

May
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 5/26:

- Entries: 185
- Bonus Entries: 273
- Facebook Visits: 77
- Facebook Shares: 3
- Twitter Follows: 32
- Instagram Visits: 49
- Pinterest Follows: 33
- Referrals: 1
- Email Signups: 140

HilandDairy.com/Dairy



Here are some fun "Do You Dairy?" entries we've received!



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.

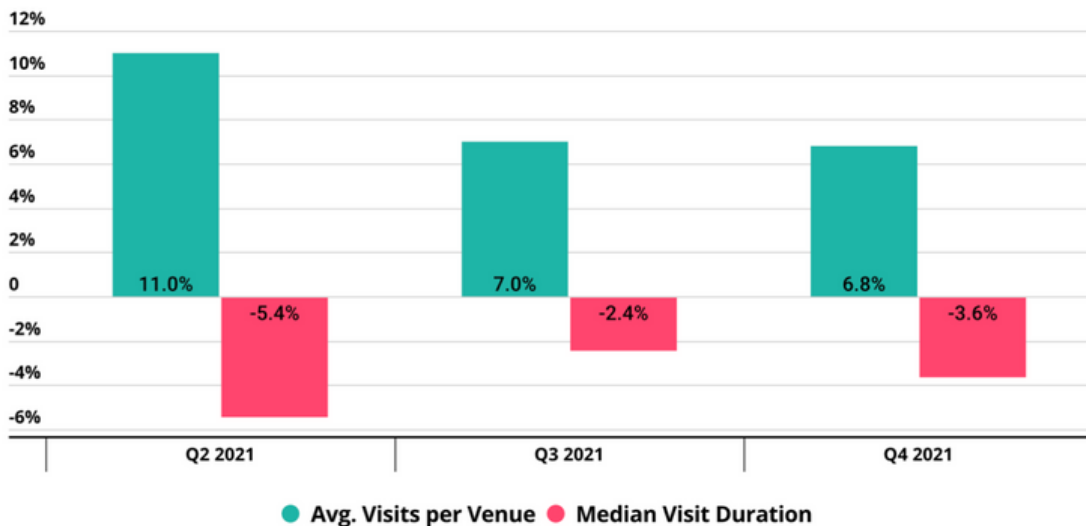
Industry News

Unfolding Consumer Behavior Patterns in the New Normal

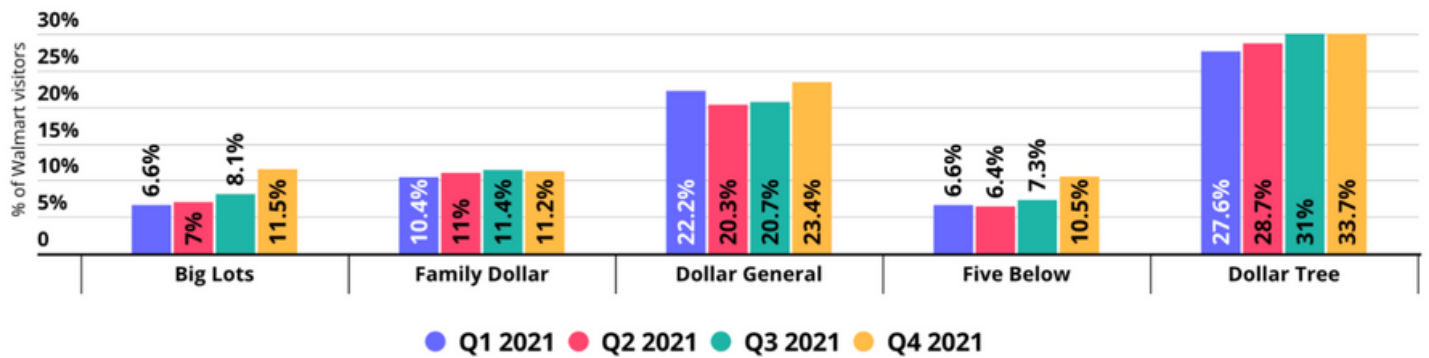
The unusual circumstances of the past two years drove rapid and unpredictable shifts in consumer behavior. These shifts impact every facet of retail strategy, from chain-level considerations to shelf-level arrangements, to product-specific decisions for pricing, packaging, and marketing goods

