

April
2022
Sales Team
Communications



TheHilandSalesHome.com





Sweet, Savory Springtime

Promotional Period: **March - April 2022**

Spring is the perfect time to focus on our lighter product offerings. As New Year's Resolutions start to wane, we're here to give consumers fresh and fun reminders of how to incorporate healthy Hiland Dairy products into their lifestyles. Our goals are to inform and educate consumers about lighter, healthier Hiland Dairy products, support product sales efforts, and increase engagement and awareness.

Results as of 4/29:

- Entries: 5,824
- Bonus Entries: 7,398
- Facebook Visits: 2,917
- Facebook Shares: 131
- Twitter Follows: 1,219
- Instagram Visits: 1,990
- Pinterest Follows: 1,273
- Referrals: 124
- Email Signups: 4,537



Do You Dairy?



Promotional Period: May - July 2022

Summer is just around the corner and there's only one question on our mind - *Do You Dairy?* In partnership with Silver Dollar City, we are asking consumers to share photos of how they include dairy in their summer activities. Think milk pints at a picnic, ice cream cones at a birthday party, or cottage cheese on a refreshing summer salad. We'll be sharing "Dares" throughout the promotion and will award random winners with prizes like an Instax camera (to go with polaroid/sharing photo theme), Silver Dollar City promo items and park passes, and fun summer-themed Hiland promo items. We'll also be coordinating fun dairy-themed posts for Silver Dollar City's social media to encourage more entries. One lucky grand prize winner will receive a free trip to Silver Dollar City and a prize pack full of travel must-haves.

Goals/Objectives:

- Promote Hiland Dairy sales
- Increase social media engagement
- Develop a bank of user-generated content that we can repurpose for marketing materials



HilandDairy.com/Dairy

#HilandDoYouDairy

Do You Dairy?


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
- Radio



 Locally Made. Naturally Delicious. [™]		Do You Dairy? PROMOTIONAL SUPPORT												
		MAY				JUNE				JULY				
		2	9	16	23	30	6	13	20	27	4	11	18	25
Markets for digital - Nebraska, Kansas City, Springfield, Des Moines, Wichita, Oklahoma, Tyler-Longview, Little Rock, Fay/Ft. Smith, Paris, Shreveport														
DIGITAL														
DISPLAY/NATIVE														
VIDEO - includes pre-roll and OTT/CTV														
PAID SOCIAL - includes Snapchat/FB/Insta/Pinterest/TikTok Image and video														
STREAMING AUDIO - includes Spotify and Pandora														
BROADCAST														
RADIO - 30-second radio commercials in OKC, Omaha, KC, Little Rock, Tyler and Springfield														
PUBLIC RELATIONS														
RELEASE ON NEWSWIRES AND TO LOCAL MEDIA														
SOCIAL MEDIA														
HILAND DAIRY SOCIAL CHANNELS														
INTERACTIVE														
HILANDDAIRY.COM/DAIRY NEWSLETTERS TO SUBSCRIBERS														

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/Dairy



Made in the Shade

with

Hiland[®]

DAIRY FOODS

FARMER OWNED

Lemonade



June-August 2022

Display

1st Place



2-6 Place



Based on:

- Number of stores with displays (40%)
- Appearance (30%)
- Display footage (30%)

Sales

Submit requirements by September 9!

20¢



10¢



5¢



Earn
per
unit
sold*

Earn
for
top
sales

1st Place



* \$25 minimum to receive sales incentive. Incentive rounded to the nearest \$5 increment. Must submit requirements by September 9 to Sarah Carey. Refer to email for details.

Industry News

Casey's General convenience stores kick off a three-month activation to drive dairy sales in all ten Midwest Dairy states from May 1st through July.

The activation focuses on increasing dairy sales online as well as in-store. Shoppers will be driven to the dairy page, which will include milk, ice cream, and cheese. In addition, milk promotions will be focused on gallons and half gallons to sell even more. Casey's will also track how many guests check out with dairy in their cart.

