

June
2022

Sales Team Communications



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 6/29:

- Entries: 634
- Bonus Entries: 893
- Facebook Visits: 252
- Facebook Shares: 12
- Twitter Follows: 112
- Instagram Visits: 160
- Pinterest Follows: 107
- Referrals: 12
- Email Signups: 507

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

In-Store, Deal-Seeking Shoppers Are on the Rise

With grocery prices on the rise, in-store, deal-seeking shoppers are on the rise as well, according to industry experts. This is in contrast to online grocery sales in the U.S., which were down 3.8% year over year in April to \$8.1 billion, Barrington, Ill.-based Brick Meets Click reported.

In its latest report, data intelligence company Morning Consult also found a declining frequency of online grocery orders amid rising inflation.

"Among high-income households, weekly online grocery ordering fell from 29% in October 2021 to 18% in April 2022. Among millennials and urbanites, that share dropped 7 percentage points, while a 9-point drop was seen among parents with kids under 18 at home," Morning Consult reported.

Instead, more shoppers are shopping in stores. Morning Consult said one of the reasons for this is coronavirus concerns are lessening.

"In October, roughly 4 in 10 U.S. adults still said they were 'very' concerned about the coronavirus outbreak," Morning Consult said. "By the end of April, that share had declined to 26%. But the share saying they feel comfortable going to a grocery store has not experienced the same magnitude of change: Consumers have been relatively comfortable grocery shopping for quite some time. Around 8 in 10 said they were comfortable in October, and that ticked up to 85% by the end of May."

Grocery item shortages and e-commerce fees are also driving in-person shopping as almost 50% of shoppers claim they are at least somewhat uncomfortable with their finances.

"More than 6 in 10 consumers reported shortages of grocery items in April, which can translate to the hassle of missing items or unwanted substitutions in online orders," Morning Consult reported. It also noted that with ongoing economic uncertainty, consumers are looking to save on delivery or service fees.





Austin, Texas-based Top Data, in its study found that “as pandemic restrictions continue to ease, many people are ready to make up for lost time by flocking back to shopping for things they’ve been putting off,” the report said.

And when it comes to grocery shopping in person, FMI–The Food Industry Association, which last month published its 2022 U.S. Grocery Shopper Trends report in partnership with The Hartman Group, found that despite the challenges endured during the pandemic, shoppers still enjoy grocery shopping.

“Food shopping may be a household ‘responsibility,’ but, like cooking, it shares aspects of leisure and enjoyment for many Americans engaged with food. While 19% say ‘it is a chore,’ 4 in 10 (39%) grocery shoppers say they either ‘like’ or ‘love’ the experience,” the FMI report said.

[Read more here.](#)

[Another insightful article on grocery store trends here.](#)



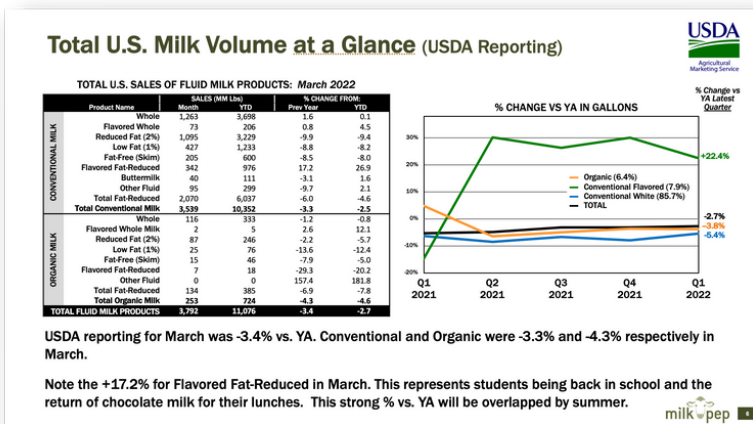
MilkPEP

Sales Topline



Period 5 Thru May 15, 2022

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



Key Takeaways:

- Retail milk volume sales in Period 5 (4 weeks ending 5/15) dropped -4.1% vs. the same period in 2021, while dollar sales grew +13.1% due to price increases and changes in product mix.
- The price of a conventional white milk gallon was 16% higher in Period 5 versus year ago.
- Lactose Free/Reduced milk grew +3.3%. This segment will likely exceed Organic in gallons before the end of 2022.
- Organic declined -4.1% and flavored milk dropped -9.6%.
- The alternative plant beverage category (almond, oat, soy etc.) declined -4.3%.
- The USDA reports that all channel milk volume declined -3.4% in March 2022. All channel reduced fat flavored milk volume increased +17%, due to chocolate milk in schools. The continuation of the strong % vs. YA will overlap by summer.



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.



Farmer-owned.
Future-focused.
Driven by care and quality.



Locally Made.
Naturally Delicious.™

HilandDairy.com

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.



Locally Made.
Naturally Delicious.™



2022 Materials Update

12 WAYS MILK CAN HELP YOUR BODY

One serving of milk contains many of the essential nutrients your body needs, including:

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

