

February  
2022  
Sales Team  
Communications



[TheHilandSalesHome.com](http://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.

We've partnered with Lolo Home Kitchen to come up with six custom recipes featuring Hiland's cottage cheese, sour cream, and yogurt. The recipes range from Strawberry Cheesecake Overnight Oats to Cottage Cheese and Spinach Stuffed Chicken, each highlighting creative ways to include dairy products in a healthy diet that's not lacking in flavor.

Our "Get Healthy with Hiland" email series will be promoted on the landing page, in addition to fun recipe ideas and a signup for a chance to win our "Light and Fresh" prize pack. The "Light and Fresh" prize pack will include a blender; modern lunch box; Hiland-branded kitchen tools, cooler and thermos; and free product coupons.

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

## Goals/Objectives:

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



[HilandDairy.com/Spring](https://HilandDairy.com/Spring)

# Light and Fresh


## 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.	FEBRUARY				MARCH				APRIL			
	7	14	21	28	7	14	21	28	4	11	18	25
<b>DIGITAL</b>												
<b>COTTAGE CHEESE</b>												
Markets for digital - Nebraska, Kansas City, Springfield, Des Moines, Wichita, Oklahoma, Tyler-Longview, Little Rock, Fay/Ft. Smith, Paris, Shreveport												
<b>DISPLAY/NATIVE</b>												
<b>VIDEO</b> <small>Includes both pre-roll and OTT/CTV video placements</small>												
<b>FACEBOOK/INSTAGRAM/PINTEREST/SNAPCHAT</b> <small>Image &amp; Video</small>												
<b>STREAMING AUDIO</b>												
<b>BROADCAST</b> (OKC, Omaha, KC, Little Rock, Tyler, Springfield)												
<b>RADIO</b> <small>:30 radio spots running on top stations for W 25-54</small>									100	100		

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/Spring](http://HilandDairy.com/Spring)



# Hiring Ads

## Round 3

Hiring continues to be a challenge and we are now on round three of efforts to help fill these open roles. We are running Facebook ads for driver and plant worker job postings with direct links to apply on Indeed.

If you have jobs that urgently need to be filled, but you haven't posted to Indeed, please post them and send Sarah Carey an email (scarey@hilanddairy.com) letting her know the URLs for the new listings.

Equally important, once a position has been filled, please alert Sarah so we know to pull the ad and redirect that budget to open positions.



Hiland Dairy  
Sponsored · 🌐

**We're Hiring!**



**Hiland**  
DAIRY FOODS EST. 1978

Locally Made.  
Naturally Delicious.™

**We're Hiring CDL Drivers**  
Are you a self-motivated and customer service-oriented individual? Hiland ...See more

**Apply now**



Hiland Dairy  
Sponsored · 🌐

**We're Hiring!**



**Hiland**  
DAIRY FOODS EST. 1978

Locally Made.  
Naturally Delicious.™

**We're Hiring Plant Employees**  
Are you a self-motivated and customer service-oriented individual? Hiland ...See more

**Apply now**



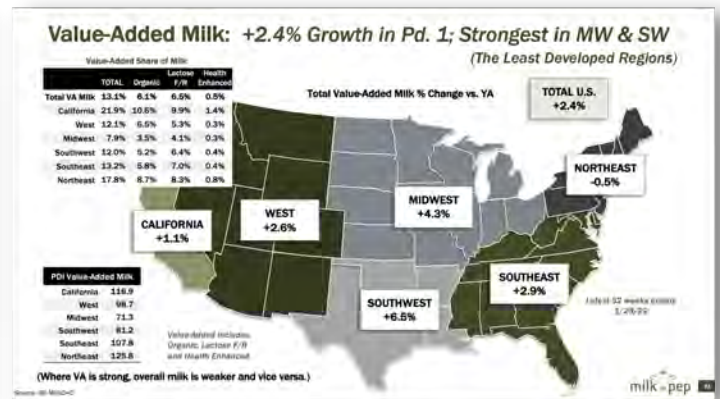
# MilkPEP

## Sales Topline



Period 1 Thru January 23, 2022

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



### Key Takeaways:

- Retail sales in Period 1 (4 weeks ending 1/23) declined -4.8% versus the same period in 2021. Value added milk grew +3.9%, while conventional white milk lost -5.2%, driving the decline.
- Flavored milk volume in Period 1 was up +2.2% versus a year ago, reflecting the return to pre-pandemic mobility, and therefore, improvement in flavored milk sold in C-Stores.
- Organic milk volume was down -4.6%.
- USDA is projecting full year 2021 milk volume for all channels to be -4.2% or 5,177mm while the other market channels (some Club, Dollar, Small Grocery, Foodservice, and Schools) expect to show growth of +1.6% in 2021.

