

October
2021
Sales Team
Communications



TheHilandSalesHome.com



Hiland Wins Several QCS Awards!

Congratulations on the below accolades – very well deserved.
Merit of Excellence Awards:

- Fluid Milk
 - o Kansas City, MO
- Cultured Products
 - o Norman, OK
 - o Tyler, TX
 - o Belfonte – Kansas City, MO
- Ice Cream
 - o Springfield, MO
 - o Tyler, TX
 - o Belfonte – Kansas City, MO



Plant Assessment Excellence Awards:

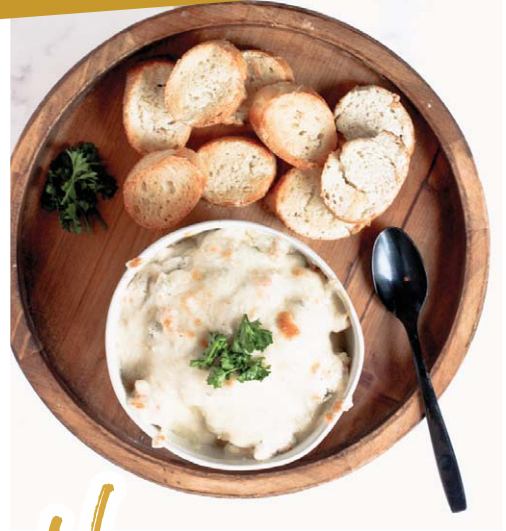
- Chandler, OK
- Fayetteville, AR
- Fort Smith, AR
- Kansas City, MO
- Little Rock, AR
- Norfolk, NE
- Norman, OK
- Springfield, MO
- Tyler, TX
- Tyler, TX (Ice Cream Plant)
- Wichita, KS
- Belfonte - Kansas City, MO

Orange Juice Product Excellence Award:

- Little Rock, AR (won 3 out of the last 4 years!)



Hiland Takes Home Outstanding Integrated Marketing Campaign Award!



Bring Hiland Home
for the Holidays

Congratulations to all involved and thank you to the markets that helped amplify the promotional messaging in stores! We are so proud of the work we get to do with you every day.

To view the full entry and learn more about the campaign, [click here](#).





Hiland for Every Holiday Moment

Promotional Period:

November 15 - December 31, 2021

This year's holiday season is expected to be extra festive as Americans are wanting to make up for scaled-back celebrations last year and is projected to have the most spending in history according to "The State of Smooth: 2021 Holidays Unwrapped" report.

We have created an engaging consumer promotion with our favorite food blogger, LoLo Home Kitchen, who has developed fun content and recipes for "every holiday moment." In addition to LoLo, we have partnered with a third-party influencer partner that will provide original content with paid amplification centered on cooking and entertaining with Hiland Dairy for the Holidays. We will work with influencers in Hiland's markets to provide a combination of recipe videos and photography that will be repurposed on Hiland's website and social channels.

Consumers will be directed to a landing page where they can sign up for a chance to win a year's worth of Hiland Dairy products and have access to recipes, savings, and more.

An integrated marketing campaign utilizing paid social media (including Facebook, Instagram, Snapchat, Pinterest), digital display/native, video/connected television, traditional television, and radio will help drive awareness of and traffic to the promotional landing page.

Goals/Objectives:

- Inform and educate consumers about Hiland Dairy products
- Support product sales efforts
- Increase engagement and awareness



HilandDairy.com/Holidays

Hiland for Every Holiday Moment


Digital, Social and Traditional Marketing

The media schedule will provide powerful tactics to ensure the message is heard throughout Hiland's trade area.



Media Support

- Digital Ads
- Social Media Ads, Cover Photos and Strategy
- Streaming Audio
- Connected TV
- Pre-Roll Video
- Public Relations
- Consumer Emails
- Traditional TV
- Radio

	NOVEMBER				DECEMBER				
	1	8	15	22	29	6	13	20	27
 Locally Made. Naturally Delicious.									
DIGITAL									
Markets for digital - Nebraska, Kansas City, Springfield, Des Moines, Wichita, Oklahoma, Tyler-Longview, Little Rock, Fay/Fl. Smith									
INFLUENCER									
Partnership with bloggers in key markets									
DISPLAY/NATIVE									
Native ads placed within cooking, Holiday and entertainment verticals									
VIDEO									
Pre-roll & CTV video within Holiday content									
FACEBOOK/INSTAGRAM/PINTEREST/SNAPCHAT									
Image & Video									
BROADCAST (OKC, Omaha, KC, Little Rock, Tyler, Springfield)									
RADIO (OKC, Omaha, Kansas City, Little Rock, Springfield)									
:30 radio spots running on top stations for W 25-54									
TELEVISION									
:30 radio spots running on top stations for W 25-54									

Have a store that wants to get involved? We can provide customized point-of-sale materials.



