



Nebraska Dairy Promotion HIGHLIGHTS

July 1, 2022 – June 30, 2023

2022 and 2023 First Half Trust Highlights Dairy Management Inc, National Checkoff Program

CONSUMER COMMUNICATIONS & MARKETING

In 2022 and 2023, Checkoff aimed to deliver breakthrough consumer content to grow dairy's positive share of voice in the most critical channels for youth and parents. This strategy includes:

Social influencers: Growing real dairy's share of voice on social media through partnerships with online cultural influencers to deliver relevant messages, maximize reach, and drive purchases. Our diverse influencer roster ("The Dairy Dream Team") includes Gen Z relevant lifestyle, fitness and health-focused creators. In 2022, Checkoff also partnered with YouTube megastar Mr. Beast to create custom dairy-focused content reaching his massive Gen Z audience. The content was so engaging that it became the #1 trending video on YouTube for more than 24 hours after launch.

Searchable content: Investing in digital media content partnerships and optimizing checkoff's digital content to capture top search queries, deliver proof-backed claims and dispel myths.

- ✓ Content partnerships with popular online health destinations for young adults and early parents including *Everyday Health*, *Healthline* and *BabyCenter/What to Expect* resulted in +111 million impressions and +342,000 engagements. Healthline content viewers expressed 93 percent purchase intent after viewing Undeniably Dairy content.
- ✓ USDairy.com yielded 2.7 million new visitors visiting pages on dairy science and proof of dairy farmers' care for animals and planet (increase of 38 percent vs. previous year)

Checkoff continued its 2021 e-commerce pilot into 2022, adding Amazon Fresh and Walmart to its existing efforts with Instacart. These efforts help share dairy messages and usage occasions at point-of-purchase. In 2022, eComm results included:

- ✓ Approx. \$21.00 in sales for every \$1.00 spent on ads (Return on Ad Spend)
- ✓ Over 7 million units/products sold on Instacart during key drive periods

Checkoff continues to support efforts around this critical retail channel closely collaborating with local SRs including Midwest Dairy to drive trust and sales.

Youth & Schools: Checkoff continued evolving its in-school programs reaching youth, expanding access of its Fuel Up to Play 60 program and updating its NFL relationship to reach kids and schools. Efforts resulted in:

- ✓ +66,000 unique educators reached through Learning Plan efforts
- ✓ 17 million paid impressions on social with 183,000 followers
- ✓ More than \$1.1 million in grants awarded in 2022, with \$1.6 million awarded in 1H 2023—reflecting a 50 percent increase in grant applications.
- ✓ More than \$5.5 million in added value from the NFL partnership

As we embark on the 2023-2024 School Year, the school program has evolved to “Fuel Up” to allow for expanded reach and application beyond the NFL alone.

Additionally, the national checkoff team has been working alongside Midwest Dairy since 2022 on the STEM pilot to integrate agriculture into high school STEM—Science, Technology, Engineering and Math- curriculum. Midwest Dairy hosted an on-farm immersion with 30 educators/administrators from around the country.

Checkoff also made an impact with critical partners, engaging the most influential experts and thought leaders in media, medical, science and education to scale credibility and reach consumers.

Partnerships: In 2022 and 1H 2023, Checkoff continued to showcase dairy’s wellness benefits and role in sustainable food systems with key collaborations and partnerships including nutrition-focused engagements with the American Academy of Pediatrics, National Medical Association, Mayo Clinic, Feeding America, American Society of Nutrition, School Nutrition Association, among others; and environment-focused relationships with Nature Conservancy, World Wildlife Federation and Environmental Defense Fund.

- ✓ National Medical Association (NMA) journal supplement reviewing the evidence on the role of dairy across the lifespan of African Americans (to be published 2H 2023)
- ✓ Leveraging Mayo Clinic outreach channels to reach health professionals through conferences, podcasts and articles in Mayo Clinic Press

Earned Media and Thought Leaders: Checkoff reached thought leaders in a variety of ways – including traditional earned and paid digital media campaigns, scientific publications, thought leader briefings and public comments – all highlighting dairy’s sustainable nutrition.

- ✓ 23 scientific publications focused on the health and wellness benefits of dairy foods throughout the lifespan.
- ✓ Paid media campaigns encouraging thought leaders to see dairy differently featured in Washington Post, USA Today, and others
- ✓ +1.2 billion impressions yielded via Science to Storytelling efforts via 3,200 placements in media
- ✓ +5,500 thought leaders attended seven events
- ✓ Developed +20 pieces of unique content showcasing diverse sustainability farm practices
- ✓ 92 percent of health and sustainability thought leaders agree dairy plays an important role in the shift toward more sustainable food systems

Science-Based Pilots: In addition, Checkoff is executing pilot efforts with critical future dairy advocates including a next generation scientist cohort and pediatric care specialists—sharing trainings, tools, experiences and more to better equip future leaders with the most up-to-date information on dairy.

2022 and 2023 First Half Domestic and International Partnerships Sales Highlights

2022 End of Year Domestic and International Partnerships Sales Highlights

Key Overall Quantifiable Results:

- ✓ +2.3 billion average incremental milk pounds per year in foodservice since the inception of U.S. partnerships
- ✓ 3 percent average growth since the inception
- ✓ More than 9.6 billion pounds of dairy sales per year from foodservice partners
- ✓ 32 dairy-based national and local new items launched by partners in 2022
- ✓ DMI “category captain” for Amazon natural cheese & milk, witnessing real dairy category dollar growth +13.3 percent and 8.3 percent, respectively at Amazon for 2022
- ✓ New partnership with up-and-coming foodservice chain Raising Cane’s to increase dairy innovation opportunities by bringing dairy items to growing Chicken segment of Quick Serve Restaurant Channel

- ✓ Supported 59 ongoing dairy product, technical, and applications research efforts, reached food scientists and developers through 25 publications and 33 conferences and meetings

In 2022, dairy checkoff innovation and sales efforts focused on driving both immediate sales today and building a future growth pipeline. To accomplish this, checkoff partners with leaders across retail, U.S. foodservice, and e-commerce to deliver incremental sales growth through product innovation and dairy marketing programs.

Domestic checkoff foodservice partners Domino's, McDonald's and Taco Bell continue to see 3 percent average growth – an increase that has happened every year since the start of the partnership, totaling more than 2.3 billion additional pounds annually and driving more than 9.6 billion pounds of dairy sales per year.

Channel partners also launched significant product innovations. In total, 32 dairy-based products (21 national and 11 local) were launched in 2022. New products included Taco Bell's Toasted Breakfast Burrito and Cinnabon-flavored coffee that uses real dairy creamer, replacing a former non-dairy option. Checkoff also collaborated with Amazon on marketing programs that supported dairy recipes and other usage ideas during key holiday periods.

