

DAIRY PROMOTION

CHECKOFF UPDATE

BUILDING TRUST AND DEMAND IN DAIRY



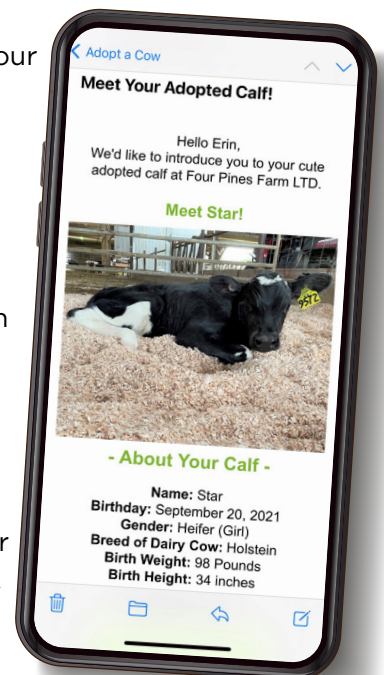
01 | ADOPT A COW PROGRAM FOR SCHOOLS

More than 28,000 teachers nationwide have signed up for the Adopt a Cow Program to virtually adopt a dairy calf for their classroom! The free program, which will impact more than 55,000 Ohio and West Virginia students, is a year-long, interactive learning opportunity that gives students an inside look at a local dairy farm.

Each classroom that enrolled in the Adopt a Cow Program has been paired with a calf from a dairy farm. Teachers and students will receive photos, video updates and activity sheets throughout the school year that allow them to watch their calf grow. Through immersive, hands-on learning activities and free curriculum, students will gain a deeper understanding of the dairy community and where their food comes from. Several of the lessons in the curriculum follow Common CORE standards in Math, Reading and Science.

The Adopt a Cow Program also offers live virtual chats and farm tours. These chats allow students to talk directly with a dairy farmer, meet their calves, tour the farm and ask questions about milk production.

This program is made available to Ohio and West Virginia schools by the American Dairy Association Mideast in partnership with the Center for Dairy Excellence Foundation of Pennsylvania. Special thanks to Four Pines Farm LTD of Sugarcreek, Ohio for being our region's Adopt A Cow Program host farm.



American Dairy Association Mideast

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OCTOBER 2021

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DMI DAIRY MANAGEMENT INC.™



02 | O'BRIEN NAMED CEO OF DAIRY MANAGEMENT, INC.

Barbara O'Brien has been unanimously approved by the DMI Board of Directors and accepted the role as the next CEO of DMI. O'Brien was previously the President of DMI and CEO of the Innovation Center for U.S. Dairy, and succeeds Tom Gallagher who has decided to conclude his 30-year tenure as CEO to devote more time to teaching and other opportunities.

With more than two decades of experience providing steady leadership and results for dairy farmers and the dairy industry, Barb is perfectly suited for this new challenge. Barb will build on Tom's strong legacy and refine strategies to support domestic and global growth, drive greater efficiencies and increase positive consumer perception around dairy and dairy farming. Barb will also continue to develop the strong bench of next generation leaders throughout the checkoff organizations so that we are poised for long-term success.

03 | PARTNERSHIP WITH KROGER HIGHLIGHTS DAIRY

This September, ADA Mideast, along with four other regional dairy checkoff programs, partnered with Kroger Little Clinics to encourage families to choose dairy foods every day. The collaboration included the creation of a dairy-centric lifestyle guide, social media promotions and an in-depth dairy science presentation for Kroger dietitians.

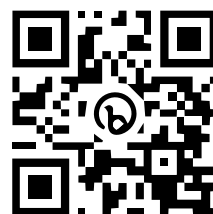
HIGHLIGHTING DAIRY

The "Eat Better, Eat Together With Real Dairy" lifestyle guide was

made available during Family Meals Month in 200 Kroger Little Clinics across the country. The free guide highlights dairy recipes, tips to get the family involved in the kitchen, nutrition information, dairy farming facts and much more. It was promoted weekly on Kroger's social media platforms and continues to be available on their website. Recipes shared in the guide were also featured in an Instagram Live cooking demonstration. Scan the QR code to the right to download a copy!

EDUCATING DIETITIANS

The partnership also included a day of learning for Kroger's registered dietitians. A dairy presentation catered to their questions on dairy nutrition, research, production, sustainability and more. The information was received with rave reviews and was even recorded to reference in the future and share with new hires.



04 | NEW ANIMATION ABOUT LACTOSE INTOLERANCE

ADA Mideast recently released a new animation titled "What is Lactose Intolerance?" to help people learn the signs and symptoms of this food sensitivity. The video highlights ways to continue enjoying the great taste and health benefits of real dairy foods – because being lactose intolerant doesn't mean you have to give up all dairy! For tips on managing lactose intolerance and lactose-free recipes visit Drink-Milk.com.

05 | NEW CAMPAIGN FOCUSES ON REACHING GEN Z

The dairy checkoff is launching a new wave of the Undeniably Dairy campaign to create deeper connections between Gen Z and dairy and give them new reasons to choose it over other products.

RESET YOURSELF WITH DAIRY CAMPAIGN

“Reset Yourself with Dairy” is a youth-centric evolution of the checkoff’s consumer campaign and will use a variety of media channels and marketing strategies, including gaming, social media influencers and digital content, to engage with Gen Z to grow sales and trust of dairy. The effort launched mid-October.

The strategy centers on four aspects of dairy’s wellness benefits that checkoff-led consumer research found resonates and drives purchase decisions with Gen Z (ages 10 to 24). These territories are immunity, calm, energy and digestive health and can meet this generation’s changing perceptions and behaviors for what they believe foods and beverages should deliver.

Dairy’s role in offering these wellness benefits will be featured on a variety of media channels. A broad approach is critical as Gen Z tends to jump from one channel to the next instead of consistently remaining in one place.

HOW ARE WE REACHING GEN Z?

Dairy content will appear on Spotify, where Gen Z heads for music and podcasts, as well as across YouTube and Google video searches and via television streaming providers including Hulu, Roku and Vevo.

There will be continued outreach to the gaming community where the checkoff will work with Twitch, which has about 15 million users daily. The content will be available on TikTok, Instagram and Snapchat and the checkoff will work with social media influencers, who Gen Z finds to be authentic. The effort also includes a partnership with Kroger Digital and Instacart for content to appear in their retail apps and mobile sites.

In addition to these virtual strategies, the campaign will have activations on about 400 college campuses, including on TV screens in recreation centers and cafeterias.



06 | TASTE & VOTE KITS ADDING MORE DAIRY TO MENUS

To help get more dairy on school cafeteria menus, the dairy checkoff program creates dairy-friendly, kid-approved recipes that meet school meal requirements and can be made in school kitchens.

Four new recipes (Pancake Parfait, Chicken Alfredo Pizza, Pizza Pizzazz Shaker and Caprese Chicken Wrap) created by ADA Mideast now reside on the Institute of Child Nutrition recipe and resource database and are available to all schools nationwide. This is an exciting accomplishment and gives high credibility to the new recipes!

These recipes and more are being promoted in ADA Mideast’s Taste & Vote Kits, which include downloadable recipe cards, posters and student evaluation cards. Schools are encouraged to use these materials and recipes to host tasting events as a way to add potential new items to their menus.