



Nebraska Dairy Promotion HIGHLIGHTS

July 1, 2021–June 30, 2022

Domestic and International Partnerships

National partnerships play a foundational role in the checkoff's work and its mission to drive dairy sales and trust by working with, and through, food and beverage industry leaders both domestically and internationally. These partnerships focus on immediate and long-term sales opportunities with a concentrated focus on product, menu, and packaging innovation along with advertising to help drive dairy trust and relevancy.

2021 and 2022 First Half Domestic and International Partnerships Sales Highlights

2021 End of Year Domestic and International Partnerships Sales Highlights

Key Overall Quantifiable Results:

- ✓ **250M+ pound (milk equivalent) from food service partners**
- ✓ **3 percent average growth since inception**
- ✓ **29 national new items launched**
- ✓ **Ecommerce efforts achieved a nearly \$8 return on spend, 4x the industry average**
- ✓ **Amazon collaboration efforts yielded 2-year \$ Sales CAGR 2019-2021 of +81 percent with Amazon outpacing the category E-commerce sales (+58 percent)**

In 2021, dairy checkoff sales-driving efforts focused on delivering results in the short-term while keeping a close eye on the future. In all, U.S. foodservice partners Domino's, McDonald's, and Taco Bell dairy sales grew an **additional 250 million pounds** (milk equivalent) in 2021.

These results reinforce that the checkoff partners with industry leaders that make an impact. In fact, **DMI's foodservice partner dairy use has grown an average of 3 percent** (milk equivalent percentage growth) since 2009, which is nearly double the industry average of 1.7 percent. This means an increase of 2.2 billion pounds (milk equivalent) since 2009.

Innovation paved the way to this success. National foodservice partners introduced nine new dairy-rich products in 2021 alone. For example, Taco Bell introduced its Mountain Dew Baja Blast Colada Freeze in more than 7,500 U.S. locations, using a tropic-infused dairy cream.

DMI continued its work with Amazon in our role as dairy "category captain" for the e-commerce giant, sharing consumer insights that can drive online traffic and sales. In the two years working with Amazon, its natural cheese and milk sales growth outpaced overall category averages by more than 20 percent.

International Partnerships

Key Overall Quantifiable Results:

- ✓ **13 percent growth of U.S. cheese with existing intl. partners over the past two years**
- ✓ **Domino's launched Jumbo Pizza, Rice Bowls, 1/2 KG Pizza, Chicken Tikka Pizza**
- ✓ **38 percent volume growth from Domino's expansion into MENA**
- ✓ **Launched 10 product and consumer promotions with Pizza Hut Asia Pacific**

International markets also spurred U.S. dairy sales in 2021. DMI's international partners launched new products and expanded into new markets. **Pizza Hut Asia Pacific** drove awareness for U.S. dairy through 10 product and consumer promotions, and **Associated Milk Producers Inc.** introduced its Dinner Bell Creamery cheese slices at more than 850 foodservice outlets in China. Additionally, **Domino's** expanded its global presence to the Middle East, driving a 38 percent U.S. dairy increase in its first year.

Exports remain a core sales driver for U.S. dairy, accounting for 17 percent of total milk production in 2021. Through the work of the **U.S. Dairy Export Council** (founded by and funded largely through the dairy checkoff), U.S. dairy saw record-setting volume growth based on the growing demand for dairy by international customers. Categories driving 2021 growth were U.S. cheese (increased 14 percent), nonfat dry milk/skim milk, and whey (both increased 10 percent).

And, despite the challenging global environment in 2021, U.S. dairy grew 29 percent in China, and 16 percent in Mexico and maintained its growth in the Middle East and North Africa.

Domino's Japan launched the Jumbo Pizza and a Pizza Rice Bowl, both featuring U.S. cheese. The chain has doubled its U.S. cheese use since the partnership started in 2019.

Fluid Milk Revitalization

Key Overall Quantifiable Results:

- ✓ **75 catalytic, value-added products in fluid milk that followed DMI partner launches via areas of high protein, low sugar, whole milk, lactose-free, and more product types**
- ✓ **DMI science and partners driving Value Added Milk \$ Growth vs. Plant-Based from 2016 to 2021 (\$914M vs. \$866M)**

DMI started fluid milk partnerships in 2015. This helps drive category innovation – since 2018, milk brands have introduced **75 new value-added fluid milk products**.

In 2021, DMI's fluid milk partners, Dairy Farmers of America, Darigold, Kroger, and Shamrock Farms, collectively introduced 13 new products, including flavored, lactose-free, shelf-stable, and other value-added options. These launches were further supported with new packaging, promotion, and other marketing efforts.



2022 First Half Domestic and International Partnerships Sales Highlights

Domestic Partnerships

Key Overall Quantifiable Results:

- ✓ **6 national new items launched across retail and foodservice channels**

In 2022, dairy checkoff sales-driving efforts focused on delivering results in the short-term while keeping a close eye on the future. In all, U.S. domestic channel partners Domino's, McDonald's, Taco Bell, General Mills, and Kroger® launched innovative new dairy products.

Taco Bell introduced Cinnabon coffee with real dairy creamer in March. A real dairy creamer replaced a non-dairy creamer for use in its coffee and other frozen beverages, such as the Mango Whip Freeze, launched in June in its more than 7,500 U.S. locations. Taco Bell also launched their toasted breakfast burritos in January.

