

Nebraska Dairy Promotion Highlights

July 1, 2018 - June 30, 2019

Midwest Dairy focuses on dairy promotion plans developed by dairy farmers 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, while strategies to work with and through thought leaders and partners and equipping dairy farmers with tools to better tell their stories build overall consumer confidence in dairy foods.

With these priorities in mind, Midwest Dairy worked with Nebraska schools to increase access and consumption of dairy foods and supported student activity via Fuel Up to Play 60. 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.

Partnerships Boost Student Meal Participation, Develop Dairy Champions

In alignment with the guiding principles of the national in-school wellness program, Fuel Up to Play 60, Midwest Dairy led a breakout session on healthy eating and activity for health and physical education (PE) teachers at the Nebraska Society of Health and Physical Educators (SHAPE) conference in Lincoln. The session included a presentation on the values and beliefs of Generation Z (born 1996-2010), a group which includes school-aged children across Nebraska. The goal of the presentation was to provide attendees with ideas and resources to inspire students to eat school meals, which include dairy and to be physically active.



Kansas City Chiefs mascot KC Wolf visits Heartland Elementary students to reward them for Pints to Gallons achievements.

During the presentation, the Nebraska Fuel Up to Play 60 student ambassador and dairy champion, Quade Peterson, shared what motivated his fellow students to be more physically active and to eat school breakfast and lunch. Peterson's comments generated valuable discussion among attendees about the need to embrace technology and how to incorporate it into health and PE classes as well as utilize it in the lunch room.

For the fourth year in a row, Midwest Dairy, in partnership with the Food Bank for the Heartland and Together Inc, organized the Pints to Gallons campaign in Omaha schools to encourage students to help make more nutrient-rich milk available to families at food pantries in surrounding communities. Omaha schools that participated raised more than \$11,000 in donations for the food bank to purchase milk weekly for local food pantries. Plans are in place to expand the program statewide.

Increasing milk consumption among students is a shared goal between Midwest Dairy and the Millard Public School District in Omaha. The two

organizations collaborated on phase one of a milk waste study among elementary, middle and high school students to determine consumption and waste patterns between 1% and fat-free milk. With the return of 1% chocolate milk to the district's menus in the 2019-2020 school year, a second phase of the study will be implemented to compare waste between 1% milk varieties and fat-free milk varieties including white and flavored milks. With the hypothesis being less 1% milk varieties will be wasted than fat-free options, the results of the study will help the district determine which type of milk to serve students to promote increased consumption and less waste.

Giving Nebraska Consumers an Excellent Dairy Experience

This year marked the 29th year that Omaha's Henry Doorly Zoo featured dairy at its Moo at the Zoo event during National Dairy Month. Thirty-five Nebraska dairy farmers participated in the event by engaging in conversation about where dairy comes from with nearly 25,000 zoo visitors. For the tenth year, Engelman's Classic Dairy displayed six dairy breeds to bring the farm to the zoo. Visitors interacted with the animals and learned more about dairy farmer's commitment to cow care.

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.



Governor Ricketts is joined by Nebraska Dairy Princess Runner Up Whitney Hochstein (left) and Nebraska Dairy Princess Faith Junck (right) at Moo at the Zoo.

State Fair Unveils New Dairy Experience for Consumers



Chef Farahbod prepares mac and cheese for fair attendees.

The Nebraska State Fair featured a new opportunity to provide consumers with a culinary connection to dairy. In collaboration with the Nebraska Pork Producers Association, Midwest Dairy worked with Chef Nader Farahbod from Billy's Restaurant in Lincoln to hold five cooking demonstrations featuring dairy and pork-based dishes.

Also new to the fair, Midwest Dairy and Sam's Club partnered to co-sponsor the milking parlor, where consumers observed live milking demonstrations and enjoyed complimentary cheese sticks.

Fairgoers also had the opportunity to talk to the Nebraska Fuel Up to Play 60 student ambassador, Quade Peterson, about his Fuel Up to Play 60 experience. Peterson's involvement increased both awareness for and excitement about the program and its success in shaping healthy habits among student populations. In addition, Nebraska dairy ambassadors connected with fairgoers to talk about dairy farming in Nebraska.



Farm Tours Connect Influential Leaders to Agriculture

Midwest Dairy, in partnership with CommonGround Nebraska, hosted a Banquet on the Farm event for 75 family and consumer science teachers from schools across Nebraska. During the event, which took place on a farm in Kearney, guests interacted with farmers—including Nebraska Division board chairwoman Joyce Racicky, among other Nebraska dairy farmers—to learn more about dairy farming and gain trust in dairy production. The experience equipped teachers with valuable information and resources for use in their nutrition and health curriculum.



Teachers dine with dairy farmers and engage in conversation during the Banquet on the Farm.

Midwest Dairy also hosted a Day of Dairy event for local leaders in Nebraska, including representatives from the Nebraska Department of Education and local chefs, dietitians and school nutrition staff. The event included a tour of Prairie Land Dairy, lunch with Nebraska dairy farmer leaders and a mozzarella cheese making contest. The event provided an opportunity for guests to experience dairy's journey from farm-to-table.

Midwest Dairy Presents Research to Promote Dairy's Role in the Diet



Nutrition research expert Chris Cifelli showcases the Dietary Guidelines recommendation of three servings of dairy every day.

