



Bringing Dairy to Life!

Nebraska Dairy Promotion Highlights

July 1, 2017 - June 30, 2018

Midwest Dairy works with the national dairy checkoff to build dairy trust and sales and to ensure dairy farmers' investment is effective and efficient. 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, while local strategies—such as collaboration on the Undeniably Dairy campaign, working with and through thought leaders and helping dairy farmers tell their stories—help build overall consumer trust.

With these priorities in mind, this past year, Midwest Dairy worked with Nebraska schools to increase dairy consumption and supported student activity via Fuel Up to Play 60. We reached out to thought leaders, including health and wellness professionals and industry leaders, to help them better understand how dairy foods get from the farm to the store. Additionally, Midwest Dairy supported the national Undeniably Dairy campaign, pursued research benefiting our product priorities and provided 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.

Fuel Up to Play 60 Continues Efforts Toward Healthier Nebraska Students



Dairy farmer Jodi Cast shares her farm story with students at Lefler Middle School.

Midwest Dairy celebrated the efforts of the more than 336,000 students and program advisors from 878 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:

This year, Midwest Dairy was invited to speak at a conference led by the Nebraska Department of Education to share farm-to-school resources to all Nebraska schools. Through Fuel Up to Play 60, funding is available to schools to support their efforts to connect to local farmers to learn more about farm-to-table stories. In partnership with Discovery Education, Midwest Dairy also

offered a virtual field trip and other virtual experiences to visit a dairy farm for schools who might not have the opportunity to visit a farm in person.

- Through Fuel Up to Play 60 farm-to-school outreach, Nebraska dairy farmer Jodi Cast, a new board member for the Nebraska division, visited Lefler Middle School in Lincoln to share stories about how milk gets from the farm to the store. She talked about her dairy farm and answered questions about dairy farming. Lefler Middle School has been involved in Fuel Up to Play 60 for many years, and the Nebraska Student Ambassador, Mateo Perales, attends this school.
- Midwest Dairy also sponsored a session at the Nebraska School Nutrition Association (SNA) conference which featured a panel of school nutrition directors from various districts who have implemented successful alternative breakfast programs, increasing access to nutritious foods as students start their school day. The panel discussion was attended by more than 100 foodservice professionals from across the state eager to take away best practices to use in their schools. Nebraska is ranked 49th out of 50 in terms of school breakfast participation. As part of the United States Department of Agriculture National School Breakfast Program, milk is offered on every breakfast tray and cheese and yogurt are also often on the menu. Increased breakfast participation means more dairy being sold in schools. The breakfast participation in Nebraska has increased more than 5 percent in the past five years.
- Midwest Dairy also worked with school food service directors in Nebraska who were interested in providing popular coffee-based milk beverages to high school students. Through a partnership with Franke Coffee Systems, Midwest Dairy provided up to \$5,000 toward the cost of coffee machines. Various schools in Nebraska participate in this project, including Millard Public, Elkhorn Public and North Platte. These special milk-based coffee projects have impacted milk sales. Millard Public Schools in Nebraska sold around 9,500 coffee drinks last year, which equals 4,750 pounds of milk.

Midwest Dairy Continues to Support Nebraska Food Banks



KC Wolf visits students in Nebraska to reward them for their support of local food banks.

This year, three schools throughout the state received a special visit from KC Wolf, the Kansas City Chiefs mascot, as a reward for being a winner of the Pints to Gallons contest in the Omaha metro community. Pints to Gallons is a partnership between Midwest Dairy, Food Bank for the Heartland and the Alliance for a Better Omaha. Fuel Up to Play 60 schools in Omaha were encouraged to participate by raising money for the food bank to purchase milk for food pantries.

The schools raised more than \$10,000 for the food bank to purchase milk for families in need. Dan Meers, otherwise known as KC Wolf, talked with students about the importance of health and wellness and how staying active and eating healthy foods, including dairy, will help them stay strong and healthy. KC

Wolf visited approximately 450 students at Hartman Elementary in Omaha, 350 students at West Dodge Station in Elkhorn and 350 students at Rumsey Station in Papillion.



Farm Tours Help Provide Dairy Background to Influential Leaders



Dietetic interns visit Butler County Dairy and learn about life on the farm.

Learning where our food comes from continues to be a topic of interest among consumers, educators and everyone in between. In honor of National Dairy Month, Midwest Dairy offered a farm tour to dietetic interns from the University of Nebraska-Lincoln (UNL) and the University of Nebraska Medical Center offering up-and-coming nutrition professionals the opportunity to visit Butler County Dairy near Rising City where they learned about animal care and a cow's diet and spent time in the milking parlor where milk quality and safety were discussed.