McDonald's continued to drive dairy sales and innovation throughout the day. The chain introduced McFlurry flavors Chocolatey Pretzel and Oreo Fudge, launched a Breakfast Cheese Danish, and conducted a nationwide promotion for National Cheeseburger Day.

Checkoff's partnership with General Mills drove yogurt category innovation. General Mills and the checkoff have driven health and wellness by focusing on youth-centric product innovation that included the launch of Yoplait Cereal Toppers, Oui Whole Milk French-style yogurt, and Ratio Keto-style yogurt. Of note, each percentage increase in yogurt category sales has the potential to move approximately 43 million milk equivalent pounds of additional sales.

The checkoff announced a partnership with up-and-coming foodservice chain Raising Cane's. Quick-serve chicken restaurants are growing more than 10 percent annually, and Raising Cane's is the fastest-growing chain with more than 700 U.S. locations and is a popular destination for Gen Z consumers. The partnership will increase dairy innovation opportunities by bringing dairy to sandwiches, beverages, sides and more.

Checkoff continued its work as a go-to expert resource for natural cheese and fluid milk with e-commerce giant Amazon, sharing consumer and market insights to drive dairy purchases. In 2022, Amazon natural cheese sales grew 13.3 percent, and fluid milk sales grew 8.3 percent over 2021.

Checkoff funded product research continued to fuel dairy innovation. Throughout 2022, the checkoff supported 59 ongoing dairy product, technical, and applications research efforts and reached food scientists and developers through 25 publications and 33 conferences and meetings. Checkoff scientists also conducted or participated in 3,000-plus trainings and seminars.

International Partnerships

Key Overall Quantifiable Results:

- ✓ 11 items launched/relaunched featuring US cheese across pizza foodservice partners
- ✓ 12 marketing campaigns to promote value, variety & delivery to increase frequency across pizza foodservice partners
- ✓ Three new partnerships, Domino's Taiwan, Darigold and DFA Int'l
- ✓ Similar to domestic foodservice partners, total international foodservice partner volume in 2022 was down but have grown 10 percent from 2019
- ✓ Coop partnership volume was down in 2022, but partnership efforts have grown coop volume 16 percent since 2020

DMI's international partners launched new products and expanded into new markets and continue to grow volume despite supply chain challenges, rolling localized Covid shutdowns in early 2022, and high inflationary pressures.

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. Pizza Hut Asia Pacific launched four new items and six marketing campaigns across multiple markets. Domino's International launched or relaunched seven new items in addition to eight marketing campaigns across our three partnership geographies, including the New Yorker, using 20–25 percent more cheese than a regular medium/large pizza in Japan and MENA. This item is so popular in Saudi Arabia and UAE, it was made a permanent menu item. The Taiwan team, our newest Domino's partnership launched the one Kilogram Pizza, an idea originally launched in Japan, that features more than two pounds of U.S. cheese. This is another fan favorite that continues to return to menus in partnership geographies.

Our international coop partnerships delivered growth in 2022, as well as expanding export capabilities and volume. Associated Milk Producers Inc (AMPI) continues to outpace expectations for expansion in specialty burger chains in China (from a handful in 2020 to more than 1,050 in 2022) and expanding to additional markets in Southeast Asia, including Singapore, through Dinner Bell Creamery Brand. Through participation in Gulfood, the largest food & beverage show in the world, secured contracts with two large distributors in the Middle East and expanded distribution for Talmera branded cheese slices. United Dairyman of Arizona developed a new brand for industry-wide direct selling organization "OneDairy". Though Darigold total export sales fell short of 2022 total volume goal, value-added powders grew 80 percent top tier/value-added powders have grown to roughly 35 percent of total export volume.

Exports remain a core sales driver for U.S. dairy, accounting for 18 percent of total milk production in 2022. Through the work of the U.S. Dairy Export Council (founded by and funded largely through the dairy checkoff), U.S. dairy saw another year of record-setting volume (+5 percent) and value (+25 percent growth based on the growing demand for dairy by international customers. Categories driving 2021 growth were U.S. cheese (increased 12 percent), lactose (+10 percent) and butterfat (+45 percent).

In 2022, U.S. was the only major exporter to grow exports and reached a record global market share of 25 percent. Exports grew more than three times as much as domestic consumption.

Fluid Milk Revitalization

Key Overall Quantifiable Results:

- ✓ Fluid Milk and Retail partners launched 13 new, value-added dairy-centric products with fluid milk and retail partners (over the last 5 years, value-added milk +2.7 percent annually and +62.5 million gallons)

The checkoff 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 2022, checkoff fluid milk partners Dairy Farmers of America and Darigold continued bringing value-added innovation to market, including flavored, lactose-free, shelf-stable, and other value-added options. These launches were further supported with new packaging, promotion, and other marketing efforts.

2023 First Half Domestic and International Partnerships Sales Highlights

Domestic Partnerships

Key Overall Quantifiable Results:

- ✓ Six national new items launched across retail and food service channels

Domino's is starting off 2023 strong launching three flavors of loaded tots as permanent menu items.

Taco Bell's brought Bell Nacho Fries back. This is the ninth time the fan-favorite has returned to the menu since its launch in 2018. This time Taco Bell fires up the heat with Yellow Bird Hot Sauce partnership for a limited time. Grilled Cheese Burrito moved from a limited time offer product to a permanent menu item.

McDonald's® successfully launched a new McFlurry flavor, Strawberry Shortcake which sold out early. The Grimace's Birthday Meal featuring a Limited Time Offer purple milkshake, has been extremely popular with customers, yielding over 2.6 billion social media impressions on TikTok during the event. Our DMI scientist was essential in developing these two products.

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, and looking to expand into new categories e.g., Ice Cream.

International Partnerships

Key Overall Quantifiable Results:

- ✓ Eight items launched featuring US cheese across pizza foodservice partners

In 2023, strategy shifted with Pizza Hut International from regional partnership to direct market focus in markets with the highest growth potential for U.S. cheese. The Board approved partnerships in Japan and Indonesia. To date, these markets have delivered four innovations using U.S. cheese with a focus on driving value and frequency, especially among younger consumers, including Kaz Laser Miracle 8 (four distinct pizza flavors and four crust types into a single offering) and the Calzone My Box.

