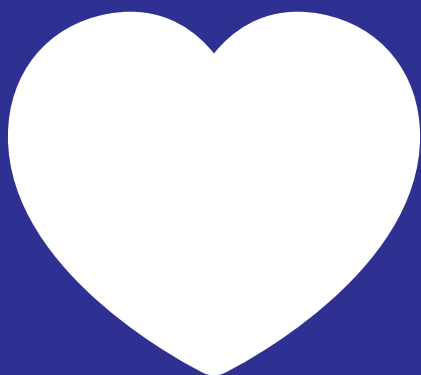
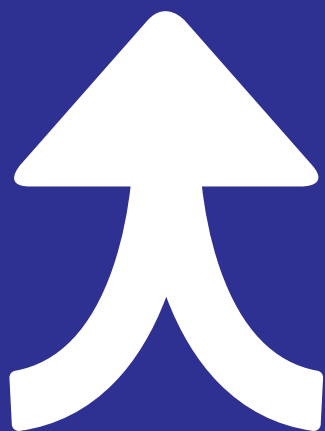




**DAIRY MAX YEAR IN REVIEW**  
**2018**





**P A R T N E R S H I P S**



**G R O W T H**



**P A S S I O N**

FUEL UP TO Play 60

FUEL UP TO Play 60

FUEL UP TO Play 60

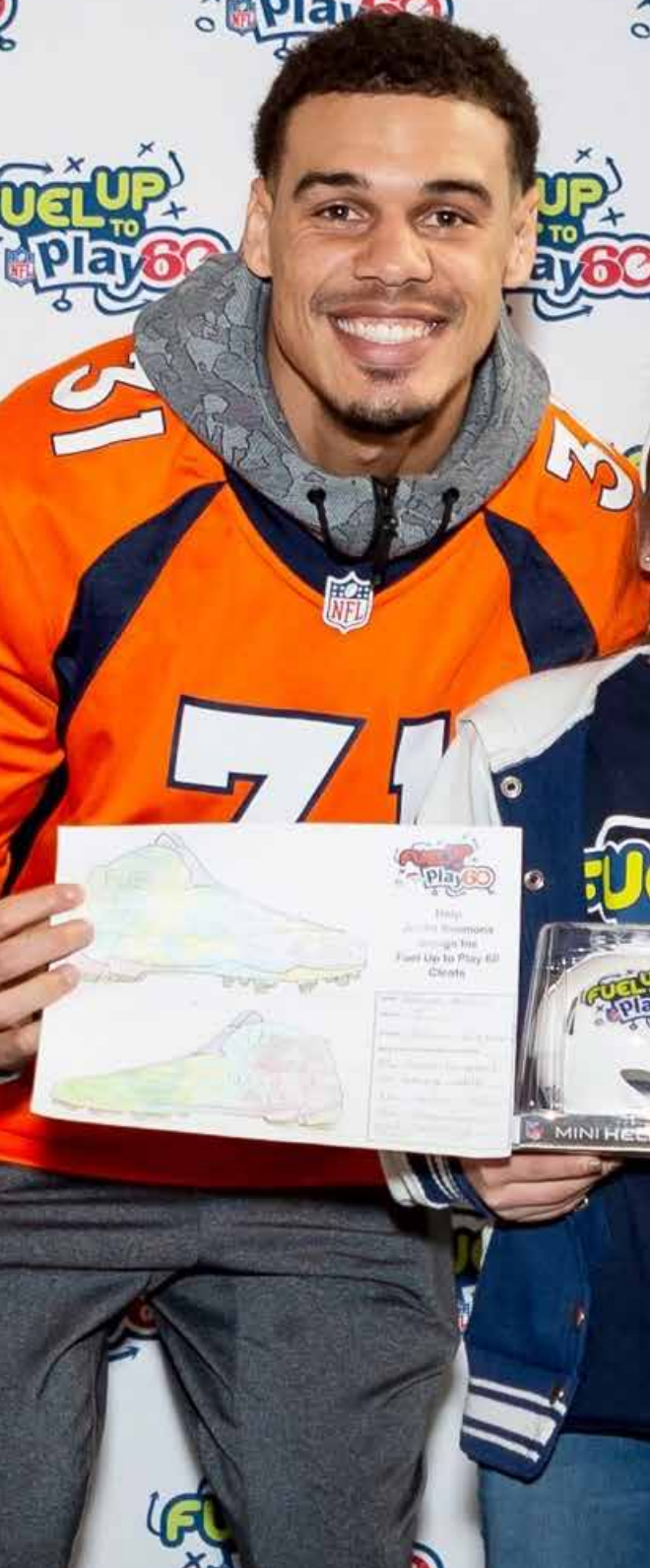
FUEL UP TO Play 60

FUEL UP TO Play 60

FUEL UP TO Play 60

FUEL UP TO Play 60

FUEL UP TO Play 60



FUEL UP TO Play 60

Help  
Action Stations  
through the  
Fuel Up to Play 60  
Clubs

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_  
4. \_\_\_\_\_  
5. \_\_\_\_\_  
6. \_\_\_\_\_  
7. \_\_\_\_\_  
8. \_\_\_\_\_  
9. \_\_\_\_\_  
10. \_\_\_\_\_



FUEL UP TO Play 60

MINI HELMET

Riddell



P A R T N E R S H I P S

# Shared Connection

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**We're proud to partner with  
organizations that encourage a healthy  
lifestyle and strive for innovation within  
the dairy industry.**

# Dairy Scores Big with Gridiron Greats

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Through our continuing partnership with the National Football League (NFL), we encourage schools to participate in Fuel Up to Play 60 (FUTP60) events, like Breakfast Games, Excellence Awards and Touchdown Celebrations. These events brought in players from the Dallas Cowboys, Denver Broncos and Houston Texans to share the importance of a healthy lifestyle and dairy's role in the diet.

In schools that received FUTP60 Dairy Optimization Grants, our impact is evident by the increase in milk sales. Plus, we shared our nutrition message with **more than 16,000 students** by teaming up with the Denver Broncos for 43 assemblies in the 2017-2018 school year.

By partnering with NFL teams in our region, we have impacted communities and influenced schools by providing thought leadership. These partnerships have also allowed us to connect dairy processors with NFL teams to increase consumption.

We look forward to expanding our continued commitment with NFL partners through future coaches' clinics, health and wellness events, and experiences like the Taste of the Cowboys culinary challenge at The Star in Frisco, Texas. This epic Iron Chef-inspired cooking competition invited four area student chefs to go head-to-head in the kitchen to support the North Texas Food Bank. While there was only one winning team, **each school was awarded grant money** to support their culinary programs.

PARTNERSHIPS