Nebraska Extension also led a group of Extension staff, master gardeners, and agribusiness professionals on a tour of three farms, including Prairieland Dairy near Firth. Attendees learned about on-farm practices, cow care and comfort, and milk safety and quality. Nebraska Extension plans to continue to offer tours like this for influencer groups to learn more about where food comes from. Their partnership and advocacy for dairy and dairy farming continues to be an opportunity to educate others through trust and transparency in the on-farm experience.

University of Nebraska Hosts Session on Fermented Foods

For many years, cultures around the world have used bacteria and other microorganisms to transform foods into nutritious products consumers enjoy. With this in mind, this year, Midwest Dairy, the National Dairy Council (NDC) and the University of Nebraska-Lincoln (UNL) hosted a symposium on the health benefits of fermented dairy foods and related food safety considerations. The event focused on bacteria in fermented foods, including yogurt, kefir and cheese, and highlighted current science showcasing the positive impact these microorganisms have on overall health. The symposium was well attended by key partners including Wells Enterprises, Hy-Vee, the U.S. Food and Drug Administration, Dean Foods, HP Hood, Fairlife, Conagra and General Mills.



Fermented foods, including yogurt, include good microorganisms that have a positive impact on overall health.



Bringing Dairy to Life for Consumers Throughout Nebraska

This year marked the 28th year that Omaha's Henry Doorly Zoo featured dairy at its Moo at the Zoo event during National Dairy Month. For the ninth year, Engelman's Classic Dairy displayed six dairy breeds, bringing the farm to 29,000 zoo visitors. More than 100 dairy farmers and their families talked to zoo visitors and encouraged them to engage with the animals and learn more about where dairy comes from. Visitors also participated in a zoo scavenger hunt and were asked to take pictures of things around the zoo that connected them to life on a dairy farm, including water, sand and feeding. Nebraska Governor Pete Ricketts also attended and shared a milk toast, proclaiming June as Dairy Month in Nebraska.

The night before the Moo at the Zoo event kicked off, Midwest Dairy celebrated a Dinner with Dairy and invited local community leaders to join dairy farmers for dinner and to ask questions and learn about life on the farm.

Midwest Dairy also partnered with Southeast Community College, through their culinary arts department, and Prairieland Dairy near Firth to host a Dairy from Farm to Table food and culinary experience. Participants visited Prairieland Dairy to learn about the day in the life of a dairy farmer and discussed a variety of topics including cow care, technology on the farm and on-farm sustainability practices. Following the farm tour, Alice Henneman, a registered dietitian with Nebraska Extension, shared smart strategies for reducing food waste at home or in a foodservice setting. Participants also enjoyed a cheesemaking activity showcasing the joy of dairy foods with an Undeniably Dairy theme and further sharing on social media.



Governor Ricketts shared a milk toast with Division Board Chair Mary Temme and dairy princess Elizabeth Junck.

Board Leadership Steers Midwest Dairy Nebraska Division



Nebraska Division officers for 2018 include, from left: Secretary/Treasurer, Deb Eschliman, Chair, Mary Temme and Vice Chair, Joyce Racicky

The Nebraska Division board of Midwest Dairy elected its 2018-2019 officers during its annual meeting in April. The following dairy farmers were elected:

- Chair: Mary Temme, Wayne;
- Vice Chair: Joyce Racicky, Mason City; and
- Secretary/Treasurer: Deb Eschliman, Ericson.

Lowell Mueller, Hooper, and Mary Temme were chosen to continue representing Nebraska on the Midwest Dairy Corporate board.



Nebraska Dairy Leaders Attend Governor's Ag Conference



Lowell Mueller, Bill Thiele, UNL Athletic Director Bill Moos and Rod Johnson discuss dairy issues.

Nebraska dairy was represented at this year's Governor's Ag Conference. Lowell Mueller, Midwest's Nebraska Division chair; and Bill Thiele, Nebraska State Dairy Association president, joined Midwest Dairy staff to discuss several topics relevant to the dairy industry with Governor Ricketts and Director of Ag Steve Wellman, along with about 30 other ag organizations during the morning breakfast. During the discussion, the dairy leaders highlighted efforts in schools, activities with influencers and other events that bring dairy to life to consumers throughout the state.

Midwest Dairy Sponsors Speakers on Dairy-Related Topics

Midwest Dairy continued to sponsor speakers at a variety of industry conferences on dairy-related topics. For example:

- Brenda Jacob, registered dietitian, spoke about upcoming changes to the nutrition label on food to the 200 dietitians attending the Nebraska Academy of Nutrition and Dietetics Conference. Jacob is the labeling manager for Land O'Lakes and oversees labeling and regulatory compliance for the company's Dairy Foods and Animal Feed divisions. She shared good news for dairy, in that changes to the nutrition label will include the percent of daily value for calcium, vitamin D and potassium which are all nutrients found in dairy products.
- Alan Sarka, a physical education teacher at Neiharht Elementary in Omaha, presented information on the importance of integrating nutrition into physical education classes through Fuel Up to Play 60 to attendees of the Nebraska SHAPE Conference which includes physical education educators from across the state. Sarka has been implementing



Alan Sarka presents at the Nebraska SHAPE conference.