Domino's International has launched four U.S. cheese-heavy products in partnership markets, including two major launches (My Box and Share Box), which are bringing new consumers and growing occasions in Japan. The team extended and amplified media support for My Box due to strong performance during the initial launch window. Taiwan has plans to launch My Box this year, as well. In UAE, Domino's launched pan pizza (20 percent more cheese than regular crust) and stuffed cheesy breads, based on success in Saudi Arabia. International coop partnerships continue to advance export growth efforts. Darigold is conducting consumer research to inform fluid milk strategies in Taiwan and China and secured incremental sales for Darigold egnog in four retail locations in China. UDA building the OneDairy brand and actively promoting it in industry publications. AMPI is building distribution for Dinner Bell Creamery premium processed cheese slices in China and MENA, while launching natural shreds and expanding markets.

Fluid Milk Revitalization

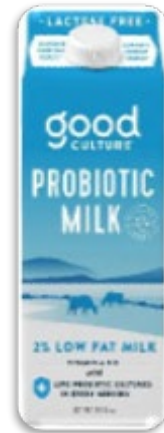
DMI's fluid milk partners Dairy Farmers of America and Darigold continue to deliver channel innovation and marketing efforts to help modernize milk.

Value-added partner DFA launched Good Culture Probiotic Milk, expanding into Health and Wellness category by leveraging consumer insights shared by DMI strategic intelligence team.

2022 Domestic Partnerships Creative Support



2023 Domestic Partnerships Creative Support



2023 International Partnerships



Domino's Japan



Domino's Middle East New Yorker



Domino's Taiwan



AMPI – China/Middle East



UDA launches direct selling organization for entire



Pizza Hut Indonesia, Korea, Japan

Pizza Hut Korea:
Cajun Double Shrimp Pocket & Detroit Pizza

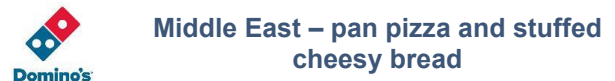
2023 International Partnerships



Kaz Laser Miracle 8 - Japan

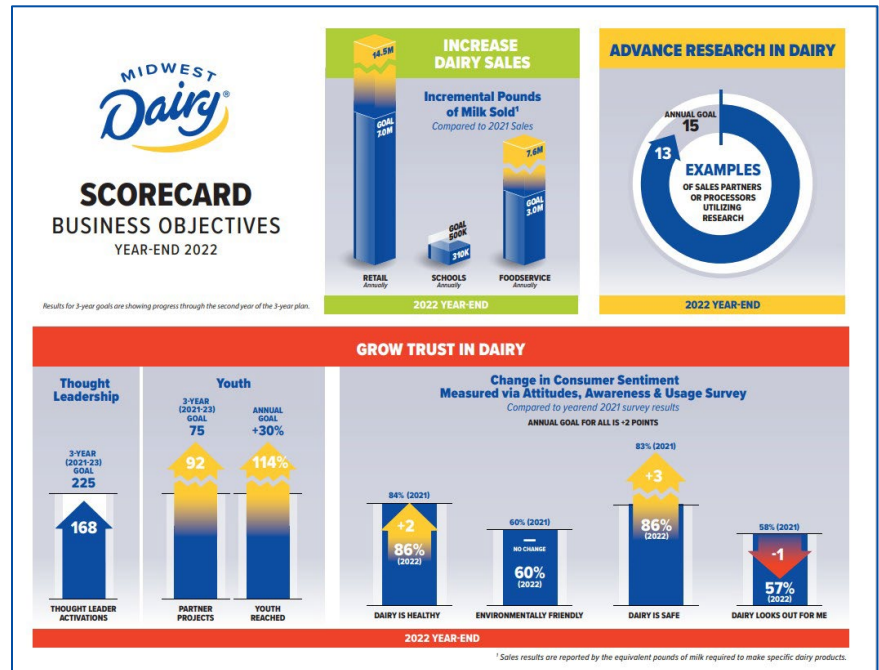


Calzone My Box - Japan

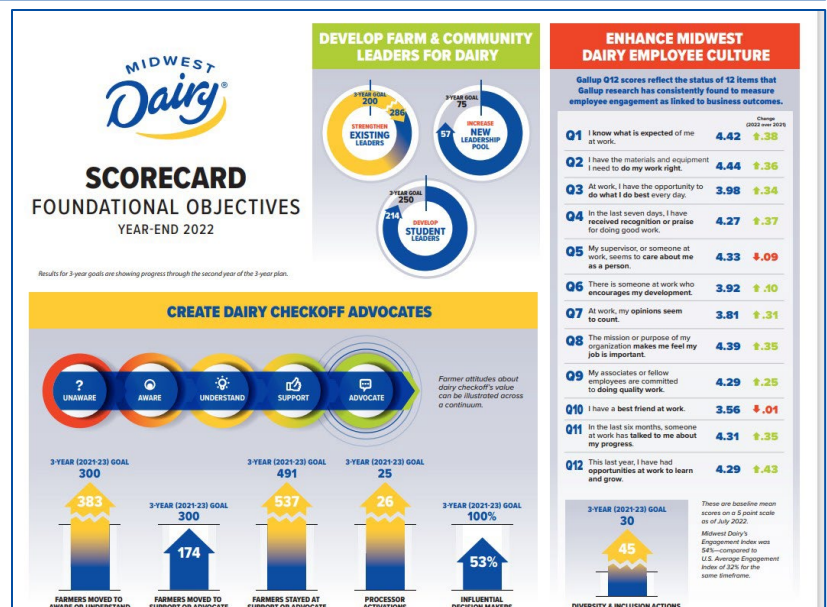


MIDWEST DAIRY PROMOTION IN ACTION

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 Midwest Dairy annual scorecard demonstrates the impact of the Midwest Dairy strategic plan across three business objectives; increase dairy sales, grow trust in dairy, and advance research in dairy, and three foundational objectives; create checkoff advocates, develop farm and community leaders for dairy, as well as enhance company culture at Midwest Dairy.



Midwest Dairy has partnered with select retail and foodservice partners throughout 2022-2023 to drive over 14.8 million pounds of incremental milk reaching over thirty million consumers with our dairy messaging. Midwest Dairy also worked with and through partners to share dairy's sustainable nutrition story to consumers to help make the connection from farm to table. Midwest Dairy reached out to thought leaders, including health and wellness professionals, to share resources in a variety of languages and communication methods to educate on the unmatched nutrition that dairy foods provide across the lifespan. 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.

