



JANUARY 2021 – SEPTEMBER 2021

Bringing Dairy to Life through...

THOUGHT LEADER ACTIVATIONS



Partnered with a local registered dietitian working on her PhD to present on dairy to **42 SCHOOL NUTRITION PROFESSIONALS** at their annual conference inspiring trust and confidence in dairy foods.



Hosted **10 FUTURE PHYSICIANS** through Sanford USD School of Medicine's One Health elective building trust and confidence in dairy farm practices. This partnership was featured in Dairy Herd Management.



Hosted **20 LOCAL INFLUENCERS AND GUESTS** at a Dairy Crawl in Downtown Sioux Falls highlighting dairy's sustainable nutrition story resulting in strategic partnerships for 2022.



Through a partnership with Downtown Sioux Falls and Ag United, local dairy farmers **SHARED A MEAL AND CONVERSATION** around dairy sustainability with the Sioux Falls mayor and city councilor during Downtown Sioux Falls' Restaurant Week.



With help from a local dairy farmer and University of South Dakota professor, Midwest Dairy **SHARED DAIRY'S SUSTAINABILITY EFFORTS AND COMMITMENT** with the USD 'Sustainable Environment' class, reaching **78 UNDERGRADUATES**.

SUSTAINABILITY MESSAGING



Partnered with Downtown Sioux Falls to reach over **20,000 CONSUMERS** with a dairy-themed scavenger hunt at their annual Riverfest event.



Ag United hosted **3 DAIRY FARM OPEN HOUSES** reaching **4,100 PEOPLE**.



Collaborated with the dairy community and SDSU Athletics at the annual SDSU Dairy Drive football game that had over **15,000 GAME ATTENDEES**.



Dairy Fest reached over **1,000 DIVERSE CONSUMERS** through a drive through experience showcasing sustainability messaging and a virtual dairy farm experience.



Downtown Sioux Falls reached **150 PEOPLE** at their Restaurant Week kickoff event featuring local farmers sharing sustainability stories. Social media collaboration extended the reach to their **75,000+ FOLLOWERS**.



Partnered with Prostart, a culinary program for high school students, who **CONDUCTED TWO DAIRY THEMED RECIPES** at the South Dakota State Fair reaching fair goers. The Undeniably Dairy Fair Family of the Day was promoted online using the dairy themed photo wall, reaching the fair's over **30,637 SOCIAL MEDIA FOLLOWERS**.



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BUILDING TRUST WITH YOUTH



Partnering with the Washington Pavilion who hosts over **100,000 GUESTS** each year to add a kiosk in the lobby featuring a virtual dairy farm experience, dairy sustainability messaging to the existing Grow It! Exhibit, and a robust marketing campaign reaching their **79,000 FOLLOWERS** and email updates to over **44,000 SUBSCRIBERS**.



Partnering with Grounds Works/South Dakota Ag in the Classroom to develop localized dairy themed lessons to reach their audience of **141 PUBLIC SCHOOL DISTRICTS, ALONG WITH SOME PRIVATE AND TRIBAL SCHOOLS**.



10 UNDENIABLY DAIRY GRANTS awarded to South Dakota dairy farmers, totaling **\$13,480** with an estimated **CONSUMER REACH** of **16,269** in 2021, along with an additional **\$15,274** to support local sponsorships in the state.

DEVELOPING YOUNG SOUTH DAKOTA DAIRY LEADERS 2021

4 SCHOLARSHIPS awarded to SDSU students, for a total of **\$10,000** in 2021. **4 DAIRY AMBASSADORS**
1 INTERN with recruitment soon underway for **5 DAIRY AMBASSADORS** and an **INTERN** position in 2022.



BUILDING COMMUNITY – SUPPORTING SOUTH DAKOTA SCHOOLS

THIRTY-ONE SCHOOLS in the Sioux Falls School District received funding to support breakfast expansion, including **11 MIDDLE AND HIGH SCHOOLS** who will add smoothies to their menu starting in November. The projected sales for this project are around **3.3 MILLION INCREMENTAL POUNDS OF MILK**.



The Brandon Valley School District is piloting **NEW DAIRY MENU ITEMS** this fall, including **SMOOTHIES**, to bring appealing menu items to students.

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**.