An Overview of Dairy Promotion in Michigan

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United Dairy Industry of Michigan
Agenda

Who Are We?
National Partnerships
School Nutrition Programs
Retail Promotions
Consumer Confidence
Who Are We?
Who We Are

How are we funded?
15 cents/cwt
NATIONAL PARTNERSHIPS
DISCOVER THE POWER OF OATS AND MILK TOGETHER

Are you ready for an even better start to your day? Just add milk! When oats and dairy are eaten together, these nutrient rich partners go a long way in ensuring a nutritious start to the day. Plus, they're absolutely delicious together. So go ahead and make it with milk.

Learn more about oats & dairy
McDonald's

An excellent source of happiness.

Fat Free Chocolate Milk Jug
Chocolate fat free milk that delivers Calcium and Vitamin D.
SCHOOL NUTRITION PROGRAMS
FUTP 60 Michigan Students are Making Positive Changes
Nutrition Education Materials

Dairy Protein Power

Milk, Cheese, & Yogurt = High Quality Protein

Nature's Sports Drink
Made up of over 85% water, plus carbohydrates, protein, and 8 other essential nutrients, you can recover and rehydrate with milk.

Power Your Day
Breakfast is the most important meal of the day because you need to refuel your body after a night of sleep. Adding dairy to your breakfast, which is typically lower in protein than other meals, can help you optimize the benefits of high quality protein.

Naturally Sweet
Like fructose in fruit, lactose in milk’s natural sugar. Combine it with casein and whey, the proteins in milk, and you have a tasty powerhouse beverage.

Milk is Local
Most milk goes from farm to table in just 3 days, making it a fresh and wholesome source of high quality protein.

Today’s Lesson: Healthy Students are Better Students
Healthy Eating & Physical Activity = Improved Academic Performance

Cheesy Witch Brooms
Ingredients:
- Shredded cheese (Monterey or Mozzarella)

Directions:
1. Cut off the “head” of the witch with a knife or scissors. Cut the bottom portion of the witch in half and then cut up the sides of the “arm” of the witch to make two broomsticks.
2. Place a line of crushed crackers on a plate. Dip the “head” of the witch into the crackers to make a hair. Place the “arm” on the side of the plate to make a broom.

Crunchy Cheese Critters
Ingredients:
- Cheese sticks

Directions:
1. Cut cheese sticks in half.
2. Let students create their own critters by breaking the cheese sticks into different lengths to make legs, tails, antennae, and wings.

For more information on dairy protein, please visit MilkMeansMore.com.
School Breakfast

Get your First Fuel with School Breakfast!

Want to do better in class? Don't skip School Breakfast!

Did you know... School Breakfast Helps Kids Learn

- Improves math test scores
- Helps with comprehension and memory
- Helps with vocabulary recall
- Improves performance on demanding mental tasks and reaction to frustration
- Helps reduce the number of minus marks
- Reduces tardiness
- Improves attention and behavior
- Provides the nutrition needed to learn

Encourage your child to join us every day for breakfast!

School breakfast is also affordable. If it's available for all students, and if you qualify for free or reduced-price lunch, you also qualify for the free or reduced-price breakfast.
Sports Nutrition

- Chocolate Milk “Nature’s Sports Drink”
Wayland Union High School’s Football team knows...

Chocolate Milk means more POWER in every glass!
Sports Nutrition – College Partnerships
RETAIL
Retail Marketing

Kroger

**November 5th - December 16th**

*Pour it Forward.*
A gift for the body, from the heart.

1 gallon = A GLASS OF MILK FOR 16 CHILDREN

Donate 1, 5 or more gallons at check out.
CONSUMER CONFIDENCE
Consumer Confidence

Spokesperson Network
Issues and Crisis Management

On Friday Chipotle released the short film “The Scarecrow” and an associated free app-based game, designed to engage Millennial consumers in a shared “quest for wholesome, sustainable food.”

According to a USA Today article about their release, “both the game and film depict a scarecrow’s journey to bring wholesome food back to the people by providing an alternative to the processed food that dominates his world. The film is set in a spooky, fantasy world where all food production is controlled by fictional Industrial Food giant Crow Foods, run by evil crows. It goes on to say that the film and app precede a series of four, TV show-length Big Food-busting dark comedies, Farmed and Dangerous, that Chipotle will post online sometime in 2014.”

The video includes an image of a dairy cow confined in a box. To date, the video has seen 422,000 “likes” online.

As the video indicates, many people don’t understand why farms look like they do today, why technology is used, or the benefits behind other recent advances in food production. What people want to know first and foremost is that farmers are doing the right thing and share their values, this is why your positive and proactive stories of how you care for your animal and the food you produce are needed online!

Steps you can take:
- Be aware of the video segment. In case your online followers have questions about modern agricultural practices.
- If you are asked about the footage, bridge to an expression of the care you take in helping bring food to people’s tables each day.
- Direct your followers to www.DairyFarmingIsGood.org to see how dairy farmers produce food in a caring and responsible manner.

Sample talking points you can customize and personalize:
- Consumer choice should be celebrated and protected. At the same time, the food system must be allowed to responsibly use technology and innovation to produce more food using fewer resources in order to feed a rapidly growing global population.
- We understand that contemporary agriculture doesn’t look like it did in the past. But we’re not unlike many other industries that have had to produce more with less in order to survive. The production practices we use are ethically grounded, scientifically verified, and economically viable. They allow us to meet the growing demand for food.

Respond to misinformation through:
- Media
- Internet
- Social media venues
Social Media Engagement

200,000+ Consumers reached every month
Consumer Confidence

➢ Chef Outreach
Consumer Confidence

Recipe Development

Recipe Collections

View our new printable recipe sheets!

Appetizers, Soups & Snacks

Entrées

Breakfast

Sides & Salads

Cauliflower Cordon Bleu Soup

What's more comforting than a warm bowl of creamy cauliflower soup? Cauliflower soup topped with crispy prosciutto, Swiss cheese and a sprinkling of green onion. Elegant and satisfying for your eyes and your taste buds.

Spicy Butternut Squash Bisque

This Butternut Squash Bisque captures the flavors of fall in a cup; warm and velvety with a touch of ginger. Finish with a drizzle of jalapeño cream for a hint of spice that will warm you from the inside out.
Brighter futures, healthier families.

Milk Means More
Limited Dairy Industry of Michigan

QUESTIONS?