

# CHECKOFF UPDATE

*BUILDING TRUST AND DEMAND IN DAIRY*



## 01 | DAIRY'S ENVIRONMENTAL SUSTAINABILITY GOALS

On National Farmers Day, the Innovation Center for U.S. Dairy, founded by the dairy checkoff, proudly announced its 2050 Environmental Stewardship Goals of achieving carbon neutrality, optimizing water usage and improving water quality.

This announcement is part of a multi-faceted campaign to showcase dairy's commitment to environmental stewardship, which will ultimately grow demand and trust for dairy today and in the future.

### WHY ENVIRONMENTAL SUSTAINABILITY GOALS?

The 2050 Goals build on dairy farmers' long-standing commitment to the planet while addressing consumers' questions. Sustainability is an increasing expectation and determining factor in purchasing decisions — 85% of today's consumers expect companies to invest in sustainability in the coming year, and 88% would like brands to help them be more environmentally friendly and ethical in their daily lives. In 2019, more than half of consumers purchased sustainable products because they are better for the environment, a 19% increase since 2017.

### HOW DO WE ACHIEVE THE 2050 GOALS?

The Net Zero Initiative (NZI) is an industry-wide effort that will play a key role on U.S. dairy's sustainability journey. NZI is a collective effort that includes farmers, co-ops and staff from national and local dairy checkoff programs, the Innovation Center for U.S. Dairy, National Milk Producers Federation, Newtrient, U.S. Dairy Export Council and International Dairy Foods Association.

Many of the practices and technologies needed to reach the industry's goals largely exist, but require further development and overall greater accessibility across farms of all sizes. Through foundational research, on-farm pilots and development of new product markets, NZI is breaking down barriers to make technology and best practices more accessible and affordable to farms of all sizes and geographies.

NZI is NOT about every individual farm achieving net zero status and it is not a mandatory program. Dairy farmers aren't in this alone. The 2050 Goals and NZI are collective U.S. dairy community efforts, including co-ops, processors and dairy brands.

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## 02 | NEW DAIRY VIDEOS AND CURRICULUM FOR EDUCATORS

ADA Mideast leveraged National Farmers Day to debut new videos and promote educational materials about how dairy foods are responsibly produced. New videos include *A Virtual Dairy Farm Tour*, which takes viewers on a tour of Cold Run Jerseys with Ohio dairy farmer Tara Herron, and *Modern Technology: Focusing on Cow Comfort*, which shares how farmers use modern technology to care for their cows. Both videos can be viewed at Drink-Milk.com.

To maximize the use of these videos, ADA Mideast created corresponding educational curriculum, which aligns to core standards for grades 5-8, to build trust for dairy among youth. The curriculum includes a teacher guide, resources and student worksheets on sustainability, cow care, milk safety and technology.

## 03 | SUBWAY PARTNERS WITH FUEL UP TO PLAY 60 PROGRAM

Subway's 21,000 sandwich shops nationwide are supporting two impressive promotions with Fuel Up to Play 60 (FUTP60):

**SUBWAY CARES:** From now thru November 30, customers will be asked to join Subway, America's dairy farmers and the NFL by rounding up their purchase to the nearest dollar to support FUTP60 grants for local schools to continue providing school meals during the pandemic.

### 60-CENT SUBS WITH FUTP60:

Every Sunday for the rest of the year, students K-12 can bring their completed FUTP60 "Healthy Habits Tracker" to any Subway store to get a 6-inch sub for 60 cents - which they can top with cheese and pair with milk. The tracker lives on the FUTP60 Student Zone App and the FUTP60 Homeroom.

ADA Mideast is promoting both efforts through social media and digital newsletters.



## 04 | AMAZON PARTNERSHIP

Your dairy checkoff program has a working relationship with Amazon, the top eCommerce player, through their AmazonFresh grocery delivery service. Amazon views checkoff as the voice of dairy, as we share our consumer research knowledge and help new members of the Amazon Fresh team understand dairy.

In addition to sharing insights, we've also helped them make changes to their platform. For example, we encouraged them to add a flavored milk navigation box to their platform — something that many grocery stores normally have, but they were missing. The AmazonFresh team quickly implemented our suggestion and it's still in place today.

## 05 | CHECKOFF WORKS WITH GEN Z INFLUENCERS

Your dairy checkoff program is engaging youth on a topic they are passionate about: sustainability. In a new pilot project, DMI is connecting with Generation Z (approximately 15- to 20-year-olds) by meeting them where they already are – in the “gaming” world. DMI is working with four influential “gamers,” who collectively reach more than 100 million consumers, to share dairy’s sustainability story through the video game series Minecraft.



### WHAT IS GAMING AND WHY IS IT IMPORTANT TO GEN Z?

Gaming is playing electronic games or video games on consoles like X-box, Playstation, personal computer or your phone. Gaming is the #1 quarantine hobby of young consumers, ahead of arts and crafts, cooking or baking.

Nearly 90% of Gen Z classify themselves as gamers, versus 59% of the general population, and they are drawn to it for the social component. Gamers are considered more than just people who actively play digital games. They include those who watch streaming content about games, tutorials on how to play games or challenges created within games by gaming influencers and other players

### HOW WILL IT WORK?

Checkoff staff will take the influential gamers on virtual farm visits to real U.S. dairy farms. After that, they’ll share what they learned and build a virtual dairy farm in Minecraft. Once the gamers post their content, DMI will measure awareness and engagement numbers, as well as track trust perception against a baseline.

This pilot effort is an opportunity to explore ways to reach future consumers who are deeply engaged on issues related to sustainable food systems but lack good information on the dairy industry. By providing Gen Z with the information they’re seeking through venues they trust, we believe we can build their trust in dairy, preserve farmers freedom to operate using proven technologies and practices, and drive sales of dairy products, now and in the future.



## 06 | NEW FUEL UP TO PLAY 60 HOMEROOM

To reach students in a virtual world, Fuel Up to Play 60 has created the new FUTP60 Homeroom – a digital resource that is easily accessible to educators, students and parents. The site features fun videos and activities to help students discover things that matter to them, like ways to stay healthy, be active and make the planet a greener place. The content featured in the Homeroom is refreshed every Thursday and promoted through social media.

ADA Mideast created a new animation with FUTP60 Ambassador Joel Bitonio, offensive guard for the Cleveland Browns, which was recently featured in the Homeroom alongside ADA Mideast’s animation with Cincinnati Bengals tight end CJ Uzomah. Both videos encourage students to choose healthy foods, like dairy, and be active every day. These videos can also be viewed on Drink-Milk.com.