

DAIRY PROMOTION



DAI DAIRY MANAGEMENT INC.™

CHECKOFF UPDATE

BUILDING TRUST AND DEMAND IN DAIRY



01 | PROMOTING OHIO CHEESE TO CONSUMERS

To encourage consumers to purchase Ohio-made cheese for their holiday entertaining and gift giving, the American Dairy Association Mideast is once again promoting its pop-up website, ShopOhioCheese.com. The website, which debuted last holiday season, features a curated list of Ohio cheeses from all over the state, making it easy for shoppers to browse and make purchases.

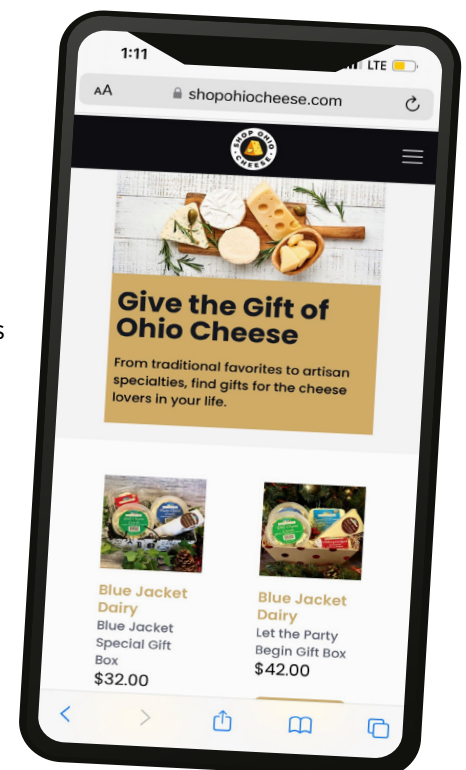
Last season, the website garnered 26,000 page views in just 6 weeks, and participating cheesemakers confirmed they saw traffic to their websites thanks to the promotion.

HOW DOES SHOPOHIOCHEESE.COM WORK?

ADA Mideast invited Ohio cheesemakers with online ordering capability to participate in the promotion and provide three holiday best sellers, gift boxes and gift baskets to feature. Their items are listed on ShopOhioCheese.com and when clicked on, users are directed to that product on the cheesemaker's website to buy. Fulfillment and shipping are handled by the individual cheesemakers.

ADA Mideast is promoting ShopOhioCheese.com with a targeted online advertising campaign, search marketing and social media during the holiday season. Last holiday season these marketing tactics created some great awareness for Ohio cheese, resulting in more than 5 million impressions!

A link to a complete list of Ohio cheesemakers, including those without online ordering capabilities, can be found at the bottom of the website.



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**MAKING
EVERY
DROP
COUNT**



02 | YOGURT-BASED SMOOTHIES ARE MOVING MORE DAIRY

Smoothies are a hot trend among kids. In fact, fruit smoothies are more popular than energy drinks, flavored water, juices and soft drinks with Gen Z consumers. To capitalize on this, your dairy checkoff is promoting yogurt-based smoothies to schools and students.

On behalf of Ohio and West Virginia's dairy farmers, ADA Mideast has awarded grants to purchase smoothie equipment to 218 schools from 85 districts (since the 2022-23 school year). These grants help Ohio and West Virginia schools serve yogurt-based smoothies as part of their school breakfast and lunch. To further assist schools, ADA Mideast developed large-batch smoothie recipes meeting all USDA guidelines and meal pattern requirements and provides training to grant schools in the use of equipment and preparation of yogurt-based smoothies.



MEASURING SUCCESS

Schools that received the grants in 2022 reported that their **yogurt consumption nearly doubled** since adding smoothies to their menus. These 94 schools are collectively using **nearly 5 tons more yogurt each month**, and 18 of the 94 schools were new to using yogurt! ADA Mideast will continue to measure the impact of our grants on dairy consumption in the 2023-24 school year.

