

April
2021

Sales Team
Communications



TheHilandSalesHome.com



New 3.5 oz Cream Cheese Product Launch

Promotional Period:
May - Ongoing

We built a landing page and supporting content to promote the new 3.5 oz cream cheese product that will be hitting stores soon. We teamed up with one of our favorite influencers, Lolo Home Kitchen, to create unique snack ideas and custom imagery to support the product launch. Once the product is in stores, we will release a limited-time coupon to incentivize trial.



Public Relations:

We sent a press release on April 27 to industry and consumer outlets. If you are interested in delivering samples to the media, please let us know and we can help you coordinate.



Let us know how we can help support with in-store efforts. Need store signage, clings, shelf strips, or other point-of-sale materials? Let Sarah know at scarey@hilanddairy.com and we'll get them to you as soon as possible.

hilanddairy.com/products/cream-cheese



You're Gonna Need Milk for That



Campaign Launch: **May 18, 2021**

We will be activating MilkPEP's new campaign, **You're Gonna Need Milk For That** in correlation with our Summer Olympics promotion. More details below. Please let Sarah know if you are interested in activating at store level, as we have several assets available to customize.

MilkPEP's brand-new platform **You're Gonna Need Milk For That** (YGNMFT) is here and ready to be activated! For thousands of years, milk has been building the muscles that build civilizations. Milk has repaired, rehydrated, and replenished those who needed it, and it's time milk's legacy came to light. It's time to let the world know—when the need to perform arises, you're gonna need milk for that. To help bring the **You're Gonna Need Milk For That** campaign to life, MilkPEP has released the first phase of the program's toolkit, available below. Make sure to check back later for new assets, such as videos, recipes, social posts, and more!



You're Gonna Need Milk for That



Campaign Launch:
May 18, 2021

YOU'RE GONNA NEED MILK FOR THAT.
HOW IT WILL COME TO LIFE IN CAMPAIGN ASSETS
*White Milk use only with Olympics

OFFICIAL LAUNCH DATE
MAY 18, 2021

SOCIAL POSTS ON YOUR BRAND & ATHLETE CHANNELS
Before and throughout the Games

CONSIDER:
Athletes in Motion
Visually +
#HoldMyMilk Activation

15

**POS INCLUSION:
RETAIL + SCHOOLS & BEYOND**

Additional costs apply to secure on-pack rights for your TEAM MILK athlete. Imagery can be captured from athlete directly or during scheduled production shoot.

16



MilkPEP Sales Topline Report



Milk Sales Topline Report

Period 3
Thru March 21, 2021

If interested in the full report, please reach out to Sarah and we can provide, but here are the key takeaways.

Key Takeaways:

- As expected, the last two weeks of Pd. 3 were overlapping the large surge from initial 'stay-at-home' related buying in 2020. Even so, 2021 weekly volume has been soft for the past 4 weeks when compared to 2019 (-3.7mm gal/wk, or -5.5%). Softness (vs. '19) was driven by white non-VA milk, offset by growth in VA products while flavors were flat. In addition, some of the decline may source from consumers engaging in more out-of-home occasions as restrictions were eased.
- New! Check out the new weekly data pages (pp.12-17) to aid in the interpretation of volume trends versus 2020 and 2019.
- Trends.... Value-added has grown every week of 2021, averaging +1mm gal/wk, or +14.5% vs. '19, while non-VA milk has declined -3.5mm gal/wk, or -5.6% vs. '19 (see page 17). The opposing trends (VA growing double-digit and non-VA declining/flat) were also evident each week since mid-2020 (week 23).
- For Period 3 vs. YA, retail sales dropped -17.7% vs. the same period (which included the stay-at-home surge) in 2020. Flavored volume for the period was -9.3% vs. YA in IRI-tracked outlets. Organic milk volume was down -19.9% this period vs. YA.
- 2021 projections made about a month ago suggest this year's volume will be -4.5% to -5% or 5,140-5,165mm. This will be refined in the coming 6-8 weeks.



