



# Nebraska Dairy Promotion Highlights

July 1, 2016 - June 30, 2017

Midwest Dairy Association works with the national dairy checkoff to build dairy trust and sales to ensure dairy farmers' investment is effective and efficient. The impact of national programs such as partnerships with McDonald's, Domino's Pizza Hut and Taco Bell help increase sales of dairy, while local strategies such as working with thought leaders, helping dairy farmers tell their stories and engaging in social media help build consumer trust.

During the last year, Midwest Dairy worked with Nebraska schools and students to increase dairy consumption through the Fuel Up to Play 60 program and led several farm tours for health and wellness professionals so they can better understand how dairy foods are produced. Additionally, Midwest Dairy continued to expand its online presence and partnered with land grant universities in the region in a variety of ways, including pursuing research benefiting our product priorities and providing research and insights to local companies.

The following are examples of Midwest Dairy's work in Nebraska, representing the implementation of the national plan and activities unique to Nebraska and the region.

## Farm Tours Help Provide Dairy Background to Influential Leaders



*UNL and UNMC dietetic interns visit Butler County Dairy.*

Midwest Dairy Council partnered with the Nebraska Beef Council to offer a farm tour to dietetic interns from the University of Nebraska Lincoln (UNL) and the University of Nebraska Medical Center (UNMC). These up-and-coming nutrition professionals first visited Butler County Dairy near Rising City where they learned about animal care, a cow's diet and spent time in the milking parlor where milk quality and safety were discussed. They also visited Grass Valley Farms where they learned about beef production. These on-farm experiences equip health professionals with the resources to answer consumers' questions about food and how it is produced.

During Ag Week in March, Governor Pete Ricketts visited Wakefield Farms where the Greg Bleeker family hosted him, along with Ag Committee Chairperson Senator Lydia Brasch, Ag Director Greg Ibach, and Assistant Director Mat Habrock. This was the Governor's first visit to a dairy, and allowed for discussion about the commitment dairy farmers have to their animals and the food they produce.

Agricultural leaders from across the nation met in Lincoln for the National Association of State Directors of Agriculture convention and toured several farms and agri-businesses, including Prairieland Dairy in Firth. At the farm, they toured the free-stall barn and the milking parlor. They also heard from dairy farmer Dan Rice and his daughter Megan Hickey about the dairy industry's dedication to sustainability, animal care and the production of quality milk products.

## Fuel Up to Play 60 Continues Efforts Toward Healthier Nebraska Students



*Nebraska Governor Ricketts and Student Ambassador Alice Larsen celebrate Nebraska schools.*

Midwest Dairy Council celebrated the efforts of the more than 330,000 students and program advisors from almost 900 Nebraska schools working to make wellness part of the game plan at their school as part of the Fuel Up to Play 60 program. Here are some ways the Fuel Up to Play 60 program has come to life in Nebraska:

Midwest Dairy Council engaged Nebraska Governor Pete Ricketts and Alice Larsen, Nebraska's State Student Ambassador, to create a special congratulations video

tribute thanking dairy farmers for making the program possible for the past 7 years.

Campbell Elementary school is one of six Lincoln Public Schools involved in Fuel Up to Play 60 that participated in Wellness Corps in a partnership with the University of Nebraska (UNL) Lifeskills Department. Wellness Corps is designed to engage UNL student athletes in schools to serve as role models for health and wellness. Campbell held an all-school event where Hy-Vee dietitian Travis Lucas joined with Lincoln Public School dietitian Jessie Coffey, school staff, volunteers and members of the UNL athletics tennis team for an event

that included learning about the powerful nutrients in dairy foods, as well as sampling yogurt and fruit-based smoothies.

The Lincoln Rotary Club #14 Foundation awarded Everett Elementary School in the Lincoln Public School District \$1,500 to support the school's Fuel Up to Play 60 youth wellness program. With this grant, Everett Elementary will receive a Fuel Up to Play 60 Coach who will assist the school in their efforts to create a healthy school environment, focusing on healthy eating and physical activity for their more than 480 students.

## Nebraska Dairy Farmers Contribute to Local Food Banks

Nebraska dairy farmers contributed \$1,250 to the Food Banks of Lincoln and Omaha from funds raised during the Nebraska State Dairy Convention. Brooke Engelman of Classic Dairy participated in the check presentation. Milk continues to be one of the most requested and least available products at the food bank, and as a result of this contribution, the food banks were able to provide nutritious dairy products for families in need.



*Dairy Farmer Brooke Engelman presents check to Susan Ogborn from the Food Bank of the Heartland, along with Midwest Dairy's Beth Bruck-Upton.*



## Bringing Dairy Farming to Consumers Visiting Moo at the Zoo



*Celebrating Moo at the Zoo with a milk toast with Dairy Princess Marta Pulfer, Nebraska Division Chairman Lowell Mueller, Lt. Governor Mike Foley and dairy farmer Brooke Engelman.*

This year marked the 27th year that Omaha's Henry Doorly Zoo featured dairy at its Moo at the Zoo event during June Dairy Month. For the 8th year, Engelman's Classic Dairy displayed six dairy breeds, bringing the farm to 23,000 zoo visitors.

