

# DAIRY PROMOTION

# CHECKOFF UPDATE

*BUILDING TRUST AND DEMAND IN DAIRY*



## 01 | BUILT WITH CHOCOLATE MILK PARTNERSHIPS

ADA MidEast's partnerships with the Ohio High School Athletic Association and the West Virginia Secondary School Activities Commission remind student athletes that greatness is Built with Chocolate Milk, the official beverage of high school sports. And although sports looked a little different this fall, chocolate milk was still front and center!

### OHIO HIGH SCHOOL ATHLETIC ASSOCIATION

Chocolate milk continued to be provided to student athletes at select OHSAA events, and for the first time ever, a Built with Chocolate Milk ad was featured on mobile game tickets, which were distributed to more than 565,000 people. On-site announcements and signage, including banners and video board messages, promoted chocolate milk to those in attendance.

However, recognizing that in-person attendance at the championship events would be lower, ADA MidEast

worked with OHSAA to find alternative ways to reach fans with positive chocolate milk messages. For example, Built with Chocolate Milk ads were featured on Spectrum TV's broadcast of the OHSAA state football championship and playoff games, which were watched by 246,000 households, reaching an estimated 600,000+ people. The games were also available via streaming services and pay-per-view, reaching thousands more.

### WEST VIRGINIA SECONDARY SCHOOLS ACTIVITIES COMMISSION

ADA MidEast took a similar approach in West Virginia since the WVSSAC high school state football tournament was canceled. In lieu of in-person events, Built with Chocolate Milk TV and radio ads are airing on MetroNews, the #1 source for news and information in West Virginia. The ads are being featured during sports-centric programming and on their website.

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 American  
Dairy  
Association  
MIDEAST

 **DMG** DAIRY MANAGEMENT INC.

## 02 | SERVING DAIRY IN SCHOOLS

Your dairy checkoff is helping to ensure millions of kids who depend on the federal school meal program get the food they need. This is critical not only for the health of our children, but to also maintain the 7% of fluid milk volume that flows through the K-12 school channel.

In Ohio and West Virginia, ADA Mideast assists schools with custom cooler bags to help them serve milk, yogurt parfaits and smoothies, milk-based lattes and more outside the cafeteria. For example, Youngstown City Schools uses these bags at their eight meal distribution sites to provide their 5,200 students with a weekly meal box containing a gallon of white milk, a half gallon of chocolate milk and seven breakfasts and lunches.

In the last 3 months, ADA Mideast provided 750 bags to 165 schools in 25 districts, impacting more than 78,000 students.



## 03 | MEDIA TOUR HIGHLIGHTS DAIRY

ADA Mideast recognizes that many parents are juggling more responsibilities than ever before amid the COVID-19 pandemic.

To help families stay on track nutritionally, your dairy checkoff launched a virtual media tour with popular Cincinnati-based registered dietitian Lisa Andrews to highlight how dairy improves overall wellness and inspire parents to incorporate dairy into their daily routines.

Andrews emphasized dairy's nutritional benefits, including being a good source of protein and energy, and shared recipes that are healthy and affordable, as well as quick and easy.

The media tour consisted of virtual TV interviews, radio broadcasts and articles generating 43 stories and reached an audience of more than 2.1 million people.



## 04 | NEW VIDEO SHARES SUSTAINABILITY STORY

To help introduce U.S. dairy's 2050 environmental sustainability goals to Ohio and West Virginia consumers, ADA Mideast created a new video titled *Sustainability - It Matters to All of Us*.

The video explains dairy farmers' ongoing commitment to environmental stewardship and lays the groundwork for future stories about sustainability. It is being promoted online and via social media with an anticipated reach of more than 3.1 million consumers.

## 05 | CREATING ADVOCATES FOR DAIRY FOODS & FARMING

To reinforce dairy's role in a balanced diet, ADA Mideast works with those who influence and inform others about healthy eating, like registered dietitians, school nutrition directors, pediatricians and school nurses.

Although many meetings and events were canceled this year due to the pandemic, ADA Mideast staff pivoted by attending or hosting virtual speaking engagements, meetings and other events when possible to ensure nutrition leaders continue to receive current dairy nutrition science.

### PRESENTATIONS & FARM TOURS

ADA Mideast staff virtually attended or presented at more than 50 meetings this year, reaching more than 2,500 health professionals with messages about dairy's health benefits.

This year, ADA Mideast also hosted 10 virtual and in-person dairy farm tours, giving more than 150 dietetic interns and health professionals an in-depth look at on-farm practices and a better understanding of milk's journey from "farm to fridge."

### HEALTH PROFESSIONAL TRAININGS

Recently, ADA Mideast collaborated with the West Virginia Academy of Nutrition and Dietetics to host a virtual communications training for more than 50 health professionals. Attendees learned effective strategies to take their communication skills to the next level and better reach their target audiences. The training used dairy-friendly messages and highlighted ADA Mideast resources to incorporate into their future presentations.



## 06 | PROMOTING OHIO CHEESE

To encourage consumers to send Ohio-made cheese to friends and family this holiday season, ADA Mideast created two new blog posts: *Give the Gift of Ohio Cheese* and *Where to Buy Ohio Cheese for the Holidays*. The blogs are part of an ADA Mideast online campaign featuring Ohio cheesemakers that have online ordering systems with the capability to ship cheese across the country, as well as local cheesemakers with storefronts that offer carryout orders.

The campaign is being promoted through targeted advertising on Facebook, Twitter, Instagram and Pinterest, as well online through Google Adwords. It is also being promoted by our partners the Cincinnati Bengals and Cleveland Browns, and in our monthly consumer and health professional e-newsletters.

Since the campaign launched at Thanksgiving, the *Give the Gift of Ohio Cheese* blog post has received 14,000 page views and has been one of the most-visited pages on Drink-Milk.com. Social media ads promoting the blog post and encouraging consumers to buy gifts from Ohio cheesemakers have received more than 400,000 impressions.