



Nebraska Dairy Promotion Highlights July 1, 2015 - June 30, 2016

Midwest Dairy Association implements the Unified Plan for dairy promotion developed by dairy farmers at the national level, as well as a variety of state-specific initiatives. 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 such as social media, working with thought leaders and helping dairy farmers tell their stories assist with building consumer confidence.

Efforts which follow the same priorities but were carried out in unique ways during the last year included the Dairy 3 for Me pledge campaign, which helped to communicate the new Dietary Guidelines for Americans, which recommend three servings of milk, cheese and yogurt daily for a healthy diet. Additionally, Midwest Dairy worked closely with land grant universities in the region in a variety of ways, maintained an aggressive online strategy and pursued research benefiting our product priorities.

The 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.

Fuel Up to Play 60 Continues Efforts Toward a Healthier Nebraska



An enthusiastic group of Nebraska Summit participants showed their spirit.

More than 230 students and program advisors from 49 schools throughout Nebraska were singled out and rewarded for their Fuel Up to Play 60 efforts during the 2015-16 school year at a Rewards Summit in April. They represented schools that reached specific goals such as hosting a kickoff event and implementing healthy eating and physical activity initiatives. Held at the University of Nebraska's Memorial Stadium, the summit included attendance by Governor Pete Ricketts, who not only welcomed students but thanked dairy farmers for supporting nutrition in schools. Cornhusker wide receiver Jordan Westerkamp spoke to the students about how healthy eating and physical activity have helped him succeed in life, and other Husker athletes played some football with the students. Dairy farmer Joyce

Racicky and the Nebraska dairy princesses brought another perspective to the day, sharing their life on a dairy farm.

The Reward Summit was just one of the activities demonstrating success with Fuel Up to Play 60, which has become the nation's premier child health and wellness program. While Midwest Dairy implements the program in Nebraska and its other nine states, Fuel Up to Play 60 is carried out through the partnership between dairy farmers and the National Football League, with support from the U.S. Department of Agriculture.

School Nutrition Conference Includes Dairy Sessions

Midwest Dairy Association participated in three sessions at the Nebraska School Nutrition Association Conference in June. The first, with about 200 attendees, helped raise awareness about the need for sustainability for our planet with a focus on dairy farm practices. Brooke Engelman of Classic Dairy in Jansen and her daughter, Sidney, spoke about dairy farming sustainability, resulting in many questions and compliments from the audience.

A second session was designed to help schools to learn about farm-to-school resources available in Nebraska. Fuel Up to Play 60 and the funding available for equipment through Midwest Dairy and USDA were discussed, as well as the Farm to School tab on *MidwestDairy.com* and the resources it provides, including a request for a dairy farmer to visit the school.



Brooke and Sidney Engelman, right, join Caryn Kusleika of Midwest Dairy for a milk toast.

Dairy Farmers Featured in Outreach to Nutrition, Health Sector

Bringing health professionals to dairy farms and sponsoring dairy farmer and dairy-friendly speakers at meetings helps Midwest Dairy equip them with the knowledge, tools and resources to answer consumer questions about dairy foods and farms.



Registered dietitians check out the milking parlor.

The Nebraska Society of Health and Physical Educators conference included a breakout session to help physical education teachers learn more about Fuel Up to Play 60. Students, advisors and a teacher helped the audience to understand how healthy eating, including dairy, paired with physical activity, can make a difference for students.

Meanwhile, dairy farmer David Crook appeared at two Fuel Up to Play 60 events: a reward day for a school and a training camp where 22 teachers gathered to learn more about activating the program in their schools.

For the third year, Midwest Dairy Council partnered with the Nebraska Beef Council to offer a day-long farm experience for Nebraska dietetic interns. This year's tour started at Butler County Dairy near Rising City, where owner Todd Tuls walked the interns through a day on a dairy farm.

Milk Goes to Families In Need

During September, Hunger Action Month, Midwest Dairy Council partnered with Food Bank for the Heartland, Hunger Free Heartland and the Omaha Hunger Collaborative on a project called Pints to Gallons to benefit the Great American Milk Drive.

Milk remains one of the top five most-requested items by food bank families, yet is rarely donated due to its perishability. The project encouraged donations from schools, churches, businesses and families in pint-size milk bottles to represent gallons of milk.

More than \$10,250 in donations were collected, resulting in roughly 4,100 gallons or 65,600 servings of milk for Omaha families in need. The campaign not only raised donations, but also helped to educate others on the need for a consistent supply of milk in our food banks. All partners plan to keep the conversation going and are planning a similar effort again next September.



Nebraska is Site for Virtual Farm Tour Pilot, Video Shoot



Students watch live as a dairy farmer shows them around the farm.

