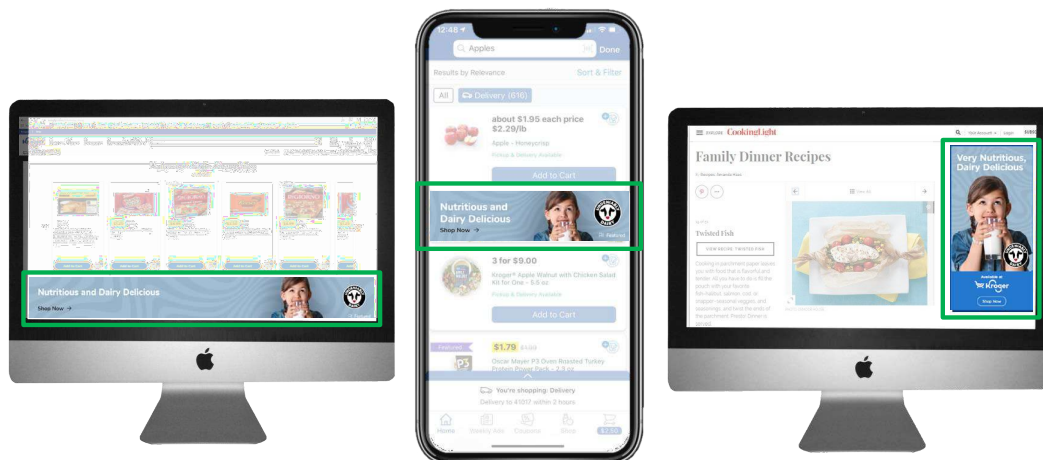


DAIRY PROMOTION

CHECKOFF UPDATE

BUILDING TRUST AND DEMAND IN DAIRY



01 | KROGER PROMOTION DRIVES MILK SALES

ADA Mideast recently executed a successful e-commerce promotion with Kroger in the Columbus and Cincinnati marketing areas to encourage milk sales.

MILK ADVERTISING

During the 4-week promotional period, Kroger shoppers - including those who had lapsed in purchasing milk and those who purchased milk alternatives - saw ads on Kroger.com, as well as online when browsing other websites. **The ads resulted in \$4.9 million in real milk sales, with a return on ad spend of \$30.70 for every \$1 invested, exceeding the average for this category.** In addition, 1,243 new households were inspired to purchase dairy milk as a direct result of the campaign!

LACTOSE-FREE MILK ADVERTISING

A different ad targeted lactose-free milk shoppers, including those who also purchased milk alternatives. **These ads resulted in \$802,500 in lactose-free dairy milk sales!** The return on ad spend was \$5.70 for every \$1 invested - twice as much as the average for this category.

Combined the ads created awareness for dairy milk, generating more than 10.2 million impressions

Lose the Lactose,
Not the Taste



Available at



Shop Now

American Dairy Association Mideast
2800 Corporate Exchange Dr #260
Columbus, Ohio 43231

March 2024

CHECKOFF UPDATE



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**MAKING
EVERY
DROP
COUNT**





02 | NEWS STORIES TOUT MILK AS AN IMPORTANT SOURCE OF IODINE

An 8-ounce glass of milk provides 60% of the recommended daily serving of iodine, a nutrient that is critical during the first 1,000 days of life – from conception through age 2. The World Health Organization identified iodine deficiency as the most preventable cause of intellectual disability in the world. The need for iodine increases by more than 50% during pregnancy and breastfeeding, and many people of child-bearing age may already be iodine deficient before they even become pregnant.

To highlight that dairy foods are high quality sources of iodine, ADA Mideast pitched a story to reporters and created multi-media elements for their use. Two Ohio experts, pediatrician Elizabeth Zmuda and registered dietitian Megan Maisano, were featured as media spokespeople.

TV and online coverage resulted in 28 placements, reaching an audience of 5.6 million! ADA Mideast will continue to promote this topic in 2024.

