



# August 2022 Sales Team Communications



**Nutrition Facts**

Amount per serving	1/4 cup (60mL)	% Daily Value*	Amount per serving	1/4 cup (60mL)	% Daily Value*
<b>Total Fat</b> 1g	2%	<b>Total Carbohydrate</b> 2g	4%		
<b>Saturated Fat</b> 1g	20%	<b>Fiber</b> 0g	0%		
<b>Trans Fat</b> 0g	0%	<b>Total Sugars</b> 0g	0%		
<b>Cholesterol</b> 10mg	2%	<b>Protein</b> 2g	4%		
<b>Sodium</b> 5mg	1%				

Calories 60



[TheHilandSalesHome.com](http://TheHilandSalesHome.com)



# MilkPEP Nutritionist Partnership

MilkPEP granted us \$5,000 to partner with an influencer in one of our markets. We've partnered with several influencers over the years - mostly to make delicious recipes and talk about how their families use Hiland products. We wanted to use this opportunity to work with a nutritionist to speak to the actual benefits of dairy in your diet and work to counteract some common dairy "myths" with the voice of an expert.

We partnered with Cara from Street Smart Nutrition in Kansas City, MO. [In this blog](#), she shares a delicious Korean Strawberry Milk recipe and talks about whole milk nutrition.

[Check out the blog and recipe here.](#)



# Back to School



**Back to School**  
August-September

Summer is nearing its end and we'll be organically promoting our "[Back to School With Hiland](#)" Email Track for the months of August and September.

Our 4-week email track focuses on topics like:

- Breakfast on the Go
- Packing School Lunches
- After-School Snacks
- School-Night Dinners

And subscribers get exclusive access to money-saving coupons!  
[Learn more here!](#)



# Hiring Campaign

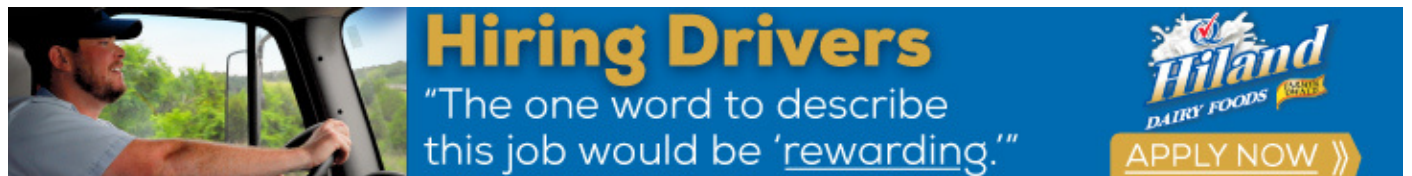


Please make sure you are keeping Sarah in the loop on new openings and jobs that have been filled.

## Recruitment and Hiring Campaign August-September

We know many are still struggling with hiring for open positions, especially drivers. We will be starting the next hiring campaign with a paid media schedule for the months of August and September. Digital and traditional efforts will be accompanied by individual, targeted ads on Facebook that link directly to our top priority listings. Please consult with Sarah if you are in urgent need of filling a position and we will get an ad going to spread awareness and drive applications.

The new ad sets will feature imagery and video following Tyler Good on his route. [Click here to watch the "A Day in the Life" video.](#) Our goal is to showcase several positions and create a library of this content for future recruitment efforts.



Over 2.1 million impressions already!



# Indulgent Email Series



## "Indulge with Hiland Dairy" Email Track Holiday Season

At the end of each of our four existing email tracks, we ask subscribers to fill out a short survey. One of the questions asks what kind of topics they'd like us to cover in future email series.

An overwhelming amount of respondents said they would love to see indulgent recipes. How to make your mac and cheese ultra creamy with Hiland Heavy Whipping Cream or how sour cream makes your baked goods even better. We can't say no to that! We're in the midst of creating content to cover every meal, including appetizers and desserts! We will have this email series ready to promote for our holiday season.

This may be the best one yet.



# Industry News

## Inflation Concerns Are Changing Americans' Grocery Shopping Habits



Seventy-one percent of Americans feel that increased prices are straining their savings. More than half (53%) of consumers said basic food staples are more expensive; thus, almost half (46%), are buying fewer non-essential items, and 43% are only buying essentials.

Consumers are finding they are having to make hard decisions when it comes to brands they prefer and have been accustomed to purchasing, the research found. Sixty percent of consumers are choosing less-expensive alternatives to their favorite brands, particularly when their favorites rise to a price they are unwilling to pay.

