



South Dakota Dairy Promotion Highlights

July 1, 2023 – June 30, 2024

Dairy Management Inc. (DMI), which represents and implements the priorities, strategies, and programs of the national dairy checkoff program, works on behalf of America's dairy farmers, including the nearly 140 farmers in South Dakota to protect and grow sales and trust in dairy foods, dairy farmers, and the dairy community.

The foundation of this work is a nationwide Unified Marketing Plan that DMI develops and implements in partnership with 14 dairy promotion organizations – including Midwest Dairy – to align national and local dairy promotion strategies and activities focused on action in the following core priorities:

- **Domestic Sales & Innovation:** Develop technology-powered breakthrough science and innovations that advance U.S. dairy's wellness and product leadership.
- **Exports:** Positioning U.S. dairy as a consistent, preferred supplier in key global markets.
- **Reputation:** Taking a louder, more proactive, and competitive approach to sharing dairy's indispensable role as a source of human nourishment and societal and planetary health.

Domestic Sales & Innovation

Develop technology-powered breakthrough science and innovations that advance dairy's wellness and product leadership

PARTNERS: *Grow incremental and sustained dairy sales via partners, new platforms and technologies*

Leverage Power Partners

How It Worked:

- Partnered with leaders in foodservice, retail, and fluid milk to bring disruptive new products and marketing programs.
- Launched grilled cheese platform at Taco Bell, Domino's Pepperoni Stuffed Cheesy Bread and Loaded Tots, McDonald's Grimace Shake, General Mills Haagen-Dazs Cultured Crème, DFA's Good Cultured Probiotic and DARI's MOO'V High Protein Low Sugar Milk, Darigold Belle Creamers and DFA STAR WARS TruMoo Blue Milk, among others. Taco Bell Churro Chillers currently in test at stores across Dallas and Chicago.

Results (as of year end 2023):

- Foodservice: Partners projecting more than 125 million milk equivalent pounds, a more than 1.5-2.0 percent volume growth.



- Retail: Yogurt category volume grew 2.4 percent, General Mills new product volume more than 25 million pounds.
- Fluid Milk: Value-added volume grew 0.2 percent, lactose free volume grew 6.8 percent, alternatives declined 6.5 percent.

Use modern technology tools to accelerate commercialization and innovation

How It Worked:

- New partners: Began outreach to new potential partners in high growth spaces of health and wellness (\$350 billion), beverage (\$100 billion) and foodservice (\$240 billion).
- Launched an artificial intelligence (AI) database to accelerate science insights and research to yield speed to market for nutritional science benefits for the body and products to meet health and wellness needs.

Results:

- AI database: Successfully launched and on-boarding industry science and innovation leaders to leverage for growth.
- Product science: Initiated three projects in fermentation and filtration and selected nine Discovery Research projects in the areas of health & wellness, exports, and sustainability.

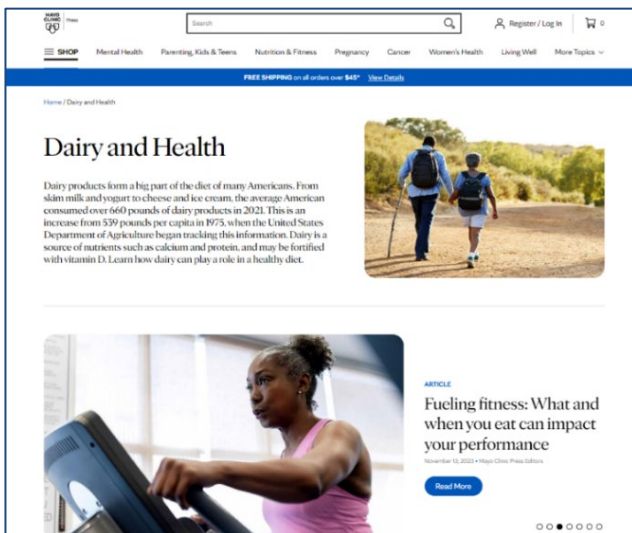
HEALTH AND WELLNESS: *Grow, protect and promote dairy science by utilizing nutrition research, science platforms and collaborations.*

How It Worked:

- Performed educational outreach events with Mayo Clinic targeted at consumers and health care professionals on multiple media and event platforms including podcasts, leadership/ambassador events, lectures, webinars, and articles.
- Collaborated with Mayo Clinic to support research on cardiovascular benefits of dairy components.
- Explored, developed, and published new nutrition science benefit claims to activate within the industry.
- Built and launched the first complete dairy milk molecule database to connect all the components of milk with all the scientific research around the world against those components, to dramatically accelerate learning and insights.

Results:

- Mayo Clinic: Started one research project in cardiovascular health. Completed 30 total outreach activations in 2023, from scientific lectures with physicians to consumer-focused podcasts, reaching well over 80,000 health care professionals, and generating over 7.2 million consumer impressions across various Mayo Clinic digital platforms.
- Nutrition Science Claims: More than 150 new claims developed for research validation in 2024.
- NDC Research and Publications: Published six new papers in the areas of sleep, digestive health, and weight management and initiated seven new studies in biological age, inflammation, digestive health, anxiety, and depression to prove new benefits of dairy foods.



OUTSIDE INVESTMENT: *Attract and secure outside investment through engagements to connect dairy innovators with investors and pair them with new dairy growth opportunities.*

How It Worked:

- Completed three growth landscapes that identified and sized the markets and growth rates for domestic foodservice, retail beverages, and retail health and wellness spending against key health conditions and benefits.
- Launched the Digital Resource Tool for dairy innovation that provides resources including industry contacts and subject matter experts as well as templates for companies and entrepreneurs to use as they look to launch new dairy products.
- Completed the 2023 New Product Competition.
- Led nine university health and wellness innovation events at seven universities to share dairy’s growth opportunity in health and wellness space.



