy products top of mind at point-of-purchase by executing an eCommerce pilot with Instacart. This pilot yielded

- ✓ \$2.3M in dairy sales via Instacart
- ✓ ~\$8 in sales for every \$1 spend on digital media on Instacart

Checkoff continues to drive efforts around this channel in 2022 closely collaborating with local SRs including Midwest Dairy to drive trust and sales in this important eCommerce channel.

[Additional 2021 UD Reset Results](#)

### YOUTH

Continuing the momentum from Fuel Up to Play 60 2021 efforts, checkoff set out to reach educators with new curriculum-aligned learning plans, inspire through fun NFL content and recruit students to become Champions through the Student Zone via new contests aligning with Reset Yourself with Dairy in 2022.

- ✓ Website Traffic: 145,000 Users, +360,000 Page Views
- ✓ Partnership with NFL: +187M reach with content

Additionally, Checkoff is working with Midwest Dairy on a STEM pilot to continue to incorporate relevant dairy messages in educational materials.

### US THOUGHT LEADER

Building off momentum in 2021, we continued to drive awareness with thought leaders for U.S. dairy’s leadership in global sustainable food systems while inspiring a new belief in dairy as a healthy and sustainable solution. We showcased ongoing U.S. dairy’s action against the 2050 Environmental Stewardship goals, including real examples of progress being made on farms and throughout the dairy value chain. In addition, we integrated content highlighting dairy as an unmatched source of sustainable nutrition, reinforcing the U.S. dairy community’s commitment to nourishing people, planet and communities.

- ✓ Earned Outreach: 106MM impressions
- ✓ 5 Events with over 1.5K attendees and 3.8MM potential reach