Midwest Dairy sponsored a keynote session on the role of fermented dairy foods in a healthy, affordable diet at the Nebraska Academy of Nutrition and Dietetics conference in Lincoln. More than 200 registered dietitians listened to presenters Katie Brown Ed.D, RDN, National Dairy Council (NDC) senior vice president of sustainable nutrition; and Chris Cifelli PhD, NDC vice president of nutrition research; showcase science which supports the benefits of fermented dairy foods. The session provided valuable information dietitians can use as they provide nutrition guidance to patients and clients.

Midwest Dairy also sponsored a panel discussion on how to increase breakfast participation at the Nebraska School Nutrition Association Conference. Panelists included school nutrition directors who have successfully implemented alternative breakfast in schools in Nebraska, as well as a meal participation researcher from Nebraska Appleseed. More than 100 school nutrition professionals attended, and discussion highlighted the impact of alternative breakfast programs to increase breakfast participation, which includes milk and other dairy foods.



Midwest Dairy Convenes Thought Leaders in Discussion, Training

Midwest Dairy co-hosted a Nourish Dialogue Dinner with National Dairy Council in Lincoln to bring together a diverse group of stakeholders and help them better identify opportunities for collaboration to create a more sustainable food system. Twelve leaders from Nebraska gathered in Lincoln for the event, including the executive director from the Lincoln Food Bank, the Omaha Public School's food service director and the executive director from the Nebraska Grocer's Association, a local chef, two dietitians from Nebraska Extension, Nebraska dairy farmer Jason Meyer and the Executive Director of the Food Innovation Center from the University of Nebraska Lincoln.



Dietetic interns prepare for a mock interview which included a dairy-based recipe demonstration.

Midwest Dairy, in partnership with Hy-Vee and the Nebraska Beef Council, hosted a media training for 16 dietetic interns representing the University of Nebraska Medical Center and the University of Nebraska Lincoln. The training offered tips for working with the media and equipped participants with messaging and resources highlighting the nutritional and taste benefits of dairy and beef, which will aid these up-and coming registered dietitians

Midwest Dairy Foods Research Center (MDFRC) Provides Research Expertise to Nebraska 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. Nebraska Division chairwoman Joyce Racicky is a member of the MDFRC Operational Advisor Committee which is responsible for recommending overall policies, program goals, research plans and objectives.



Nancy Huls, vice president of research and innovation at Midwest Dairy, was selected as a board member on the advisory board for the Food Processing Center (FPC) at University of Nebraska Lincoln. The advisory board aims to bring an innovative and focused approach to food processing issues that impact Nebraska and the nation.

Advisory Board members are selected as subject matter experts to represent categories across the food industry. Huls represents the dairy category. As an advisory board member, Huls reviews goals, objectives and programs of the FPC and provides constructive feedback to its leadership and staff.

Nancy Huls represents dairy on the advisory board for UNL's Food Processing Center.



Dairy Ambassador Program Shapes Industry Advocates

The Nebraska Dairy Ambassador Program entered its fourth year, giving students the opportunity to learn more about dairy production through dairy farm tours, job shadows and community events. The six dairy ambassadors in this year's class participated alongside dairy farmers in a Midwest Dairy-led engagement training connecting with consumers on common values. The training served to prepare them for interaction and conversations with consumers to inspire confidence in dairy at events throughout the year, including State Fair and National Dairy Month activities.



The Nebraska dairy ambassadors (left to right): Morissa Kegley, Jessilyn Sayers, Dawn Klabenes, Erin Muntz, Hannah Lowe and Elizabeth Ruskamp

Board Leadership Steers Midwest Dairy Nebraska Division



Nebraska Division board officers (left to right): Joyce Racicky, chairwoman; Mary Temme, vice chairwoman; and Jodi Cast, secretary/treasurer

The Nebraska Division board of Midwest Dairy elected its 2019-2020 officers during its annual meeting in April. The following dairy farmers were elected: Joyce Racicky, Mason City, was elected chairwoman, Mary Temme, Wayne, was elected vice chairwoman and Jodi Cast, Beaver Crossing, was elected secretary/treasurer. Mike Henn, Norfolk, was seated as a new member of the Nebraska Division board.

Racicky was newly elected to represent Nebraska on the Midwest Dairy Corporate Board. Lowell Mueller, Hooper, was chosen to continue representing Nebraska on the Midwest Dairy Corporate board and the Personnel/Audit Committee.

Undeniably Dairy Reminds Consumers Why They Love Dairy

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 consumers 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 captures consumers' attention in numerous ways: online, in the media, at local events and through partnerships. The entire value chain has been engaged, with more than 300 partners—including retail, foodservice and processors—sharing the campaign's messages.



The Undeniably Dairy campaign was central to a new partnership between Midwest Dairy and the Bike Ride Across Nebraska (BRAN), a week-long ride that attracts an average of 400 cyclists each year. Midwest Dairy's sponsorship included social media messages spread through BRAN Facebook, Instagram and Twitter which highlighted dairy as key to healthy eating and an active lifestyle, with an emphasis on chocolate milk as a proven source of recovery in adult athletes.



Nebraska dairy farmer Jodi Cast broadcasts a Facebook LIVE session at the Lincoln Children's Museum.

Midwest Dairy's partnership with Lincoln Children's Museum also served to amplify Undeniably Dairy messaging. In addition to updating the dairy section in the museum's "grocery store" exhibit, the partnership garnered a consistent stream of Undeniably Dairy messaging on the museum's social media platforms. To kick off the partnership, Nebraska dairy farmer Jodi Cast and the museum broadcasted a Facebook LIVE session to help consumers make a farm-to-table connection.



A BRAN cyclist refuels with chocolate milk.

