



An Overview of Dairy Promotion in Michigan

**Sharon Toth, CEO
United Dairy Industry of Michigan**

Agenda

Who Are We?

National Partnerships

School Nutrition Programs

Retail Promotions

Consumer Confidence

Who Are We ?



Means More

United Dairy Industry of Michigan

Who We Are

How are we funded?

15 cents/cwt





NATIONAL PARTNERSHIPS

Quaker

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](#)



McDonalds

1
W
Vit

Source An excellent source
of happiness.

Yopl
Yogi

Made with
Strawberry
yogurt*
McDonald's
has 9g of

Fat Free Chocolate Milk Jug

Chocolate fat free milk that delivers Calcium and Vitamin D.

+

Add

+ Nut

Add to My Meal

+ Nutrition





SCHOOL NUTRITION PROGRAMS



FUTP 60 Michigan Students are Making Positive Changes





School Breakfast

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



1-800-241-MILK (6455) UDIM UNITED DAIRY INDUSTRY OF MICHIGAN

Get your
First Fuel
with
School Breakfast!



1-800-241-MILK (6455) UDIM UNITED DAIRY INDUSTRY OF MICHIGAN

Did you know...
School Breakfast Helps Kids Learn

School breakfast...

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

Encourage your child to join us every day for breakfast!

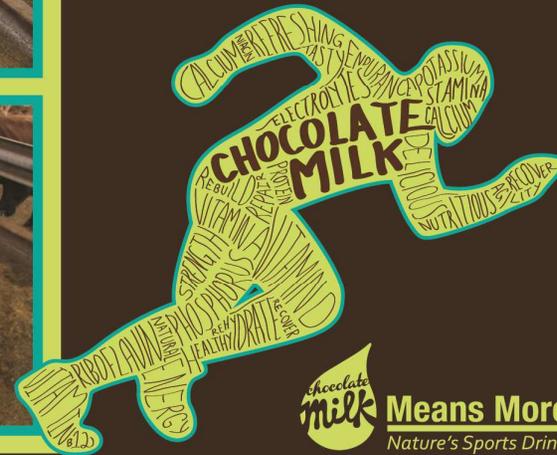


Breakfast at school is also affordable! It's available for all students and if you qualify for free or reduced price lunch, you also qualify for the free or reduced price breakfast.



Wayland Union High School's
Football team knows...

Chocolate Milk
means more
POWER
in every glass!



chocolate
milk
Means More
Nature's Sports Drink

Sports Nutrition – College Partnerships





RETAIL

Retail Marketing



Kroger

November 5th - December 16th



pour it
*Forward.*SM

A gift for the body, from the heart.



Brought to you by:



Donate 1, 5 or more
gallons at check out.







CONSUMER CONFIDENCE

Consumer Confidence

Spokesperson Network



Issues and Crisis Management

NOTIFICATION

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 "hits" 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.DairyFarmingToday.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

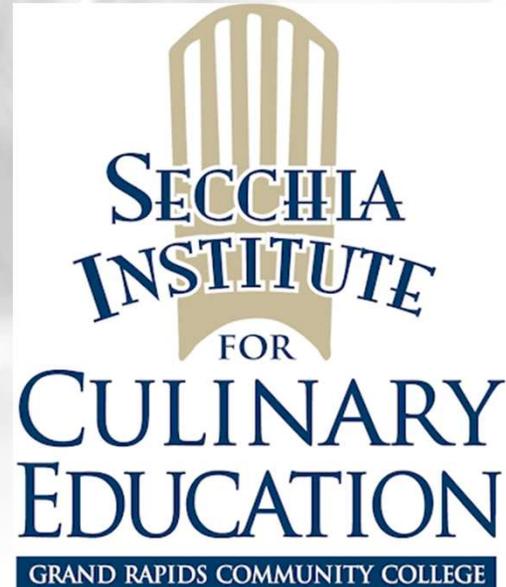
Social Media Engagement



200,000+
Consumers
reached
every month

Consumer Confidence

➤ Chef Outreach



Schoolcraft College



Consumer Confidence

➤ Recipe Development

Recipe Collections

View our new printable recipe sheets!



Appetizers, Soups
& Snacks



Entrées



Breakfast



Sides & Salads



The weather may be cooling down, but the kitchen is heating up for soup season. From the creamy and comforting to the hearty and wholesome, soups are a satisfying way to fill up on nutritious ingredients. So dust off those boots, break out the scarves, and stir up a pot of warm, nourishing soup.

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. Elegantly satisfying for your eyes and your taste buds.

[View More](#)

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 jalapeno cream for a hint of spice that will warm you from the inside out.

[View More](#)



**Brighter futures,
healthier families.**



www.MilkMeansMore.com





QUESTIONS?