Results:

- Growth landscapes totaling more than \$700 billion of long-term sales potential were shared with dairy industry leadership, as well as dairy universities, and at key industry events.
- Partner confirmed infrastructure capital investment for dairy innovation, totaling \$350 million.
- Shared the Digital Resource Tool for dairy innovation with universities and interested start-ups.
- Student and university engagement with more than 360 attendees at the innovation events and more than 60 students participated in the New Product Competition, an increase of 81 percent in student participation vs 2022.
- Identified three new universities for dairy science and technology engagement.
- Dairy checkoff had an impactful showing at the Natural Products Expo West (the so-called ‘Super Bowl’ for the natural consumer products industry), where 65,000 marketers, retailers and manufacturers go to learn what is new in the food industry. Showcased the transformational power of dairy through dairy-based product innovation and hosted an extremely popular, standing-room-only, health and wellness education session, including nearly 40 retailers, nine media members and more than 30 manufacturers, garnering more than 140,000 downloads with real dairy as a prominent force.

Exports

Ensure U.S. dairy is a consistent, preferred supplier in key markets globally

FOODSERVICE: *Partner with U.S. foodservice companies to drive menu and marketing innovation using U.S. cheese*

How It Worked

- Continued to expand pizza partnerships with the #1 and #2 global pizza brands, as pizza is the top carrier for U.S. cheese and is a growing category in primary export markets. However, we are evolving our partnership approach to work directly with in-market leadership teams (vs. regional offices) to

expand our footprint in growing markets like Indonesia where dairy usage is growing and Japan where cheese consumption is strong.

- Shifting focus from mainly short-term promotional support to include permanent menu innovation and new products including Domino's Pan Pizza launching in Saudi Arabia and UAE, which utilizes 20 percent more cheese with U.S. dairy as a supplier.
- Identified short-term engagement with Yum! China to increase incremental U.S. cheese volume in back half of the year, which may pave the way for future partnership opportunities with Yum! China.

Results

- SE Asia
 - Pizza Hut Quartzza Pizza drove 8.6 percent increase in sales during the promotion, selling over 219,529 pounds of cheese in five weeks.
 - Pizza Hut Blacktober launched popular limited-time offer of charcoal crust pizza with new double cheeseburger pizza and four other cheese items, delivering same store sales growth of 5 percent.
- Launched more than 10 new items including Pizza Hut Melts in Japan and Indonesia, MyBox and BigBox in Japan and Taiwan, and incremental Halloween-themed limited time offers with both Pizza Hut and Domino's.
- Yum! China efforts are nearly 10 percent ahead of target, delivering 10.84 million cheese pounds through December 2023.
- Reached 1.7 million consumers with the US cheese messaging by Pizza Hut Indonesia through the new incorporation of the USDEC "Made with US Cheese" logo, unifying U.S. cheese marketing and branding efforts for the Indonesian consumer.
- In 2024, Domino's International partnerships have launched four new cheese-centric products in Japan and Taiwan, with more planned in the second half of 2024.
 - Domino's Volcano pizza launched in Japan and Taiwan and exceeded the initial forecast by selling out in four weeks.
 - Cheese Twist Crust launched in March: Includes three cheeses, including string cheese, wrapped around the edge.
- Pizza Hut International partnerships have launched two impactful marketing campaigns, including a new cheesy product experience, and more planned in the second half of 2024.
 - Pizza Hut Indonesia executed a 40th anniversary celebration with Cheese Overflow launch, including both a cheese "pour" (imagine a flow of cheese) and a cheese "torch" rising from the middle of the pizza.
 - Projecting a more than 25 percent increase in cheese usage per month for two months, which is 1.6 million milk equivalent pounds.
 - Pizza Hut Japan - 8,9,10 days promotion. Pizza sales up three times during this window.



COOPERATIVES: Partner with U.S. co-ops to build capabilities and co-fund value-added growth initiatives

How It Worked

- Co-op partnerships build export competencies by providing seed funding to elevate U.S. dairy's ability to pursue exports as long-term strategy for the industry.
- As we applied learnings from co-op partnerships, we continued to refine success measurement to ensure measurable ROI and volumetric impact of international co-op partnerships.
- Diversified co-op partnership portfolio to include multiple U.S. export categories and priority growth markets.

Results

- Darigold continues to grow and expand its International direct sales business model, expanding into value-added Extended Shelf Life (ESL) milk in retail channels in Asia. Initially selling in incremental eggnog pallets in China and orders placed for Philippines and Taiwan for early 2024.
- Initial partnership with AMPI ended in June 2023, resulting in nearly 2,000 outlets selling Dinner Bell Creamery or Mera-branded cheese in China and Middle East and a 650 percent increase in exports volume since beginning of partnership. In 2024, AMPI is expanding into new markets (from four to 17) with new products and channels. This partnership was essential for AMPI to grow their export intelligence and capabilities with a long-term focus on exports as an area for growth.



GROWTH PLATFORMS: Identify and execute against future growth platforms and maximize overall impact

How It Worked

- Formed a cross-functional team (International Enterprise Team), including DMI, USDEC, and State/Regional staff to identify collaborative growth opportunities for U.S. dairy exports.
- Initially exploring opportunities and priority markets for bulk and natural cheese growth in Japan, as well as fluid milk exports.

Results

- The International Enterprise Team created a user-friendly measurement dashboard for internal staff to track quarterly volume and value data over time, by dairy category across the globe, and across selected import markets. This dashboard will allow the team to assess in-market pilot or partnership opportunities and track U.S. dairy market share and value and volume growth over time.



- Opportunity sizing completed for targeted bulk cheese growth strategy in Japan, which will include U.S. branding and result in increased distribution and new formats, channels, and consumer touchpoints for U.S. cheese. Execution in 2024.
- Conducted fluid milk opportunity landscape assessment, which will be used by the International Enterprise Team to explore potential partnership or in-market pilot opportunities in 2024.

Reputation

Revitalize dairy's image and relevance as a source of human nourishment and societal and planetary health

WIN IN KEY CHANNELS: *Deliver breakthrough consumer content to grow dairy's positive share of voice in the most critical channels for youth and parents*

Retail digital marketing

How It Worked

- As consumers continue to use eCommerce (online shopping), DMI has offered strategic support, consolidated media purchasing, advertising/media and execution to drive dairy sales and relevance. Efforts focused on two of the largest online grocery opportunities: Instacart and Amazon. This consolidated eCommerce strategy has allowed for state and regional dairy organizations to spend local dollars on local Instacart efforts to drive sales, without paying unnecessary fees.

Results

- Every dollar invested in digital retail advertising drove \$11.35 in sales. These activations delivered an impressive \$3.1 million in dairy sales and 4.4 million impressions.

