

**RETURN ON INVESTMENT**

.....  
**EDUCATION**

.....  
**BUILDING DEMAND**

|||||  
**Your local dairy checkoff is working for you**



# FLUID MILK

||||| **MILK ALTERNATIVES** |||||

**Dairy MAX is developing a milk alternatives initiative to educate the public on the nutritional benefits of consuming dairy milk compared to soy, almond and other milk imitators.**

## COFFEE

Consuming dairy-mixed coffee like lattes, frappes and mochas has increased

 **18%**

in the last five years.

As a result, coffee represents the **largest positive driver of fluid milk consumption** in the U.S.

*By noting trends for products like coffee and understanding a new generation of customers, the checkoff can create a trail for fluid milk category revitalization.*

### FROM TRADITION TO TREND: EVOLUTION OF COFFEE

## Did you know more than one third of all coffee servings contain dairy?\*

The growth happened in part from the growing trend of specialty coffees. Here's a look at the evolution of coffee drinking from tradition to trend.

**1985**

and before

*Coffee sold in cans for home use.*

**1990**

*New ideas continue for both in and out of home coffee experiences.*

**2000**

**2010**

**1987**

*Starbucks takes off with a new coffee experience. It attracts younger, trendier customers who hadn't been interested in coffee before.*

**TODAY**

*Coffee is in multiple forms, locations and price-points; a great opportunity for dairy farmers.*



\*According to Joe McMahan, *Milk and coffee: better together*. The Innovation Center for U.S. Dairy.

## LACTOSE

Thanks to lactose-free milk beverage promotions,  
there was a



increase in lactose-free milk sales  
the first quarter of 2014.

In the last year, Dairy MAX provided lactose-intolerance  
education and cooking demonstrations to

**650**  
dietitians



**380**  
physicians

throughout New Mexico, Oklahoma and Texas.  
During these demonstrations, influencers are shown how to cook with  
lactose-free dairy and teach others how to include dairy in their diet.



Dairy MAX also utilizes health and  
wellness council member Amy Goodson  
to talk about lactose intolerance. For the past two years,  
Goodson has toured the region with the Dallas Cowboys  
on a media tour, encouraging adults to make dairy an  
important part of their diet.

THE POWER OF PROTEIN

MilkPEP and other members of the Innovation Center have committed



\$189 million dollars

in product development, positioning and promotional programs around the benefits of dairy protein.

THE GREAT AMERICAN MILK DRIVE

DMI collaborated with MilkPEP on launch of the "Great American Milk Drive." The innovative and long-term program builds upon National Dairy Council's relationship with Feeding America and

encourages consumers to donate milk via



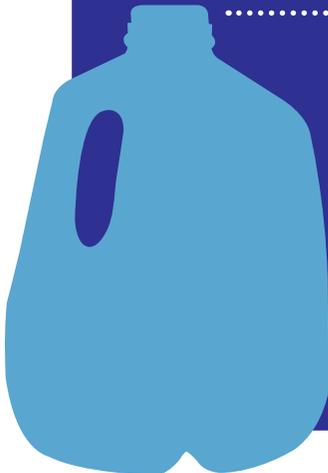
text



online



retail.



Close to

95,000 gallons of milk

have been donated since the program kicked off in April.

# FUEL UP TO PLAY 60

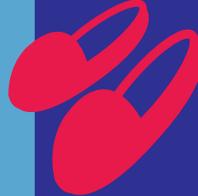
YOUR DAIRY MAX REGION

BRINGING BACK BREAKFAST



*A healthy school environment, healthier kids and more access to dairy are a winning combination for farmers and communities across the Southwest.*

## “BREAKFAST SLIPPER CAMPAIGN”



The campaign supported the national initiative with media coverage, NFL player visits to schools and raising awareness through social media.

Fuel Up to Play 60 campaigns like

## “It Starts with School Breakfast,”



are bridging the gap of more than

**10** million kids

who could benefit from eating school breakfast. In turn, driving demand for your dairy.



