



DAIRY 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 120 million consumers, to share dairy’s sustainability story through the video game series Minecraft.



WHAT IS GAMING & 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 took the influential gamers on virtual farm visits to real U.S. dairy farms. After that, they built a virtual dairy farm in Minecraft to share what they learned. DMI is measuring awareness and engagement numbers, as well as tracking trust perception against a baseline. So far, this promotion has generated 1.177 million views on various social media platforms and Gen Z’s engagement with the dairy industry’s sustainability story looks promising.

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.

