

September 2021 Sales Team Communications



TheHilandSalesHome.com



Peanut Butter Chocolate Milk and Salted Caramel Cream Cheese Among the New Products Released by Hiland Dairy

Three fall milk flavors and six new cream cheese choices in stores next week

SPRINGFIELD, MISSOURI, UNITED STATES, September 21, 2021 /EINPresswire.com/ -- [Peanut Butter Chocolate Milk](#) and [Salted Caramel Cream Cheese](#) Among the New Products Released by Hiland Dairy Three fall milk flavors and six new cream cheese choices in stores next week



Halloween Eggnog and Peanut Butter Chocolate are fan Favorites!

Fall is in the air and with it, new fall flavors that everyone can enjoy. Hiland Dairy released three fall milk flavors: [Halloween Eggnog](#), [Peanut Butter Chocolate Milk](#), and [Pumpkin Spice Milk](#). Produced in small batches and available for a limited time.

“

Our fans love this time of year so we give them products that celebrate the season. Hiland's Peanut Butter Chocolate Milk and our Halloween Eggnog are among our most requested seasonal products”

Sarah Carey, marketing coordinator, Hiland Dairy

“Whether spreading on crackers, topping a bagel, or dipping veggies and fruit, Hiland's delicious cream cheese spreads easily for any snack or meal,” said Sarah Carey, marketing coordinator at Hiland Dairy.

“We know that our fans love this time of year, and what better way to start fall than with new

products that celebrate the season. Our flavored milk and eggnog have a huge fan following with our Peanut Butter Chocolate Milk and our Halloween Eggnog among our most requested seasonal products,” Carey continued.

You can purchase Hiland's Halloween Eggnog at the suggested retail price of \$2.56. The Peanut Butter Chocolate Milk and Pumpkin Spice Milk have a suggested retail price of \$2.69. All of these delicious new products are available where Hiland Dairy products are sold. Hiland's 3.5-ounce cream cheese has a suggested retail price all six to \$4; households can buy all six to satisfy everyone.

###

About Hiland Dairy Foods Company Hiland Dairy, based in Springfield, Missouri, is a leading farmer-owned dairy foods company. Their widely loved products include ice cream, milk, butter, cheese, and eggnog. Hiland Dairy has expanded beyond dairy and has a wide variety of other beverages, and fresh juices.

As a farmer-owned company, Hiland employs more than 2,500 people throughout Arkansas, Kansas, Missouri, Nebraska, Oklahoma, and Texas. Hiland's farmer-owners are just miles from the Hiland processing plants, where our milk goes from the farm to the shelves within 48 hours. Hiland strongly believes in the community and is committed to our environment. Using eco-friendly processes, Hiland continues to provide wholesome dairy to a healthy world.

Learn more at <http://www.hilanddairy.com/company/media-center>

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kathyb@envoyinc.com



Salted Caramel Cream Cheese among six new flavors of cream cheese from Hiland Dairy



Hiland Dairy releases six flavors of cream cheese for snacking

Point-of-sale materials available.
Contact Sarah to order!

Holiday Milks and Egg Nog

Locally Made. Naturally Delicious.™

HilandDairy.com

Holiday Milks and Egg Nog

Locally Made. Naturally Delicious.™

HilandDairy.com

New Product

Six New Flavors!

For recipes and savings, visit HilandDairy.com.



Sweet and Savory Summer Consumer Contest Ended August 31



Promotional Period: **July 1–August 31, 2021**

Summer is the season of sweet treats, party snacks, and everyone’s favorite goodies from the grill. Laura of Lolo Home Kitchen has created six fun summer recipes using a variety of Hiland products that are sure to tempt your family and friends.

We’ll be releasing a new recipe every week on the campaign landing page, laid out in beautifully branded recipe cards that are easily printable. Consumers will be able to enter to win a Blackstone 4-Burner 36” Griddle Cooking Station, plus a Hiland Dairy swag bag! We will have several opportunities to win coupons and Hiland summer cookout gear via social media.