Midwest Dairy Engages Retail and Foodservice Partners to Grow Trust and Demand for Dairy

Data suggests that roughly 75 percent of all fluid milk sales happen in the retail setting, followed by roughly 15 percent of fluid milk sales in the foodservice industry. To take advantage of this opportunity, Midwest Dairy focuses on partnerships with retail and foodservice partners where we can provide dairy category expertise and insights to implement shopper marketing, menu opportunities, and trust-building messaging to increase dairy sales. Over the past year, Midwest Dairy worked with



select partners within the region including Coborn's, Hy-Vee, Casey's, Kum and Go, Pizza Ranch, Freddy's Frozen Custard & Steaksburgers, Runza, and most recently Godfather's. 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 in-store 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 66 partner activations resulting in 14.8 million incremental pounds of milk sold in the Midwest Dairy 10-state region.

Bringing Dairy to Unexpected Places to Connect with 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.

Back to Sports campaign connects Gen Z to the FUNctional benefits of dairy

Dairy plays an integral role in keeping kids happy, healthy, and fueled. In the fall of 2022, Midwest Dairy locked in on the benefits that dairy provides to kids on and off the field, a message that reaches both youth and their parents. Because youth are 100% of our future consumers and parents are the gatekeeper of household purchases, both are primary audiences for our messaging.

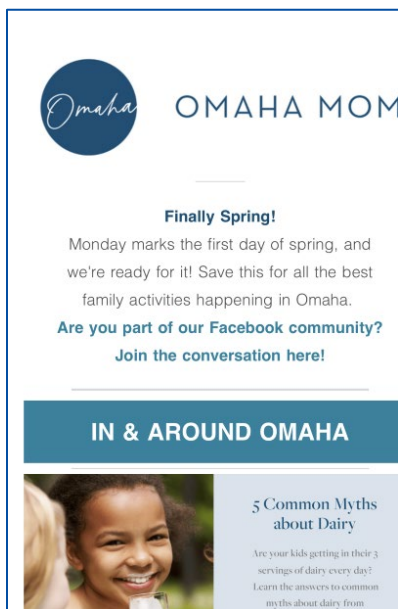
Dairy nutrition messaging was amplified on-air and via social media in Omaha throughout September through radio talent activations with Summit Media. This month-long promotion resulted in over 1.2 million impressions amongst consumers ages 18-44 through multiple platforms.



Consumers throughout the Omaha metro were prompted to visit dairydoestoo.com to nominate their coach, school or local team to win a dairy drop filled with Hiland chocolate milk and Undeniably Dairy branded promotional items. Each week, one team was randomly chosen and awarded a drop to enjoy delicious dairy at practice. Also on this landing page, consumers were able to view farm tours including Bob Larson of Larson Farms Inc., sustainability, and nutrition messaging.



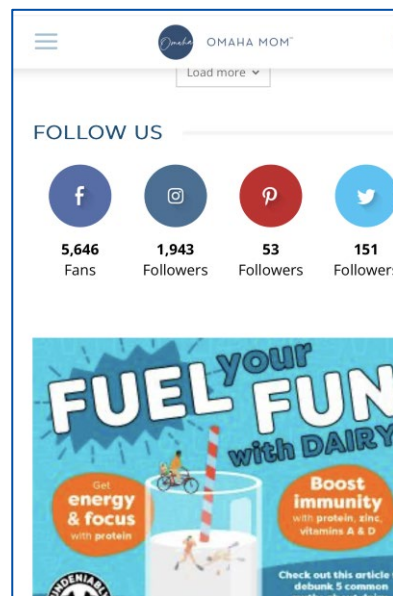
As kids are getting back to school, parents are looking for quick and healthy meals, but most importantly, something that even the pickiest of eaters will enjoy. With 13 essential nutrients and great versatility, dairy fits the bill. Activation messaging directed consumers to the fall activation page fuelyourfunrecipes.com, where they could find a variety of dairy recipes for themselves and their littles. This activation reinforced the nutritional and FUNctional benefits of dairy with a unique opportunity to amplify this message to both the parents of Gen Z and Gen Z themselves, creating the foundation for dairy as a trusted nutrition and fueling source.



Omaha Mom is a locally focused parenting resource for moms and families in the Omaha and surrounding area. Parents of young children are a primary target for Midwest Dairy as they decide what foods are purchased and served in the household. As a trusted voice amongst parents, Omaha Mom presented as a great partner to share dairy's sustainable nutrition story.

The first component of our year-long partnership included an article setting the record straight on [5 common dairy myths](#) authored by thought leader and registered dietitian Amber Pankonin. This article was promoted on Instagram and Facebook along with an ad on the Omaha Mom homepage. This ad, which educates on how dairy fuels fun for kids, was another way

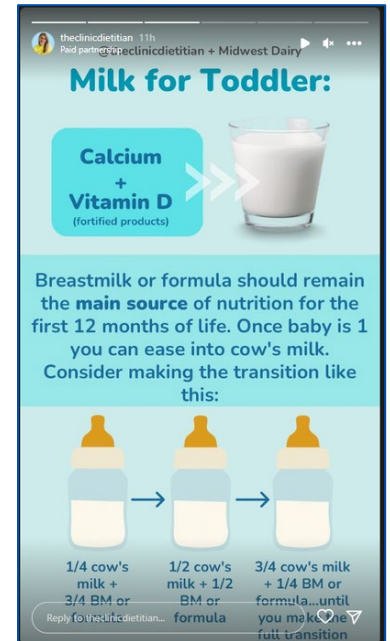
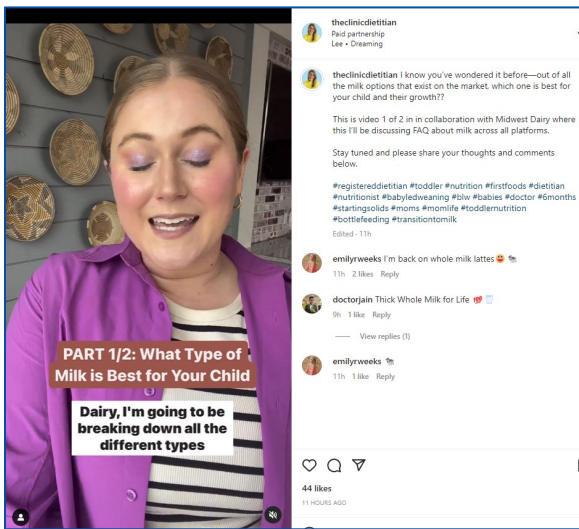
to drive more eyes to the article.



Results from this activation showed 16,500 impressions and the newsletter presented a 54 percent open rate to their 800 subscribers. Undeniably Dairy is the sponsor of three guides around Omaha this summer with a new complementary ad. Readers are directed to learn more about dairy by visiting the dairy myths article.