NDC Webinar Takeaways

Dairy Recommendations in Global Dietary Guidelines

- **Recognized as foundational to healthy diets**
 - Regional diversity in what is considered a dairy food
- **Recommended for daily intake in most countries**
 - Wide variation in the frequency and amount of dairy to consume
- **Considered nutrient-rich**
 - Frequently noted for protein, calcium and Vitamin D contributions
- **Recommended at fat-free and low-fat levels almost universally**, as are unsweetened/non-flavored milks and yogurts and low-sodium cheeses
- **Considered minimally- to ultra-processed foods**, a topic gaining traction in countries with implications for dairy

71%
of countries classify dairy as its own food group*

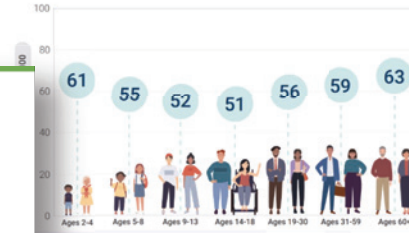
* All countries (3 FREG) could not be analyzed for dairy classification due to accessibility issues

US Dairy.com @NIDairyCouncil #DairyNourishesLife

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Most Americans Do Not Meet DGA Recommendations

Adherence of the U.S. Population to the *Dietary Guidelines* Across Life Stages, as Measured by Average Total Healthy Eating Index-2015 Scores



- Americans across the lifespan are not following healthy dietary patterns or meeting nutrient needs
- To address this public health issue, it will be essential to:
 - Promote the 2020-2025 DGA's recommendations
 - Provide nutrition education on healthy dietary patterns

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Resources to Educate Health Professionals About Dairy's Contribution Across the Lifespan

The Importance of Protein in Prenatal Brain Development

Why is protein important? Protein is essential for fetal growth and development. It supports the development of the brain, muscles, and bones. Adequate protein intake during pregnancy is linked to better cognitive outcomes for the child.

How Much Protein Do You Need? Recommended Daily Allowance (RDA) for protein is 46 grams per day for pregnant women.

What Foods Provide Protein? Dairy products like milk, yogurt, and cheese are excellent sources of protein. Other sources include meat, fish, eggs, and legumes.

Dairy: A Healthy Choice for Every Age

Dairy provides essential nutrients like calcium, protein, and vitamins. It is a key component of a healthy diet for people of all ages.

Age Group	Key Benefits
Infants & Toddlers	Supports growth and development
Children	Builds strong bones and teeth
Adults	Provides protein and calcium for overall health
Elderly	Helps maintain muscle mass and bone density

Under development

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Benefits by Life Stage

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5 Important Highlights for Dairy in the 2020-2025 DGA

- 1. Dairy is a key component of a healthy diet across all life stages.
- 2. Healthy dietary patterns that include dairy are linked to positive health across the lifespan.
- 3. Dairy milk has a unique nutrient package.
- 4. First ever recommendations for birth-23 months include yogurt and cheese as complementary foods.
- 5. "Most choices" for dairy foods should be low-fat and fat-free.

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What Matters? Benefits to Personal + Planetary Health



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NDC 27



Locally Made. Naturally Delicious.™

Red Diamond Unsweet Tea Gallon, Quart, & Pint



Unsweet Tea Pint
Product #21745



Nutrition Facts	
1 servings per container	
Serving size	12 oz (360mL)
Amount per serving	
Calories	0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 10mg	0%
Total Carbohydrate 1g	0%
Dietary Fiber 0g	0%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 0g	
Vitamin D	0%
Calcium	0%
Iron	0%
Potassium	0%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: Water, Orange Pekoe, Pekoe Cut Black Tea.

Unsweet Tea Quart
Product #33976



Nutrition Facts	
2.5 servings per container	
Serving size	12 oz (360mL)
Amount per serving	
Calories	0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 10mg	0%
Total Carbohydrate 1g	0%
Dietary Fiber 0g	0%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 0g	
Vitamin D	0%
Calcium	0%
Iron	0%
Potassium	0%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: Water, Orange Pekoe, Pekoe Cut Black Tea.

Unsweet Tea Gallon
Product #8395



Nutrition Facts	
11 servings per container	
Serving size	12 oz (360mL)
Amount per serving	
Calories	0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 10mg	0%
Total Carbohydrate 1g	0%
Dietary Fiber 0g	0%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 0g	
Vitamin D	0%
Calcium	0%
Iron	0%
Potassium	0%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: Water, Orange Pekoe, Pekoe Cut Black Tea.



HilandDairy.com

PINT	20 Per Crate
QUART	9 Per Crate
GALLON	4 Per Crate

The Hiland Sales Home

Please be sure to share this very important tool chest with your sales teams!

We are constantly updating the Sales Home with new materials. Please be sure to check the New Updates tab to see what's new!