The Kroger Our Brands team continues to launch new dairy items with the nostalgia of familiar flavors like the S'mores Ice Cream Sandwiches and Creamsicle Cheesecake bites. Further, Kroger introduced a premium restaurant experience to consumers at home with items like the Private Selection Buffalo Aged Cheddar Mac and Cheese. In June, Private Selection Strawberries & Cream Whole Milk was launched as an expansion of a successful line-up of indulgent whole milks.

Domino's continued to promote the late 2021 introduction of the new Cheesy Dips in 2022.

McDonald's launched Chocolatey Pretzel McFlurry in May, during which DMI supported the product development and consumer testing.

New checkoff partner General Mills launched its yogurt and cereal toppers, new products that pair Yoplait yogurt with beloved cereals and increase dairy consumption. Combos include Lucky Charms, a favorite with kids six to 13; Trix, the only fruity cereal with fun shapes; Cinnamon Toast Crunch, the number one favorite among teens; and Cocoa Puffs, the number two chocolatey cereal.

DMI continued its work with Amazon in our role as dairy "category captain" for the e-commerce giant, sharing consumer insights that can drive online traffic and sales. In addition, DMI took the Amazon dairy team to two farms to help educate them on the amazing animal care, product quality, and technology that exists on U.S. dairy farms.



International Partnerships

Key Overall Quantifiable Results:

- ✓ **7 items launched/relaunched featuring US cheese across pizza foodservice partners**

DMI continues to collaborate with the top two global pizza companies to create marketing programs and new products that grow sales of U.S. dairy exports.

In 2022 to date, Pizza Hut Asia Pacific has launched two new items in Korea, Cajun Double Shrimp Pocket and Phu Phat Phongon Curry, that combine U.S. cheese with exotic toppings that cater to local tastes. In Japan, Pizza Hut recently launched the Hut Party, a value deal featuring three pizzas, an idea created in a partnership innovation session last year.

Our national partner Domino's in the Middle East was the exclusive sponsor of the World Expo in Dubai, reaching new consumers and driving sales. They also launched/relaunched the New Yorker Pizza in Saudi Arabia and UAE, which contains 20-25 percent more cheese than a medium or large pizza.

Domino's Japan has continued to expand – opening 26 stores this year, 368 since the partnership began, for total of 918 in Japan. They have also relaunched two cheesy favorites, the New Yorker and The Cheese Burst, which features U.S. mozzarella as well as U.S. string cheese around the perimeter of the crust.

Our newest partner, Domino's Taiwan, launched the 1 Kilogram Pizza, an idea originally launched in Japan, that features more than two pounds of U.S. cheese, as well as the Quattro which includes four sections each featuring different toppings.

Fluid Milk Revitalization

Key Overall Quantifiable Results:

- ✓ **\$50M advertising campaign leveraging checkoff-funded science proof from milk processor checkoff**

DMI's fluid milk partners Dairy Farmers of America, Darigold, Kroger, and Shamrock Farms continue to deliver channel innovation and marketing efforts to help modernize milk.

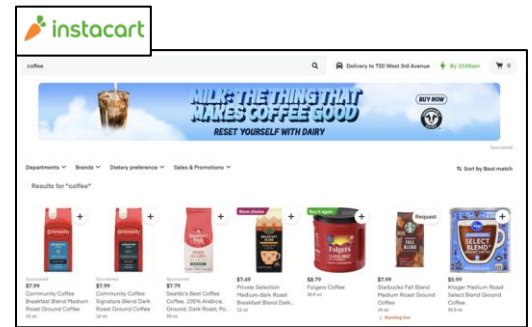
In 2022, partner Darigold launched new shelf-stable school milk in plastic bottles.

Partner Shamrock Foods launched Birthday Cake flavored school milk to expand flavor offerings available to kids. Shamrock Farms also completed its expansion of single-serve milk into all Dollar General stores in the U.S.

DMI-funded fluid milk science was utilized by the milk processor checkoff "MILKPEP" to launch a \$50M claims advertising campaign. DMI fluid milk partner Dairy Farmers of America will also be using the science claims in their marketing and on their product packaging for their milk brands.



2021 Domestic Partnerships Creative Support



2022 Domestic Partnerships Creative Support



**Yoplait
Vanilla
+ Lucky**



**Yoplait
Cinnamon
Vanilla +**



**Yoplait
Strawberry
+ Trix**



**Yoplait Vanilla
+ Cocoa Puffs**



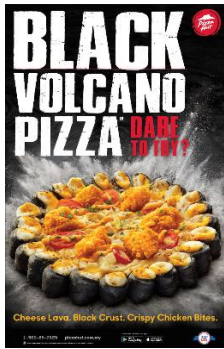
SHELF STABLE BOTTLES (8oz)



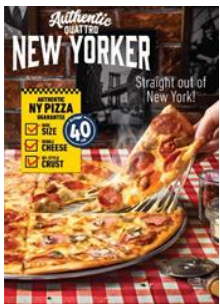
NEW!



2022 International Partnerships



Pizza Hut Asia Pacific



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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. The impact of national programs such as partnerships with McDonald's, Domino's, Pizza Hut and Taco Bell help increase sales of dairy through new menu and product innovations, while strategies to work with and through thought leaders and partners help dairy farmers tell their stories to build overall consumer confidence and trust in dairy foods and farming practices.

Midwest Dairy has partnered with Nebraska schools to increase access and consumption of dairy foods and supported student activity through Fuel Up to Play 60, a program designed to help schools meet their wellness goals and encourage youth to consume nutrient-rich foods, including dairy, and achieve at least 60 minutes of physical activity each day. 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.