Pediatricians and Registered Dietitians rank as top trusted sources for parents when it comes to questions about feeding their children. For this reason, Midwest Dairy partners with these trusted professionals to share dairy's sustainable nutrition story. One such dietitian, Caroline Weeks, RD, LMNT, uses her social platform "The Clinic Dietitian" to relay key information to her parent audience. While most of her content educates parents on baby-led weaning, Caroline collaborated with Midwest Dairy to shed light on a question many of her parents had asked about - transitioning your child from breast milk or formula to whole milk.

Caroline broke down differences between the [types of milk](#) (fat contents, flavored and lactose-free) and outlined key attributes of each to her 45,000 Instagram followers in two posts and a five-part story. Caroline shared why cow's milk provides an irreplaceable nutrient package for growing littles and how lactose-free can be an option for those that might experience tummy troubles. Additionally, Caroline pointed to yogurt and cheese as good first foods and top sources of protein and calcium for babies, especially for those sensitive to lactose.



Caroline knows her followers respond better on TikTok to content that is quick and visual. To best resonate, the [post](#) outlined types of milk and showed the milk section at the grocery store and then went into the top reasons children should be drinking milk.

TikTok videos are typically watched for 20 seconds or less. This video had the longest watch duration of any of her other videos (38.4 seconds), indicating viewers were interested in the information presented. These posts garnered over 205,000 views and engagements on her platforms.

Gaining trust with Gen Z was the goal of partnering with the University of Nebraska-Lincoln (UNL) during the College of Agriculture Sciences and Natural Resources (CASNR) Appreciation Event on April 20. Midwest Dairy sponsored the event and utilized the dairy expertise of our Nebraska Dairy Ambassadors. The UNL CASNR Ice Cream Social hit the bullseye by providing an opportunity for our Nebraska Dairy Ambassadors to engage peer-to-peer with over 400 college students, faculty, staff and community members. To help promote the event, Nebraska Dairy Ambassador Libby Heenan took part in a Pure Nebraska segment reaching 54,800 Pure Nebraska viewers.



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On November 3, Midwest Dairy partnered with Prairieland Dairy near Lincoln, Nebraska to host 22 students and two instructors from the **Great Plains Culinary Institute at Southeast Community College**. The farm tour was organized to build trust in dairy and provide SCC culinary/hospitality students with knowledge about where the food they eat, prepare and serve comes from.

Darren Mueller, manager of Prairieland Dairy hosted the tour of their facilities which included the milking parlor, direct milk loading system, cow housing and their composing facility, Prairieland Gold. Mueller was able to successfully share the sustainability story of dairy during the tour.



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 third 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 1,200 chocolate milk pints, 2,500 cheese sticks, and 750 lactose-free milk beverage samples were enjoyed by attendees. Consumers stopped by to spin the dairy trivia wheel, engage in esports with the YMCA, or drop a Plinko chip to answer dairy nutrition and sustainability

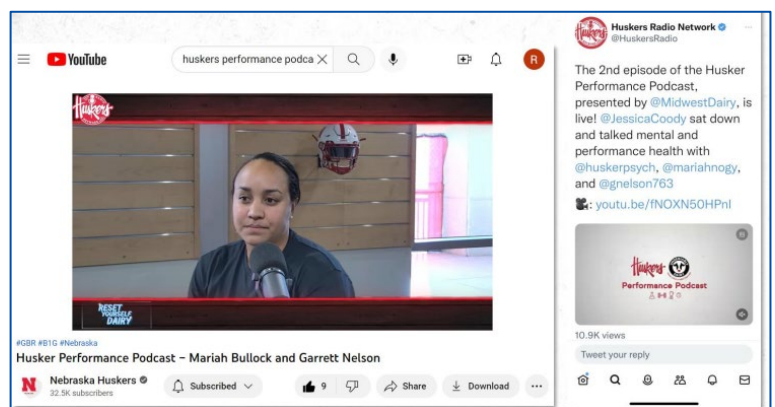
questions for a prize. On the weekends, consumers were drawn by 'Babe' and 'Ruth,' the two dairy calves along with a dairy farmer to answer consumer questions.

Prior to the event, a Pure Nebraska segment promoting the dairy experience aired to over 11,500 viewers and 36,500 Facebook followers. Midwest Dairy partner Nelson Produce Farm joined to hand out produce samples and YMCA eSports brought video gaming equipment to draw in Gen Z attendees. Nelson Produce shared on their social platforms encouraging followers to attend.

The 2022 Husker Radio Network Performance Podcast was continued for a second year and rebranded as the Husker Performance Podcast to expand the topic focus beyond nutrition.

The five-part series shared dairy's ICED (immunity, calm, energy, digestion) messaging and how dairy supports athletes beyond nutrition. Consumers gleaned insights on how mental health, sports psychology, life skills, and sports performance all tie into the athlete's experience. Messaging reinforced the role that dairy plays in immunity, calming, energy, digestion, and as an environmental solution.

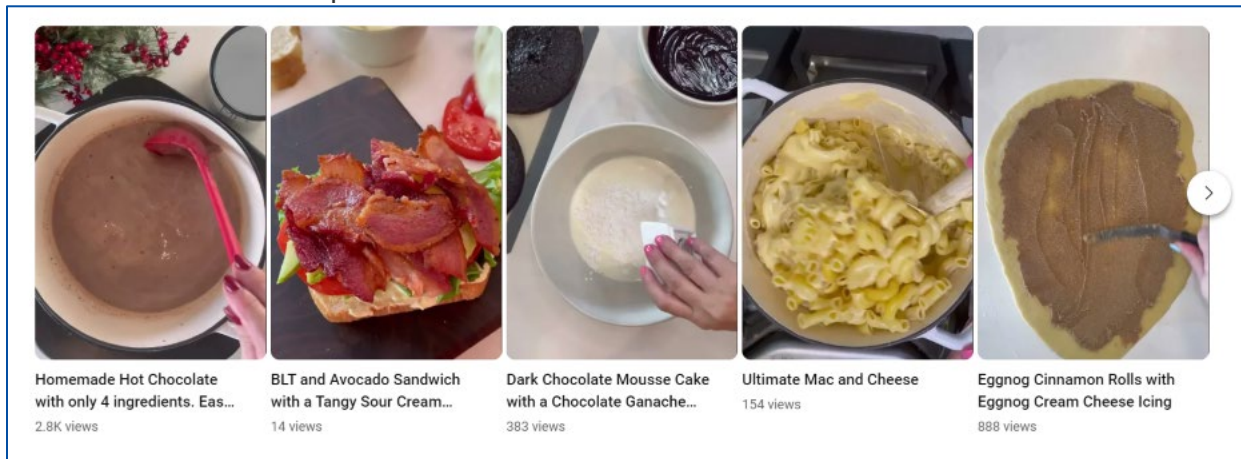
The twelve-part Healthy Habits Weekly Feature also used ICED messaging to educate



consumers about how dairy nourishes and energizes. These features aired on 24 radio stations and were streamed statewide. Comprehensively, this activation reached over 400,000 consumers.