What's new this month? A search feature has been added to the Sales Home, as well as new sales sheets for Red Diamond Tea and 3.5 oz Cream Cheese.

Date	File	Download
4/26/2021	Hiland Red Diamond Unsweet Tea Sales Sheet (PDF)	Download
4/16/2021	Hiland Spreadable Cream Cheese Sales Sheet (PDF)	Download
3/31/2021	Hiland 12 Nutrients in Milk Infographic (PDF)	Download
3/31/2021	2021 March Sales Team Communication (PDF)	Download
3/18/2021	Hiland 2021 Corporate Brochure (PDF)	Download

2021 Materials Update

"We Proudly Serve" Stickers

We have designed these stickers to provide to retail stores (think ice cream or donut shops, etc) that say they proudly serve Hiland. Please let Sarah know if you are interested in ordering.



Elastitags

We have 20,000 of each of the above elastitags, which are available to order via Sarah or Greg and come pre-packaged in quantities of 250.

2021 Materials Update

Company Brochure Refresh
Please contact Sarah or
Greg to order the new
corporate brochure.



Sales Folders

We have made some revisions to the Sales Folder and the Springfield office has about 1,500 available to send out to markets. These are in boxes of 250. Please contact Greg or Sarah to order.

TheHilandSalesHome.com



2021 Materials Update

One serving of milk contains many of the essential nutrients your body needs, including:

Nutrient	Benefit	Daily Value
CALCIUM	Helps build and maintain strong bones and teeth.	25% DAILY VALUE
PROTEIN	Helps build and repair tissue. Helps maintain a healthy immune system.	16% DAILY VALUE
VITAMIN D	Helps build and maintain strong bones and teeth. Helps maintain a healthy immune system.	15% DAILY VALUE
PHOSPHORUS	Helps build and maintain strong bones and teeth, supports tissue growth.	20% DAILY VALUE
VITAMIN A	Helps keep skin and eyes healthy; helps promote growth. Helps maintain a healthy immune system.	15% DAILY VALUE
RIBOFLAVIN	Helps your body use carbohydrates, fats and protein for fuel.	30% DAILY VALUE
VITAMIN B12	Helps with normal blood function, helps keep the nervous system healthy.	50% DAILY VALUE
PANTOTHENIC ACID	Helps your body use carbohydrates, fats and protein for fuel.	20% DAILY VALUE
NIACIN	Used in energy metabolism in the body.	15% DAILY VALUE
ZINC	Helps maintain a healthy immune system, helps support normal growth and development and helps maintain healthy skin.	10% DAILY VALUE
SELENIUM	Helps maintain a healthy immune system, helps regulate metabolism and helps protect healthy cells from damage.	10% DAILY VALUE
IODINE	Necessary for proper bone and brain development during pregnancy and infancy, linked to cognitive function in childhood.	60% DAILY VALUE

The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Hiland DAIRY FOODS **NDC** NATIONAL DAIRY COUNCIL

Milk Posters

Interested in posters that show the 13 ways that milk can help your body? Sarah has customized and printed and can send to you.



Shelf Strips

These general Hiland-branded shelf strips are available to order from Sarah.

We're Here to Help

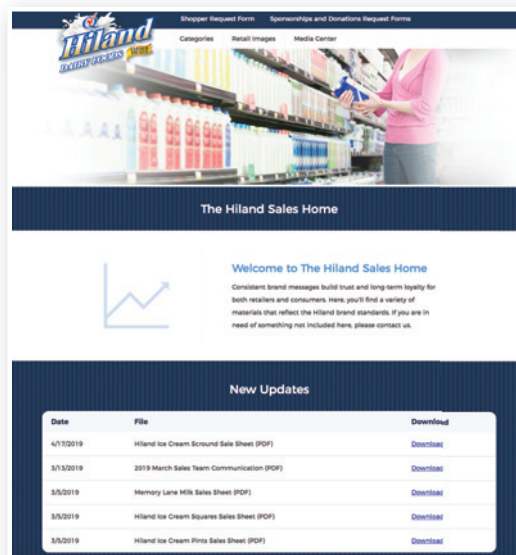
Need Marketing Assistance?

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!

Sarah Carey
scarey@hilanddairy.com
417-370-6451

Kathy Broniecki, APR
KathyB@envoyinc.com
402-558-0637 ext. 107

Kelly Bentley
KBentley@envoyinc.com
402-558-0637 ext. 129