Questions?

Call Kelly or Kathy at Envoy | 402.558.0637

See for Yourself

Visit the landing page for more details:

HilandDairy.com/Holidays

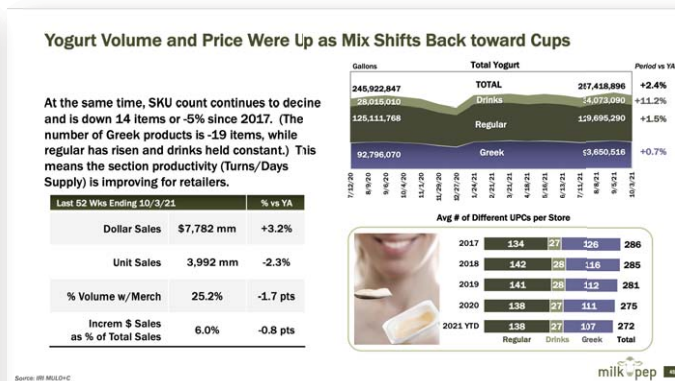


MilkPEP Sales Topline



Period 10 through October 3, 2021

If you would like to see the full report, [click here](#).



Key Takeaways:

- Milk volume sales during Period 10 were -5.9% vs. YA. This is consistent with the last several periods as reported in IRI-tracked channels.
- The USDA August results for the entire category showed meaningful improvement to -1.7%, bring YTD to -4.8%. As you will read on p.6, most products saw trend improvement, led by +48% for Flavored Fat-Reduced in August. This represents students being back in school and the return of chocolate milk for their lunches.
- The remaining months of 2021 should benefit from students being in-school and out-of-home mobility effecting c-stores and some foodservice segments. The full year projection improved by 17mm gallons to 5,145mm or -4.8%.
- Softness vs. '19 was driven by traditional white milk (-4.7mm/wk or -9.5%), offset by growth in Value Added products (+1.1mm/wk or +16.5%). Flavors saw accelerating growth during the summer but slowed at the end of September. The opposing trends (VA growing double-digit and Traditional declining) have continued since June '20.
- March -5.3% level. Once schools are back in session in August/September the forecast will be further refined.



Sustainability Images

We have updated sustainability messaging with the 2020 figures. These documents are available for download on [The Hiland Sales Home](#).



2020 Recycling
Hiland Dairy's focus on reducing, reusing, and recycling at every stage of the production and distribution process resulted in a six times more significant increase than reported in 2019!



2020 Milk Crate Recycling/Reuse
Hiland Dairy Milk crates are earth-friendly and the only secondary packaging needed for delivery to our retail partners. This means no waste. Hiland's milk crates stand up to extreme temperatures, take abuse, and last year and year before being recycled into new crates. Every time a milk crate is taken, a replacement has to be produced.



2020 Hours Volunteered and Product Donations
Hiland Dairy employees and families actively contribute to their communities through volunteering, charitable giving, and product donations.

Hours Volunteered 223,200 Hours
Product Donations 226,961 Pounds
Direct Monetary Donations \$121,500 USD



2020 Waste Diverted
Hiland Dairy pursues strategies for zero waste to landfill. Some of these strategies include donating to feed food insecure people, repurposing to feed animals, utilizing for industrial purposes, and composting.

Waste Diverted from Landfill 90,768,365 Pounds
Waste Sent to Landfill 18,656,214 Pounds

Hiland Dairy's Social Responsibility

Hiland Dairy is proud to provide affordable dairy products that support our consumers' health and nutritional needs. As a member of the U.S. dairy community, our goal is to provide confidence that our products are produced in socially responsible ways. Along with our fellow cooperatives and processors, we pledge to demonstrate positive impacts in environmental sustainability, animal welfare, community contributions, and food safety. Hiland Dairy also supports the industry-wide Environmental Stewardship Goals to achieve carbon neutrality, optimize water usage, and improve water quality by 2050.

2020 Recycling
Hiland Dairy's focus on reducing, reusing, and recycling at every stage of the production and distribution process resulted in a six times more significant increase than reported in 2019!

36,381,725 pounds of non-food waste was recycled. This is about **33% of Hiland's total reported waste amounts for 2020.** This is about six times greater than the amount reported in 2019.

2020 Milk Crate Recycling/Reuse
Hiland Dairy Milk crates are earth-friendly and the only secondary packaging needed for delivery to our retail partners. This means no waste. Hiland's milk crates stand up to extreme temperatures, take abuse, and last years and years before being recycled into new crates. Every time a milk crate is taken, a replacement has to be produced.