Social influencers

How It Worked

- Engaged a diverse group of 14 social influencers ranging from foodies to chefs to early parents, health and fitness professionals and green-living enthusiasts, reaching a wide array of Gen Z and Millennial young adult parents.

Results

- Team of social influencers delivered 157 million impressions on Meta (Facebook/Instagram) and TikTok, overdelivering 170 percent of program goal for dairy-related content.

Always-relevant content

How It Worked

- Cutting edge “edu-tainment,” content designed to combine fun and education, reached younger audiences on TikTok, Pinterest, YouTube, Instagram, and Facebook. Content ranged from trendy recipes to tongue-in-cheek dairy myth busting.

Results

- USDairy.com pageviews increased by 28 percent in 2023 to 4.94 million, with website new users up 27 percent to 3.52 million.
- Average time spent on USDairy.com more than doubled (128 percent) to an average of 1:54.

Responsible production consumer campaign

How It Worked

- New Undeniably Dairy campaign, “A Farmer is More Than a Farmer,” surprised and reassured consumers with eye-catching visuals and copy showcasing how dairy farmers reduce their impact on the land and care for cows.
- Larger-scale media partnerships with *Vox* and *TIME* created custom content to engage consumers and thought leaders with dairy farmer’s commitment to environmental sustainability.
- Earth Month 2024 “Dairy Diaries” series on Roku starring Vanessa Bayer brought dairy farming to life for viewers nationwide.



Results

- *TIME* magazine partnership outperformed industry averages and original program benchmarks, garnering:
 - 5.8 million impressions, more than doubling benchmark of 1.5 – 2.5 million.
 - 9,514 video views with a 63 percent video completion rate – benchmark: 3.42 percent (59 percent above *TIME*’s VCR benchmark).
 - 26,417 article clicks (benchmark: 2,000 – 4,400) and 0.60 percent social click through rate – benchmark: 0.22 percent.



School feeding and nutrition

How It Worked

- Conducted a thorough analysis of the youth and K-12 landscape to isolate key opportunities for dairy both short-and long-term.
- Developed a comprehensive three-pronged strategy to activate against the findings:
 - Improving the school milk experience via product and packaging innovation.
 - Expanding access to school breakfast in biggest opportunity districts.
 - Modernizing our approach in delivering nutrition/ag education.
- Dairy’s signature Fuel Up to Play 60 program evolved to a new youth wellness initiative (Fuel Up) – putting a stronger focus on dairy nutrition and activating like-minded partners to drive change in and out of school. Fuel Up moves from a single partner focus in the NFL to a more collective impact “coalition”

approach to catalyze action and investments by other organizations against the three initiatives listed above.

- A no-cost Memorandum of Understanding between DMI and NFL continues a shared commitment to promote the link between nutrition and physical activity.

Results

- National Nutrition Equipment Grant – In addition to grants offered by state and regional dairy promotion organizations, DMI offers grants to schools nationwide to support school breakfast adoption and drive dairy consumption. In 2023, dairy granted \$1.6 million in funding to 789 schools. Funds were used for a variety of dairy-centric purposes including 229 grab n’ go meal carts, 255 refrigeration cooler kits and 305 smoothie program kits.
- School Pilots
 - Large-scale smoothie pilot executed with General Mills and Chartwells in 130 schools across the country resulted in 1.6 percent increase in milk and 30 percent increase in yogurt consumption vs. year prior, which prompted rapid smoothie expansion.
- Lactose-free shelf-stable milk pilot executed in large urban school district resulted in a 7 percent incremental increase in school meal participation and 16 percent more milk consumed vs prior year when compared to the rest of the district. Success has prompted expansion in the district. DMI intends to build a business case from the results of this pilot and to share learnings more broadly. The goal would be to facilitate broader expansion, where it makes business sense for a school district.

ACTIVATE DAIRY CHAMPIONS: *Engage the most influential experts and thought leaders in media, medicine, science and education to scale credibility and reach to consumers*

Environmental and business thought leaders

How It Worked

- Partnered with influential media outlets to get consumers and thought leaders who question dairy’s role in our sustainable future to see how dairy can be part of the solution. From long-form articles to videos and infographics, dairy’s contributions to health and sustainability took center stage in key thought leader media outlets. The “See Dairy Differently” thought leader campaign reframed dairy’s narrative with media and thought leaders via digital media campaigns as well as high-profile media buys in *USA Today*, *Washington Post*, *The Economist* and *Wired* – ran in 2023 and again for Earth Month 2024
- U.S. Dairy also engaged at key environmental events including The Economist Sustainability Week and GreenBiz VERGE to elevate the visibility and expertise of U.S. Dairy farmers and leaders.

Results

- USA Today sponsored article: 64,000 page views (79 percent above benchmark); 1:17 average time spent on content (40 percent above benchmark).
- Thought leader campaign clicks going back to U.S. dairy content: 998,000.
- Total paid digital impressions: 105 million, exceeding industry benchmarks in nearly every measurable category.



- Three key events attended, reaching 5,000 engaged, credible thought leaders.

Media

How It Worked

- Dairy earned positive media coverage with science-based news including coverage on dairy's role in school meals, dairy's contribution to protein intake, dairy farmers' environmental practices, and trendy topics such as cottage cheese's popularity on TikTok.

Results

- Placed more than 3,000 dairy stories reaching nearly three billion media impressions in influential media reaching consumers and thought leaders.
- Top coverage included *Washington Post*, *Wall Street Journal*, *CNBC*, *People*, *Los Angeles Times*, *Chicago Tribune*, *U.S. News and World Report* and more.

Health professionals and health and wellness thought leaders

How It Worked

- Continued pediatric care specialist (PCS) pilot, which offers training and tools to support PCS engagement with their patients around dairy's critical role in nourishing brains, bones, and bodies.
- Public health and scientific community education and outreach, events and presentations, and the NDC Ambassador program continued to protect dairy's place in diet and food systems.
- Convened new scientific conference – “Undercover Nutrition: A Symposium Decrypting Food and Dairy Matrix Science” – to amplify the science on dairy foods' unique nutrient, non-nutrient and molecular compositions, as well as dairy fat's neutral to beneficial links to heart disease, type 2 diabetes, obesity and high blood pressure.