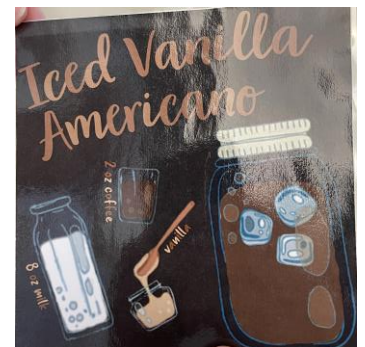
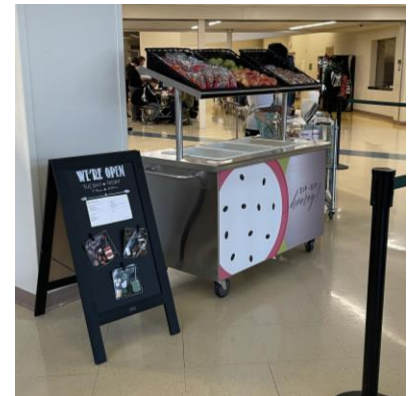
Following are examples of Midwest Dairy's work in Nebraska representing both the implementation of the national plan and activities unique to the state and region.

New Dairy Inspired Menu Offerings Result in Increased Dairy Sales Through School Partnerships

Midwest Dairy is partnering with North Platte Public Schools, Gretna Public Schools, and Lincoln Public Schools on projects that increase student demand for dairy throughout the 2021-2022 and upcoming 2022-2023 school year. All three districts are implementing a smoothie program which will impact students at the elementary, secondary, and high school level. The smoothies include both milk and yogurt in the recipe, which helps to fuel youth with dairy nutrients as well as helping to increase dairy sales. The school recognizes students as customers and provides them with appealing meal options that meet nutrient needs and taste great.

Chef Sharon Schaefer, Foodservice Director with Gretna Public Schools, serves as a thought leader amongst school nutrition professionals. The breakfast cart that launched in 2021 served as an inspiration during a challenging time for schools and has been a catalyst for them to adopt similar models. In addition to smoothies, the popular 'Moo Brew', which is 80 percent milk and 20 percent coffee, ensures students start their day with a serving of dairy and gets them excited about breakfast.

With five elementary schools in the North Platte district participating in the Breakfast Grab & Go and one high school starting a Smoothie Program, these projects led to 15,800 incremental pounds of milk sold.



Bringing Dairy to Unexpected Places to Engage Consumers



Research suggests that when consumer sentiment, or trust, towards dairy is positive, it can be equated to great dairy purchases (sales). Midwest Dairy focuses on partnerships that can help us reach youth and families to build trust in dairy from the farm to the table.

Midwest Dairy partnered with Registered Dietitian, Amber Pankonin, who shared how dairy farmers and consumers have more in common than they may think. Amber serves as a reputable thought leader amongst Nebraska dietitians and has a wide consumer reach on Twitter, Instagram, and her blog Stirlist.

Through her blog post, Peppermint Chocolate Coffee Cupcakes and Vanilla Peppermint Eggnog showcase dairy's place in holiday festivities. Highlighted in the post is how consumers care about their community, animals, and sustainability and how many dairy farmers are family-owned, how they keep their cows happy and healthy, and how the dairy industry is working towards greenhouse gas neutrality by 2050. This post was amplified to her large Twitter following and later reposted by 1011 News to expand her reach.

In her exclusive Foodie Friday! segment, Amber shared with 1011 Now about her recipes and the ways dairy farmers are committed to their communities. This news segment reached over 35,000 residents of Lincoln, Nebraska, and the surrounding area.



As part of the strategic plan, Midwest Dairy is committed to bringing dairy, and dairy farmers, to unexpected places to engage with consumers to showcase dairy's sustainable nutrition story from the farm to the table. Annually, Earth Day Omaha brings a collection of environmentally focused organizations and consumers together to celebrate and learn. This year, over 5,000 consumers gathered to gain awareness of environmental issues and how dairy can serve as an environmental solution.

Midwest Dairy sponsored the "Undeniably Dairy" Children's Tent, including a children's coloring activity, two dairy calves, a sustainability focused spin wheel and a Plinko board. Dairy farmer and Nebraska Division Board member Jodi Cast from JJC Jerseys brought two calves. Samples included Crystal Farms cheese sticks and a new lactose-free dairy beverage focused on youth.

In partnership with Summit Media, representing four large consumer-facing radio stations in Omaha, dairy sustainability messaging was amplified on-air and social media throughout the month of April. In combination with local Omaha influencers, this month-long promotion resulted in over **1.5 million impressions** amongst consumers ages 18-44 years through the multiple platforms.

Dairy farmer Jodi Cast, son Henry and radio talent Terri engaged attendees during an on-stage opportunity where Terri shared what she learned while on her dairy farm tour of Larson Farms and Jodi helped consumers understand how things they care about (recycling, upcycling, and technology), dairy farmers also care about. This interview was also shared on the Earth Day Omaha Facebook page during a Facebook Live event to reach attendees virtually.

The environmental conversation was also front and center at Earth Day Lincoln this April, which brought in over 2,000 attendees. Amber Pankonin, a reputable and trusted Registered Dietitian in Lincoln, Nebraska, and Culinary Dietitian at Great Plains Culinary Institute at Southeast Community College, served up consumers a



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taste of dairy with homestyle macaroni and cheese and cheese sticks. Midwest Dairy ambassadors engaged attendees with a sustainability-focused spin wheel and prizes.

