

February 2021 Sales Team Communications



TheHilandSalesHome.com

Get Healthy with Hiland

Get Healthy With Hiland

Sign up for our special email series and make getting healthy your New Year's resolution.

Sign Up!



Promotional Period:
January – March, 2021

Our Get Healthy with Hiland campaign will end the first week in March. It continues to provide relevant and helpful content to consumers – especially in these times when people are preparing meals at home more than ever before.

Total Emails Sent to Date: 1,331

HilandDairy.com/Healthy



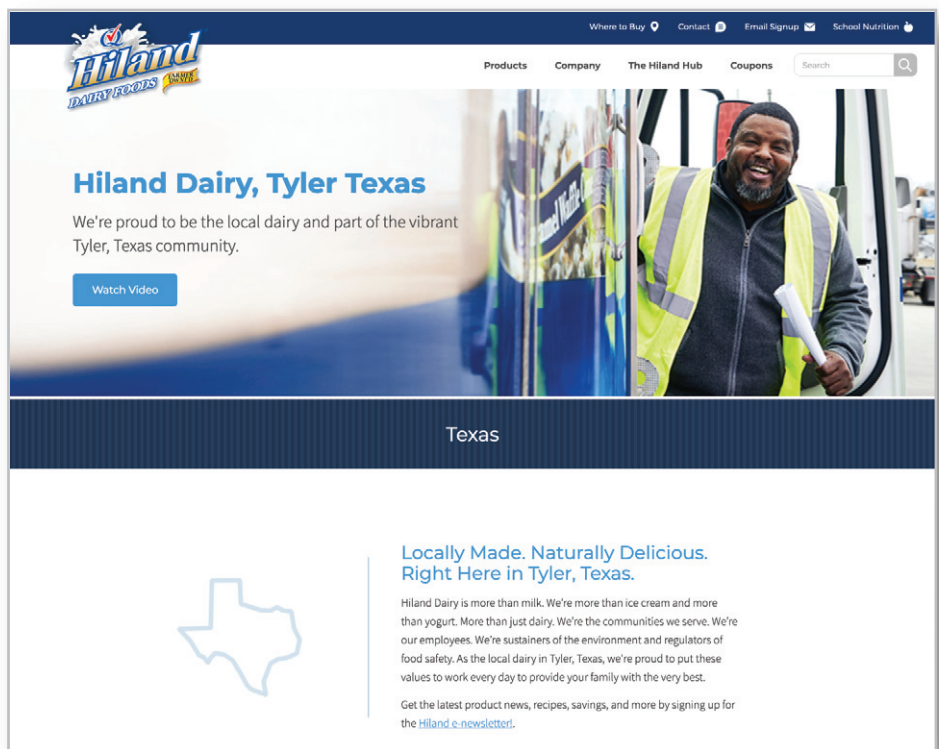
Market Support Through Consumer Promotions

Promotional Period: **Ongoing 2021**

At one time or another, we have created website landing pages for each of the markets. We would like to update and are reaching out to see how we can engage your local communities. Please be thinking about some ideas. Here is the Texas page that was updated recently hilanddairy.com/texas

We are able to build a specific promotion for your market and tie in with retail promotions. Below are links to other local landing pages that were developed in the past and will be undergoing an update:

hilanddairy.com/arkansas
hilanddairy.com/iowa
hilanddairy.com/nebraska
hilanddairy.com/norfolk
hilanddairy.com/oklahoma
hilanddairy.com/wichita