Results

- Pediatric care specialists reached: 208,000.
- Parents reached: 1 million.
- Prenatal nutritionist interactions, including *Healthy Children* magazine content: 129,000 nutritionists.
- Public comments submitted supporting dairy's role in diet and food systems: 13.

Next Gen Scientists

How It Worked

- Continued activation of the three-year cohort program with 11 up and coming academics to further solidify dairy's role in nutrition and public health.

Results

- Ten of the 11 scientists have enhanced understanding of the health benefits of dairy food consumption and the important role that dairy foods play as a solution to health equity, for example as a critical component of federal feeding programs in achieving nutrition security in early childhood.
- The majority of cohort members also have improved knowledge that dairy foods are a versatile package of essential nutrients for Americans, including low lactose and lactose-free options, in the dairy case for those with lactose intolerance.

Issues Management

How It Worked

- Protected U.S. dairy's reputation through a data-driven approach in collaboration with USDEC, NMPF, MilkPEP, IDFA, the Innovation Center for U.S. Dairy, and state and regional dairy councils.
- Continued to lead U.S. dairy's proactive issues management and crisis response protocols, assuring that U.S. dairy is speaking with one voice.
- Proactively monitored and addressed the issues impacting the reputation of the sector while also identifying emerging threats.

Results

- Led a thorough crisis and issues monitoring and response system for the industry through the Dairy Communications Management Team – providing ongoing, one-voice approach to issues (including H5N1 in 2024).
- Analyzed more than 1,400 real-time media stories to assess potential impact on U.S. dairy's reputation.

Supported state and regional organizations and the larger dairy industry following several unique issues scenarios including a milk carton shortage, workforce/labor on farms, environmental sustainability (e.g., water use), and animal welfare.

IMPACT VIA PARTNERS: *Work with high-impact partners in health and wellness, environment and industry to secure dairy's role in diet and food systems*

Nutrition Partnerships

How It Worked

- Activations with American Academy of Pediatrics, Mayo Clinic, School Nutrition Association, Academy of Nutrition and Dietetics, and others focused on highlighting dairy's role in addressing health disparities.
- Partnerships with groups such as USDA/WIC, NOBIDAN (National Organization of Blacks in Dietetics and Nutrition) and National Medical Association (the nation's leading organization of African American physicians) addressed dairy's role in health equity and nutrition security.

Results

- **American Academy of Pediatrics (AAP):** AAP's Committee on Nutrition issued a Clinical Report on Older Infant - Young Child Formulas which highlighted that formulas have no nutrition benefit for this age group, and that cow's milk and water are the preferred beverages. This received significant media coverage and two sessions at AAP's annual meeting.

- **National Medical Association:** National Medical Association authored six journal supplement papers on the role of dairy across the lifespan including evidence-based recommendations for each life stage. This review of the evidence and recommendations on how dairy foods can help improve health equity has been presented at National Medical Association's national and regional meetings, as well as the Academy of Nutrition and Dietetics and American Academy of Pediatrics Annual Meetings and various Mayo Clinic meetings.
- **Childhood Health and Wellness Advisory Council:** Representatives from 13 authoritative health organizations convened three times this year to collectively advance child health and wellness. Two new organizations joined this year: Academy of Nutrition and Dietetics and National WIC Association.
- **School Nutrition Association (SNA):** NDC and SNA partnered to create and launch an educational awareness campaign, Made with School Lunch, to inspire and inform educators, students, and the community about the positive benefits and outcomes made possible by nutrient-rich school lunch. Launched by SNA's CEO and President Lori Adkins at SNA's Annual National Conference and amplified with their more than 50,000 members. Flagship video has 28,600 views with campaign assets being available on www.madewithschool lunch.com.
- **WIC:** National WIC Association engaged NDC to participate in several meetings to explore opportunities to increase access of and participation in WIC to increase dairy consumption.



Sustainability Partnerships

How It Worked

- Continued to engage with organizations dominating the global stage to drive awareness on opportunities and challenges facing the dairy industry. Smaller, more intimate dinners with key partners such as Starbucks, Nestle, McDonald's, World Wildlife Fund, and others fostered in-depth conversation around dairy as a climate solution.

Results

- In September, hosted first-ever U.S. Dairy-exclusive Climate Week Dinner in New York City, attended by notable leaders from Conservation International, Environmental Defense Fund, The Nature Conservancy, World Wildlife Fund, Yale University, Nestle Health Science, Global Methane Hub and more. Attendees reported appreciation for the intimate setting to discuss moving agriculture towards a sustainable future.
- Leveraged partnership with Nestle and its participation in U.S. Dairy's Net Zero Initiative to highlight the company's efforts to source ingredients from regenerative agriculture practices. Coverage of Nestle Health Sciences' partnership with Washington's Royal Dairy Farm to supply ingredients for Carnation Breakfast Essentials products led to a widely distributed Associated Press story that ran in 225 media outlets, with a reach of 43.7 million.
- Starbucks posted about its Sustainable Dairy Program and its participation in U.S. Dairy's Net Zero Initiative on Starbucks.com, reaching a mass audience and showcasing a high-profile, beloved global brand's support of U.S. Dairy's sustainability efforts.

TECHNOLOGY TO SCALE ACTION: *Harness new technologies to optimize U.S. Dairy's work in the digital sphere*

How It Worked

- Launched comprehensive social listening tool – the Dairy Intelligence Platform – to track social conversations, media, and issues, allowing U.S. Dairy to capitalize on consumer trends, address myths, and questions arising on social media, and to manage crises.
- Explored tech vendors and partners to collaborate with to optimize DMI and UDIA organizations' work (nationwide and locally) with influencers, web sites and ecommerce.

Results

- Invested in technology for DMI and UDIA members to optimize their websites and social media content, so dairy rises to the top of online search results.
- Invested in a partnership to make playing in ecommerce affordable for UDIA members and created a nationwide influencer database, so we can work with the most impactful influencers.