Final Results:

Entries: **7,338**

Bonus Entries: **9,667**

Referrals: **278**

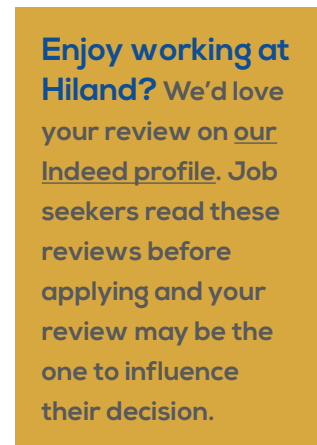
Email Signups: **6,067**

HilandDairy.com/Summer



Hiland Employment Promotion

Promotional Period: September 27 – Ongoing (as needed)



The entire manufacturing channel has been experiencing a labor shortage. Within the dairy industry, the common challenge has been to fill and keep employees in positions. According to IDFA, the labor pool of tomorrow will include efforts to recruit more women, veterans and youth – demonstrating to them why manufacturing is a desirable career. This dairy download discusses dairy industry workforce woes and what's causing labor challenges.

Hiland Dairy has experienced hiring shortages at many of our locations. Among the most affected have been Chandler, Fort Smith, Kansas City, Norman and Omaha. When combined with internal efforts and hiring websites like Indeed and Glassdoor, marketing efforts can extend reach and frequency of hiring messaging.

The campaign will be extended as needed during the entire fiscal year.

The initial four-week campaign begins on September 27 and will include cross-platform digital display ads targeting the markets mentioned above. We will also have radio mentions and sponsorships for two weeks. Paid/target social media display on Facebook, Instagram and Snapchat will support the digital and broadcast efforts. In addition, we will continue our organic posts on all Hiland social channels, including LinkedIn. Internal efforts will include a Marlin board screen asking for referrals and promoting the open positions at those plants where Marlin boards are present.



Hiland Wins Several World Dairy Expo Awards

Congratulations to all!

#1 White Milk Tyler

#2 Strawberry Milk Chandler

#2 Whole Buttermilk Kansas City

#3 Whole Milk Tyler

#2 Lowfat Cottage Cheese Chandler

#1 Regular Sour Cream Omaha

#1 Lite Sour Cream Omaha

#3 Toasted Onion Dip Omaha

#2 Sassy Salsa Dip Omaha

#3 Jalapeno Fiesta Dip Norman

#2 Pecan Cereal Drinkable Yogurt Chandler

#2 French Vanilla Ice Cream Norfolk

2021 World Dairy Expo Championship Dairy Product Contest Winners

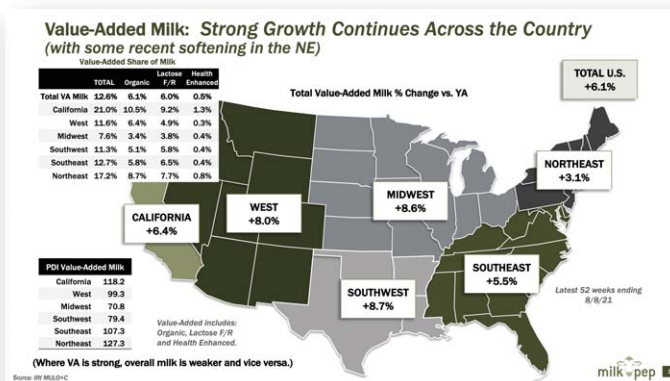
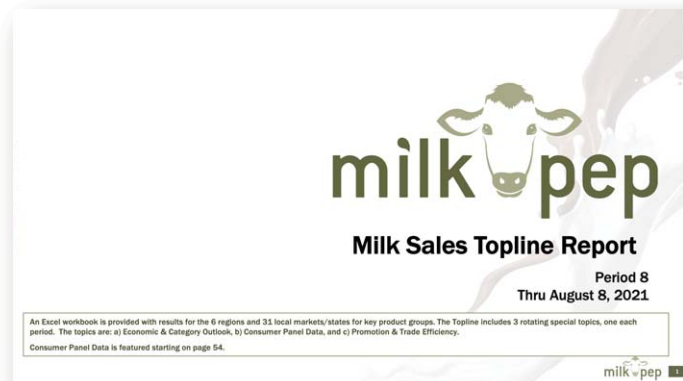


