

South Dakota Dairy Promotion Highlights

July 1, 2018 - June 30, 2019

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

With these priorities in mind, Midwest Dairy worked with South Dakota schools to increase access and consumption of dairy foods and supported student activity via Fuel Up to Play 60. Midwest Dairy also worked with and through partners to increase demand for dairy and reached out to 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 product 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 Boost Student Breakfast Participation, Develop Dairy Champions

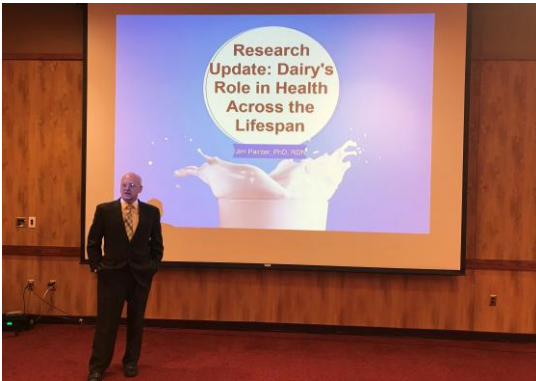
Midwest Dairy partnered with Sioux Falls School District during the 2018-19 school year to increase school breakfast consumption. Midwest Dairy provided grants to help four schools in the district implement breakfast in the classroom, increasing access to a healthy meal and getting students ready to start their day. Because milk—and often cheese and yogurt—is offered at each breakfast, more students eating this meal creates an increase in dairy consumption with future consumers. Within the first year of implementation, grants in these four schools resulted in approximately 59,622 additional pounds of milk sold, and because these schools will continue to implement breakfast in the classroom after the first year, this growth is sustained.



Grants provide equipment to make programs such as breakfast in the classroom possible.

Additionally, within the Sioux Falls School District, student Hayden Arndt served as a National Fuel Up to Play 60 Student Ambassador. Arndt demonstrated leadership by being a champion for dairy, helping to implement the program at Roosevelt High School and mentoring middle school students involved in the program throughout the district. Arndt had the opportunity to showcase his advocacy on the national stage when he was invited to attend and perform a Fuel Up to Play 60 rap song at the GENYOUth Gala in New York City in November.

Midwest Dairy Engages Thought Leaders with Dairy Experiences Throughout the Year



Dr. Jim Painter talks to physicians about the health benefits of dairy.

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

Midwest Dairy also coordinated a round table discussion with 12 family physicians facilitated by registered dietitian and dairy advocate Dr. Jim Painter at the South Dakota Academy of Family Physicians annual meeting. The group addressed topics including

food safety, on-farm practices and dairy's superiority to alternative beverages. In addition, Dr. Painter gave two presentations on the benefits of dairy in the diet to an audience of more than 100 family physicians and medical students.

Midwest Dairy Brings Dairy to Life Through Local Events

During June, which is National Dairy Month, Midwest Dairy worked with and through partners like Hy-Vee, South Dakota State University (SDSU) and Ag United for South Dakota to bring dairy to life for more than 1,500 South Dakota consumers at the 6th annual Dairy Fest celebration in Brookings, South Dakota. Highlights included the kickoff "Got Milk Gala" featuring keynote speaker John Vosters of Milk Source, LLC; tours of the SDSU Davis Dairy Plant; the annual dairy farm tour held this year at Crosswind Jerseys in Elkton; and a kid's carnival complete with hands-on activities to learn about dairy, meet a dairy farmer, visit with a local registered dietitian and spend time with dairy cows and calves.



Dairy Fest guests tour Crosswinds Jerseys in Elkton.

Additional June events which brought dairy to life in South Dakota included an open house for more than 700 guests at MoDak Dairy in Goodwin. Owner Greg Moes actively engaged with consumers fielding questions on all aspects of the farm including animal care, recycling practices and milk quality and safety in getting product from farm to fork. Royalwood Farms in Brandon also hosted more than 1,000 guests at their annual Breakfast on the Farm to showcase how South Dakota farm families care for their cows and the environment.



State Fairs Give Consumers an Excellent Dairy Experience



South Dakota dairy ambassadors engaged with state fairgoers.

Fairgoers attending both the Sioux Empire Fair and the South Dakota State Fair engaged in conversations with South Dakota dairy ambassadors to learn more about dairy farming practices and dairy farmers' commitment to animal care and environmental stewardship. They also enjoyed malts, ice cream and milk at the Dairy Bars and interacted with South Dakota Dairy Princess Morgan Kohl. Ambassadors also presented ribbons for the Open Class and 4-H exhibitors in the dairy show ring.