Midwest Dairy Promotion in Action

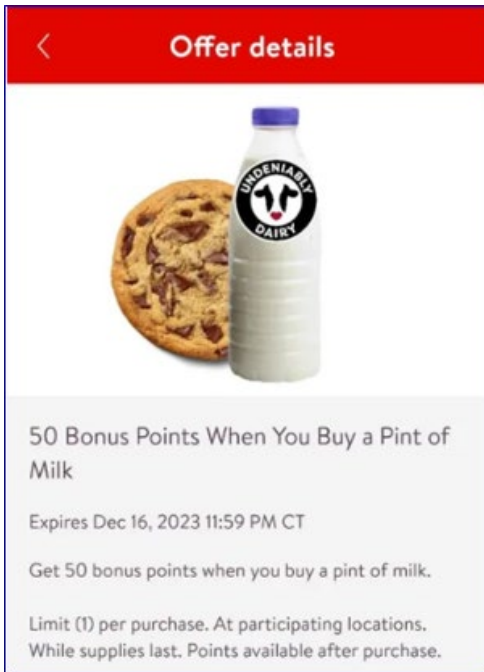
Midwest Dairy focuses on dairy promotion plans developed at the national level, as well as a variety of state-specific initiatives developed for various local key audiences to drive demand and confidence of dairy foods nationally, regionally, and locally. Our goal is to bring dairy to life by giving consumers an excellent dairy experience. Midwest Dairy's [annual report](#) demonstrates the impact of Midwest Dairy's strategic plan across three business objectives; increase dairy sales, grow trust in dairy, and advance research in dairy, and three foundational objectives; create checkoff advocates, develop farm and community leaders for dairy, as well as enhance company culture at Midwest Dairy.

Midwest Dairy has partnered with select retail and foodservice partners throughout 2023 to drive over 38 million pounds of incremental milk while reaching consumers with our dairy messaging. Midwest Dairy also worked with partners to share dairy's sustainable nutrition story to consumers to help make the connection from farm to table. Midwest Dairy reached out to thought leaders, including sustainability and nutrition professionals, to share resources in a variety of languages and communication methods to educate on the unmatched nutrition that dairy foods provide across the lifespan. Additionally, Midwest Dairy pursued research benefiting our product priorities, supported the national Undeniably Dairy campaign to reach over 393 million consumers 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.



Midwest Dairy Engages Retail and Foodservice Partners to Grow Trust and Demand for Dairy



Data suggests that 75 percent of all fluid milk sales happen in the retail setting, followed by 15 percent of fluid milk sales in the foodservice industry. Because of this, Midwest Dairy focuses on partnerships with retail and foodservice partners where we can provide dairy category expertise and insights to implement shopper marketing, menu opportunities, as well as trust-building messaging to increase dairy sales. Over the past year, Midwest Dairy partnered with select partners within the region including Coborn's, Hy-Vee, Casey's, Kum and Go, Pizza Ranch, Freddy's Frozen Custard & Steakburgers, Runza, Godfather's Pizza, and new in 2024, Marco's Pizza. Activations included a 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 instore 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 73 activations resulting in 38.4 million incremental pounds of milk sold in the Midwest Dairy 10-state region.

Midwest Dairy Engages Environmental and Healthcare 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 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.

Through an ongoing partnership with the University of South Dakota (USD), Midwest Dairy has built a relationship with the Upper Midwest Association for Campus Sustainability (UMACS). This work helps build trust in dairy with environmental thought leaders and in this case, those that influence Gen Z and specifically, college aged students.



UMACS hosted their first annual conference at USD in Vermillion in the fall of 2024 and included Midwest Dairy in the planning. Local dairy farmer Annelies Seffrood shared their farm's sustainability journey to students and faculty from various universities from across the Midwest. USD's Sustainability Department Head introduced and moderated the session. The conference also featured a very popular ice cream social which

has been requested to return as this conference travels around to other Midwestern states in the future.

Midwest Dairy continues to partner with the USD Department of Sustainability and Environment on the Dedicated Acquisition of Information Regarding Youth (DAIRY) project conducts research about environmental beliefs, attitudes and behaviors of Gen Z as well as undergraduate students enrolled in degree programs in Environmental Studies and Sciences (ESS). The past school year was the second year of the project, and the focus was on Gen Z. In the 2024-2025 school year the focus will be on undergraduate students enrolled in ESS which a PhD student will lead.



Taking Action Today: Voices, Resources, and Partnerships for Change

 **SEPTEMBER 22 & SEPTEMBER 23, 2023**
UNIVERSITY OF SOUTH DAKOTA UNIVERSITY OF SOUTH DAKOTA, VERMILLION, SD



Through this ongoing and multifaceted partnership, Midwest Dairy was also 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. Faculty from the department were also invited and five attended. The Stensland family shared their farm and creamery story, focusing on sustainability efforts of their business and that of the dairy community. Stenslands discussed recent successes and challenges they've faced and brought in ice cream for students to sample.

Following the presentation, Midwest Dairy met with USD's Sustainability Advisory Committee to learn more about the department's goals and discuss ideas for collaboration. Advisory committee members also had the opportunity to discuss and learn about dairy sustainability efforts in South Dakota.

To grow trust in dairy products and production practices with environmental thought leaders, Midwest Dairy secured a breakout session at the South Dakota Association of Environmental Professionals Conference in March. Dairy farmer Lynn Boadwine accompanied Midwest Dairy to share his farm's sustainability story and showcase methane digesters, a topic of interest to this group of 75 engineers, environmental regulation specialists and contractors. The session also featured various on-farm sustainability efforts including both old and new practices as well as the important contribution of dairy's unique nutrient profile to a sustainable food system. The South Dakota Association of Environmental Professionals describes themselves as a group that: 1) provides a common voice addressing issues involving environmental professionals; 2) promotes professional development; 3) promotes harmony among practicing environmental professionals, regulatory agencies and the public in achieving proper environmental protection and restoration; and 4) provides a source of information for those concerned about environmental issues.





Friends of the Big Sioux River is a consumer facing organization in South Dakota with a mission to protect and restore the Big Sioux River and its watershed. New this year, Midwest Dairy is collaborating with Friends of the Big Sioux River on giveaway items that they will use at consumer facing events throughout the year including visits to high school classrooms. Cow pots, made from composted manure, will accompany seed packets of native prairie grass from the Minnehaha Conservation District and include sustainability messaging from both organizations.

In April 2024, the partnership again included a cheese pairing at the Earth Day River Clean Up Event and rollout of the “Big Sioux Brew,” a beer curated by Remedy Brewing Company made from purified water from the Big Sioux River. Over 100 volunteers, Friends of the Big Sioux River board members and the public sampled cheese and engaged in conversation about dairy’s sustainability story.