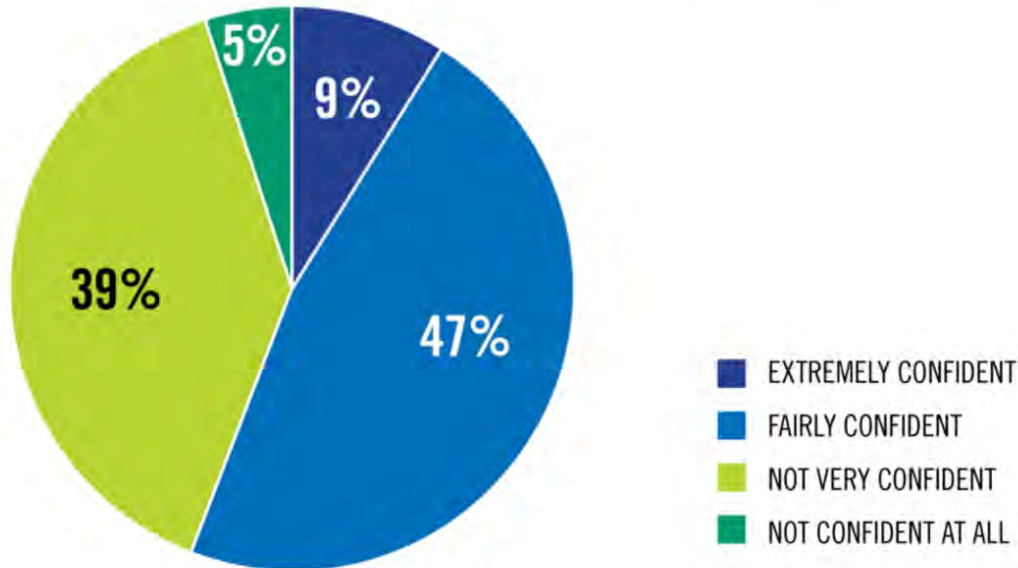


# Supply Chain, Labor Woes Dominate Retailer Concerns for 2022

More than 130 grocery retailers shared their thoughts and plans for 2022 in Supermarket News' second annual Retailer Expectations Survey. Some of the highlights:

- Inflation is a big factor, as nearly half (44%) of retailers said they were “not very confident” or “not confident at all” in the strength of the economy going into 2022. On the flip side, however, that leaves 56% of retailers saying they are “extremely” or “fairly” confident in the economy. While more than half of respondents this year are positive, it reflects a drop from last year’s result when 65% of retailers were confident coming into the new year.

## HOW CONFIDENT ARE YOU IN THE STRENGTH OF THE ECONOMY GOING INTO 2022?



**SN** SUPERMARKET NEWS

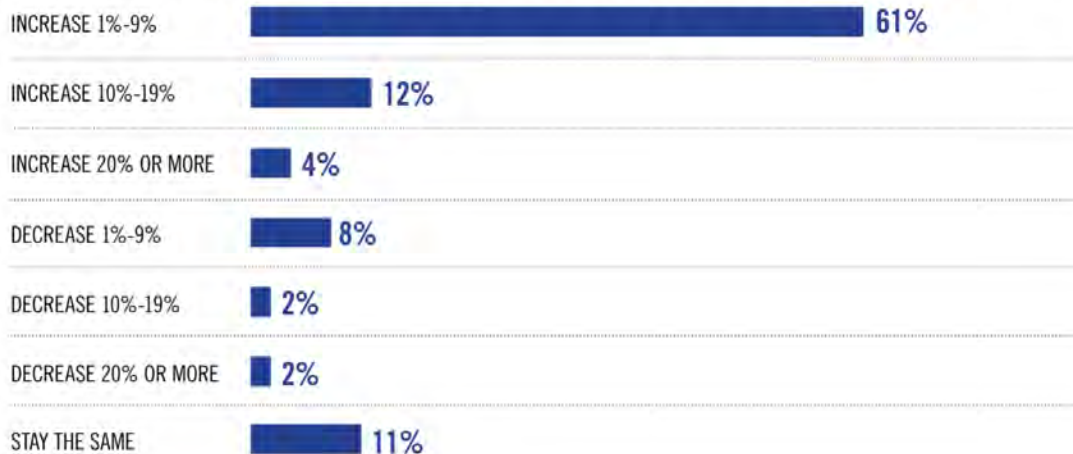
**Hiland**  
DAIRY FOODS FARMER OWNED

# Supply Chain, Labor Woes Dominate Retailer Concerns for 2022

More than 130 grocery retailers shared their thoughts and plans for 2022 in Supermarket News' second annual Retailer Expectations Survey. Some of the highlights:

