

LOCALLY
MADE.
NATURALLY
DELICIOUS.™

got milk?®

August
2020

Sales Team
Communications

TheHilandSalesHome.com


Hiland®
DAIRY FOODS
FARMER OWNED

Announcements:

We'd appreciate if you could complete a brief survey to help us plan our marketing efforts for 2021. All entries are anonymous.

Take the Survey <https://www.surveymonkey.com/r/MNJD5GR>

URGENT: Elastitags Expire at End of Year

We have printed 55¢ off milk gallons, 50¢ off 24 oz. cottage cheese, and 50¢ off 16 oz sour cream and dips for 2020. Any orders or special requests should be directed to Madeline Liles.

2020 Elastitags

Gallon Hiland Milk		Balance
Inventory	50,000	18,125
Discount	0.55	
Code	72060-21055	
Offer	51997	
Exp. Date	12/31/2020	

24 oz. Cottage Cheese		Balance
Inventory	25,000	225
Discount	0.5	
Code	72060-71150	
Offer	51998	
Exp. Date	12/31/2020	

16 oz. Sour Cream/Dip		Balance
Inventory	25,000	6,975
Discount	0.5	
Code	72060-73150	
Offer	51999	
Exp. Date	12/31/2020	

Ice Cream/Frozen Yogurt		Balance
Inventory	3,000	0
Discount	0.75	
Code	72060-052041	
Offer		
Exp. Date	12/31/2020	



**We're in this
together.**



Promotional Period: **May 4 – July 31, 2020**

Final Results:

Total Entries: **31,254**
Unique Entries: **9,955**

Email Signups: **7,952**
Total Page Visits: **164,949**

#HilandTogether

hilanddairy.com/together



**C'mon, get
#HilandHappy!**



Promotional Period:
August - September, 2020

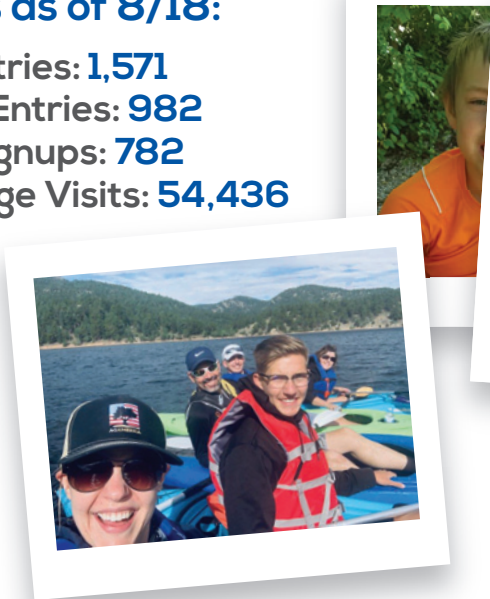
Results as of 8/18:

Total Entries: 1,571

Unique Entries: 982

Email Signups: 782

Total Page Visits: 54,436



#HilandHappy

HilandDairy.com/Happy

Industry Update

Issues Dashboard


The Dairy Hub has developed a new issues dashboard looking at the dairy landscape and what we're experiencing. It lays out all of the issues impacting dairy and prioritizing how we can take actionable approaches to them with a united voice to build trust in dairy. Please let us know if there are any areas of interest you'd like us to pull for you.

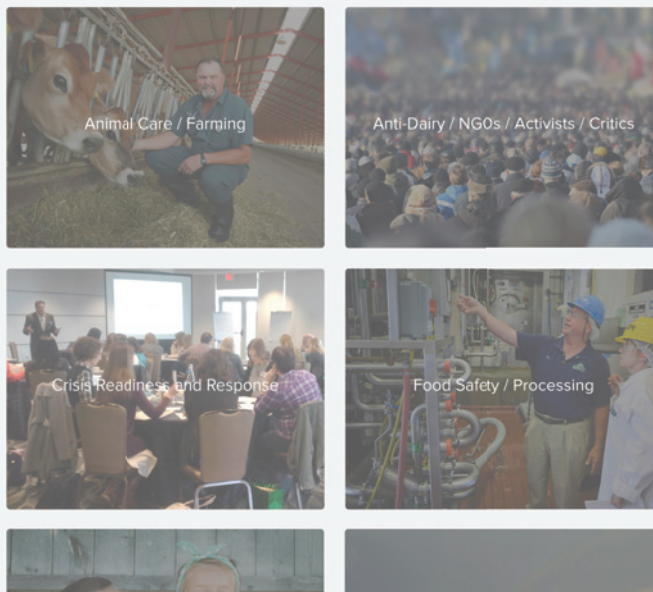
Consumers have questions about dairy, and we have answers.