As a part of the partnership, Friends of the Big Sioux River plans to again feature a local dairy farm story in their newsletter which will be published

August and distributed to 2,000 local individuals including industry professionals, lawmakers, and a mix of the public.

Friends of the Big Sioux River will also again be a part of Midwest Dairy’s scavenger hunt at Downtown Sioux Fall’s Riverfest event that reaches over 20,000 consumers.

The 10th 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 240 leaders and members of 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. Once again, attendees were treated to a five-course dinner with dairy-infused ingredients throughout all courses. Always popular is the first course appetizer, which is comprised of six cheese varieties, each one produced in South Dakota.



Midwest Dairy partners with health professionals to promote dairy nutrition

Healthcare providers, such as pediatricians and pediatric registered dietitians, are a primary audience for sharing dairy resources, serving as trusted advisors to parents. Once again last year, Midwest Dairy partnered with local healthcare organizations to assist with dairy-related nutrition education resources and to help them understand and share dairy's commitment to sustainable nutrition. One such partner is the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). After conversations that identified a need, Midwest Dairy worked to develop a video to showcase how to transition children from whole to skim or 1 percent milk. The American Academy of Pediatrics and Dietary Guidelines for Americans recommend transition children to lower-fat milk at two years of age, but it can be an adjustment and challenge for parents. In addition, to better equip healthcare providers in Nebraska with evidence-based information that can serve a diverse audience, Midwest Dairy translated two dairy pairing resources into five different languages.



CONSEJOS ÚTILES

- › Comuníquese con su nutricionista de WIC si necesita leche de soja o sin lactosa.
- › Hay una variedad de quesos disponibles.
- › Use sus beneficios de valor en efectivo (CVB) para comprar frutas y verduras frescas, congeladas o enlatadas.
- › Las frutas y verduras se pueden picar o hacer puré.
- › 1 cucharada por edad para niños pequeños es una porción saludable de frutas y verduras. (1 año = 1 cucharada, 2 años = 2 cucharadas, etc.)

TAMAÑOS TOTALES DE LAS PORCIONES DIARIAS

	1 año	2-5 años	5+ años
Granos	1 ½ - 2 onzas	1 ½ - 3 onzas	3 - 4 onzas
Frutas	1 ½ - 1 taza	1 - 2 tazas	2 tazas
Verduras	1 taza	1 - 2 tazas	2 - 3 tazas
Lácteos	1 - 2 tazas	2 - 2 ½ tazas	3 tazas
Proteína	2 onzas	2 - 5 onzas	5 - 6 onzas

Midwest Dairy Brings Dairy to Life through Partners to Reach Consumers, Gen Z + Parents

Friends of the Big Sioux River
April 9 at 10:00 AM · 🌐

The 2024 Big Sioux Brew won't be the only item available to sample at the release party on Saturday, April 20th, from noon-3:00 at Remedy Brewing Company. There will also be delicious cheese pairings from local dairy farms, courtesy of Midwest Dairy. Decide whether dill, black pepper, or garlic parsley cheese pairs best with your German Pilsner.

Have questions about local cheese? Come chat with Whitney from Midwest Dairy about the cheese and how the dairy industry has changed over the last 70 years. Spoiler alert: dairy farmers are doing a lot to improve water quality! We can't wait to see you there!

Saturday, April 20th | Noon - 3:00 PM
Remedy Brewing Co. | Sioux Falls, SD

2024 BEER RELEASE PARTY

Featuring a delightful cheese pairing courtesy of Midwest Dairy!

Compared to 70 years ago, making a gallon of milk now requires...

90% less land **65%** less water

63% smaller carbon footprint

👍👍 Rebecca Christman and 8 others

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 2024, Midwest Dairy once again partnered with Friends of the Big Sioux River in South Dakota on their annual Earth Day River Clean Up event through a cheese pairing and sharing dairy's sustainability progress and goals online.

Pre-Workout Nutrition: What Should I Eat Before Practice?

Prioritize

- Easily-digested Carbohydrates
- High Quality Protein Source
- Fluids/Hydrating Foods
- Minimize Fat and Fiber

Meal Ideas 3-4 Hours Pre-Workout:

- Turkey or Chicken Wrap with cheese, avocado, cucumbers, lettuce or spinach, and peppers + Glass of milk
- Grilled chicken, whole grain pasta with olive oil and parmesan cheese, and a mixed green salad

Snack Ideas 30-60 Minutes Pre-Workout:

Smoothie:
Blend together frozen strawberries, Greek yogurt, and low-fat milk

Hard-Boiled Egg with Fruit

Chocolate Milk:
simple, easy source of protein and carbohydrates when you need to stay energized

Greek Yogurt and Berries:
yogurt is linked to a healthy immune system

Toast with Nut or Seedbutter and Banana

DIY Sports Drink:
Orange juice + coconut water + salt

Eleat Sports Nutrition®
www.eleatnutrition.com

To build trust with Gen Z, Midwest Dairy partnered with the South Dakota Coaches Association and Athletic Directors who reach this audience and have influence on what student athletes consume. Gen Z youth in middle and high school rank the lowest when it comes to trust in dairy, and dairy consumption also starts to fall at this age.

In 2023-2024 school year, this partnership reached about 2,000 coaches and athletic directors across the state of South Dakota via email, newsletter and social media. Midwest Dairy partnered with Registered Dietitian Angie Asch with Eleat Sports Nutrition in Nebraska to develop the infographics and article content inspiring coaches and young athletes to fuel with dairy pre-workout, post-workout, on the road, and on and off the field.

To build trust in dairy with a new audience in South Dakota, Midwest Dairy acquired a partnership with 605 Running Company on their first ever 605 Trail Race and Festival at Good Earth Park, which included a 1-mile fun run for kids named the Dairy Dash. The race sold out at 100 participants and included a fun destination experience at the finish line featuring cow mascots, stickers, tattoos, a coloring station and race medals.