In addition, during National Dairy Month, Casey's will run a digital promotion for the entire month, with an offer of a pint of milk and a pizza slice for \$4.00 via their rewards program. Casey's has 2300 stores nationwide, and they identify their most extensive consumer base as females ages 25-40.

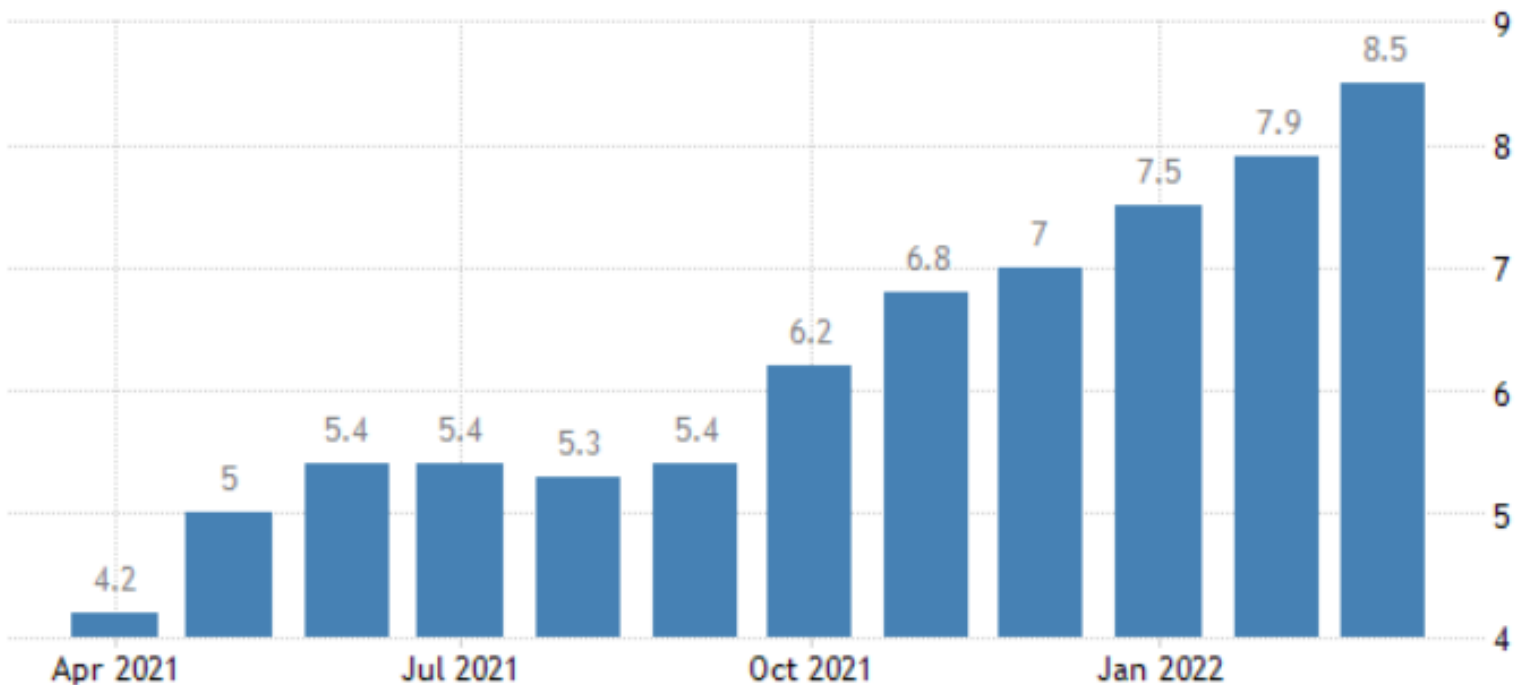


Industry News

Inflation rates; The Fed and most economists think annual inflation of around 2% is the sweet spot for prices. They would rather have a little bit of inflation rather than risk getting into deflation which is very detrimental to the economy.

Here's why everybody is now very concerned about inflation. In March 2021 inflation was at 2.6%, then 4.2% in April 2021 and almost 8% in February 2022 – a more than 3-fold increase in one year!