Laura Nielsen, founder, and face of the delicious creations at Lolo Home Kitchen, prides herself on sharing real, authentic, and homestyle recipes with her followers. Recently, her Tik Tok following has quickly surpassed her other social channels in popularity, garnering over 45.5 million views among her posts. As a Nebraska native, she understands the importance of agriculture and is sure to share her love for farm-to-table with her followers.

Midwest Dairy partnered with Laura to develop and share a classic hot chocolate recipe with customizable toppings. The accompanying blog post highlighted dairy ICED messaging and why real dairy makes a difference in this recipe. Just two days after posting, the YouTube video reached over 2,800 views and was shared to over 130,000 followers throughout her platforms. Laura will be developing three recipes inspired by dairy and Nelson Produce Farm produce for a summer 2023 activation.



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 2023 BRAN ride with 600 donated chocolate milk cartons in Omaha, Nebraska.



National Dairy Council sports nutrition promotional materials were displayed throughout the ride along with recipe cards for riders to take home and make 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.

Healthcare providers such as pediatricians and pediatric registered dietitians represent a primary target to share dairy resources with as they serve as the key trusted voice to parents. Midwest Dairy translated two dairy pairing resources into five different languages to equip providers with evidence-based information that can serve a diverse audience. The 100 Women, Infant and Children (WIC) clinics across Nebraska have adopted these materials for use with their 35,000 participants.



CONSEJOS ÚTILES

- › Comuníquese con su nutricionista de WIC si necesita leche de soya o sin lactosa.
- › Hay una variedad de quesos disponibles.
- › Use sus beneficios de valor en efectivo (CVB) para comprar frutas y verduras frescas, congeladas o enlatadas.
- › Las frutas y verduras se pueden picar o hacer puré.
- › 1 cucharada por edad para niños pequeños es una porción saludable de frutas y verduras. (1 año = 1 cucharada, 2 años = 2 cucharadas, etc.)

TAMAÑOS TOTALES DE LAS PORCIONES DIARIAS

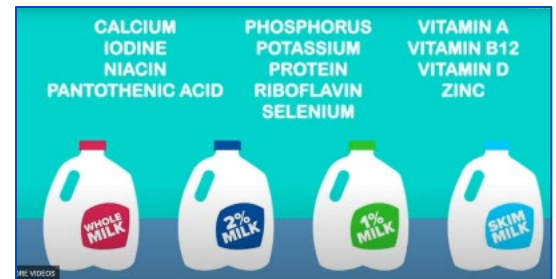
	1 año	2-5 años	5+ años
Granos	1 ½ - 2 onzas	1 ½ - 3 onzas	3 - 4 onzas
Frutas	1 ½ - 1 taza	1 - 2 tazas	2 tazas
Verduras	1 taza	1 - 2 tazas	2 - 3 tazas
Lácteos	1 - 2 tazas	2 - 2 ½ tazas	3 tazas
Proteína	2 onzas	2 - 5 onzas	5 - 6 onzas

While these resources were created specific to the WIC benefits package, other healthcare systems across the state of Nebraska have adopted them for use with their pediatric and adult populations. These resources identify the positive impact of how dairy fits within the day and with other food groups for providers and patients. Additionally, translating these documents ensures patients receive the correct information.

Midwest Dairy has focused on how we can support providers working with young children and in our ever-changing world of technology, we also know that parents

want information in engaging ways beyond paper handouts.

During conversations with (WIC) clinics throughout the Midwest Dairy region, it was identified that providers struggle with educating parents about why, how and when to transition their children from whole to skim or 1% milk. At two years of age, it is recommended by the American Academy of Pediatrics and Dietary Guidelines to transition children to lower-fat milk, but this can be an adjustment for little tastebuds and a big challenge for parents.



Midwest Dairy set out to be a solution for WIC providers by developing a fun yet educational video for providers to walk through best practices for transitioning children. Through animations, this video teaches parents how to make the transition slowly and at the pace of their child. It also educates parents that although the fat and calories are different, all milk (including lactose-free) contains the same 13 essential nutrients to nourish their growing child. Language was noted by providers as a barrier to providing care, so videos were translated into Spanish.

Videos have been adopted by clinics throughout the Midwest Dairy states and also shared with the National Dairy Council and all state and regional organizations for adoption with partners across the nation. Take a look here: <https://youtu.be/czBA4dGs2kM>

Midwest Dairy Engages Environmental Organizations in Dairy Farm Tour

Midwest Dairy works with and through thought leaders to convey dairy's sustainable nutrition story as trusted voices in their space. Research shows that consumers and adult Gen Z care about how their food is produced and about the environmental impact of the choices they make. To proactively maintain dairy's reputation, environmental organizations serve as a key audience to target. Keep Nebraska Beautiful and Nebraska Recycling Council, two Nebraska based sustainability nonprofits, share common goals to maintain communities and encourage consumers to do their part by recycling, reducing food waste and supporting sustainable initiatives.

These organizations visited Prairieland Dairy in Firth, Nebraska where they got a firsthand look at the composting operation Prairieland Gold, learned about recycling practices on the farm and gained a deeper understanding of how dairy can be an environmental solution to reducing greenhouse gases. Nebraska Recycling Council shared a post following the tour noting that it was a great way to end International Compost Awareness Week to their loyal followers. Keep Nebraska Beautiful expressed interest in bringing in a speaker to their statewide conference to share about dairy's sustainability efforts and how it is key to nourishing a growing population.



Environmental organizations serve as strong and trusted voices both amongst other groups and for consumers.

Keep Nebraska has focused on reducing waste and enhancing recycling efforts across the state, all the while inspiring fellow Nebraskans to improve and beautify their communities. KNB works through educational programs, community partnerships and serves as a mentor and consultant for their 20 local affiliates. Throughout their website, consumers and affiliates can find resources on how to properly store food, tips to reduce food waste and a variety of sustainability resources. Twice annually, KNB authors a comprehensive Re-Fresh Newsletter that goes out to 2,500 subscribers and remains on their website for access. Their [March 2023 edition](#) shared about US Dairy's 2050 Net Zero Initiative, technology and enhancements increasing milk production and how cows play a significant role in reducing food in landfills as powerful upcyclers.