Issues & Crisis Planning is home to up-to-date background documents and approved messaging on priority and emerging issues that are important to the dairy community and consumers.

These resources were produced by the Dairy Communications Management Team (DCMT), which is represented by communications staff from Dairy Management Inc., National Milk Producers Federation, International Dairy Foods Association, Milk Processor Education Program, and U.S. Dairy Export Council.

Please contact **Scott Wallin** (DMI's Director, Consumer Confidence, Proactive & Reactive) with any questions about these materials. For guidance on crisis preparedness and response, please contact **Ticia Sheehan** (VP, Strategic Communications and Farmer Relations).














dairyhub.force.com

Q2 2020: Key Findings & Recommendations

KEY FINDINGS

RECOMMENDATIONS

- | | |
|--|--|
|  <p>While Animal Activism Volume Held Steady, Negative Engagement Grew</p> |  <p>Leverage partnerships, amplify farmer voices and cultivate key stakeholders to support and share our stories.</p> |
|  <p>Policy Conversations Focused on COVID-19 Supply Chain Impact and Milk Disposal</p> |  <p>Collaborate with DCMT to create "lessons learned" communications and highlight ways dairy is evolving its supply chain to better adapt to disruption.</p> |
|  <p>Stay-At-Home Orders Drove Focus on Health, Wellness & The Pros + Cons of Dairy</p> |  <p>Focus on health and wellness will likely remain high as Americans return to work and school. With a COVID-19 lens, lean into messaging focused on the wellness benefits of dairy.</p> |
|  <p>Interest in Dairy Alternatives Has Grown During COVID-19</p> |  <p>Review the storylines that are driving alternative interest and create opportunities to emphasize dairy's unique benefits as a positive contributor to a sustainable food system.</p> |
|  <p>Topics Like Food Waste & Water Consumption Drove Interest in Sustainable Agriculture</p> |  <p>Leverage expanded definition of sustainability to amplify dairy as key collaborator in sustainable agriculture. Mine for farming innovation stories and identify stakeholders who support our efforts. Back-half thought leadership strategy is critical.</p> |

IDEALMAN

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Industry Update

Back to School

Due to the pandemic, the 2020-2021 school year may look a bit different. MilkPEP and DMI have developed creative solutions to school feeding scenarios to help providers remain flexible during this time to ensure all students receive the milk they need.

What You Can Do Today

- Connect with your local school district + S/R Team**
Connect with your local school district to understand their feeding scenario – remind them, milk's nutrition is hard to replace!
Engage your local S/R team for support. (list on MilkPEP.org & enclosed in appendix)
- Consider storage and distribution**
Consider milk size, distribution and storage.
What plans can we proactively offer to keep milk access consistent?
- Keep up to date with state legislation**
Review waivers for your states
Visit EducationWeek.org for a snapshot of school districts' reopening plans
- Resources and information**
Download the enclosed linked resources (Best Practices deck, Value of milk brochure)
Visit USDAIRY.com for resources

Questions? Contact Melissa Malcolm-Cullison at Mmalcolm@MilkPEP.org

MilkPEP 10

Creative Solutions to School Feeding Scenarios

Variety of distribution methods:

- Deliver meals directly to student homes; utilize bus routes for distribution
- Drive through/walk-up pick-up sites
- Service in the classroom
- Hallway grab & go

MilkPEP 12

Back-to-school Resources from Dairy Max

Please use as you see fit as you are navigating the school business in the coming months.

1. District reopening plans – resource in this article where you can search for school district reopening plans:
<https://www.edweek.org/ew/section/multimedia/school-districts-reopening-plans-a-snapshot.html?cmp=eml-enl-eu-news2-rm&M=59623114&U=&UID=949280c620a78804595b802051e6966e>
2. MilkPEP and Dairy Management webinar – “Protecting School Milk Volume”: Recording of the webinar [HERE](#) Presentation with helpful links is attached. Please note that you need to be [registered](#) on the MilkPEP site to access the recording link.