Forty-six percent of consumers are going without their favorite brands, 43% are looking for sales to offset the costs of their favorites, and others (45%) are simply choosing less-expensive brands.

[Full article here.](#)

# MilkPEP

## Sales Topline



Period 7 Thru July 10, 2022

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



**Milk Sales Topline Report**  
Period 7  
Thru July 10, 2022

An Excel workbook is provided with results for the 6 regions and 31 local markets/states for key product groups. The Topline includes 3 rotating special topics, one each period. The topics are: a) Category Outlook, b) Consumer Panel Data, and c) Promotion & Trade Efficiency.

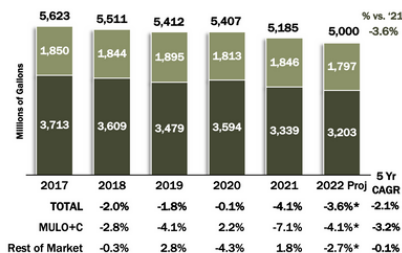
This period the Special Topics is Category Outlook starting on page 55.



### Milk Sales by Year (USDA)



TOTAL MILK (2022 Proj.: 5,000 MM Gal) -3.6% vs. YA  
■ MULO+C ■ Rest of Market



2022 USDA sales through April suggests a full year projection of 5,000 MM gallons. Incorporating USDA May reporting and IRI through Pd. 7 suggests a bit stronger outlook, perhaps as high as 5,040 MM.

The official forecast will be updated in the coming two weeks expecting -2.8% to -3% for the year.

Source: USDA, IRI & Prime Analysis



### Key Takeaways:

- Retail milk volume sales in Period 7 (4 weeks ending 7/10) dropped -2.8% versus the same period in 2021. Dollar milk sales grew +12.8%.
- The price of a conventional white milk gallon increased 20% vs. YA.
- Lactose Free/Reduced white milk increased +5.5%
- Organic milk declined -3.9% and flavored milk dropped -10.7%.
- The alternative plant beverage category (almond, oat, soy, etc.) declined -1.5%.
- The USDA reports that all channel milk volume declined -1.7% in May 2022. Reduced fat flavored milk volume grew +13% in May with the continued overlap of students returning to school.



# 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
7/30/2022	2022 July Sales Team Communication (PDF)	<a href="#">Download</a>
6/30/2022	2022 June Sales Team Communication (PDF)	<a href="#">Download</a>
6/1/2022	2022 Hiland Summer Promo Brief (PDF)	<a href="#">Download</a>
6/1/2022	2022 June Promotions Catalog (PDF)	<a href="#">Download</a>
5/31/2022	2022 May Sales Team Communication (PDF)	<a href="#">Download</a>

# 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
<b>CALCIUM</b>	Helps build and maintain strong bones and teeth.	25% DAILY VALUE
<b>PROTEIN</b>	Helps build and repair tissue. Helps maintain a healthy immune system.	16% DAILY VALUE
<b>VITAMIN D</b>	Helps build and maintain strong bones and teeth. Helps maintain a healthy immune system.	15% DAILY VALUE
<b>PHOSPHORUS</b>	Helps build and maintain strong bones and teeth, supports tissue growth.	20% DAILY VALUE
<b>VITAMIN A</b>	Helps keep skin and eyes healthy; helps promote growth. Helps maintain a healthy immune system.	15% DAILY VALUE
<b>RIBOFLAVIN</b>	Helps your body use carbohydrates, fats and protein for fuel.	30% DAILY VALUE
<b>PANTOTHENIC ACID</b>	Helps your body use carbohydrates, fats and protein for fuel.	20% DAILY VALUE
<b>VITAMIN B12</b>	Helps with normal blood function, helps keep the nervous system healthy.	50% DAILY VALUE
<b>ZINC</b>	Helps maintain a healthy immune system, helps support normal growth and development and helps maintain healthy skin.	10% DAILY VALUE
<b>NIACIN</b>	Used in energy metabolism in the body.	15% DAILY VALUE
<b>IODINE</b>	Necessary for proper bone and brain development during pregnancy and infancy; linked to cognitive function in childhood.	60% DAILY VALUE
<b>SELENIUM</b>	Helps maintain a healthy immune system, helps regulate metabolism and helps protect healthy cells from damage.	10% 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

© 2022 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!

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