After the Dairy Dash and four and eight mile trail runs, around 300 runners and guests participated in a dairy themed festival with a variety of partners and vendors that provided product samples (and sales), giveaways and activities that featured dairy. Partners that attended included: Prairie Farms, Moo'v/Dari, Stenslands Family Farm, Farm Life Creamery, Kasemeister Creamery, Friends of the Big Sioux River, South Dakota Soybean/Hungry for Truth, Live Well Sioux Falls and the SDSU Dairy Science Department. South Dakota Corn helped promote the event via their Corn Comments radio spot. Pizza Ranch donated 12 large pizzas and Fareway provided a \$100 gift card for a raffle prize.



DAIRY DASH
Get Kids Moo-ving

SATURDAY, AUGUST 12, 2023
GOOD EARTH STATE PARK

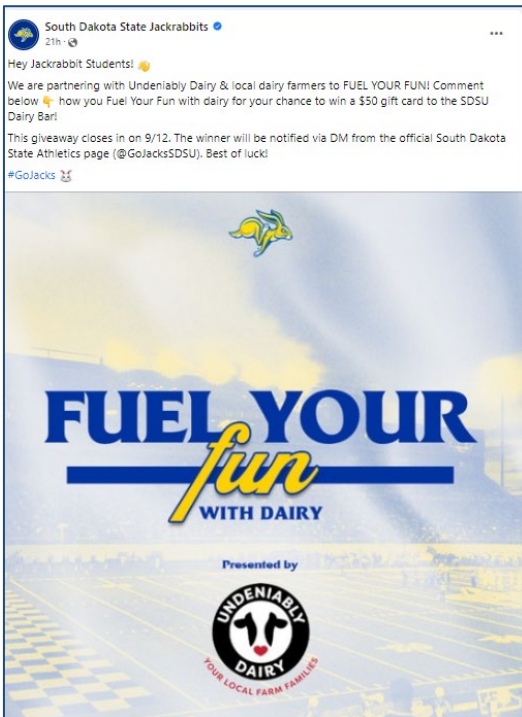
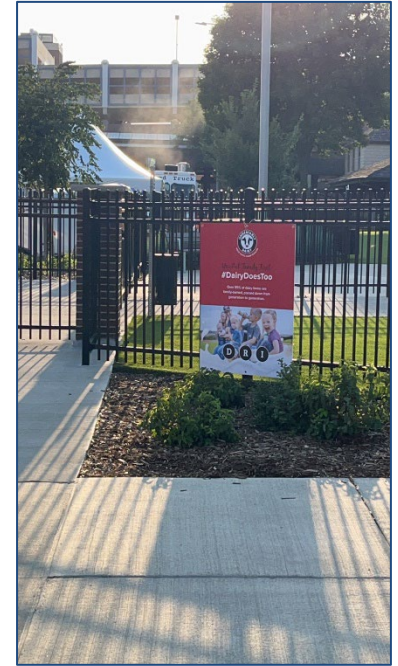
SPONSORED BY

IN PARTNERSHIP WITH

Through a local event planning agency, Midwest Dairy worked with four local influencers to promote the event online and weave in authentic messaging on how these individuals and their families use dairy to promote good health and how it benefits their training routine which extended the reach of this project to their over 57,000 online followers.

Dairy farmer Allen Merrill attended the event, spoke briefly to the audience and engaged in a [media interview](#) with Dakota News Now. A local ultra marathoner and Registered Dietitian spoke about how she uses and recommends dairy in her training routine, even though she is lactose intolerant.

Midwest Dairy has continued to build a relationship with Downtown Sioux Falls (DTSF) to grow trust with their unique audience and show up in unexpected places, such as their annual Riverfest event in August which was attended by an estimated 15,000-20,000 people. Through this partnership, DTSF brought back the popular dairy themed scavenger hunt using the “what you do, dairy does too” theme with a small sponsorship from Midwest Dairy. Participants used new clues, which included dairy sustainability and cow comfort messages, to gather letters on signage placed throughout the event and unscrambled those letters for a complimentary ice cream treat at the South Dakota State University ice cream truck. Again this year, one of the stops of the hunt was another partner of Midwest Dairy’s, Friends of the Big Sioux River, who displayed signage, handed out Undeniably Dairy items at their booth and shared about the hunt on social media to their 1,900 sustainability-focused followers. Over 250 people participated in the hunt, keeping the ice cream line steady throughout the evening.



South Dakota State University (SDSU) Athletics continues to be a partner that helps Midwest Dairy reach consumers to build trust, as well as an opportunity to bring the dairy community together since the partnership includes local processors including Valley Queen, Agropur, Bel Brands, AMPI and Prairie Farms who all engage with game attendees during the tailgate of the fall football Dairy Drive game. In the fall of 2023 as a part of this partnership, a “Fuel Your Fun with Dairy” social media campaign was developed targeting Gen Z to reach SDSU Athletics’ over 41,000 online followers. In addition, the SDSU Wellness Center Registered Dietitian Mariah Weber promoted the benefits of refueling with dairy on a radio interview that aired at halftime of the Dairy Drive game.

With a goal of reaching Gen Z, Midwest Dairy partnered with student athlete Charlie Easley and SDSU Athletics, on a radio interview that aired at halftime of the SDSU Dairy Drive men’s basketball game in January that featured Easley sharing why he refuels with chocolate milk and how he uses dairy to support his performance.



Midwest Dairy also partnered with the SDSU Dairy Club where student volunteers engaged with game attendees via dairy trivia where participants could earn a complimentary ice cream coupon. The game hosted over 2,800 attendees and featured messaging on dairy's nutrition and sustainability story.

Midwest Dairy is piloting a new approach to reach Gen Z and grow trust using the name, image and likeness (NIL) of student athletes. For the 2023-2024 school year, Midwest Dairy has partnerships with 34 student athletes as part of our Fueled x Dairy influencer team, including a female track athlete from SDSU and a female volleyball athlete from the University of South Dakota, both who have shared content on how they use dairy in their daily lives.

Working with student-athletes provided Midwest Dairy with a unique opportunity to connect with Gen Z. This campaign, which concluded in May 2024, generated 202,100 impressions, 169,400 total reach, and 12,200 total engagements. Our engagement rate (the number of people who interacted with the content through likes, shares, and comments) was 7.76 percent, which was above the industry average of similar influencers at 0.86 percent!

