



Bringing Dairy to Life through...

THOUGHT LEADER ACTIVATIONS



Bismarck-Mandan Chamber of Commerce hosted a **VIRTUAL CHEESE CHAT** with **35** community leaders, health professionals and educators



North Dakota Academy of Nutrition and Dietetics featured **NORTH DAKOTA DAIRY FARM FACTS IN QUARTERLY E-NEWSLETTER** to over **200** registered dietitians



NDSU Extension Specialist featured dairy in **PRAIRIE FARE ARTICLE** reaching over **150,000** consumers.



Sanford Health Care in Bismarck and Bismarck Public Schools developed a **VIDEO HIGHLIGHTING THE IMPORTANCE OF BREAKFAST**, including dairy, on child health.



Sanford Power and Bismarck High School **PROVIDING CHOCOLATE MILK AND SPORTS NUTRITION EDUCATION** to over **800** STUDENT ATHLETES during summer training program.



President of Great Plains Food Bank presented to **100** ND Registered Dietitians on the topic of food insecurity providing testimony of how Midwest Dairy is assisting with food insecurity efforts by **PROVIDING COOLERS TO LOCAL FOOD PANTRIES.**

SUSTAINABILITY MESSAGING



Two **BANQUET IN THE FIELD EVENTS** featuring dairy sustainability messages presented by local dairy farmers reaching over **300** community leaders and consumers.



Local Dairy Farmer and cheese expert participating in the **MOO AT THE RED RIVER ZOO BREW EVENT** to chat with over **600** attendees about dairy farmers' care of the land and animals and the deliciousness of local cheeses.



7 UNDENIABLY DAIRY GRANTS awarded to North Dakota farmers and groups, totaling **\$8,100** with an estimated **CONSUMER REACH** of **4,000**



BUILDING TRUST WITH YOUTH



RJ Dairy hosted a
LIVE ADOPT-A COW
CALF CHAT with over
30 SCHOOLS
participating live.



DAIRY EXHIBIT
at the Ag Ed
Building at the
Red River Valley
Fair visited by over
40,000 YOUTH

DEVELOPING YOUR NORTH DAKOTA DAIRY LEADERS

2 NORTH DAKOTA DAIRY
AMBASSADORS reaching over
4000 CONSUMERS by telling
their dairy story at **10** events
throughout North Dakota.



BUILDING COMMUNITY – SUPPORTING NORTH DAKOTA SCHOOLS



Nearly **400 STUDENTS** are choosing a
healthy breakfast every morning from the
GRAB N GO BREAKFAST CARTS available
after First Period at Simle Middle School in
Bismarck increasing dairy sales by over **30%**



2 ELEMENTARY SCHOOLS received funding for
BREAKFAST IN THE CLASSROOM EQUIPMENT at
Bismarck Public Schools. Increase of **50%** in
BREAKFAST PARTICIPATION which is an increase of
nearly **19,000 POUNDS OF MILK** sold in 2020-2021

BUILDING DAIRY DEMAND THROUGH RETAIL AND FOODSERVICE



CASEY'S GENERAL STORES

Casey's, with **2200 STORES**,
launched a comprehensive
marketing campaign, online
ordering through their
Casey's app, as well as social
media promotion resulting
in **5 MILLION CONSUMER**
IMPRESSIONS and a significant
lift in incremental dairy sales.



KUM AND GO

With **400 STORES**, Kum and Go
committed to a donation campaign
donating \$1 to No Kid Hungry for
every gallon of milk sold resulting in
500K INCREMENTAL LBS. OF MILK
SOLD and reaching over **500K**
CONSUMERS. Additionally, Midwest
Dairy was named the winner of their
Social Responsibility Award at their
partner summit in August.



PIZZA RANCH

Midwest Dairy partnered
with Pizza Ranch and their
216 RESTAURANTS to start
selling three varieties of
take-and-bake breakfast
pizza's including promotions
resulting in a reach of
18 MILLION CONSUMERS
and **3 MILLION POUNDS OF**
INCREMENTAL MILK SOLD.



COBORN'S INC.

For National Dairy Month, Midwest Dairy
partnered with Coborn's Inc. in it's
54 STORES under the Coborn's, Cashwise
and Marketplace banners in Minnesota, North
and South Dakota to build sales and trust in
dairy. The results of the monthlong campaign
generated more **600,000 INCREMENTAL**
POUNDS OF MILK SOLD, and approximately
500,000 IMPRESSIONS.