MilkPEP Sales Topline



Period 8 through August 8, 2021

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



Key Takeaways:

- Retail sales trends in Period 8 (4 weeks end. 8/8) dropped -6.2% vs. the same period in 2020.
- Flavored volume in Pd. 8 was +4.7% vs. YA, reflecting the reverting to pre-pandemic mobility and therefore improvement in c-stores.
- Organic milk volume was down -5.1% this period vs. YA, but remains ahead of 2019 levels every week of this year thus far.
- Value-Added (VA) has grown every week in '21, averaging +1.2mm gal/wk, or +16.5% vs. '19.
- 2021 weekly volume has followed the 2019 pattern for the past 24 weeks, albeit at lower levels. During Pd. 8, volume was -4.3 mm gal/wk or -6.3%. Softness (vs. '19) was driven by traditional white milk (-4.6mm/wk), offset by growth in VA products. Flavors have seen +5% growth over the past 8 wks. Some of the decline may source from consumers engaging in more out-of-home occasions as restrictions were eased.
- Using 2021 YTD to project the rest of the year suggests 2021 volume will be -5.1% or 5,128 mm. The year-over-year comparisons have improved slightly from the YTD-March -5.3% level. Once schools are back in session in August/September the forecast will be further refined.
- The Topline now includes side-by-side trend comparisons of the "Traditional" and "Value-Added" segments. Together they cover the entire milk category. Value-Added includes all Organic, all Lactose free and all Health Enhanced products. The rest of the category is represented by the "Traditional" label and includes white, flavors, Buttermilk and Egg Nog that is not Organic, Lactose Free or Health Enhanced (Pages 17, 20, 34-49, and 52). One further change- Soy beverage tracking has been replaced with Oat, on the same pages, due to the growth of Oat and continued decline of Soy.



Flavor in Milk is No. 1 Driver for Dairy in Schools



Learn more at this podcast link

<https://www.farmprogress.com/dairy/flavor-milk-no-1-driver-dairy-schools>



Sustainability Images

We are working on updating sustainability messaging and imagery and will have updates to share with you soon!



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 years and years before being recycled into new crates. Every time a milk crate is taken, a replacement has to be produced. Each crate requires four pounds of plastic resin to be created, molded, and shipped, producing unnecessary greenhouse gases.



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

Hours Volunteered 233,200 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 those strategies include donating to feed hungry people, repurposing to feed animals, utilizing for industrial purposes, and composting.

Waste Diverted from Landfill 95,788,345 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 or, better collectively, optimize water usage and improve water quality by 2050.



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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.



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"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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Product Donations 226,961 lbs
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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
9/23/2021	Prairie Farms Aseptic Milks (PDF)	Download
9/23/2021	Classic Cream (PDF)	Download
9/23/2021	Shullsburg Party Slices (PDF)	Download
8/30/2021	2021 August Sales Team Communication (PDF)	Download
8/27/2021	Seasonal Milk Sales Sheet (PDF)	Download

2022 Materials Update

2022 Hiland Dairy Calendars

Calendars will be available and shipped out to markets soon.



"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.



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

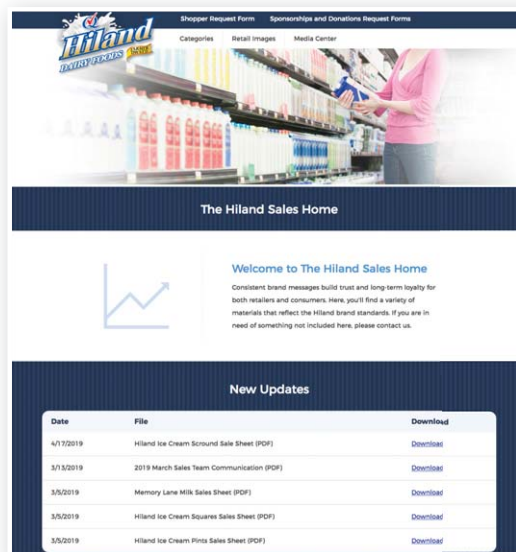
Need Marketing Assistance?

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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