- Still, retailers are bullish on sales expectations for next year. Nearly two-thirds (61%) expect to see sales increase from 1%–9% in the first six months of 2022, with another 16% looking forward to sales increases of more than 10%, as well as the 11% who expect sales to stay the same. Those numbers compare favorably to the 12% who anticipate sales decreases in 2022, indicating that most retailers hope or expect to fully lap the record grocery sales of 2020 next year.

## HOW DO YOU ANTICIPATE YOUR SALES WILL PERFORM IN THE FIRST SIX MONTHS OF 2022?



- Just over half of retailers (53%) plan to grow their store count in 2022, with the majority of those (73%) looking to grow by 1%–5%.



# Supply Chain, Labor Woes Dominate Retailer Concerns for 2022

More than 130 grocery retailers shared their thoughts and plans for 2022 in Supermarket News' second annual Retailer Expectations Survey. Some of the highlights:

- Hiring will continue to be a growth area for grocery retailers in 2022, with 75% of respondents saying they plan to hire more workers – up significantly from 56% in last year's survey. While 38% of this year's survey respondents plan to grow hiring by a moderate 1%-5%, a larger number (43%) are hoping to increase hiring by 6%-10% – with a promising total of nearly 20% looking to grow their employee count by more than 10%.
- While last year's focus for building sales was on growing online grocery and curbside pickup, in 2022 retailers plan to step up their in-store activities such as expanding fresh offerings (56%), improving supply chain efficiencies (54%), and increasing in-store promotions (46%). Online grocery is still a priority for many retailers (46%), as well as a curbside pickup (36%), but less so than last year when 60% of retailers planned to introduce or expand online grocery. That shift is no doubt due to the large number of grocers who have implemented online already in the past year.

## WHAT STEPS WILL YOU TAKE IN 2022 TO GROW SALES? MULTIPLE RESPONSES ACCEPTED.

Expand fresh offerings	56%
Improve supply chain efficiencies	54%
More in-store promotions	46%
Introduce or expand online grocery/delivery	46%
Increase private label	44%
Introduce or expand curbside pickup	36%
Expand health & wellness categories	21%
Increase center store selection	16%
Other	5%





# Supply Chain, Labor Woes Dominate Retailer Concerns for 2022

More than 130 grocery retailers shared their thoughts and plans for 2022 in Supermarket News' second annual Retailer Expectations Survey. Some of the highlights:

- While food service is one of the key areas that retailers will focus on in 2022, there are high hopes for other categories as well. When asked, "What categories do you expect to have the most success within 2022?," 60% of respondents cited fresh produce, followed by foodservice at 56%, fresh meat (40%), frozen foods (35%) and center store grocery (32%).

## WHAT CATEGORIES DO YOU EXPECT TO HAVE THE MOST SUCCESS WITH IN 2022? MULTIPLE RESPONSES ACCEPTED.

Fresh produce	60%
Deli-foodservice	56%
Fresh meat	40%
Frozen aisle	35%
Center store grocery	32%
Fresh bakery	29%
Dairy	23%
Health & wellness/HBC	19%
General merchandise (including paper goods, cleaning supplies, etc.)	19%

If you'd like to see the full report - just send us an email and we will send to you!



# 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
2/17/2022	Hiland Sassy Salsa Sales Sheet (PDF)	<a href="#">Download</a>
1/31/2022	2022 Hiland Spring Promo Brief (PDF)	<a href="#">Download</a>
1/28/2022	2022 January Sales Team Communication (PDF)	<a href="#">Download</a>
1/20/2022	Promotional Item Catalog (PDF)	<a href="#">Download</a>
1/20/2022	Hiland Creamers Sales Sheet (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:

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

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Kelly Bentley  
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402-558-0637 ext. 129

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.