Midwest Dairy has continued a partnership with the SDSU Miller Wellness Center, who hosts health-minded college students and offers them a wide variety of fitness opportunities. The partnership continues to feature dairy recipe sampling opportunities to guests of the Miller Wellness Center, hosting around 2,000 people per day, as well as several signage opportunities throughout the building and monthly social media posts reaching their almost 5,000 followers. The SDSU Miller Wellness Center will be the host site of the Dairy Dash in the fall of 2024.



Fest in South Dakota was kicked off with the Milk Gala, followed by an on-farm open house held this year at Hammink Dairy. Over 800 people were estimated to attend this year's farm event which included a youth



activity tent featuring information on dairy farming, cow and calf care, dairy food nutrition, and fun dairy promotional items available for all participants. Also included at the farm were information stations on animal nutrition, veterinary care, and of course a food tent with grilled cheese on the menu. Midwest Dairy plays an important role in helping make Dairy Fest and other farm open house opportunities possible with Undeniably Dairy grant funding, South Dakota Dairy Ambassador and Intern support, as well as providing promotional items from the Midwest Dairy Promotion Center.

Midwest Dairy continues to work with the South Dakota State Fair to grow trust in dairy with consumers and youth. A popular stop of the fair is the Dakota Marketplace for ice cream, which was operated again in 2023 by vendor Dakota Snow. New last year, fairgoers experienced updated signage on the entire front side of the Dakota Marketplace building creating a new look to the exterior of the building. In addition, the ice



cream cutouts from previous years were used for photo opportunities.



Through the partnership with the South Dakota State Fair, milk was served at the State's Largest Classroom event reaching about 750 students. Adopt-a-Cow program resources were shared with 35 local teachers. In addition, Midwest Dairy supported the 4-H Volunteers Leaders Banquet, the Farm Bureau Centennial Farms event, and provided complimentary milk shakes to many dairy farmers and commodity friends throughout the fair.

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. During the 2023 – 2024 school year, Midwest Dairy reached over 110,482 students, including 1,607 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.

Recent research tells us that 82 percent of youth agree that it's hard to know if their food choices are environmentally sustainable.

Midwest Dairy is working towards providing authentic learning experiences in food and agriculture by working with and through partners in high school STEM education. In South Dakota, Midwest Dairy and a learning consultant from Vivayic presented a breakout session on transfer tasks rooted in food and agriculture at the recent South Dakota STEM Education Conference that hosted over 300 teachers and administrators. The conference provided important networking opportunities with leading organizations in curriculum development and professional development opportunities for teachers. Collaboration on professional development for high school science teachers is planned with the South Dakota Science Teachers Association in the summer of 2024.

Midwest Dairy Invests in Research

Midwest Dairy Foods Research Center Provides Research Expertise to Dairy Industry

The Midwest Dairy Foods Research Center (MDFRC) is a collaborative effort between dairy farmers and land-grant universities with a mission of delivering research and education that benefits consumers and fuels a strong market for Midwest Dairy. The MDFRC comprises three core universities: the University of Minnesota (UofM), Iowa State University (ISU), and South Dakota State University (SDSU). The University of Nebraska-Lincoln (UNL) is one of three affiliated universities that are part of the research center. Additionally, about 20 industry organizations pay membership fees to the MDFRC.

South Dakota State

SDSU participated in the 2024 MDFRC Research Planning Meeting, held in Minnesota this year. The Spring Research Planning meeting, usually rotated between ISU and SDSU, was held in Minnesota this year due to Dr. Stephanie Clark's retirement. About 60 attendees participated in brainstorming sessions on consumer and industry solutions. Participants included 29 industry members, 17 faculty, checkoff staff from Midwest Dairy, DMI and farmers.

The pre-proposal review process for 2025 research funding kicks off on July 31, 2024, where invited faculty from all six MDFRC member universities will present short presentations of their research proposals. The research proposals will focus on the top-voted topics within the two focus areas: consumer solutions and industry solutions.

Dr. Sanjeev Anand from SDSU was extended for an additional year to help further knowledge in expanding the shelf life of traditional and artisan cheddar cheese for domestic and export markets. This study will explore the possibility of developing fiber-rich cheddar cheese using fibers such as inulin and fructo-oligosaccharides. These fibers will be tested for their ability to stimulate the native microflora in cheese to produce bio-protective compounds that suppress the growth of spoilage microorganisms during aging and extend the shelf life of cheese.

In addition, Drs. Mohan and Salunke also received funding this year from Midwest Dairy. Dr. Salunke is exploring the innovative usage of cow water for potable and processing purposes. Dr. Mohan's project focuses on the development of technology for the production of galactooligosaccharides (GOS) from cost-effective whey permeate streams. GOS is a high-value prebiotic utilized commonly in infant and toddler food products and has been associated with health benefits owing to improvement of gut health in the human body.

Institute of Dairy Ingredient Processing Assists Partner Projects

The Institute of Dairy Ingredient Processing pilot plant at SDSU 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 filtration membranes, assessing the environmental impact of an enzyme-based cleaning solution, and assisting clients in manufacturing protein concentrates, infant formulas, and high-protein fermented dairy products.

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 2023 marked the sixth 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 2023. Makenna Skiff, 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.



Scholarships Encourage Education and Dairy Advocacy

The 2024 SDSU Dairy & Food Science Scholarship and Awards Banquet was held on April 8th, 2024 at the Dana J. Dykhouse Club 71 on the SDSU campus. Midwest Dairy South Dakota Division Board demonstrated their commitment to support students by providing five scholarships for a total of \$10,000 to students within the Dairy Science Department.



Scholarship recipients at the awards banquet included: Jessemy Sharp, Josephine Sutherland, Margaret Molitor, and Sam Czech. The basis of the award includes scholarship need, demonstrated leadership, and character to a deserving sophomore, junior, or senior Dairy Science major whose parents are dairy farmers.

Board Leadership Steers Midwest Dairy South Dakota Division

At Midwest Dairy's annual meeting in April, 2024, the South Dakota Division board elected the following officers to serve in 2023-2024: Marv Post, Volga (Chair), Kevin Van Winkle, Canistota (Vice Chair), Maartje Lemstra, Humboldt (Secretary), Jogchum Andringa, Brandt (Secretary).

ADA of South Dakota officers are Doug Ode, Chair, Dorothy Elliott, Vice Chair, Evan Grong, Secretary/Treasurer.