With an eye toward reaching classrooms who aren't able to visit a farm personally, Midwest Dairy piloted a successful virtual dairy farm tour with two Nebraska dairies and corresponding schools. Using the Internet application Zoom and some iPads, 75 kindergarten students in Lincoln viewed Classic Dairy in Jansen, while 80 fifth-graders in Papillion saw the sites at Prairieland Dairy in Firth. Glimpses of feed, calves, the milking parlor and the free-stall barn were viewed by students and they even rode (virtually) on a cart pulled behind a four-wheeler, exclaiming "wee, wee!" while doing so. Pre-selected students asked the dairy farmers questions by standing in front of the camera in the classroom.

The learnings from the pilot helped to create a Virtual Farm Tour Toolkit now available to dairy farm families across the region, allowing them a new way to reach students with limited access to dairy farms.

During the Central Plains Dairy Expo, Midwest Dairy debuted a video featuring three dairy farm families, including the Temme family from Nebraska. They shared what it means to be able to pass the farm to the next generation. The video is among the tools Midwest Dairy uses online and at events in order to foster consumer confidence.

Fair Displays, Involvement Make Dairy Information Available

Expanded displays in the Raising Nebraska building at the 2015 Nebraska State Fair allowed Midwest Dairy to utilize materials that were originally part of a display at the Omaha Zoo. The organization re-purposed dairy materials to be part of the University of Nebraska - Lincoln Extension ag literacy area, in cooperation with other commodities.

Midwest Dairy continued to sponsor the Milking Parlor, with milking demonstrations five times a day throughout the fair. Nebraska State Fair attendance reached record levels in its sixth year at the new facilities in Grand Island.



Crowds gathered to watch milking demonstrations throughout the fair.

Breakfast Challenge Aims to Serve More Dairy



Students receive their breakfast on the way to class.

Member representatives of the Nebraska Board of Education and School Board Association heard how breakfast is the most important meal of the day during an October event at Meadows Elementary in Ralston. Midwest Dairy highlighted the importance of when and where breakfast is offered to ensuring students have access to participate. The school worked with Midwest Dairy to host a breakfast event to showcase its successful Grab 'n' Go breakfast to the program. Ralston Superintendent Mark Adler outlined how the program has helped to increase district elementary breakfast participation by 86 percent compared to three years ago. Every breakfast served at school includes dairy, and milk, cheese and yogurt are often included on daily school breakfast menus for alternative breakfast programs.

The event also served as the launching pad for the Nebraska Alternative School Breakfast Challenge, which encourages schools to sign up and adopt an alternative breakfast delivery model.

Board Leadership Steers Midwest Dairy Nebraska Division

The Nebraska Division board of Midwest Dairy elected its 2016-17 officers during the annual meeting in March. Elected were:

- Chairman – Lowell Mueller, Hooper;
- Vice Chairman – Joyce Racicky, Mason City; and
- Secretary/Treasurer – Dean Engelman, Jansen.

Mueller is also among the Corporate board's representatives to the national promotion group, United Dairy Industry Association.



From left: Lowell Mueller, Joyce Racicky and Dean Engelman.

Midwest Dairy Reaches Consumers with Dairy Story



Nebraska's Dairy Princess related well to children during Moo at the Zoo.

Through its Producer Service Center, sponsorships and staff support, Midwest Dairy assists the Nebraska dairy farmers and dairy community with telling dairy's story in a variety of ways. For instance, materials and resources are available to assist with on-farm open houses like the one Classic Dairy at Jansen celebrated in 2016, commemorating their 20th year of business with 500 people.

Midwest Dairy continued its tradition of being involved with roughly 30,000 Henry Doorly Zoo visitors for "Moo at the Zoo," where more than 80 dairy farm family members were on hand to answer questions from people. Cows of each dairy breed were on display during the event. What's more, the dairy volunteers encouraged more than 760 people to take the

Dairy 3 for Me pledge, post selfies and learn more about the benefits of dairy in their diets.

Midwest Dairy also continued to contribute to the Alliance for the Future of Agriculture in Nebraska (A-FAN), assuring that dairy is among the industries featured in the group's outreach efforts on behalf of agriculture in Nebraska.

Wellness Corps Involves Husker Athletes

Wellness Corps, a Fuel Up to Play 60-affiliated program carried out by Midwest Dairy, launched at the University of Nebraska. Wellness Corps connects university student athletes with America's youth to inspire them to embrace the importance of healthy eating and physical activity. It's meant to reach the next generation of healthy, fit, and skilled leaders.

As part of the program, collegiate student athletes connect with local elementary and middle schools who are participating in Fuel Up to Play 60. The student athletes serve as health and wellness role models inspiring students throughout the school.

To get started, the University of Nebraska, Lincoln Public Schools and Midwest Dairy Council worked with about 45 student athletes from men's basketball and football, and women's tennis, and track and field. They engaged with six selected schools in Lincoln throughout the spring semester, giving a video introduction of themselves and their team to the schools, and were invited to join their school to eat breakfast and talk about the importance of healthy eating, and help students create an in-class physical activity break video.