Fuel Up to Play 60 in his elementary school for several years and currently has 35 Fuel Up to Play 60 student ambassadors who lead Fuel Up to Play 60 activities at school.

- Midwest Dairy staff in Nebraska have had the opportunity to share dairy-related resources for patient education at the Nebraska Academy of Family Physicians annual conference for the past few years. In an added collaboration, this year, Midwest Dairy presented a lunchtime session to Thayer County Medical Center hospital staff on the DASH diet, Dietary Approaches to Stop Hypertension. The presentation highlighted existing and new research outlining the benefits of consuming a diet high in fruits and vegetables as well as dairy foods, and the impact of the diet on reducing or preventing high blood pressure (hypertension). Attendees noted they felt this "was the best kept secret" out there, as they had not been introduced to the DASH approach previously. We also had the opportunity to discuss the dairy industry with members of the Nebraska L.E.A.D. class as they prepare to be future ag industry leaders.

Nebraska Dairy Ambassador Program Kicks Off Third Year

For the third year, Midwest Dairy collaborated with Nebraska Dairy Extension to offer a Nebraska Dairy Ambassador program, giving six students the opportunity to learn more about dairy production through dairy farm tours, job shadows and community events. Ambassadors also communicate their passion for the dairy industry and engage with consumers at a variety of events throughout the year including the Nebraska Agriculture Youth Institute, Moo at the Zoo and the Nebraska State Fair. Ambassadors receive a scholarship from Midwest Dairy at the completion of the program.



Nebraska Dairy Ambassadors were introduced at this year's Nebraska Dairy Convention.

State Fair Reaches Consumers with All Things Dairy



Students learn about dairy foods at the Raising Nebraska display.

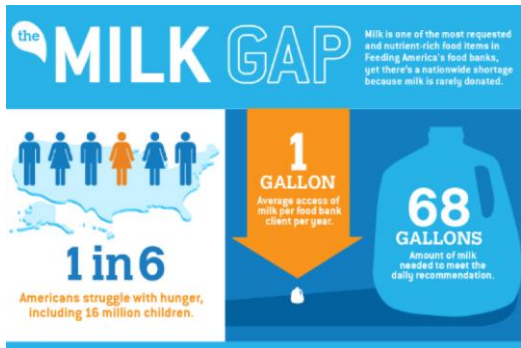
The Nebraska State Fair offered three days of the State's Largest Classroom where nearly 3,000 students visited the fairgrounds, participating in various educational experiences related to agriculture. Midwest Dairy, through support from Dairy Farmers of America and Hiland Dairy, offered nearly 1,500 students a morning break featuring half-pint bottles of 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. Midwest Dairy also

sponsored the state fair milking parlor, where consumers can visit with dairy farmers and learn about the care that they take to provide quality dairy products.



Milk 2 MyPlate Program Launches in Omaha Providing a New Channel for Milk Sales



Milk is one of the most requested items at Nebraska food banks.

Building on a three-year collaboration with the Food Bank for the Heartland, Hunger Free Heartland and the Alliance for a Better Omaha to increase milk donations to local food banks, Midwest Dairy introduced a new Milk2MyPlate model this year that allows the food bank and Hiland Dairy to partner to determine a process to deliver a consistent supply of milk to food pantries. The pilot project kicked off in November, with an order of 750 half gallons per week to local pantries, with the opportunity to grow and include other pantries across the state. The new partnership opens a new channel for milk sales in the Nebraska market, while delivering dairy goodness to so many families in need.

Undeniably Dairy is at the Heart of What You Love



Midwest Dairy continued to support the Undeniably Dairy campaign throughout the year.

Midwest Dairy continued to support the Undeniably Dairy campaign, a multi-year program that unites the dairy industry with one voice to help reconnect consumers with dairy. It has been the centerpiece of the dairy community's consumer outreach and loudly and proudly reminds them of all the reasons they love nutrient-rich dairy products, while showcasing the dairy community's commitment to animal care, their local communities, and the environment.

The campaign is built on four messaging pillars which tell dairy's story: Dairy is Responsibly Produced, Locally Driven, Nutrient-Rich and offers Real Enjoyment. The campaign has clearly caught

people's attention and played out in our region and nationally in many ways: online, in the media, at local events, and through partnerships. The entire value chain has been engaged, with nearly 300 partners—including retail, foodservice and processors—sharing the campaign's messages.



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