

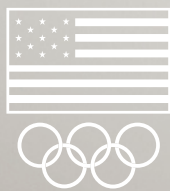
**YOU'RE
GONNA
NEED
MILK
FOR THAT.**

May
2021

Sales Team
Communications



got milk?



Proud Sponsor



TheHilandSalesHome.com

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!



2021 Olympics Athlete Partnership

We are partnering with Tom Scott and Courtney Frerichs for the 2021 Olympic season. Learn more about their achievements in karate and steeple chase by clicking the links below their photos. We can't wait to see how they rise to the #HoldMyMilk challenge!



TOM SCOTT, Karate

<https://www.teamusa.org/usa-karate/athletes/Tom-Scott>



COURTNEY FRERICHS, Steeple Chase

<https://www.teamusa.org/usa-track-and-field/athletes/Courtney-Frerichs>





June is National Dairy Month!



JUNE IS NATIONAL DAIRY MONTH

National Dairy Month started out as National Milk Month in 1937 as a way to promote drinking milk. It was initially created to stabilize the dairy demand when production was at a surplus, but has now developed into an annual tradition that celebrates the contributions the dairy industry has made to the world. After the National Dairy Council stepped in to promote the cause, the name soon changed to "Dairy Month."

National Dairy Month is a great way to start the summer with nutrient-rich dairy foods. From calcium to potassium, dairy products like milk contain nine essential nutrients which may help to better manage your weight, reduce your risk for high blood pressure, osteoporosis and certain cancers. Whether it's protein to help build and repair the muscle tissue of active bodies or vitamin A to help maintain healthy skin, dairy products are a natural nutrient powerhouse. Those are just a few of the reasons that you should celebrate dairy not just in June, but all year long.

Social Media Activation: Share and Support on Social!

We plan to share a bunch of delicious dairy content on social in honor of National Dairy Month. Please share and engage with these posts across Hiland's social channels. We will start the month with a blog and recipe from our Dairy Diva for a lemon ginger tea with fluffy cream cheese topping. We will also be sharing content for National Cheese Day, National Eat and Oreo Day, National Ice Cream Soda Day, and for National Ice Cream Cake Day.



Sweet and Savory Summer Recipes

We are teaming up with our favorite influencer, [Lolo Home Kitchen](https://www.lolohomekitchen.com), to create six yummy new recipes spanning our product lineup for Hiland fans to enjoy this summer. From dips to ice cream, we will have recipes the whole family can enjoy. Keep an eye out for more information coming soon!



Check out one of our favorite recipes here:

<https://www.lolohomekitchen.com/blog/2020/4/buster-bar-ice-cream-cake>



MilkPEP Sales Topline Report



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

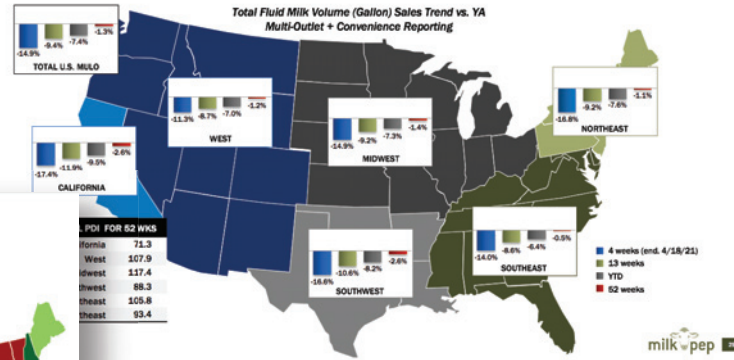
Key Takeaways:

- Retail sales trends in Pd. 4 (4 wks. end. 4/18/21) dropped -14.9% vs. the same period in 2020. White milk sales in tracked channels were much softer than both 2020 (expected due to overlapping the buying surge) as well as 2019 after tracking closer in Pd. 2. By contrast, Flavored and Organic trended closer to '19.
- Flavored volume comparisons to YA have swung from Pd. 3 to 4. Product availability was constrained during the surge last year as Processors maximized white milk volume. When compared to 2019, flavored volume was steady vs. two years ago.
- Single-serve and C-store volume trends improved, a sign of more people traveling on a daily basis and resumption of previous daily routines.
- When comparing 2021 to 2019 (through 16 weeks), Value-added milks (Organic, Lactose-Free and Health Enhanced) have grown roughly +1 mm gallons/week (+14%) while non-VA have declined -4 mm gallons/week (-6.4%).
- Looking ahead, the worst of the overlap with 2020 is behind us, meaning comparisons to 2020 will look better as the year progresses. Current full-year projections are -4.5% to -5% or 5,140 to 5,165 mm gallons.