Prior to the event, Amber joined Pure Nebraska to demonstrate the mac and cheese recipe, share about dairy's sustainability story and promote attending Earth Day Lincoln to over 11,500 television viewers and 36,500 Facebook followers. Earth Day Lincoln shared that the Undeniably Dairy sponsor post touted 25% higher clickthrough rates than any of their other similar posts.

The Men's College World Series, a national event traditionally taking place in June in Omaha, Nebraska has an annual reach of just over 300,000 attendees from across the country, making it a unique opportunity for dairy to share its story. For the second year, Midwest Dairy had an onsite presence in the Omaha Baseball Village venue to engage with consumers through a variety of opportunities to learn and enjoy dairy foods.

Thanks to generous donations by local processors, over 1,000 chocolate milk pints, 4,000 cheese sticks, and 500 drinkable yogurts were enjoyed by attendees. Consumers stopped by to spin the dairy trivia wheel or drop a Plinko chip to answer dairy nutrition and sustainability questions.



Prior to the event, a Pure Nebraska segment promoting the booth aired to over 11,500 viewers and 36,500 Facebook followers. During a WOWT segment highlighting Hero Day, a celebration put on by the Omaha Baseball Village, the Midwest Dairy booth picked up additional news coverage.

The Midwest Dairy Nebraska Division supported the Lewis Training Table with the addition of pizza ovens, refrigerators, and freezers in 2021. With over 600 student athletes and staff eating three meals per day plus snacks, that makes the University of Nebraska Lewis Training Table the largest foodservice establishment in all of Lincoln. Knowing the powerhouse of nutrition that dairy provides, Midwest Dairy wanted to explore opportunities to support the Training Table with some new menu



innovation with dairy. Not only does UNL use the Training Table to fuel athletes properly, but also incorporates nutrition and life skills education. By choosing their own ingredients when preparing a power bowl or personal pizza, athletes learn to combine flavors for a tasty and nutritious meal while learning how to prepare it. These pizza ovens enhance training table menus, serving up opportunities for increased and unique dairy consumption at lunch and dinner.

The 2021 inaugural Husker Radio Network Sports Nutrition Podcast reached 255,000 consumers and provided a behind-the-scenes look at how proper fueling impacts performance on and off the field. Inspired by these results, Midwest Dairy is moving forward with a partnership that will continue to bring dairy to life in new ways. Beginning fall 2022, the rebranded Husker Performance podcast will return for a five-part series centering around 'Reset Yourself,' tying in the role of dairy on immune health, calming, energy, and digestive health. A new twelve-part Sports Nightly Feature "Weekly Reset" will recap scores of the week, sponsored by Midwest Dairy. All features and podcast episodes will be shared with Husker Radio Network followers.



For the last 40 years, hundreds of bicyclists from Nebraska and over 30 different states convene each year to ride for a cause in the Bicycle Ride Across Nebraska (BRAN). Riders can join in on all or part of the 430-mile trek as a seven, four or three-day tour. As a non-profit, BRAN, donates all proceeds towards scholarships for Nebraska high school graduates to trade schools, colleges, and universities. Midwest Dairy helped connect the 400 riders participating in the 2022 BRAN ride with 600 donated chocolate milk cartons in Omaha, Nebraska.

Social content was shared on the BRAN Nebraska Twitter and Facebook pages to followers. Posts included educating riders on chocolate milk as a top recovery beverage and recipes to try at home. National Dairy Council sports nutrition promotional materials were displayed throughout the ride and at the last two campsites. BRAN continues to be a proud champion and supporter of dairy, making them a key partner to work through to reach consumers.

Midwest Dairy Partnered with Women, Infants and Children Clinics to Educate Patients and Families

According to the Center for Food Integrity research, consumers look to family doctors as the number one most trusted source of information for food-related issues. Based on these insights, Midwest Dairy focused on working with Women, Infants, and Children (WIC) to incorporate ten dairy-focused educational materials to over 100 clinics, reaching 35,000 participants across Nebraska. Resources highlighted the importance of dairy during pregnancy for fetal brain development, dairy as a good first food during the first year of life and transitioning from whole to skim or 1% milk at two years.



Midwest Dairy Partners with Registered Dietitian to Promote Dairy's Role in the Diet to Professional Colleagues and Consumers

Midwest Dairy knows that Registered Dietitians serve as a trusted and evidence-based source for nutrition information amongst parents and consumers, making them a key audience to share our dairy message with.



Each year, dietitians from across Nebraska gather to expand their knowledge and gain skills to take home to apply in practice. Over 160 Registered Dietitians (including members from the Colorado Academy of Nutrition and Dietetics) joined in person and online. A Midwest Dairy-sponsored presentation by Melissa Thoene, Ph.D., RD, a neonatal intensive care unit specialist and Registered Dietitian provided dietitians with real-world examples of how poor nutrition can interfere with a baby's growth and effective ways to educate patients on positive nutrition choices.

Most notably, education was shared about the newly emerging research regarding the importance of iodine and its role in a baby's brain health. Dairy serves as a top source of iodine and one glass of milk can provide over half of a pregnant woman's needs.

Attendees were provided the National Dairy Council Pregnancy and Breastfeeding Lifespan and The Importance of Iodine in Prenatal Brain Development handouts to take

with them. In a post-conference survey, 95% of attendees noted that they found the information informative and useful for them as a food and nutrition expert.