Partnerships Create Channel to Move Dairy, Serve Families in Need

A unique partnership between Midwest Dairy, Feeding South Dakota, The Wellmark Foundation and Wells Fargo formed to create a brand new "clean room" in Feeding South Dakota's Distribution Center located in Sioux Falls. The clean room, which is dedicated to repackaging bulk food items, is designed to meet the highest standards of sanitation and will provide more dairy products to families through Feeding South Dakota.

The first bulk product to be repackaged is cheese, generously donated by Valley Queen Cheese in Milbank, South Dakota. Valley Queen Cheese has been a donor for nearly 10 years, providing more than 10,000 pounds of cheese annually in the form of 40-pound blocks. The clean room will allow Feeding South Dakota the ability to slice and repackage this cheese into usable, family-sized portions. South Dakota dairy farmers and Midwest Dairy provided funding for the equipment needed to slice and package the cheese which will save Feeding South Dakota thousands of dollars annually. The funding will also support refrigeration which will help store the cheese at local agency partners throughout the state. Wellmark and Wells Fargo provided the grant to build the clean room.



Feeding South Dakota's clean room will be used to slice and package bulk cheese for distribution to food pantries throughout the state.



MDFRC Includes SDSU in Program Planning and Implementation

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Faculties from South Dakota State University (SDSU) presented research proposals for 2019 funding at the Midwest Dairy Foods Research Center (MDFRC) annual meeting in July 2018 at University of Minnesota. About 60 participants representing companies, universities and dairy farmers attended. The goal of this research is to build demand for dairy products and to improve overall food safety. Throughout the year, MDFRC Director and SDSU professor Dr. Lloyd Metzger played a key role in Midwest Dairy's work in the research and processing sector and its proactive approach to consumer confidence. SDSU is one of three universities that are part of the MDFRC.

Midwest Dairy Provides Programs to Develop Dairy Leaders



The South Dakota dairy ambassadors stand beside Endowed Department Head and Professor of the SDSU Dairy and Food Science Department, Dr. Vikram Mistry (blue jacket).

As consumers become further removed from agriculture, yet more demanding of transparency in how their food is produced, it has become increasingly important to prepare future leaders in the dairy community. 2019 marked the second 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 communication and leadership skills and dairy advocacy.

During the Central Plains Dairy Expo in Sioux Falls, ambassadors, the two South Dakota Dairy Princess candidates, as well as dairy farmers, participated in a training led by Midwest Dairy to learn how to better share dairy's story from farm to table by first connecting with consumers on shared values.

Scholarships Encourage Education and Dairy Advocacy

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

The recipients of the \$3,500 scholarships were: Colten Carlson of Pennock, Minnesota, and Rebecka Hoffman of Bridgewater, South Dakota, both majoring in dairy production. The recipients of the three \$1,000 scholarships will be announced at next spring's SDSU Dairy and Food Science awards banquet; however, the students receive their funds at the start of the Fall 2019 semester.

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



Board Leadership Steers Midwest Dairy South Dakota Division



The Midwest Dairy Corporate board re-elected Allen Merrill of Parker, South Dakota, as chairman at its Annual Meeting held in Phoenix in April.

At the same meeting, the South Dakota Division board of Midwest Dairy elected officers to serve in 2019-2020. Jim Neugebauer, Dimock, was re-elected chair; Annelies Seffrood, Summit, was elected vice-chair; Chris Fieber, Goodwin, was re-elected secretary; and Gary Jarding, Alexandria was re-elected treasurer.

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

Allen Merrill serves as Midwest Dairy Corporate board chair.

Undeniably Dairy Showcases Real Dairy Enjoyment

Through National Dairy Month and state fair activities, as well as other consumer-facing events in South Dakota, Midwest Dairy continued to support the Undeniably Dairy campaign, a multi-year program that unites the dairy industry with one voice to help reconnect consumers with dairy.

Undeniably Dairy has been the centerpiece of the dairy community’s consumer outreach and loudly and proudly reminds them of all the reasons they love nutrient-rich dairy products, while showcasing the dairy community’s commitment to animal care, their local communities, and the environment. The entire supply chain has been engaged, with more than 300 partners, including retail, foodservice and processors, sharing the campaign’s messages. This includes Valley Queen Cheese. Nearly every tanker in their fleet now touts an Undeniably Dairy decal. The messaging provides residents in a large area of eastern South Dakota with daily visibility to the recognized symbol of dairy goodness.



The Undeniably Dairy logo is prominently displayed on Valley Queen Tankers.

