

March
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 3/30:

- Entries: 2,861
- Bonus Entries: 3,815
- Facebook Visits: 1,453
- Facebook Shares: 53
- Twitter Follows: 622
- Instagram Visits: 1,066
- Pinterest Follows: 674
- Referrals: 68
- Email Signups: 2,156



Market Spotlight: Hiland + Sporting KC Partnership

The Kansas City team had its first activation this past weekend at the Sporting KC NextGen Youth Soccer Tournament. Bossie was a huge hit and we encouraged attendees to snap a photo and post to social media using #HilandKC for a chance to win prizes like tickets to Sporting KC or Royals games. The kids loved it and we had some fun engagement on social media. Great job to all and looking forward to a fun partnership with Sporting KC this year! If you attend a game, be on the lookout for Hiland on the arena screens.



Just a reminder that we are happy to help with marketing efforts and event signage for your sports sponsorships. Please contact Sarah Carey for more information.



SUPERFOOD FOR REGULAR PEOPLE.

> **HIGH-PERFORMANCE
PROTEIN.**

> **OFFICIAL DRINK
OF PERSONAL BESTS.**

> **READY. RECOVER.
REPEAT.**



> **ESSENTIAL NUTRIENTS
FOR YOUR KID'S GROWTH.**

MilkPEP's Make Milk Modern Campaign

MilkPEP worked in partnership with the USDA to get updated and modern claims approved, including “Nutrients to Support a healthy immune system” and “Superfood for regular people” - as of last week all digital boards and 49 static boards are live across 16 markets. Please send us pictures if you see one in your local market! Our targeted digital ads will kick off later in the month to ensure strong foundational frequency among our modern family target. All messages are incredibly milk-centric in look and feel and you can check them out on [the website](http://gonnaneedmilk.com) (gonnaneedmilk.com). The website provides deeper information & credentialing by claim area including relevant scientific studies to help add to the credibility of the claims parade - and also will help with search efforts. In early April we will launch our milk characters for our kids target with kid-centric claims messaging and we'll be sure to share more updates soon.

Additionally, the mobilization of our “army of influencers” has begun, check out posts from [Kim Thai](#), [Jason Kennedy](#), [Yee Its Cathy](#), and [Kale Junkie](#). Like most brands, we did pause sharing content in light of the Ukraine invasion, so just now restarting after a week's delay with continued monitoring and sensitivity to the global situation. In the coming days we'll have even more with our subject matter experts going live - nutritionists, dermatologists, physical therapists etc. - you'll see their content in show up in a range of places....both paid & earned, both digital/social and local broadcast media coverage.

MilkPEP's Make Milk Modern Campaign



A New Economic Divide will Fragment the Retail Landscape of 2022

[Read full article here.](#)

Five consumer groups have been split by an economic divide

After COVID-19's first year caused disruption at unprecedented scale, NielsenIQ identified four consumer groups based on the pandemic economic impact on their financial security and associated spending patterns. Fast forward to 2022, as the dust settles consumers situations and spending ability has evolved and shifted. Our latest NielsenIQ study identifies five new cohorts, their unique rebound mindsets, and the shopping habits that we anticipate from them in 2022.

Our study looks at consumers within five separate groups, each shaped by their unique circumstances and approach to endemic living:

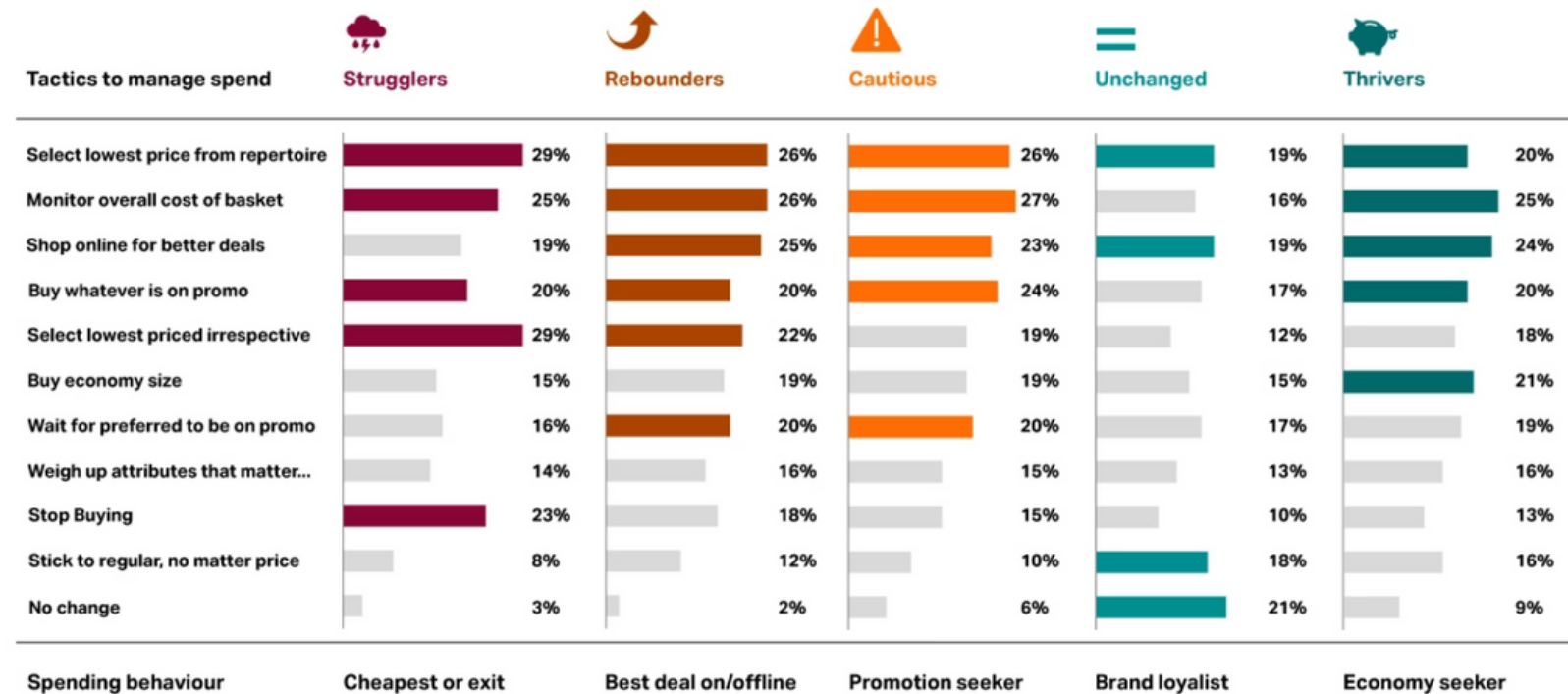
- **23% are Strugglers** – Experienced financial insecurity during COVID-19, which continues today.
- **21% are Rebounders** – Experienced financial insecurity during COVID-19 but are back on track today.
- **38% are Cautious** – No impact on financial security but remain cautious with spending.
- **12% are Unchanged** – No impact on security and continued to spend normally.
- **6% are Thrivers** – Saved money during COVID-19 and feel more financially secure than prior to the onset of the pandemic.



A New Economic Divide will Fragment the Retail Landscape of 2022

[Read full article here.](#)

Consumer segments utilize a variety of tactics to manage their spending



Source: NielsenIQ Unlocking Consumption global survey, December 2021/January 2022

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A New Economic Divide will Fragment the Retail Landscape of 2022

[Read full article here.](#)

Pricing pressures will be felt differently across consumer groups

Strugglers are more price aware and actively seeking out ways to save

Skews compared to average	 Strugglers	 Rebounders	 Cautious	 Unchanged	 Thrivers
The same groceries cost more than they used to	68%	51%	57%	50%	51%
Average number of tactics used to manage grocery spending	2.5	2.5	2.5	2.1	2.4
Have not changed how I shop	3%	3%	6%	21%	9%



Source: NielsenIQ Unlocking Consumption global survey, December 2021/January 2022
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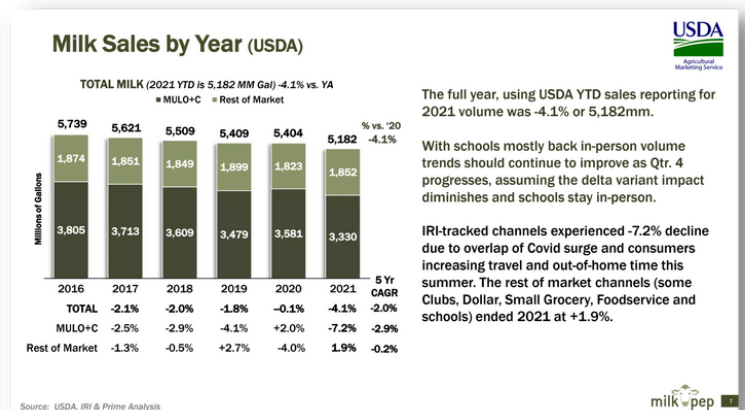
MilkPEP

Sales Topline



Period 2 Thru February 20, 2022

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



Key Takeaways:

- Retail volume sales in Period 2 (4 weeks ending Feb. 20) declined -7.1% while dollar sales grew 4.4% primarily due to price increases and changes in volume mix.
- Value-Added slowed to +0.6% from +4.0% in Period 1.
- Conventional White declined -7.4% and Organic fell -7.1%, consistent with overall milk volume.
- Flavored dropped -2.4%, driven by overlapping a spike in 2021 sales.
- USDA projects full year 2021 milk volume for all channels to be -4.1% or 5,182 mm, while other market channels (some Club, Dollar, Small Grocery, Foodservice, and Schools) anticipate growth of 1.9%.



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
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
1/28/2022	2022 January Sales Team Communication (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!

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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.