Midwest Dairy Convenes Future Dietetic Professionals for Dairy Farm Tour

Midwest Dairy, in partnership with the Nebraska Beef Council, hosted a farm tour for sixteen dietetic interns from the University of Nebraska Lincoln and the University of Nebraska Medical Center. Interns learned specifics on dairy processing and food safety from Josie Houston, Dairy Plant Technician at the Food Processing Center at University of Nebraska at Lincoln (UNL) Innovation Campus and got a firsthand taste of ice cream prepared for the UNL Dairy Store.

Erin Marotz, research manager for Dairy Cattle Research at UNL, provided interns a tour of the dairy cattle center and educated on animal care, environmental sustainability, and dairy nutrition. Kassidy Buse, a graduate student in Ruminant Nutrition, shared about her current dairy cattle research and Kelly Heath, DVM, attending veterinarian at UNL, educated interns on antibiotic and hormone usage.

Experiences provided by this tour met required environmental sustainability and sustainable nutrition dietetic internship competencies. Megan Timmerman, internship director from University of Nebraska Medical Center provided the following feedback, "this is such a valuable learning opportunity that we cannot provide without your assistance." This is a great example of how Midwest Dairy is working through partners and future thought leaders to bring dairy to life for consumers.



Midwest Dairy partners with children's museums to reach Nebraska youth and families

Midwest Dairy's strategic plan includes a goal to grow trust in dairy with consumers, with a specific focus on reaching youth and their families. To help in accomplishing this goal, Midwest Dairy has partnered with local children's museums to help connect the dairy farm story to consumers in urban Nebraska cities.

Kearney Area Children's Museum (KACM), a previous recipient of Midwest Dairy funding to enhance their Agriculture Exhibit, sees the importance of educating youth on where their food comes from. To bring digital entertainment opportunities to partners, Midwest Dairy recently developed a "Dairy Does Too" themed virtual scavenger hunt. Kicking off the month-long Earth Day scavenger hunt on April 22, participants posted photos of their favorite dairy treats, shared how they do self-care, answered dairy nutrition trivia, and visited the KACM agriculture exhibit.





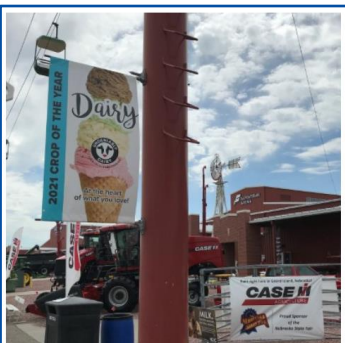
There were over 50 submissions sharing how kids stay active, cook with and eat dairy, use new technology, feel good and get comfy. The museum Executive Director shared “those that played enjoyed it and we look forward to continuing this partnership.”

To celebrate June Dairy Month, Lincoln Children’s Museum hosted an ice cream social where members were able to learn about dairy through engaging activities and enjoy a special ice cream treat. There were over 500 attendees and social content was shared with their 18,000 social media followers.

Midwest Dairy had the opportunity to integrate dairy education into the programming for two summer camps, reaching over 750 youth this June. Virtual farm tours, dairy facts, and recipes were integrated into Metropolitan Community College’s College for Teens Culinary Program and the University of Nebraska at Kearney’s Personal Achievement Workshops at the University.

Nelson Produce Farm, located just outside of Omaha, Nebraska connected with Midwest Dairy to serve as the expert resource while developing their Little Farmers Dairy Barn. Undeniably Dairy serves as the primary sponsor throughout 2022 and kids can learn about dairy facts, how cows upcycle, the milking process and they can even milk a fiberglass cow to ‘earn’ money towards purchases at the farm. Nelson Produce Farm brings in over 75,000 consumers each year and serves as a prime location to educate both youth and parents about dairy.

Nebraska State Fair Gives Consumers an Excellent Dairy Experience

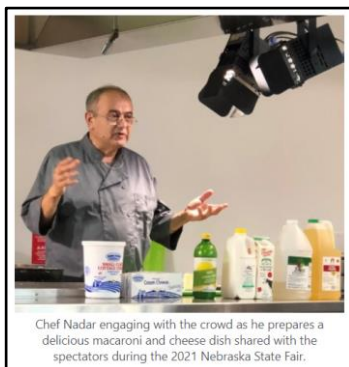


Banners and signage was covered across the fairgrounds celebrating dairy as the 2021 Nebraska State Fair Crop of the Year.

With dairy being named the 2021 Crop of the Year at the Nebraska State Fair, Midwest Dairy took every opportunity to meet consumers where they are at and share the sustainable nutrition story of dairy using the central theme of #dairydoestoo. Midwest Dairy increased the presence of dairy to reach consumers and grow trust with a large variety of activations.

2021 Crop of the Year, Undeniably Dairy, and our sustainable nutrition messaging were visible throughout the fairgrounds including at the four entrance gates, sky tram poles, Raising Nebraska building, Substantiality tent, youth dairy show exhibitors, and on volunteer t-shirts, and of course at the dairy display near the milking and ice cream parlor. A complete list of “Dairy Things Happening” was included in the fair visitor guide and distributed to fairgoers when they entered the pass gates.

Chef Nadar from Billy’s Restaurant in Lincoln provided four cooking demonstrations each Sunday of the fair. Teaming up with Nebraska Pork Producers Association, Midwest Dairy cooperatively hosted “Deliciousness with Dairy & Pork.”