MilkPEP Takeaways

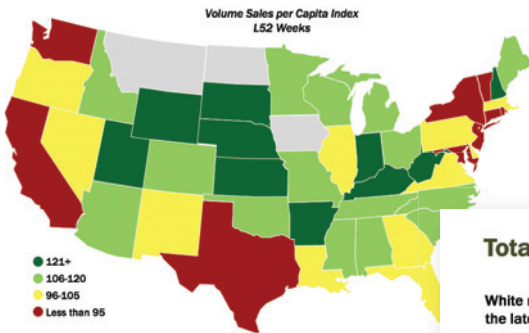
Total Milk: Tough overlap comparisons for Pd. 4 & 13 wks. end. 4/18.



Milk Per Capita Development in Tracked Channels

Milk sales in IRI-tracked channels average 10.0 gallons per capita. Using 10.0 as the average for indexing, the states are color-coded based upon their respective per Capita volume.

Most of the strong (green) per capita states are in the Midwest and Mideast. Several of the most under developed states (red) are also the largest in terms of population (CA, TX & NY).

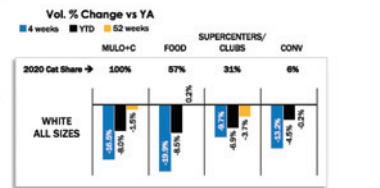


Source: IRI MILK

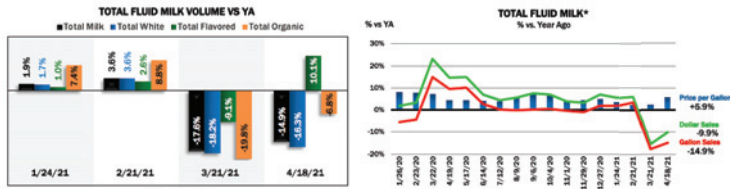
Total WHITE Milk Trend: Package Size & Channel

White milk in grocery/food dropped -19.9% during the latest 4 week period.

Supercenters declined (-9.7%) this period. Panel data shows a reduction in households buying Private Label, perhaps due to the giveaways through food banks and people shopping regular stores closer to



Tracked Channel Summary (IRI Reporting)



SOURCE OF GROWTH FROM 4 Weeks Ending 4/18/21

Category	Volume	Price/Mix	Dollars
Total Fluid Milk	-14.9%	5.9%	-9.9%
Total White Milk	-16.3%	3.9%	-13.0%
Total Flavored Milk	10.1%	8.6%	19.6%
Total Organic Milk	-6.8%	0.4%	-6.4%

Retail sales trends in Pd. 4 (April) dropped -14.9% vs. the same period in 2020. See pages 12-17 for further trend analysis.

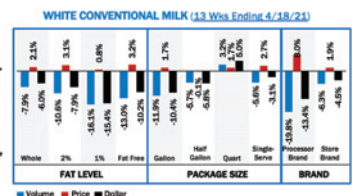
Flavored volume Pd. 4 was +10.1% vs. YA, after the decline last period. Product availability was constrained during the surge last year as Processors maximized white milk volume (see p.15 for Organic milk volume was down -6.8% this period vs. Y/ Most of Price/Mix comes from size shifting and some t

Source: All data in this report is sourced from IRI MULO+C unless noted * Fluid milk includes Conventional White & Flavored, Organic White & Flavored, Egging & Butter milk

Source of Growth

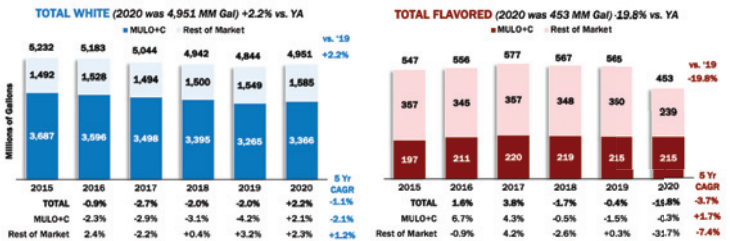
- For the last 13 weeks, whole milk volume was -7.9%. Reduced Fat 2% white was -10.6%. Low fat 1% and Fat Free also declined to -16.1% and -13.0% respectively.