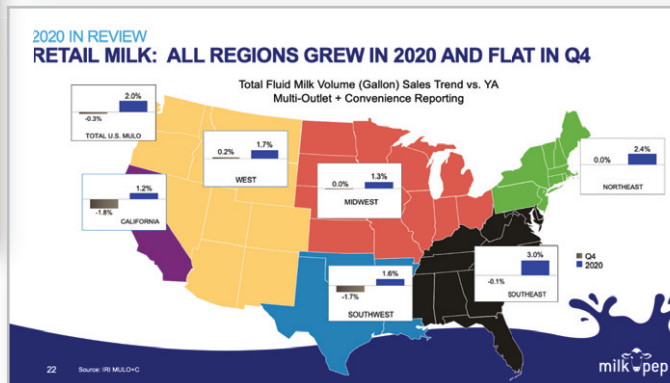
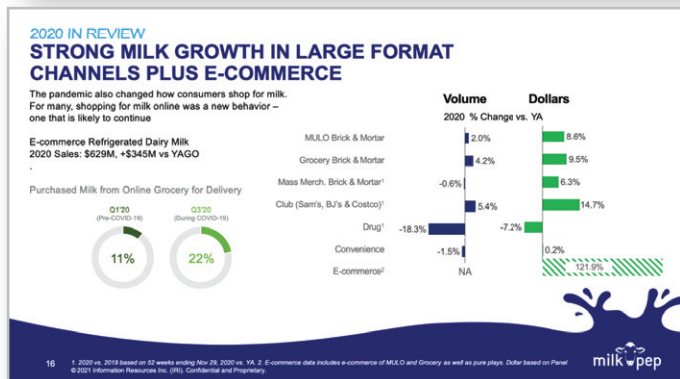
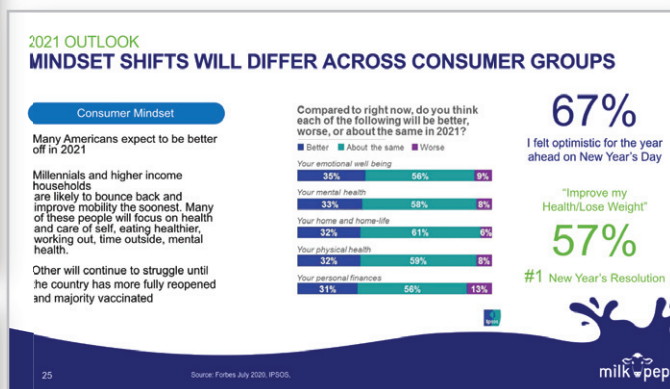
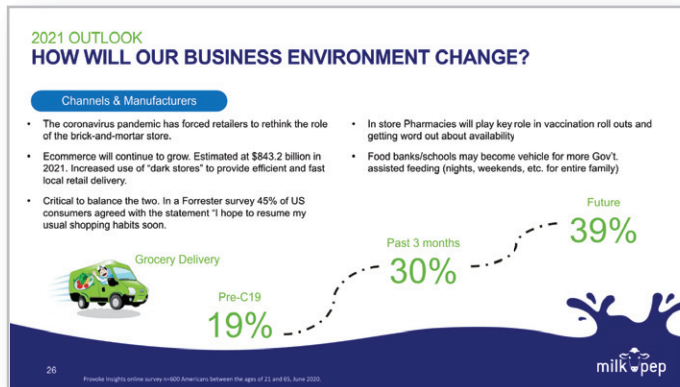


The screenshot shows the Hiland Dairy website landing page for Tyler, Texas. The page features the Hiland Dairy logo at the top left, which includes a checkmark and the text "Hiland DAIRY FOODS FARMER OWNED". The navigation menu includes "Where to Buy", "Contact", "Email Signup", and "School Nutrition". The main content area has a large image of a smiling man in a yellow safety vest holding a clipboard. Below the image, the text reads "Hiland Dairy, Tyler Texas" and "We're proud to be the local dairy and part of the vibrant Tyler, Texas community." There is a "Watch Video" button. A dark blue bar below the image contains the word "Texas". The bottom section features a light blue outline of the state of Texas and the text "Locally Made. Naturally Delicious. Right Here in Tyler, Texas." followed by a paragraph about the company's commitment to the community and a link to sign up for the newsletter.



Industry Updates

The pandemic changed how consumers shop for milk. For many, shopping for milk online was a new behavior and one that will likely continue. While brick and mortar continue to be dairy's bread and butter channel, online presence is becoming more necessary. We are working to establish ads on Instacart and other retail channels. Let us know if your retailers are requesting digital coupons, we can help.



If you are interested in the entire 2021 Milk Outlook deck by MilkPEP, please let us know and we can send to you.



TheHilandHome.com


We would love to involve local retailers in upcoming posts – get in touch with us to brainstorm some ideas.

The Hiland Home


Your blog for the tips, tricks and life hacks you need.




Hiland Dairy Social Media

 **Ryan Phipps** is at **Lillie Mae's Comfort Food**.
February 18 at 2:54 PM · Manor, TX · 🌐


This picture is Manor Police Sergeant Zon Lout delivering warm meals prepared by **Fred Nunn (Lillie Mae's Comfort Food)** to our elderly living center residents. This community has come together to provide food and water during one of the worst weather events we have ever encountered—including businesses like Lillie Mae's, our local **Hiland Dairy**, Capitol Wright Distribution, Manor Walmart, and so many others. People who volunteer like Monique and her team at the **Manor Texas COVID - 19 Disaster Relief** and so many others are out in the freezing to keep our community fed and with water. Our elected Officials, our City Hall Staff, our Manor Water Department (who has been working through the night), our Manor Street Department, Manor Fire Department (Travis County ESD 12), and our officers and Police Department staff are all dedicated to the people we serve. This is far from over, but we see light at the end of the tunnel. Stay strong Manor, and keep setting the example of helping each other!