Annual Inflation Rate by Month, U.S. – Most Recent 12 Months



TRADINGECONOMICS.COM | U.S. BUREAU OF LABOR STATISTICS



Industry News

Where are you in the value equation for your product and its substitutes?

Even if it's a product where overall demand is pretty fixed (like many household cleaning and paper products), you might still see consumers trading down the value chain in response to pricing pressures. Demand for premium products (food and beverage, some personal care) tended to be up during COVID as people treated themselves to "at-home luxuries" they did not previously buy. It is possible that sales for those types of products/brands might go the other way now with value product demand rising. An example of consumers trading down during inflationary times has been seen across foods used as "center-of-the-plate" for lunch and dinner. Beef is likely to lose the most sales while Pasta is likely to benefit when prices are rising.

Reminder:

We have point-of-sale materials and website coupons to level the playing field. Be sure to let us know what other items can help with sales in-store.



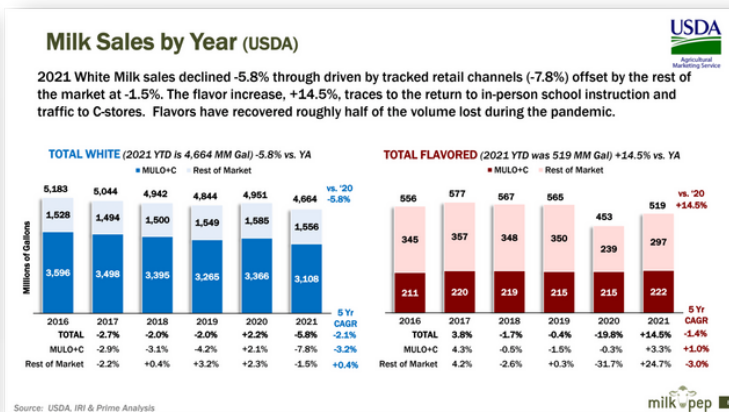
MilkPEP

Sales Topline



Period 3 Thru March 20, 2022

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



Key Takeaways:

- Retail milk volume sales in Period 3 (4 weeks ending Mar. 20), declined -2.9%, while dollar sales grew +10.8% due to price increases and changes due to volume mix.
- Value-added grew +2.0% while Traditional fell -3.6%.
- Organic declined -4.4% and Flavored dropped -1.6%.
- The alternative plant-based beverage category (almond, oat, soy, etc.) declined -2.5%.
- USDA reports that all channel milk volume declined -1.7% in January 2022. All channel reduced fat flavored volume increased +32%, demonstrating the impact of students being back in school and the return of chocolate milk in their lunches.



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 check the New Updates tab to see what's new.

What's new this month?

New Updates

Date	File	Download
4/21/2022	2022 Hiland Summer Promo Brief (PDF)	Download
2/25/2022	2022 March Sales Team Communication (PDF)	Download
3/10/2022	Hiland Spring Egg Nog Sales Sheet (PDF)	Download
2/25/2022	2022 February Sales Team Communication (PDF)	Download
2/17/2022	Hiland Sassy Salsa Sales Sheet (PDF)	Download
1/31/2022	2022 Hiland Spring Promo Brief (PDF)	Download

2022 Materials Update



New
Point-of-Sale
Materials
Available!

Contact Sarah
to order.



2022 Materials Update

Elastitags

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



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 Sarah or Greg to order.



2022 Materials Update



12 WAYS MILK CAN HELP YOUR BODY

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
PANTOTHENIC ACID	Helps your body use carbohydrates, fats and protein for fuel.	20% DAILY VALUE
VITAMIN B12	Helps with normal blood function, helps keep the nervous system healthy.	50% DAILY VALUE
ZINC	Helps maintain a healthy immune system, helps support normal growth and development and helps maintain healthy skin.	10% DAILY VALUE
NIACIN	Used in energy metabolism in the body.	15% 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 FARMER OWNED
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.



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.



Shelf Strips

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



We're Here to Help

Need Marketing Assistance?

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.

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

We've added a Comments/Suggestions form to thehilandsaleshome.com. You can use this to submit product suggestions, marketing ideas, general feedback, etc.

