



DAIRY COMMUNITY ACTIVATION

THROUGH FALLIDAYS AND BEYOND

Undenably Dairy, the Innovation Center for U.S. Dairy's campaign to build trust and relevance with consumers, has been embraced by the dairy community as its social responsibility consumer campaign to tell the stories of dairy when it comes to responsible production, locally driven and nutritional benefits, all in fun-ly surprising ways that create real enjoyment for consumers.

As part of the campaign, over the past month, the checkoff, dairy brands, partners, and organizations have answered the call to put dairy farmers front and center and connect with consumers about where their food comes from.



UNDENIABLY DAIRY CAMPAIGN ACTIVATIONS

Since launch, the campaign has served as the rally cry of the dairy community to tell your stories, reignite America's love for dairy and positively impact trust in dairy over time.

- The Conflicted Health Seeker target audience group became Dairy Lovers after seeing content created by the campaign.
- More than 40 percent of people are more likely to trust the dairy industry after listening to sponsored podcasts.
- Purchase intent for alternatives went down by 14 percent after being exposed to the campaign.
- Fallidays has garnered more than 500M+ impressions from the TODAY SHOW and USA Today Snapshots, Mario Lopez, dairy farmer Nate Chittenden's media tour, podcasts, and more.
- More than 20 dairy farmers hit the streets of New York passing out grilled cheese and chocolate milk samples every 11 seconds to connect with consumers face-to-face and share the joy of dairy!

NATIONAL AND LOCAL TEAMS WORKING TOGETHER

Whether in-person or online, States and Regions took National Farmers Day to the next level by bringing the farm to consumers and vice versa!

- 100 percent of States and Regions rallied online through videos and posts during National Farmers Day.
- Business and blogger influencers were treated to farm dinners and tours across the nation, in places like Arizona, New York, Kansas, Ohio, Texas and South Dakota.



FUEL UP TO PLAY 60 AND THE NFL

Educators, NFL Players and NFL organizations took time out of the season to celebrate the farmers behind the dairy foods that fuel youth across the nation.

- More than 350K teachers and students saw National Farmers Day celebrations online through partners like GENYOUth, NFL, Discovery Education and the Fuel Up to Play 60 program.
- Nine NFL players reached more than 1M fans with their social media support of dairy farmers across the U.S.
- A 30-second Sirius/XM radio spot sponsored by the NFL celebrating the partnership ran across stations on National Farmers Day.



GLOBAL INNOVATION PARTNERSHIPS

New and long-time partners answered the call with customized promotions selling more cheese and creating farm-to-table content to build trust with their consumers.

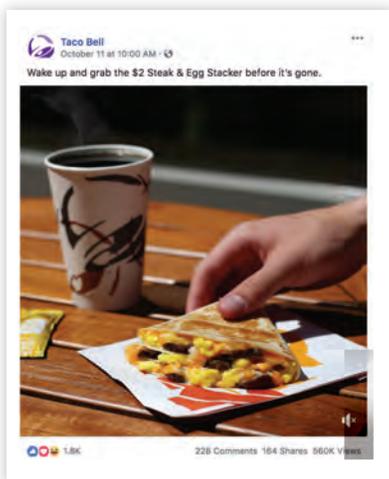
Pizza Hut

- Pizza Hut dairy farmer tribute video generated 100M+ impressions and continues to live on the Pizza Hut homepage, which reaches 40M visitors a month.
- The Undeniably Dairy logo has been added to Pizza Hut boxes, which are delivered to millions each week.



Taco Bell

- Company has adjusted fall marketing plans to increase promotion of items with more cheese, including their 12-Taco Party Packs, the Steak & Egg Stacker, and the Double Cheesy Gordita Crunch Box.
- National Farmers Day celebrations with 700+ employees included dairy stations on each floor and information about America's Dairy Farmers along with a blurb in the employee newsletter.



McDonald's

- Plans continue to promote McCafe beverages throughout the fall. Fun fact: 90% of McCafe beverages include dairy!
- Dairy farmers will be featured on McDonald's website to tell the story behind their quality ingredients like cheese and milk.



Peapod/fairlife

- The first of its kind e-commerce promotion between Peapod and fairlife has reached 125K people with dairy's story and opportunities to purchase dairy products.
- Surround sound support has come from DMI relationships, including Go Bold with Butter, Fair Oaks Farms, and the Academy of Nutrition and Dietetics.



Domino's

- More than 3,000 Domino's franchises are airing cow facts and a "Thank You" to dairy farmers via video across the nation.
- Company will continue to offer specially packaged meal deals to help sell more cheese and more pizza.



National Farmers Day Social Support

- McDonald's, Pizza Hut and Domino's celebrated National Farmers Day on social media with a combined 36M followers.
- Darigold, fairlife, Shamrock and others added their voices to National Farmers Day showcasing community commitment.



THOUGHT LEADERS AND ADVOCATES

Reputational, health and wellness and social media thought leaders and advocates took to their channels to help change the way consumers think about dairy and the farmers behind it.

- Dietitians, retail dietitians, school nutrition experts, research partners, fitness professionals, anti-hunger experts and more rallied their followings around farmers with social media posts reaching more than 300,000 people.
- Thousands of Health and Wellness thought leaders flocked to the National Dairy Council Food and Nutrition Conference & Expo Booth to show their support of dairy farmers and the nutritious foods they produce.
- Inmar's network of cultural influencers activated around dairy's story and the Peapod and fairlife partnership through blogs and social media posts.
- Hard work, family legacy and farmer values were celebrated in Richard Edelman's influential 6 a.m. blog on National Farmers Day.



UNDENIABLY DAIRY COMMUNITY PARTICIPATION

The positive swell of dairy organizations participating continues to grow online and in-person, helping amplify farmer stories and build affinity for the people and practices behind dairy.

- 300+ Dairy Community brands and organizations rallied to bring attention to dairy.
- 100+ Organizations showcased their love of farmers and dairy on National Farmers Day online.
- 20,000+ Social media posts used #UndeniablyDairy to rally around dairy stories and community impact.



An Undeniably Dairy study found three-quarters of Americans would be open to someone's point of view after sharing a meal. The connecting power of food was on display when we brought food influencers and dairy farmers together to share a meal in Kansas City. Special thanks to Affine, E.J's Urban Eatery and Novel Restaurant for the incredible menu and to @Missouri Wines for donating the wine.