Also included in the newsletter was a homemade butter recipe, a highlight for using heavy whipping cream, food storage tips for various dairy foods and ways to repurpose and lengthen the life of dairy products by Registered Dietitian and University of Nebraska at Lincoln Extension Educator, Alice Henneman.

KNB staff were very pleased with the high open rate of 50% and in response to the article, Midwest



FOOD WASTE
REDUCTION
PROGRAM

ReFresh Nebraska

Exploring Food Waste Issues

Spring 2023

Working Toward Sustainable Dairy Production

Dairy received a request from a Nebraska State Fair representative asking how they can help highlight the key facts they had learned from the newsletter. This opportunity to share dairy's sustainability efforts and active role in being an environmental solution is one step in proactively defending dairy's reputation amongst environmental organizations.

Midwest Dairy partners with key organizations 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 accomplish this goal, Midwest Dairy has partnered with local youth-focused organizations to help connect the dairy farm story to consumers in urban Nebraska cities.

Gen Z, those ages 10-24, represent a target audience to share dairy's sustainability story with as research shows this age group is where dairy intake begins to decline. To build trust in this demographic, Midwest Dairy partnered with Nebraska School eSports Association (NSeSA) to bring dairy to life at their Spring State Tournament. Three hundred and fifty players, coaches and audience members gathered at the in-person sessions where chocolate milk and cheese sticks were provided to players in addition to Undeniably Dairy swag. Over 1,250 high school students from across the state streamed online over the two-day championship. Reset Yourself commercials leaning into ICED messaging were played and Fuel Your Fun dairy messaging was woven into announcements throughout each day. Champions were interviewed at the Undeniably Dairy desk, which concluded with a chocolate milk chug and cheers. Creating GIFs is a favorite amongst the athletes and they enjoyed the opportunity to tie in dairy this year. This is the first tournament that Undeniably Dairy has helped sponsor and the NSeSA staff were appreciative of Midwest Dairy for 'pushing the boundaries of their normal sponsorships' to help bring a more engaging, interactive, and healthy experience to athletes.



Nelson Produce Farm, located in Valley, Nebraska just outside of the Omaha Metro, serves as a farm life agritourism getaway for those immersed in urban areas. Over 35,000 consumers visited Nelson's throughout the months of May to October, giving Midwest Dairy a large platform to reach consumers. Local moms share "we love going to Nelson's with our little ones because it's an affordable place with lots to do." Midwest Dairy was the primary sponsor of the Undeniably Dairy Little Farmer Dairy Barn, which sits alongside five other commodity barns. Throughout the exhibit, kids can milk the fiber glass cow, harvest fruits and vegetables from the garden and collect corn at the grain bin. After collecting what they've produced, they can sell these goods at the market to 'earn' a Hiland white or chocolate milk.



Pam Nelson, founder, and operator of Nelson Produce Farm has seen the disconnect between consumers and knowing where their food comes from, which is why she sees the importance of educating both youth and their parents about agriculture. Midwest Dairy provided Nelson's with sustainability and nutrition messaging that is displayed in the barn and on their social media platforms. Dairy messaging was shared to 87,000 consumers and had a strong reach of over 31,000. Midwest Dairy values the partnership with Nelson Produce Farm and is building on providing consumers examples of how to pair dairy and produce from the farm on screens in the market.

The **Nebraska Department of Education** is piloting a virtual learning and physical activity program available to K-8th grade students across Nebraska, [Walk to Unlock](#). To serve as the expert in dairy and best represent Nebraska dairy farmers, Midwest Dairy was asked to partner on the project.

Walk to Unlock Nebraska invites students and teachers to combine exercise and learning through a fun, competitive virtual platform that rewards physical activity with fascinating historical, geographical, and agriculture information about the state. The program provides checkpoints along routes across the state for youth (and their teachers!) to virtually visit while tracking physical activity time, steps and/or miles. Walk to Unlock Nebraska was created with the idea of combining academic enrichment and physical activity.



Lesson topics include science, social studies, math, language arts, nutrition and more. Integrated curricular ideas are included to be used as tools for learning both in the classroom and at home. Dairy education includes Fuel Up to Play 60 STEM Lesson Plans, Discover Dairy activities and virtual dairy farm tours, coloring pages, recipes and more. Midwest Dairy is also highlighted on the partner resources part of the Walk to Unlock website.

Walk to Unlock has already reached 1,000 students since launching in the fall of 2022. Feedback from one teacher noted "the Virtual Dairy Farm Tour video was an excellent addition. The overview earlier in the tour was a nice introduction, now this was far more focused on the diet side, which the kids really enjoyed." Midwest Dairy looks forward to seeing how this program continues to reach students as it expands to more schools and classrooms in the coming years. Pure Nebraska will be highlighting Walk to Unlock in a segment this fall to promote classroom involvement.

Route: Northern Loop Miles: 71

Thiele Dairy

Clearwater, NE

Get moving with this interactive lesson! Learn how our own daily activities relate to a cow's life and learn how to track their own movements. Get active and learn which activities get you the most movement AND help unlock the next stop on your journey across Nebraska!

After draining out all that energy, you need to do your body a favor and give it some fuel. Refuel with chocolate milk. The protein in milk helps rebuild tired muscles. Calcium, Vitamin D, and phosphorus help keep your bones strong. Potassium aids in fluid and mineral balance and muscle contraction. B vitamins help convert food to energy to aid working muscles.

You Put Family First.
#DairyDoesToo

Latitude: 42.13656
Longitude: -98.2045
Population: 400

Directions

In 2022, 20 Nebraska Extension Ag Literacy Festivals reported educating more than 6,616 second, third, fourth and fifth grade students from 93 schools across Nebraska. All festivals include a dairy session, and the festivals strive to increase youth's knowledge of the food system and to develop a better understanding, confident attitudes and interests regarding the food system. Festivals were held in March, April, May, October and September of 2022.

Utilizing a Likert scale of 1 = "Strongly Disagree"; 2 = "Disagree"; 3 = "Agree"; 4 = "Strongly Agree", teachers were asked to observe their students and indicate how much they agreed or disagreed that their students learned during each session as a result of attending a festival.



Based on 91 teachers completing the evaluation, 91% indicated that they "agreed" or "strongly agreed" that their students learned more about agriculture and the food system because of attending a Nebraska Extension Ag Literacy Festival.

Teacher responses regarding the dairy session were that 45% Agreed and 54 percent Strongly Agreed that youth can identify dairy products; and 63 percent Agreed and 34 percent Strongly Agreed that youth can tell others about the milk production cycle and how dairy farmers care for their dairy animals.