Chef Nadar engaging with the crowd as he prepares a delicious macaroni and cheese dish shared with the spectators during the 2021 Nebraska State Fair.

Nebraska's Largest Classroom was held over three days and had more than 1,800 elementary students attending. Dairy farmer and advocate volunteers, Travis Lang, Taelyn Lang, Jim and Deb Eschliman, and Mary Temme, along with our Dairy Ambassadors Abby Langdon and Jordan Wilbur, shared the substantiality nutrition story of dairy at the dairy exhibit in the Raising Nebraska building. A bonus for the students was that they received fresh cold milk while taking part in the dairy presentation.



Dairy farmer and Nebraska Division Board Chair Mary Temme engages with students during the 2021 Nebraska State Fair’s Largest Classroom learning opportunities.



The MilkPEP chocolate milk tent was present at the Nebraska State Fair Marathon with cold milk available for race finishers who also received towels sporting “Built with Chocolate Milk” as they replenished after the race.



Dairy advocate and Nebraska State Fair milking demonstration crew member, Jane Esau interacts with young fairgoers and shares the sustainability story of dairy during an afternoon milking session.

As the 2021 Crop of the Year, nearly 20 Midwest Dairy farmers, advocates, and Dairy Ambassadors represented dairy during the Nebraska State Fair Parade on the official day of Dairy. Along the parade route, youth advocates and Dairy Ambassadors handed out ice cream coupons for the dairy parlor and Sam’s Club partnered to distribute cheese sticks as a healthy nutritious snack to fairgoers. The ice cream coupons included scan codes that directed them to the Undeniably Dairy site for more information about dairy sustainability and life on the farm.

In addition to the many celebrations, dairy advocates Don Esau, Jane Esau, and Roger Henrichs provided the highly attended milking demonstrations that took place five times a day during the fair in the milking parlor of the cattle barn.

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 benefit consumers and fuel a strong market for Midwest Dairy. The MDFRC is made up of three core universities, The University of Minnesota, Iowa State University, and South Dakota State University. The University of Nebraska-Lincoln (UNL) is one of three affiliate universities that are part of the research center. There are also about twenty industry organizations that pay membership to the MDFRC.

For the first time in two years, the spring research planning meeting was in-person at Iowa State University. About thirty-five industry member, fifteen faculty, checkoff staff, and farmers, including Nebraska Board member, Mary Temme, participated in the research brainstorming process. The pre-proposal review process for 2023 research funding kicks off on July 26, 2022, where invited faculties from all six MDFRC member universities will be providing short presentations of their research. The research proposals will be on the top voted topics within the four focus areas-consumer solutions, exports, food safety, and sustainability.

Dr. Andrea Bianchini of UNL was awarded funding for a technical evaluation project and a literature review. The technical project is evaluating two commercially available, natural mold inhibitors for their ability to extend the shelf life of dairy products. The literature review is doing a systemic review and meta-analysis approach on synthesizing cleaning and sanitizing interventions against *Listeria* spp. including *L. monocytogenes* in dairy processing facilities.



Midwest Dairy Engages Retail and Food Service Partners to Grow Trust and Demand for Dairy

Data suggests that roughly eighty percent of all fluid milk sales happen in the retail setting, followed by roughly twelve percent of fluid milk sales in the foodservice industry. Leaning into this opportunity, Midwest Dairy focuses on partnerships with retail and food service 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 retailers within the region including Coborn's, Hy-Vee, Casey's, Kum and Go, Pizza Ranch, and most recently Freddy's Frozen Custard & Steakburgers. 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 45 million incremental pounds of milk sold in the Midwest Dairy 10-state region.



Dairy Ambassador Program Shapes Industry Advocates

In another move toward shaping future dairy champions, Midwest Dairy recently announced the 2022 Nebraska Dairy Ambassadors. This group of six college and two high school students will promote the

Nebraska dairy community and support Midwest Dairy's mission to give consumers an excellent dairy experience through their participation at a variety of activities throughout the year, including interacting with consumers at local and state-wide events, youth educational presentations, and attendance at dairy industry meetings.

The Nebraska (Senior) Dairy Ambassador Program is an educational and leadership opportunity for students who are passionate about dairy, are enrolled in post-secondary school, and possess strong communication abilities.

This year's Nebraska (Senior) Dairy Ambassadors are:

- Jenna Albers of Randolph, Nebraska
- Caitlyn Childres of Lincoln, Nebraska
- Whitney Hochstein of Wynot, Nebraska
- Abigail Langdon of Clarkson, Nebraska
- Mikayla Martensen of Humphrey, Nebraska
- Jaycie Meggison of Blair, Nebraska

Newly implemented this year is the Nebraska Junior Dairy Ambassador Program. This new program is an educational and leadership opportunity for high school junior and senior students interested in promoting dairy. Junior Dairy Ambassadors will connect with consumers and peers to share dairy's story while networking within their local communities and with industry professionals.



The Nebraska Dairy Ambassador Team was announced during the 2022 Nebraska State Dairy Association Convention. Left to right: Dairy Ambassador Coordinator, Dawn Eckel; Junior Dairy Ambassadors, Kaitlyn Hanson and Chancey Hoblyn-Bittner; and Senior Dairy Ambassadors, Whitney Hochstein, Abigail Langdon, Jenna Albers, and Mikayla Martensen. Senior Dairy Ambassadors unable to attend were Caitlyn Childres and Jaycie Meggison.