22 Comments 55 Shares

 **Hiland Dairy Foods**
2,925 followers
📍 · 🌐

Congratulations to Terry Hylton, who was recently promoted to district sales manager for our Kansas City location. Way to go, Terry!
<https://bit.ly/2KqkuDh>



32 · 5 comments

We want to know your news!

LinkedIn is a great way to reach our retailers and food service clients by introducing new team members or new products. We are ready to post your news!

The Hiland Sales Home

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

We have made updates to sales sheets and will also be updating the PowerPoint template to match the new corporate brochure.

2021 Materials Update

Collateral materials are an important contributor to sales. Here's an update on what's available now and what you can expect to see soon.



Elastitags

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

Company Brochure Refresh

The new corporate brochure went to the printer last week. We will be adding a printable PDF on The Hiland Sales Home soon.



TheHilandSalesHome.com



2021 Materials Update



Locally Made.
Naturally Delicious.™

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 to order.



2020
SUSTAINABILITY
PROGRAM

At Prairie Farms and Hiland, sustainability — the idea that everything we do is done in such a way as to minimize waste and environmental impact — really is second nature. We do it because our customers demand it. We do it because it makes sound business sense. Above all, we do it because it's the right thing to do.

Sustainability Reports

A new Prairie Farms and Hiland Sustainability Program Guide has been created that you can share with your customers.

Available to order through Greg. Moving forward, these are the “goals and standards” which will be updated annually, and the report will be a separate document that will be released annually on Earth Day (Thursday, April 22, 2021).

School Nutrition Sheets

We will update everyone once School Nutrition Sheets have been added to the website and Sales Home.



Fat Free Skim Milk	1% Lowfat Milk	2% Reduced Fat Milk	Whole (3.25%) Milk
Size: 8 oz carton Item Number: 9773 Case Size: 50 cartons	Size: 8 oz carton Item Number: 9771 Case Size: 50 cartons	Size: 8 oz carton Item Number: 9768 Case Size: 50 cartons	Size: 8 oz carton Item Number: 9765 Case Size: 50 cartons
Nutrition Facts Serving Size 1 Carton (200g) Calories 80	Nutrition Facts Serving Size 1 Carton (200g) Calories 100	Nutrition Facts Serving Size 1 Carton (200g) Calories 120	Nutrition Facts Serving Size 1 Carton (200g) Calories 150
INGREDIENTS: GRADE A SKIM MILK, VITAMIN A PALMATE, VITAMIN D3, CONTAINS MILK.	INGREDIENTS: GRADE A LOW FAT MILK, VITAMIN A PALMATE, VITAMIN D3, CONTAINS MILK.	INGREDIENTS: GRADE A REDUCED FAT MILK, VITAMIN A PALMATE, VITAMIN D3, CONTAINS MILK.	INGREDIENTS: GRADE A WHOLE MILK, VITAMIN A PALMATE, VITAMIN D3, CONTAINS MILK.

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We're Here to Help

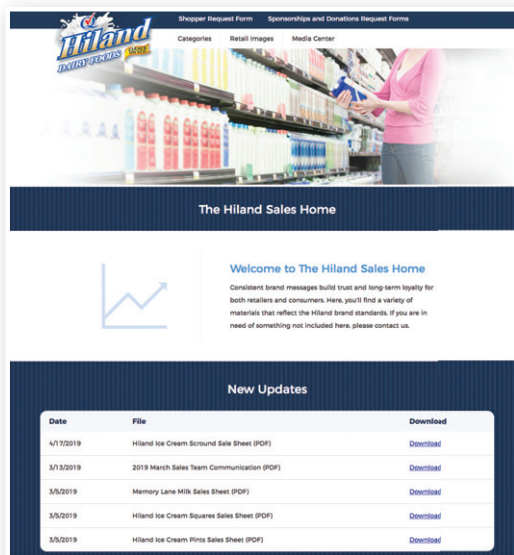
Need Marketing Assistance?

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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