# 44,000 STUDENTS

were impacted by dairy optimization grants  
in 2017-2018 school year

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# Pizza Hut: Putting More Cheese in More Places

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We're proud to partner with companies who share common values with the dairy industry. This year, Dairy Management Inc. (DMI) helped us host over 20 Pizza Hut employees and franchise owners at a dairy farm in Wiggins, Colorado. Dairy farmers Norm and Britt Dinis gave an inside look into where Pizza Hut cheese comes from and the farmers who help produce it.

The tour showcased Empire Dairy's sustainability, cow care, and feed practices, allowing employees and franchise owners to personally connect with a dairy farmer. Our goal with the Pizza Hut partnership is to help them put **“more cheese in more places,”** while building consumers' love and trust in Pizza Hut's pizza products and ultimately in dairy products.

In turn, Pizza Hut can help connect consumers to the farm and help them understand where their great food comes from. By working together, we can reach more consumers with nutrient-rich dairy products and ingredients and provide additional resources to further advance product innovation.



PARTNERSHIPS

# 20+

Pizza Hut employees and  
franchise owners tour Empire Dairy

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G R O W T H

# Striving for Success

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**Gaining trust and expanding dairy's reach  
is at the heart of everything we do.**

# NFL Draft Kicked Off with Dairy

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**On April 24, 2018, Dairy MAX helped kick off NFL Draft Week with a Fuel Up to Play 60 (FUTP60) Touchdown Celebration at AT&T Stadium. Joined by the Dallas Cowboys and nearly 500 students from the Dallas/Fort Worth area, the entire day was an interactive experience that included learning the importance of nutrition and physical activity.**

The morning pep rally challenged the participants to create a cheer, banner and masks for their respective teams. After a little friendly competition, the students took it to the field and rotated through activity stations to practice skills and drills. The highlight of the afternoon was the “B-Ware of D-Ware” station, where students were led through a pop-up workout with Dallas Cowboys legend and 2018 NFL Draft community ambassador DeMarcus Ware.