This year's Nebraska Junior Dairy Ambassadors are:

- Kaitlyn Hanson of Mead, Nebraska
- Chancey Hoblyn-Bittner of Mason City, Nebraska

Dairy Ambassadors serve a one-year tenure. At the end of their year, Senior Ambassadors are eligible to apply for Midwest Dairy scholarships up to \$1,000, and Junior Ambassadors up to \$500.



To inquire about Nebraska Dairy Ambassador event support, please contact Dawn Eckel, Nebraska Dairy Ambassador Coordinator at dklabenes16@gmail.com.

For more information on the Nebraska Dairy Ambassador program, visit <https://www.midwestdairy.com/young-dairy-leaders/ambassador-program/>



During the JJC Jersey dairy farm tour, the Dairy Ambassadors and Jodi Cast of JJC Jerseys paused to take a picture with the baby calves. Dairy Ambassadors from left to right; Kaitlyn Hanson, Jenna Albers, Whitney Hochstein, Jaycie Meggison, Dairy Farm Host Jodi Cast, Abigail Langdon, and Dairy Ambassador Coordinator Dawn Eckel.

Board Leadership Steers Midwest Dairy Nebraska Division



Nebraska Division board officers for 2022–2023 are (left to right): Joyce Racicky, vice chair; Mary Temme, chair; and Jodi Cast, secretary/treasurer.

The Nebraska Division board of Midwest Dairy elected its 2022-2023 officers during the annual division meeting that was held on March 14. The following dairy farmers were elected: Mary Temme, Wayne, was elected chair; Joyce Racicky, Mason City, was elected vice chair and Jodi Cast, Beaver Crossing, was elected secretary/treasurer.

Temme and Racicky were elected to represent Nebraska on the Midwest Dairy Corporate Board.

Scholarships Encourage Education and Inspire Dairy Advocacy

Midwest Dairy Nebraska Division provides \$5,000 in college scholarships to six high school and college students. These scholarships will help cover costs as a full-time undergraduate or graduate student at an accredited college. Recipients were chosen based on past and present leadership involvement in their school, local community, and dairy community. On the application, recipients addressed what they see as the biggest challenge facing the dairy industry and how their future career plans address those challenges.



Congratulations to the following 2022 scholarship recipients:



Marta Pulfer of Wayne, Nebraska

- **Marta Pulfer**, of Wayne, Nebraska was awarded \$1,500 and plans to graduate with her Veterinary Medicine Degree from Texas A&M University in 2024. Marta is the daughter of Kent and Jodi Pulfer.
- **Jenna Albers**, of Randolph, Nebraska was awarded \$1,000 and plans to major in Animal Science or Ag Education from the University of Nebraska-Lincoln. Jenna is the daughter of Doug and Joan Albers.
- **Whitney Hochstein**, of Wynot, Nebraska was awarded \$1,000 and continues her pursuit of majoring in Graphic Design and Marketing from Wayne State College. Whitney is the daughter of Neal and Sharlee Hochstein.



Allison Engelman of Diller, Nebraska



Jenna Albers of Randolph, Nebraska

- **Allison Engelman**, of Diller, Nebraska was awarded \$500 and is headed to the University of Nebraska-Lincoln majoring in Ag Education and minoring in Animal Science. Allison is the daughter of Adam and Brooke Engelman.



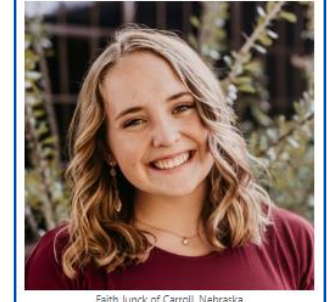
Makenna Held of Leigh, Nebraska

- **Makenna Held**, of Leigh, Nebraska was awarded \$500 and will be headed to the University of Nebraska-Lincoln majoring in Accounting and minoring in Agribusiness. Makenna is the daughter of Keal and Heather Held.



Whitney Hochstein of Wynot, Nebraska

- **Faith Junck**, of Carroll, Nebraska was awarded \$500 and is majoring in Agricultural and Environmental Sciences Communication with a dual minor in Animal Science and Leadership & Communication from the University of Nebraska-Lincoln. Faith is the daughter of Dwaine and Priscilla Junck.



Faith Junck of Carroll, Nebraska

To be eligible for this scholarship, applicants are required to have a family member (parent/guardian/grandparent/sibling) who owns a Nebraska dairy farm, or they must be employed on a Nebraska dairy farm. The dairy farm must have contributed to Midwest Dairy Checkoff as of January 1 of the current year.

Applications and requirements for the 2023 Midwest Dairy Nebraska Division Scholarships will be available December 1, 2022.

Midwest Dairy teams up with Discover Dairy to promote the Adopt-A-Cow program to students and schools across Nebraska.

In its fourth year, Midwest Dairy has seen success with the Discover Dairy Adopt –A-Cow program among elementary students. This program provides a free, year-long virtual experience where kids watch the growth of a calf and interact with a dairy farmer. Students learn first-hand about animal care, where nutritious dairy foods come from, and important lessons about dairy farming in general. We see success within this program because it fosters a better relationship with students and farmers by helping students connect where nutritious food, like cheese for pizza, comes from. The Adopt-A-Cow program follows Common CORE education standards and is interactive with classroom curriculum, farm tours, virtual chats, and more. This school year, Midwest Dairy has seven local dairy farmer hosts connecting with 74,000 students from the Midwest Dairy region.