Industry Update

3. There are several waivers that affect school feeding. It is good to be familiar with them:

- Current USDA waivers:

- o [Meals outside normal times](#)
- o [Modify meal pattern requirements](#)
- o [Meals outside of group settings](#)
- o [Parents or guardians to pick up meals](#)
- o [Waive the "offer-versus-serve" provision](#)

- Impact of waivers:

- o Meal Pattern Waiver: school could request a waiver to not serve milk if there is a disruption in supply
- o Bulk Feeding: allows larger container sizes
- o Fat Levels: low-fat and fat-free milk only (potential waiver option)
- o Refer to State Agency on waiver approvals – State Agency can sometimes be stricter than USDA – Dairy MAX can help you with state agency contacts and questions

4. Dairy MAX has put together school resources on our website that includes some grant opportunities, please share as you see fit: <https://www.dairymax.org/schools-covid>

5. 1% Flavored milk – we have received some questions from processors on whether 1% flavored milk is still allowed – we received the following communication from Texas Department of Agriculture (TDA)

- "USDA and TDA have issued verbal guidance to schools that the 1% FM rule will be in effect next year, although schools may opt out as part of the COVID-19 meal pattern waiver. Nothing in writing has been issued by USDA or TDA, but there should be official guidance coming soon."



Re-imagining got milk?[®]



We're re-imagining the iconic "got milk?" campaign for a new generation in a program that is optimistic and filled with energy, designed to connect with families and kids and is driven by real people and behaviors. But this "got milk?" won't look like the campaign of our past. Rather, this is a campaign for a new generation. One that's evolved and adapted to reflect how families – and, more specifically, kids – consume media. We're tapping social media influencers rather than A-list celebrities to drive awareness of the work. And we're applying an earned-first mindset – one that ensures our news travels for maximum impact and efficacy.

Rooted in social media, influencer driven and support by earned media tactics, "got milk?" will show up on the national stage like never before. With opportunities to engage with consumers on new platforms, with trusted partners and at retail, today's national "got milk?" campaign will encourage a social-first generation to take to the gallon then take to their phones to "show us what you got."

Check out what Hiland's Olympic Athletes responded with when asked to "show us what they got."



< Tom Scott
Courtney Frerichs >



Look for more from "got milk?" on
[YouTube.com/gotmilk](https://www.youtube.com/gotmilk) to follow the action.



Sales Materials

Evergreen Clings

We have developed clings that can be used year-round. Please submit order requests to Madeline Liles.



Urgent: Elastitags

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We're Here to Help

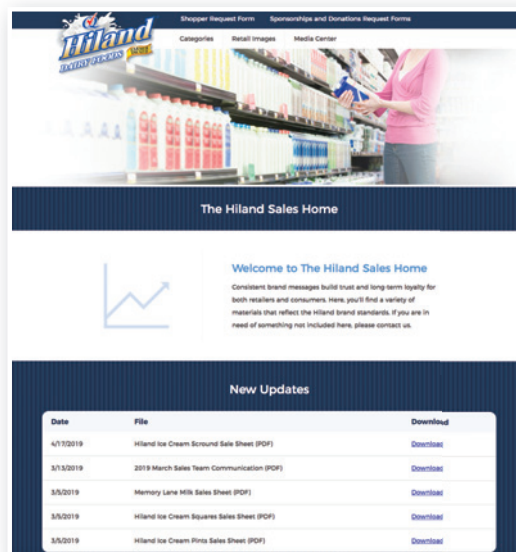
Need Marketing Assistance?

We can help with:

- Sponsorships/Race Ads
- Print Ads/Materials
- Grocer Partnerships and In-Store Materials
- Research and Consumer Feedback
- IRI
- Local Marketing Initiatives
- Design (from trailers to murals, you name it)
- Public Relations
- And more!

Have an upcoming event you want to promote? Let us know and we can share with our fans on social media or send an email to targeted zip codes.

Hiring? We can help attract qualified leads with targeted ads on social media driving to your job posting.



We've added a Comments/Suggestions form to thehilandsaleshome.com. You can use this to submit product suggestions, marketing ideas, general feedback, etc.

Need marketing materials or assistance? Give us a shout!

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