

July  
2022  
Sales Team  
Communications



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



# So You Dairy?



## Promotional Period: May - July 2022

In partnership with Silver Dollar City, we are asking consumers to share photos of how they include dairy in their summer activities. One lucky grand prize winner will receive a free trip to Silver Dollar City and a prize pack full of travel must-haves.

### Results as of 7/29:

- Entries: 822
- Bonus Entries: 1,194
- Facebook Visits: 308
- Facebook Shares: 16
- Twitter Follows: 142
- Instagram Visits: 201
- Pinterest Follows: 131
- Referrals: 18
- Email Signups: 661

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



# Ice Cream Week



Unless you're living under a rock, you know that National Ice Cream Day was July 17. We felt it deserved more than a day, so we paired up with Lolo Home Kitchen to sponsor her Ice Cream Week.

She created 16 delicious recipes! Check out the amazing [Recipe Roundup here](#).



# Made in the Shade

with



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.

# Coming Up



Share your photos of back-to-school milk deliveries with us for social media!

## 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!](#)

Bonus Content: We are partnering with a nutritionist influencer through MilkPEP and we're excited to get to share an expert's take on the importance of including dairy in your diet - from kids to adults!



# Coming Up



Tyler Good  
Sales Route Driver



## 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.



# Coming Up



## "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

## IDDBA/IRI Report: Perishables dollar sales rise, unit volume falls in June

Customers are hunting for savings in fresh foods but not always finding it. According to IRI research, 59% of consumers are seeing fewer of the items they want on sale, and 43% said items aren't discounted as much as they used to be. About half of shoppers, 51%, are stocking up on certain items more than usual, 18%, out of fear they won't be available next time and 26%, out of concern that prices may rise further.

Relevant, targeted promotions are powerful right now. These might include cross-promotion, happy-hour sale, one-day or three-day promotion, but these promotions can help grocers retain greater share of primary shoppers instead of them cherry-picking competitors' deals and losing a vital part of the total store basket.

[Full article here](#)

Average price/unit vs. YA	Q1 21	Q2 21	Q3 21	Q4 21	Q1 22	Q2 22	Jun 22		
<b>Total food and beverages</b>	+5.5%	+2.7%	+5.0%	+8.0%	+9.9%	+11.9%	+12.3%		
Average price/unit vs. YA	Q1 21	Q2 21	Q3 21	Q4 21	2021	Q1 22	Q2 22	Jun 22	Vs. YA
<b>Total bakery</b>	+9.0%	+3.6%	+4.1%	+7.8%	+6.2%	+8.8%	+12.6%	\$3.34	+13.2%
<b>Total deli</b>	+2.1%	+3.8%	+4.3%	+7.2%	+4.4%	+9.9%	+11.5%	\$5.72	+12.5%
<b>Total dairy</b>	+3.7%	-0.9%	+3.6%	+4.4%	+2.7%	+12.7%	+17.1%	\$3.43	+19.2%

Source: IRI, Integrated Fresh, Total US, MULO, average price per unit and % gain versus YA





# MilkPEP

## Sales Topline



Period 6 Thru June 12, 2022

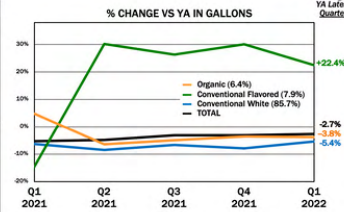
If you would like to see the full report, click [here](#).



### Total U.S. Milk Volume at a Glance (USDA Reporting)

TOTAL U.S. SALES OF FLUID MILK PRODUCTS: April 2022

Product Name	SALES (\$MM Lhs)		% CHANGE FROM	
	Month	YTD	Prev. Yr	YTD
Whole	1,208	4,506	3.0	-0.8
Flavored Whole	71	277	3.1	4.2
Reduced Fat (2%)	1,049	4,278	-8.9	-3.3
Low Fat (1%)	405	1,637	-9.8	-8.6
Fat Free (Skim)	195	794	-8.4	-8.1
Flavored Fat-Reduced	322	1,236	11.1	22.5
Buttermilk	37	148	-0.6	1.0
Other Fluid	114	413	29.4	8.4
Total Fat-Reduced	1,970	8,008	-6.3	-5.0
Total Conventional Milk	3,999	13,782	-2.0	-2.4
Flavored Whole Milk	107	440	-3.3	-1.4
Reduced Fat (2%)	2	7	9.4	5.6
Low Fat (1%)	86	332	-0.1	-4.3
Fat-Free (Skim)	24	100	-9.9	-11.8
Flavored Fat-Reduced	14	59	9.5	-6.1
Other Fluid	7	25	-6.7	-18.9
Total Fat-Reduced	131	516	-3.4	-6.7
Total Organic Milk	240	964	-3.4	-4.3
TOTAL FLUID MILK PRODUCTS	3,639	14,716	-2.1	-2.5



USDA reporting for April was -2.1% vs. YA. Conventional and Organic were -2.0% and -3.4% respectively in April.

Note the +22.5% for Flavored Fat-Reduced YTD April. This month of April was +11.1% as we begin to overlap the return of students and chocolate milk from last spring. The declining growth numbers will continue until summer.

### Key Takeaways:

- Retail milk volume sales in Period 6 (4 weeks ending 6/12) dropped -2.6% versus the same period in 2021, a 1.5-point smaller loss than last period (-4.1%). Dollar milk sales grew +14.6%.
- The price of a conventional white milk gallon increased 22% vs. YA.
- Lactose Free/Reduced white milk increased +5.8%.
- Organic milk declined -3.3% and flavored milk dropped -8.7%.
- The alternative plant beverage category (almond, oat, soy etc.) declined -2.9%.
- The USDA reports that all channel milk volume declined -2.1% in April 2022. Reduced fat flavored milk volume grew +11.1% as we begin to overlap the return of students and chocolate milk from last spring.



# 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)	<a href="#">Download</a>
2/25/2022	2022 March Sales Team Communication (PDF)	<a href="#">Download</a>
3/10/2022	Hiland Spring Egg Nog Sales Sheet (PDF)	<a href="#">Download</a>
2/25/2022	2022 February Sales Team Communication (PDF)	<a href="#">Download</a>
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>

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

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

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## 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.