In Nebraska, 3,407 students from 133 Nebraska classrooms (11% of students across the state) interfaced with Nebraska Dairy farmer Jodi Cast of JJC Jerseys near Beaver Crossing. Cast virtually provided calves for the students to “adopt” for the year, watching it grow and learning more about the dairy farm family, animal care, environmental stewardship, and taking part in a live streaming video on April 29, 2022. To view the Adopt-A-Cow virtual tour at JJC Jerseys, go to: [Cast Dairy Live Chat - YouTube](#)

As of July 8, there were 69 Nebraska classrooms with more than 4,100 students registered for the 2022-2023 school year. Registration is held May 1 to September 15.



Nebraska Farm Bureau Foundation 2022 Nebraska Agriculture Teacher of the Year, Diane Starn joins her Ashland, Nebraska kindergarten students for a photo. Many of the students are holding photos of “Queenie” the Adopt A Cow from JJC Jerseys located in Beaver Crossing, Nebraska. (Photo by Suzi Nelson, managing editor of The Ashland Gazette)

Undeniably Dairy National Campaign Builds Trust in Dairy

As part of its mission to protect and grow sales and trust in dairy, DMI and the Innovation Center for U.S. Dairy launched an industry-wide initiative in 2017, Undeniably Dairy. In its fourth year, Undeniably Dairy serves as the dairy community’s industry-wide, multi-stakeholder campaign that helps consumers and other stakeholders recognize the important role dairy plays in their lives.

Undeniably Dairy does this by building on consumer insights that indicate people increasingly want to know more about where their foods come from. The campaign connects people with the farmers and the dairy community behind the real, nutrient-rich and responsibly produced milk and dairy foods they love, while also bringing a bit of dairy joy during culturally relevant moments.



Each year, Undeniably Dairy leverages an integrated multi-channel approach to expand reach, raise awareness, and build participation and ultimately, trust, through:

- Integrated communications—A comprehensive approach that includes media and other channel partnerships, digital (websites, search, and social strategies), earned and social media, and through events and experiences.
- Influencer outreach—Establishing and/or strengthening relationships with critical media, reputational (e.g., dietitians, health professional organizations, environmental and animal care leaders) and cultural influencers (e.g., food and lifestyle bloggers) that reach consumers.
- Community engagement—Rallying the dairy, food and other relevant communities to amplify, customize and create content around Undeniably Dairy and its pillars to further unify and strengthen dairy’s voice, including engagement among farmers, processors and manufacturers, retailers, and agribusiness.



2021 and 2022 First Half Trust Highlights

Consumer Communications and Marketing

In 2021, Checkoff evolved our consumer target to the next generation of consumers, with a focus on Gen Z, where we see a drop in dairy consumption and engagement. To drive engagement and relevancy with the next generation of consumers, Undeniably Dairy launched *Reset Yourself with Dairy*, to showcase dairy's modern wellness incorporating dairy content around Immunity, Calm, Energy and Digestive Health in Gen Z-relevant channels (e.g., TikTok, YouTube, Spotify).

- ✓ Increased trust overall:
 - 3% improvement in “dairy is nutritious”
 - 5% lift in dairy fits my lifestyle
 - Showed 6% lift in dairy is something that helps me reset/find calm
 - Video Views 3.4% (vs. 1.5% industry benchmark)
 - Video View Rates 11% (vs. 4-5% industry benchmarks)

Additionally, Checkoff continued to leverage the “Dairy Dream Team” influencer program to drive relevancy and incorporate dairy into consumers’ everyday lives through lifestyle efforts including recipes. As this program continues to drive positive dairy reputation, Checkoff refreshed the Dairy Dream Team in June 2022 to continue to create engaging content for our target audience. This content generated over 3M impressions in the first two weeks!

Also, to capitalize on the rapid growth of the grocery eComm channel, Checkoff kept dairy products top of mind at point-of-purchase by executing an eCommerce pilot with Instacart. This pilot yielded

- ✓ \$2.3M in dairy sales via Instacart
- ✓ ~\$8 in sales for every \$1 spend on digital media on Instacart

Checkoff continues to drive efforts around this channel in 2022 closely collaborating with local SRs including Midwest Dairy to drive trust and sales in this important eCommerce channel.

[Additional 2021 UD Reset Results](#)

YOUTH

Continuing the momentum from Fuel Up to Play 60 2021 efforts, checkoff set out to reach educators with new curriculum-aligned learning plans, inspire through fun NFL content and recruit students to become Champions through the Student Zone via new contests aligning with *Reset Yourself with Dairy* in 2022.

- ✓ Website Traffic: 145,000 Users, +360,000 Page Views
- ✓ Partnership with NFL: +187M reach with content

Additionally, Checkoff is working with Midwest Dairy on a STEM pilot to continue to incorporate relevant dairy messages in educational materials.

US THOUGHT LEADER

Building off momentum in 2021, we continued to drive awareness with thought leaders for U.S. dairy’s leadership in global sustainable food systems while inspiring a new belief in dairy as a healthy and sustainable solution. We showcased ongoing U.S. dairy’s action against the 2050 Environmental Stewardship goals, including real examples of progress being made on farms and throughout the dairy value chain. In addition, we integrated content highlighting dairy as an unmatched source of sustainable nutrition, reinforcing the U.S. dairy community’s commitment to nourishing people, planet and communities.

- ✓ Earned Outreach: 106MM impressions
- ✓ 5 Events with over 1.5K attendees and 3.8MM potential reach