In 2022, Dairy Management Inc. (DMI) partnered with General Mills and Chartwell K12 for a national pilot to add smoothies to cafeteria menus in 130 schools in 15 states – including 5 Ohio schools. Results showed increased milk and yogurt consumption and prompted Chartwells to expand the number of schools that offer smoothies.



SCAN TO WATCH >>



SCAN TO WATCH >>



SCAN TO WATCH >>



03 | NEW VIDEOS FEATURING OHIO DAIRY FARMERS

Educating consumers about dairy farmers' environmental and animal stewardship practices continues to be a priority for your dairy checkoff program. This year, ADA Mideast filmed at three Ohio dairy farms to create new videos and social media content to share with consumers. Be sure to follow us on TikTok, Instagram and Facebook to see our latest videos, or find them on Drink-Milk.com!

The video “**Meet the Dotterers**” features RMD Dairy in Rittman and shares how the Dotterers have embraced modern technology to produce wholesome milk and care for their cows.

Trent Stoller of GreenTop Acres in Haviland shares how he is using the innovative nutrient management technology 360 RAIN to protect the environment in the video “**New Technology: Advancing Sustainability.**”

“**Modern Dairy Farming: Caring for Cows**” is a video featuring Frank Burkett of ClarDale Farms in Canal Fulton that offers viewers an inside look at how cows and calves are cared for on farms.



04 | DAIRY AND BABY'S BRAIN DEVELOPMENT

This September, ADA Mideast presented a webinar, "Nutrition Through the First 1,000 Days," to educate health professionals on the role dairy foods play in supporting a healthy pregnancy, particularly related to its cognitive bundle of nutrients.

Nearly 500 registered dietitians, physicians, nurses, professors and other wellness experts registered for the hour-long webinar. Attendees heard from pediatrician Elizabeth Zmuda, DO, FAAP, FACOP and registered dietitian Megan Maisano, MS, RDN. Zmuda is the Director of Medical Education at OhioHealth and serves as a National Dairy Council (NDC) Ambassador. Maisano is NDC's Director of Nutrition and Regulatory Affairs.

Together they discussed the importance of nutrition from pregnancy to a child's second birthday, dove deep into the role of maternal iodine in cognitive development and translated the information into nutrition guidance for clients and patients.

WHY THE DEEP DIVE ON IODINE?

Milk, cheese and yogurt are high-quality sources of iodine. The World Health Organization identified iodine deficiency as the most preventable cause of intellectual disability in the world. A study funded by NDC found pregnant women consuming the equivalent of two to three servings a day of dairy foods had indicators of better iodine consumption.

ADA Mideast worked with other state and regional dairy checkoff programs to promote the webinar to their networks of health professionals.

05 | MAYO CLINIC COLLABORATION IS EDUCATING ON DAIRY

For more than 100 years, dairy farmers have funded credible, quality dairy science through the National Dairy Council (NDC). Checkoff's role is to educate and inform the public, thought leaders and consumers of those health benefits—which takes time, repetition and is sometimes hard to see in action.

As a result of checkoff's work in this space, NDC, DMI and the Innovation Center for U.S. Dairy are in the midst of a five-year collaboration with the Mayo Clinic creating nutrition and health education content.



Recently, NDC sponsored a webinar on healthy aging with the Mayo Clinic Diet, which was hosted by Mayo Clinic's lead dietitian Tara Schmidt. More than 1,100 people attended the webinar, submitting over 200 questions!

Dairy foods were spotlighted as part of overall healthy eating plans and dairy was specifically highlighted for its nutrients related to bone and muscle health. Attendees also heard fact-based information on lactose intolerance, including the various lactose-free dairy options available and the lactase enzyme that is available to aid digestion.

Looking ahead, your dairy checkoff is collaborating with the Mayo Clinic on another webinar, two podcasts and multiple nutrition and wellness articles that will include dairy.