"Hiland Dairy is proud to provide our consumers with healthy, affordable dairy products. We pledge to be responsible in all phases of our production and delivery processes, thus affirming our commitment to social responsibility."
Gary Aggus, Hiland Dairy CEO

Locally Made. Naturally Delicious.™

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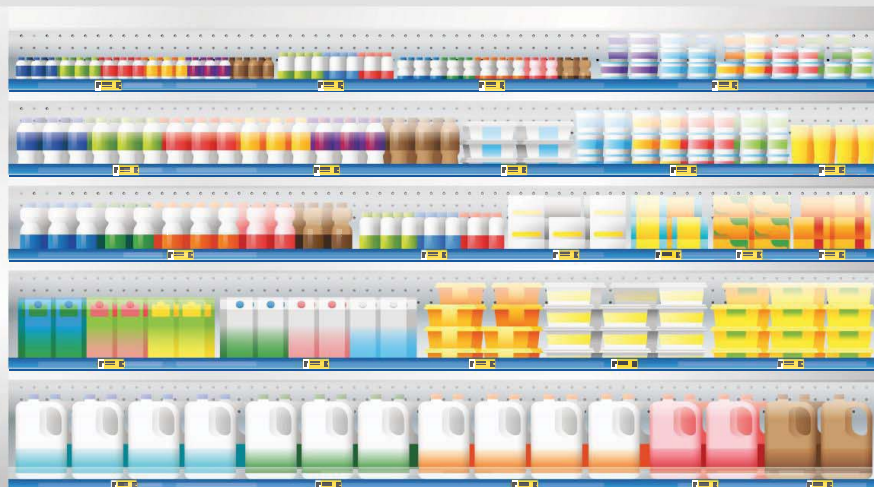




Dairy Retail Sales

PERSPECTIVES

Dairy Retail Sales Up More Than 10% Compared to 2019



Dairy product sales rose to new highs during COVID-19. This skyrocket can be attributed to more consumers cooking and baking at home, with dairy products being a star ingredient. While retail sales are down 4.8% during the first half of the year compared to 2020, 2021 is still shaping up to be an impressive year in the dairy aisle. Dairy retail sales are up 10.9% compared to 2019 sales.



\$29.6 BILLION

in dairy sales during the first six months of 2021

“ The shopping habits that have been created (during the pandemic) will likely remain, especially as people have grown more accustomed to spending more time and enjoying more meals at home. ”

—Andrew Wasserman, director of center store at Uncle Giuseppe's Marketplace



15.7%

increase in retail sales in 2020 in the dairy sector compared to pre-pandemic sales seen in 2019.



\$22 Billion

in sales of natural cheese, creamers and refrigerated dips from May 2020 to May 2021.



15.5%

increase compared to 2019 of whipped toppings.

SOURCES: IRI AND THE INTERNATIONAL DAIRY DEEL BAKERY ASSOCIATION

Dairy Retail Sales PDF is available for download [Here](#).



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?

New Updates		
Date	File	Download
10/28/2021	2021 Hiland Holiday Promo Brief (PDF)	Download
10/28/2021	Hiland 2020 Sustainability Graphic (PDF)	Download
10/28/2021	Hiland 2020 Sustainability Efforts Fact Sheet (PDF)	Download
10/12/2021	Classic Cream (PDF)	Download
10/1/2021	2021 September Sales Team Communication (PDF)	Download

2022 Materials Update



New Point-of-Sale
Materials Available!

Contact Sarah to order.

"We Proudly Serve" Stickers

We have produced 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.



TheHilandSalesHome.com



2022 Materials Update

Elastitags

Elastitags are available to order via Sarah or Greg and come pre-packaged in quantities of 250.

Please check the expiration date on any elastitags you have in your possession and be sure to distribute prior to expiration date or coordinate with Sarah to send to another market if you do not plan to use them.



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



2022 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

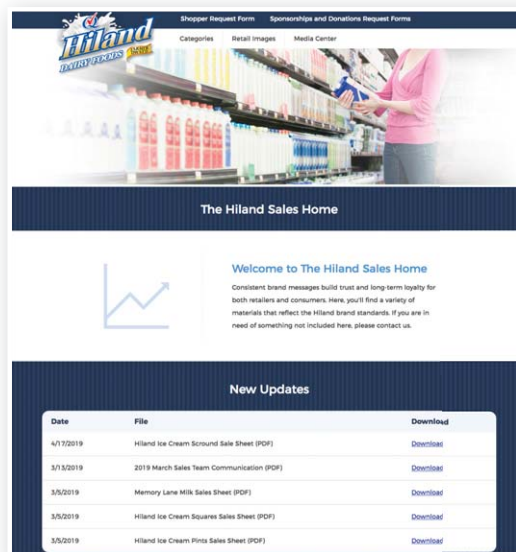
Need Marketing Assistance?

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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