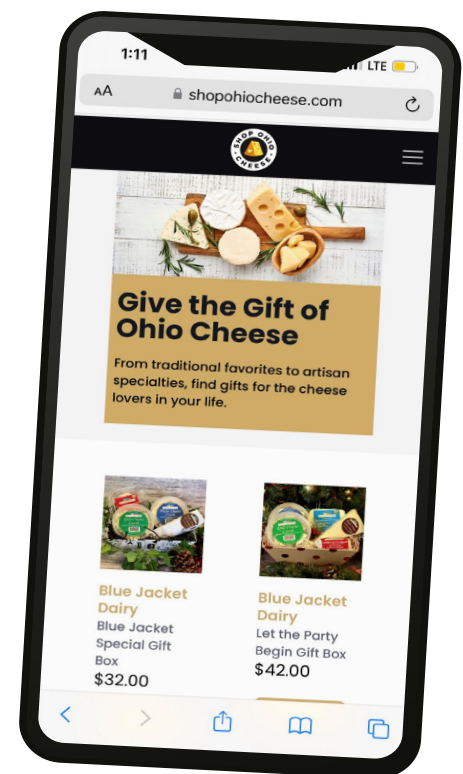
03 | OHIO CHEESE CAMPAIGN PERFORMED WELL

To inspire consumers to purchase Ohio-made cheese for their holiday entertaining and gift giving, ADA Mideast promoted ShopOhioCheese.com, which featured some of Ohio cheesemakers who have online ordering capability, making it easy for shoppers to browse and make purchases.

Outperforming last year, the website garnered 38,000 page views from 29,000 users in just 6 weeks – and 1,800 of these users made repeat visits to the website. Several participating cheesemakers confirmed they saw increased traffic to their websites and received direct sales thanks to the promotion.

ADA Mideast also supported the campaign with online ads, resulting in 4.5 million impressions and creating some great awareness for Ohio cheese! In addition to these ads, sponsored articles were placed in several food & lifestyle online publications like Cincinnati Magazine, 614Now and Cleveland Scene.

Until the next promotion, the featured items on the website have been replaced with participating cheesemakers' logos and website links so that consumers can still find Ohio cheeses when they visit the site.



STAY CONNECTED! EMAIL INFO@DRINK-MILK.COM TO GET OUR MONTHLY E-NEWSLETTER

04 | CHECKOFF LEADERSHIP ELECTED FOR 2024

The American Dairy Association Mideast Board of Directors recently elected their 2024 officers during their annual re-organization meeting. The Board provides accountability to the dairy farmers they represent, sets policy, approves program direction and establishes budgets.



Greg Conrad, Chair
New Holland, OH



Bill Besancon, Vice Chair
Wooster, OH



Lois Douglass, Secretary
Marshallville, OH



Joe Miley, Treasurer
West Salem, OH

Greg Conrad and Bill Besancon of Wooster, OH were re-elected to represent ADA Mideast on the United Dairy Industry Association board. Lois Douglass will continue to serve on the National Dairy Promotion and Research Board per her USDA appointment. Conrad, Besancon and Douglass also serve on the Dairy Management Inc. board.

05 | LACTOSE-FREE MILK OPTIONS INCREASE MILK CONSUMPTION AMONG STUDENTS

ADA Mideast and Dairy Management Inc. are working with Cincinnati Public Schools and Diversified Foods to study how offering lactose-free shelf stable milk, in both white and chocolate, impacts the acceptance and consumption of milk at school.

PILOT PROGRAM RESULTS

During the first 15-weeks of the pilot program, shelf stable lactose-free milk was introduced in 14 schools, including elementary and high school, alongside existing milks and soy beverage. In all testing scenarios, consumption and meal participation was significantly higher when lactose-free milk was offered!

80% of younger students surveyed indicated they “liked” or “loved” the chocolate lactose-free milk, and nearly half of all students trying the lactose-free chocolate milk indicated they would drink more milk if it was available. Preliminary pilot results suggest availability of chocolate lactose-free milk fills a need for students with real or perceived lactose intolerance.

NEXT STEPS

The pilot was so successful that it will be expanded to 11 more high schools and continue through the end of the school year. Once complete, a business case will be developed and shared with other schools for broader implementation.