NATIONALLY

BREAKFAST RESULTS AT A GLANCE

Thanks to the Fuel Up to Play 60 program,

14 million kids in more than 73,000 schools



across the nation are more active and eating better than they were in previous years.

Since 2009, school breakfast participation has increased by

2.5 million kids

each day, choosing milk with breakfast.

**FACT:** Ninety-nine business cases completed to date showcase an increase in milk sales:

Raised almost \$3 million in grants + \$11.9 million in marketing support

Generated an additional

56 million pounds OF MILK SOLD



Partner dollars are helping supplement a dairy farmer's checkoff investment while helping move 56 million pounds of milk.



# DAIRY IMAGE

YOUR DAIRY MAX REGION

## PASSION FOR PINTS RESULTS

our  
*passion*  
for  
*pints*  
blood drive

Thanks to the efforts of the checkoff, the second annual Passion for Pints blood drives allowed dairy farmers to connect with consumers.

At the end of June, more than

**9,700** pints  
of  
blood

had been donated by local  
community members and dairy farmers.  
That helped save the lives of

**29,301** people

DAIRY MAX PARTNERED WITH  
REGIONAL BLOOD CENTERS TO



**amplify  
information  
about dairy  
farms**

and other positive messages to the  
consumer and tell their story.  
Blood drive participation increased to 100  
events across the region in 2014.

Dairy MAX also partnered with dairy processors and grocery stores to distribute free dairy foods for donors. Partners include Hiland, Plains and Cremland Dairies, Blue Bell® Ice Cream and Prices, Gandy's, Brookshire's and HEB grocery stores.



**NATIONALLY**

**This year, the checkoff brought  
together more than**



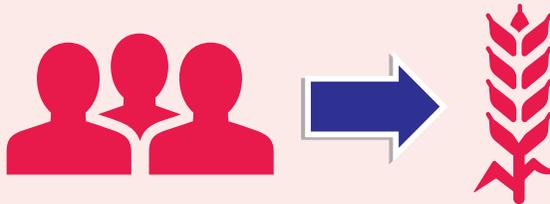
**top thought leaders**

**in agriculture, health, schools  
and the environment**

*to discuss programs and solutions for child health and  
wellness, hunger and environmental quality.*



**The event was the first step  
in creating a platform to recognize  
dairy's successes and a pipeline of  
ongoing content to**



**connect consumers  
to agriculture.**

# PARTNER UPDATE

## PIZZA HUT®



*Pizza Hut will grow dairy volume by an*

**estimated  
110 million  
incremental milk  
pounds**

**this year thanks to new  
product innovation.**

## DOMINO'S PIZZA®



*Domino's Pizza continues to show its support of modern dairy farming with a*

**viral video on  
how their  
pizza is made,  
highlighting family farms  
across the country.**



## MCDONALD'S®

**This year, McDonald's added a new Happy Meal side option: Strawberry Go-GURT®.**

**With the help of checkoff funded research, dairy scientists helped develop the low-fat option:**

It comes in a  
**2.25**  
ounce tube.

Contains only  
**50**  
calories.

Has a specially formulated  
lower-sugar content that is  
**25%** less than the  
leading kids'  
yogurt.

*It's also the first co-branded product to be allowed in McDonald's.*

QUAKER®

The checkoff is duplicating Quaker's

## “Make it with Milk”

campaign efforts this year in Safeway grocery stores with two retail promotions.

In last year's program, there was an average increase in milk sales of

↑ **2.2%**

with one week peaking as high as

↑ **6%**



## Skim Milk

listed as the second ingredient, which moves more fluid milk.

Partner investments between MilkPEP and Quaker are committing

**\$8** million



in support for a co-branded milk and oats advertising campaign.

The partnership includes a packaging update on

**12** million canisters of Quaker Oats,

which will include nutritional information about milk.





visit us at [dairymax.org](http://dairymax.org)

connect with Dairy MAX    