- Over the latest 13 week period, gallons were -11.9%, liters were down as well (-5.7%). These gains of the surge in milk usage has been

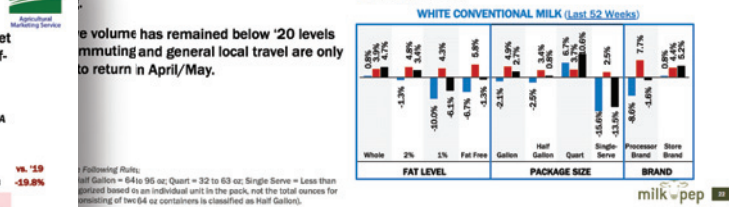


Milk Sales by Year (USDA)

White Milk sales grew +2.2% driven by growth in both tracked retail channels and the rest of the market (includes the Farm Box program). The large flavor decline, -19.8% traces to school volume in the rest-of-market. Other Foodservice segments, such as Colleges and travel/leisure also saw large declines.



Source: USDA, IRI & Prime Analysis



Following Rules: Half Gallon = 64 to 96 oz; Quart = 32 to 63 oz; Single Serve = Less than 8oz based on an individual unit in the pack, not the total ounces for a 24 pack of containers is classified as Half Gallon.



IRI Reporting

As a reminder, we have access to IRI data for the following markets:

- Dallas/Ft. Worth, TX
- Des Moines, IA
- Houston, TX
- Kansas City, KS
- Little Rock, AR
- Oklahoma City, OK
- Tulsa, OK
- Wichita, KS

These are the only markets in our area that are measured by IRI.

We are able to pull Total US if that is helpful. See chart below.