Sixteen dairy farm families and more than 100 volunteers talked to zoo visitors, who were encouraged to "please touch the animals," so they could learn more about where dairy comes from.

## Training, Resources Help Prepare Dairy Champions to Tell Dairy's Story

Dairy farmer spokespersons and agriculture education experts from Nebraska, Kansas and Missouri gathered for a Dairy Champions Workshop in Nebraska City earlier this year. During the session, participants learned how to better engage consumers in conversations to build trust. The group also learned strategies to inspire greater confidence and alleviate consumers' concerns around questions about animal care and nutrition.

Midwest Dairy also offered a social media presentation, "Being a Champion for Dairy," at the Nebraska Dairy Convention in February. Dairy farmers learned about the power of social media, and created their own personal social media activation plan to take home and put into action.



*Participants practiced strategies for fielding tough questions and engaging consumers in conversations.*

Several in-store registered dietitians working with Hy-Vee in Nebraska and surrounding states also benefitted from a media training session led by Midwest Dairy. The session focused on developing strong news stories and preparing for successful television interviews using dairy messages and resources.

## Milk On-the-go Cooler Grant Pilot Allows Students to Refuel with Chocolate Milk

The benefits of chocolate milk for refueling tired muscles after an athletic practice or competition continues to spread. Midwest Dairy Council offered milk on-the-go transportable cooler grants to athletic directors and foodservice directors as a pilot effort in Nebraska and North Dakota.

The coolers keep milk cold for easy transport and consumption after games, events and practices to ensure a positive dairy experience. Grants were awarded to Aurora Public Schools and Adams Central Schools. Each school received four transportable coolers and nutrition education materials to educate the student athletes on the benefits of chocolate milk.



*Aurora Public Schools receive milk on-the-go cooler grants.*

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## Board Leadership Steers Midwest Dairy Nebraska Division

The Nebraska Division board of Midwest Dairy elected its 2017-2018 officers during its annual meeting in April. The following dairy farmers were elected:

- **Chair:** Lowell Mueller, Hooper;
- **Vice Chair:** Joyce Racicky, Mason City; and
- **Secretary/Treasurer:** Dean Engelman, Jansen.



*Nebraska Division officers for 2017 include, from left: Lowell Mueller, Joyce Racicky and Dean Engelman.*



## State Fair Reaches Consumers with All Things Dairy

The Nebraska State Fair offered three days of the State's Largest Classroom where nearly 3,000 students visited the fairgrounds, participating in various educational experiences related to agriculture. Midwest Dairy, through support from DFA and Hiland Dairy, offered nearly 1,500 students a morning break featuring milk. The students also learned about the path milk follows from the cow to the store and about the value of dairy products in their diet.



*Dairy farmer Joyce Racicky visiting about milk's journey from farm to store.*

## Nebraska Student Leader Featured in Central Plains Dairy Expo Video



*Students visit the milking parlor at Dykshorn Holsteins.*

During the Central Plains Dairy Expo, Midwest Dairy debuted a video featuring five Fuel Up to Play 60 student ambassadors, including one from Nebraska. The video followed students as they visited Dykshorn Holsteins in Iowa and learned about the commitment dairy farmers have to their animals and the land.

The students milked a cow by hand and visited the milking parlor. They also learned how resources are recycled on the farm. Since the Expo, the video has gained traction in social media, reaching more than 69,000 people on Facebook and garnering more than 6,000 impressions on Twitter. The video also was showcased on the landing page of the Fuel Up to Play 60 website.

## Providing the Positives of Dairy Online



*Check out the Online Farm Experience video tour on [MidwestDairy.com](http://MidwestDairy.com).*

were provided for retailers, manufacturers, university faculty and health and wellness professionals from across the region to help them to be able to better communicate about dairy with their clients and consumers.

Midwest Dairy helps to build trust with consumers by ensuring a steady supply of positive stories about dairy are being shared online – where consumers are! Two new resources showing how milk is produced were added – the Online Farm Experience, a 10-stop video tour on [MidwestDairy.com](http://MidwestDairy.com) to bring the farm to life virtually, and the Discover Dairy curriculum, an interactive series of lessons for upper elementary and middle school students.

On social media, we added a Midwest Dairy Instagram account to our existing channels of Facebook, Twitter, Pinterest and YouTube to provide dairy fans of all ages the opportunity to engage with us.

And lastly, a series of five online webinars addressing important consumer topics of concern

## Nebraska Dairy Ambassadors are Active Champions for Dairy

Students in the 2017 Nebraska Dairy Ambassador class have been active dairy champions at a variety of industry events this year. The program includes five college students who serve as ambassadors for the dairy industry at school and consumer events. Student ambassadors attend the University of Nebraska Lincoln, Nebraska College of Technical Agriculture and Southeast Community College and work in partnership with Kim Clark, Nebraska Dairy Extension Educator.

The ambassadors attended the Nebraska Dairy Convention in February and participated in a communications training session to learn best practices when responding to questions about the dairy farming. They also participated in ag literacy festivals, the annual Moo At The Zoo event and at the Nebraska State Fair. They are writing blogs about their experiences and shadowing a dairy industry professional for a day. After completing their yearly requirements, they will be awarded a scholarship.



*The 2017 Nebraska Dairy Ambassador class.*