Nebraska State Fair Gives Consumers an Excellent Dairy Experience



2022 State Fair Updates

During the 11-day fair, Midwest Dairy shared the sustainable nutrition story of dairy to consumers using the central theme Sustainability Starts with Us! While growing trust with adults and youth was the primary focus, Midwest Dairy also took the opportunity to create advocates and develop leaders in a variety of ways during the 2022 Nebraska State Fair.

The 4-H/FFA Dairy Contest Awards Ceremony and Dairy Exhibitor Reception gave Midwest Dairy a chance to interact with dairy farmers and dairy advocates, sharing our checkoff efforts and working to build checkoff advocates as part of our strategic plan. Contestants and exhibitors received handouts highlighting Midwest Dairy activations. In addition, table tents included QR codes that lead to our Midwest Dairy website, Facebook page, Twitter and Instagram accounts, and encouragement to tune into "Your Dairy Checkoff" Podcast. Many thanks to the Nebraska Dairy Promoters and the Julie and Randy

Meier family for their organizational and hosting skills during these events. Nebraska Dairy Ambassadors, Kaitlyn Hanson and Whitney (Hochstein) Haahr were on hand and took leadership by interfacing with the dairy contestants and exhibitors while serving the meal and dishing up ice cream.

During the Nebraska's Largest Classroom, Dairy Ambassadors Mikayla Martensen and Jenna Albers took part in the Nebraska's Largest Classroom through presentations to the students and distributing milk provided by Hiland Dairy. During the entire fair, Hiland provided more than 2,000 cartons of milk for students, fairgoers, contestants and exhibitors.

During the 4-H/FFA Dairy Judging Contest and the Regional Youth and Open Class Dairy Shows, contestants and exhibitors were offered a refreshing break with milk provided by Hiland Dairy and served by our Nebraska Dairy Ambassador Whitney Haahr and her husband Peyton. Midwest Dairy provided sponsorship for the top award winners in the Dairy Judging Contest.

Throughout the 11 days of the Nebraska State Fair, there were many opportunities to share the sustainable nutrition story of dairy. One example included the volunteer and youth show exhibitor t-shirt that included the tagline "Have you herd? Sustainability Starts with Us!". More than 20 state fair dairy farmer/advocate volunteers and Dairy Ambassadors, and over 30 youth dairy show exhibitors sported the shirt during the fair.



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 benefits 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 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 three years, the spring research planning meeting was in-person at South Dakota State University. Twenty-nine industry members, seventeen faculty, checkoff staff, and farmers, including Nebraska Board member, Mary Temme, participated in the research brainstorming process.

Dairy Ambassador Program Shapes Industry Advocates

In another move toward shaping future dairy champions, Midwest Dairy recently announced the 2023 Nebraska Dairy Ambassadors.

This group of nine college and 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 in 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 trainings and meetings.



The 2023 Nebraska Dairy Ambassadors are:

- **Jenna Albers** from Randolph, Nebraska and attends University of Nebraska-Lincoln
- **Allison Engelman** from Diller, Nebraska and attends University of Nebraska-Lincoln
- **Tessa Haahr** from Wynot, Nebraska and attends Cedar Catholic High School
- **Kaitlyn Hanson** from Mead, Nebraska and attends University of Nebraska-Lincoln
- **Libby Heenan** from Chicago, Illinois and attends University of Nebraska-Lincoln
- **Brooke Hilgenkamp** from Arlington, Nebraska and attends Arlington Public Schools
- **Brianna Klabenes** from Chambers, Nebraska and attends Chambers Public School
- **Jenna Muntz** from Louisville, Nebraska and attends Northeast Community College
- **Emily Rempel** from Beatrice, Nebraska and attends University of Nebraska-Lincoln

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

Board Leadership Steers Midwest Dairy Nebraska Division

The Nebraska Division Board of Midwest Dairy elected its 2023-2024 officers during the annual division meeting that was held on April 3, 2023. 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.



Nebraska Division board officers for 2023–2024 are (left to right): Jodi Cast, Secretary; Mary Temme, Chair; and Joyce Racicky, Vice-Chair.

Scholarships Encourage Education and Inspire Dairy Advocacy

Midwest Dairy Nebraska Division has awarded \$5,000 in college scholarships to six high school and college students in 2023. These scholarships will help cover costs for 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.

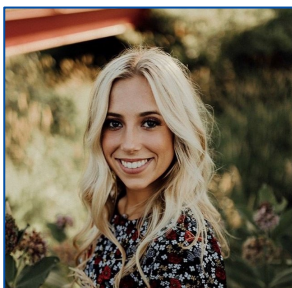
Congratulations to the following 2023 scholarship award recipients:



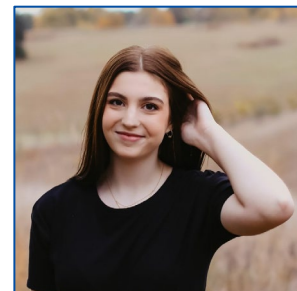
Marta Pulfer, of Wayne, Nebraska was awarded \$1,500 and plans to graduate with her Doctorate of Veterinary Medicine Degree from Texas A&M University in 2024. Marta is the daughter of Kent and Jodi Pulfer.



Allison Engelman, of Diller, Nebraska was awarded \$1,000 and is enrolled at the University of Nebraska-Lincoln majoring in Ag Education. Allison is the daughter of Adam and Brooke Engelman.



Makenna Held, of Leigh, Nebraska was awarded \$1,000 and is at the University of Nebraska-Lincoln majoring in Accounting. Makenna is the daughter of Keal and Heather Held.



Kaitlyn Hanson, of Mead, Nebraska was awarded \$500 and is at the University of Nebraska-Lincoln majoring in Animal Science. Kaitlyn is the daughter of Jay and Jenna Hanson.



Sydney Schildt, of Pleasant Dale, Nebraska was awarded \$500 and is enrolled at Concordia University majoring in Agricultural Science. Sydney is the daughter of James and Brooke Schildt.



Cadence Smaus, of Prague, Nebraska was awarded \$500 and is headed to Northeast Community College to major in Agribusiness and minor in Animal Science. Cadence is the daughter of John and Laurie Smaus.

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, 2023.

Applications and requirements for the 2024 Midwest Dairy Nebraska Division Scholarships will be available December 1, 2023.

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

In its fifth 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 118,043 students from the Midwest Dairy region.



Jodi Cast of JJC Jersey near Beaver Crossing, Nebraska has served as a host for the Adopt A Cow program for the past three years. During the 2022-2023 school year, 8,263 Nebraska students were engaged with the Adopt A Cow program. Since the 2019-2020 school year, there have been 53,649 Nebraska students who have experienced the interactive program.