IRI Report

Geography : Total US - Multi Outlet Time : Latest 52 Weeks Ending 04-18-21



Product	Dollar Sales	Dollar Sales %Change vs YA	Volume Sales	Volume Sales %Change vs YA	% Stores	ACV Weighted Distribution
HILAND DAIRY FOODS CO LLC-RFG SKIM/LOWFAT MILK	\$90,627,691	-2.1%	165,570,364	-7.0%	5.64	5.36
HILAND DAIRY FOODS CO LLC-RFG WHOLE MILK	\$80,631,952	1.6%	144,719,757	-2.1%	5.72	5.29
HILAND DAIRY FOODS CO LLC-RFG FLAVORED MILK/EGGNOG/BUTTERMILK	\$48,817,191	6.3%	57,510,049	2.3%	6.16	6.10
HILAND DAIRY FOODS CO LLC-COTTAGE CHEESE	\$36,642,640	2.9%	17,028,410	-3.0%	3.75	4.61
HILAND DAIRY FOODS CO LLC-RFG BUTTER	\$13,445,240	-2.7%	4,372,592	10.0%	1.91	3.42
HILAND DAIRY FOODS CO LLC-RFG DIPS	\$11,638,909	-1.7%	4,993,303	-5.5%	3.81	4.16
HILAND DAIRY FOODS CO LLC-ICE CREAM	\$11,371,150	4.0%	12,491,783	1.7%	1.79	2.89
HILAND DAIRY FOODS CO LLC-NON AEROSOL WHIPPED TOPPING	\$10,395,937	11.3%	2,671,976	15.7%	3.75	4.39
HILAND DAIRY FOODS CO LLC-RFG ORANGE JUICE	\$7,884,934	7.6%	188,100,159	7.6%	3.71	3.28
HILAND DAIRY FOODS CO LLC-SOUR CREAM	\$4,071,645	-14.6%	1,801,583	-12.1%	3.58	4.04
HILAND DAIRY FOODS CO LLC-RFG DAIRY HALF & HALF	\$3,391,830	-1.0%	1,703,626	-0.7%	4.33	3.96
HILAND DAIRY FOODS CO LLC-RFG ALMOND MILK	\$3,072,853	-12.8%	4,036,361	-12.1%	3.23	2.09
HILAND DAIRY FOODS CO LLC-RFG COFFEE CREAMER	\$2,196,311	23.5%	1,569,337	23.7%	0.80	0.94
HILAND DAIRY FOODS CO LLC-SHERBET/SORBET/ICES	\$2,042,495	-3.8%	2,129,165	-7.0%	1.21	1.93
HILAND DAIRY FOODS CO LLC-RFG YOGURT	\$1,540,880	-5.3%	1,045,379	-7.5%	2.06	1.74
HILAND DAIRY FOODS CO LLC-RFG READY-TO-DRINK COFFEE	\$1,144,013	30.7%	20,427,297	28.2%	2.45	1.65
HILAND DAIRY FOODS CO LLC-NATURAL CHEESE-CHUNKS	\$985,489	-8.4%	214,184	-19.0%	0.39	0.43
HILAND DAIRY FOODS CO LLC-CREAM CHEESE-SOFT	\$747,493	6.8%	210,678	9.5%	0.77	0.99
HILAND DAIRY FOODS CO LLC-RFG LEMONADE	\$616,459	58.1%	24,001,841	62.7%	2.00	1.90
HILAND DAIRY FOODS CO LLC-RFG FRUIT DRINK	\$387,321	10.3%	31,038,147	10.0%	1.47	2.10
HILAND DAIRY FOODS CO LLC-RFG YOGURT DRINKS	\$339,782	34.6%	155,205	36.5%	0.57	0.62
OTHER HILAND DAIRY FOODS CO LLC-RFG YOGURT DRINKS	\$333,361	33.8%	152,365	35.6%	0.57	0.62
HILAND DAIRY FOODS CO LLC-AEROSOL WHIPPED TOPPING	\$311,519	55.3%	65,856	52.1%	0.43	0.44
HILAND DAIRY FOODS CO LLC-NATURAL CHEESE-SHREDDED	\$248,258	-49.8%	51,147	-55.3%	0.36	0.42
HILAND DAIRY FOODS CO LLC-FZ YOGURT/TOFU	\$168,235	-8.2%	116,064	-12.6%	0.45	0.73
HILAND DAIRY FOODS CO LLC-RFG BUTTER BLENDS	\$100,390	20.3%	23,681	20.5%	0.21	0.30
HILAND DAIRY FOODS CO LLC-RFG SOY MILK	\$88,512	-34.6%	118,228	-33.7%	0.40	0.56
HILAND DAIRY FOODS CO LLC-RFG SNACK CAKES/DOUGHNUTS	\$2	-99.8%	0	-99.8%	0.00	0.00
HILAND DAIRY FOODS CO LLC-RFG APPLE JUICE		-100.0%		-100.0%		
HILAND DAIRY FOODS CO LLC-NATURAL CHEESE-CRUMBL		-100.0%		-100.0%		

Please contact Sarah or Kathy with IRI requests.



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.

New Updates		
Date	File	Download
5/14/2021	Hiland Dairy School Products Omaha Market 2021 (PDF)	Download
4/29/2021	2021 April Sales Team Communication (PDF)	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

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.



More milk, cottage cheese, and sc/dip coming soon!



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 12 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

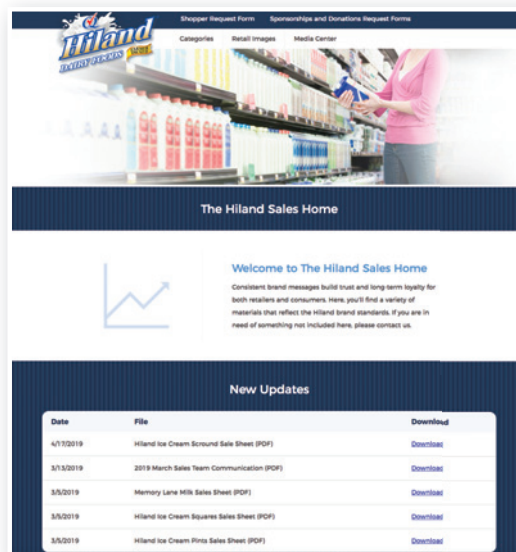
Need Marketing Assistance?

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!

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