Before the students boarded buses to head home, they rehydrated with TruMoo milk provided by Oak Farms Dairy. Plus, with the help of the Dallas Cowboys, Dairy MAX was able to offer **\$50,000 in grant money for the FUTP60 program in the DFW area through 2019.**

Social media efforts helped promote the Draft Day event and resulted in nearly 371,500 impressions across all Dairy MAX accounts. Content was retweeted by the likes of DeMarcus Ware, the Dallas Cowboys, AT&T Stadium and FUTP60.



G R O W T H

Our social media efforts helped promote  
the Draft Day event and resulted in nearly

**371,500**  
**IMPRESSIONS**

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# Getting Ready For Our Close Up

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**We're committed to helping share dairy farmers' stories, building consumer confidence in dairy products and connecting consumers with the farmers behind dairy foods. This year, we hosted another satellite media tour and first Facebook Live event to help debunk common dairy myths with science and facts.**

Celebrity dairy advocate Dr. Travis Stork (Host of "The Doctors" TV show) and our own vice president of health and wellness Lana Frantzen, Ph.D., spoke to media outlets across the country from a dairy farm in Clovis, New Mexico. They discussed health benefits of dairy, which types of dairy foods are best for an active and healthy lifestyle, and how to incorporate dairy into a nutritious diet. The media tour resulted in more than 92 million impressions and garnered positive comments from several media outlets.

Additionally, Tara Vander Dussen, a fifth-generation dairy farmer and environmental scientist, joined Dr. Stork for a Facebook Live Q&A that reached more than 14,000 viewers. Not only were we able to uncover the mystique of farm living to our urban consumers, but we also answered questions from the viewers on the spot.

G R O W T H

Tara Vander Dussen joined Dr. Stork for a Facebook Live Q&A that reached more than

**14,000  
VIEWERS**





Hi! My name is  
**MAYBELLE**

PLEASE DO NOT SIT  
ON MY BASE

THE  
**CROP**

BYE  
**4ASTIC**  
MONTANA





**P A S S I O N**

# **Committed in Heart and Mind**

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**We not only believe in sharing  
the nutrient-rich goodness of dairy with  
families, but also celebrating  
those responsible for getting it  
from farm to fridge.**

# Celebrating a Devotion to Dairy

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**The Undeniably Dairy campaign educates consumers about the benefits, uses and sustainability of dairy. This year, its Undeniably Devoted campaign specifically celebrated people across the country responsible for getting dairy products from farm to fridge. Dairy MAX participated by sharing stories of devoted farmers and industry professionals across the region and took part in activities on National Farmer's Day. Stories highlighted farmers and industry professionals going above and beyond their work on the farm.**

Pizza Hut, a dairy checkoff partner, also celebrated National Farmer's Day by creating a video that highlights the dairy farmers behind their cheese. Colorado dairy farmer Norm Dinis and his family were featured in the video along with other committed farmers.

At the State Fair of Texas, more than 4,700 people stopped by our family-friendly exhibit for a "Milk Break." Hosted at the Dairy Discovery Zone, the Milk Break gave consumers a chance to chat with dairy farmers Kyle Humphrey and Syke Talsma over a free pint of milk. Visitors also had the chance to milk a model cow, while the kids were given books about life on a dairy farm.

P A S S I O N

# 4,700+

people stopped by our  
family-friendly exhibit for a “Milk Break”

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# One Percent Flavored Milk Goes Back to School

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**For the first time since 2012, the USDA announced that schools can offer one percent (low-fat) flavored milk in school meals and snacks without first obtaining a special exemption. Our one percent flavored milk task force aided the reinstatement of additional milk options in schools across our region to help ensure children receive the nutrients provided by milk.**

A survey conducted with over 300 schools that implemented one percent flavored milk in the 2017-2018 school year reported that:

**58%**

**saw an increase  
in milk sold**

**79%**

**of schools reported it  
easy to include within  
financial budget**

**73%**

**of students  
like it better**

**82%**

**of schools found it easy  
to accommodate within  
calorie maximums**

In addition to our in-school resources and tools, we were able to implement a communication plan to amplify key messages across digital channels and social media.







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**ICE CREAM SCOOP**

