



JANUARY 2021 – SEPTEMBER 2021

Bringing Dairy to Life through...

THOUGHT LEADER ACTIVATIONS



Chef Sharon Schaefer, in partnership with Nebraska dairy farmer, Mary Temme, promotes smoothies and yogurt parfaits to over **250 SCHOOL NUTRITION DIRECTORS** around the country through National School Nutrition Association Webinar to encourage other school nutrition directors to adopt impacting dairy sales.

Chef Sharon Schaefer promotes **SMOOTHIES AND YOGURT PARFAITS** through Food Day Omaha partnership reaching consumers and influencers across the food system.



Midwest Dairy partners with the University of Nebraska Husker athletics on a four-part sports nutrition podcast series featuring Director of Performance Nutrition, Dave Ellis reaching over **600,000 CONSUMERS**.

Children's Hospital in Omaha partners with Midwest Dairy to promote dairy nutrition education materials to over **225 CHILDREN'S PHYSICIANS** to include in clinic patient education.



Registered Dietitian Nutritionist, Amber Pankonin, promotes Earth Day and National Dairy Month in June through Pure Nebraska television interviews, blog articles, and social content reaching over **5,000 CONSUMERS** online and thousands more through Pure Nebraska channels.

Registered Dietitian Nutritionist, Amber Pankonin, presents to over **200 REGISTERED DIETITIANS** on Myth Busting and Science Trusting at the Nebraska Academy of Nutrition and Dietetics annual meeting.

Partnerships to Build Consumer Trust

Dairy comes to life through partnership with **SUMMIT MEDIA** and the **OMAHA BASEBALL VILLAGE** during the 2021 College World Series in Omaha reaching over **2.2 MILLION CONSUMERS**.

Dairy is featured as **CROP OF THE YEAR** during the **NEBRASKA STATE FAIR** with branded signage, culinary demonstrations with Chef Nadar from Billy's Restaurant, milking demonstrations, parade, State Fair Marathon, and consumer engagements throughout the fair duration reaching record setting numbers of consumers.



4 UNDENIABLY DAIRY GRANTS AWARDED to Nebraska dairy farmers and groups, totaling **\$7,600** with an estimated **CONSUMER REACH** of nearly **4,000**.

BUILDING TRUST WITH YOUTH



Jodi Cast hosted a live chat as part of the Adopt a Cow program resulting in **3,921 IMPRESSIONS**, **329 LIVE VIEWS**, and **134 ENGAGEMENTS** during the hour-long event.



Nebraska Dairy farmers and advocates presented to over **1,800 STUDENTS** about dairy from farm to table during the State's Largest Classroom at the State Fair.



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DEVELOPING NEBRASKA DAIRY LEADERS

Four Nebraska Dairy Ambassadors share their dairy story with over **10,000** consumers through a variety of events throughout Nebraska.



The 2021 Nebraska Dairy Princess reached over **6,000** consumers through **8** different events throughout Nebraska.

GROWING DAIRY SALES THROUGH NEBRASKA SCHOOLS



Gretna Public Schools receives a grant to offer **YOGURT AND MILK-BASED SMOOTHIES** and **YOGURT PARFAITS** on school menu to kick off the 2021-2022 school year to **INCREASE DAIRY SALES** and give students exciting new menu options to choose from.



Lincoln Public Schools will offer **SMOOTHIES AT 12 BUILDINGS** across the district through a grant from **FUEL UP TO PLAY 60**.

BUILDING DAIRY DEMAND THROUGH RETAIL AND FOOD SERVICE



CASEY'S GENERAL STORES

Casey's, with 2,200 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**.

Upcoming activations include a National Chocolate Milk day promotion, and for October, National Farmers Day promotion with a milk and breakfast pizza slice combo.



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 POUNDS 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!

October will highlight **National Farmers Day** with a promotion of single-serve milk plus a sandwich or salad to earn rewards points, promoting online and in-store signage.



PIZZA RANCH

Starting in December of 2020, Midwest Dairy partnered with Pizza Ranch, and their 216 restaurants, to start selling 3 varieties of Take-and-Bake Breakfast Pizzas including promotions resulting in a reach of **18 MILLION CONSUMERS** and resulting in **3 MILLION INCREMENTAL POUNDS OF MILK SOLD**. In addition, Midwest Dairy has again partnered with Pizza Ranch in support of their dairy offerings on their buffets. Included in this event will be television, digital and Facebook ads, as well as direct mail.



HY-VEE

For **National Dairy Month**, Nebraska dairy farmers Brooke and Adam Engelman were featured in Hy-Vee's *Seasons* magazine highlighting a day in the life of a farmer.