- Visit Length and Frequency in the New Normal In the early days of the pandemic, grocery and superstores witnessed a phenomenon known as “mission-driven shopping.” Shoppers focused on accomplishing as much as possible in fewer visits and made longer and less frequent trips to the store. Recently, however, mission-driven shopping has declined and foot traffic data from the past few quarters points to the emergence of the opposite trend: shoppers are making shorter, more frequent grocery and superstore runs when compared to 2019.
- Shorter, More Frequent Visits Grocery visit data for the last three quarters of 2021 shows that median visit durations decreased by 5.4%, 2.4%, and 3.6% in Q2, Q3, and Q4, respectively, compared to the same quarter in 2020. But while grocery visit duration is decreasing, each location is seeing more visits – the average number of visits per venue in Q2, Q3, and Q4 of 2021 was 11.0%, 7.0%, and 6.8% higher, respectively, when compared to the same quarters in 2020.

Grocery Sector - Year-over-Year Changes



Walmart - Cross Shopping Patterns



- Yet, the growth in demand does not appear to be slowing. Beyond the continued visit strength many grocery chains are seeing, one of the major impacts of the pandemic was a greater shift to at-home cooking. In our latest survey, 57% of respondents noted that cooking was one of the adopted new behaviors, and over 70% expected pandemic-driven hobbies to keep going.
- The shift, therefore, speaks to the long-term impact of new behaviors and patterns that were driven by the unique pandemic environment. The continued uncertainty driven by inflation, increased gas prices, and ongoing COVID concerns alongside this heightened propensity for at-home cooking could keep the grocery wave going far longer than originally expected. Isolating the areas where those changes have a longer-term potential can go far in helping to understand which retail segments could turn short-term opportunity into long-term growth.
- Walmart customers' cross-shopping with five other discount retailers – Big Lots, Family Dollar, Dollar Tree, Dollar General, and Five Below – between Q1 2021 and Q4 2021 shows a gradual quarterly increase in the share of Walmart shoppers who also shopped at the other discount retailers. The change is important in that it highlights the growing competition taking place in value-oriented general merchandise retail.
- Cross-shopping from Walmart to Family Dollar and Dollar General increased by around 1% between Q1 and Q4 of 2021, cross-shopping to Big Lots, Five Below, and Dollar Tree saw a far more dramatic increase of about 4 to 5% during the same period.
- Walmart has maintained a massive visit share even when compared to these rising retailers. Yet, the competitive landscape is clearly heating up for value-oriented retailers.

This research is available in full from your marketing team.

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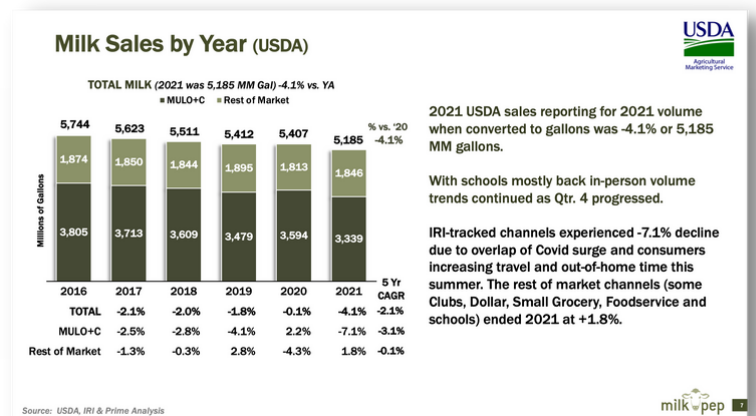
MilkPEP

Sales Topline



Period 4 Thru April 17, 2022

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



Key Takeaways:

- Retail milk volume sales in Period 4 (4 weeks ending 4/17) improved to -1.6% vs. the same period in 2021, while dollar sales grew +13.6% due to price increases and changes in product mix.
- Value-added milk sales were flat, while traditional milk declined -1.7%.
- Organic declined -1.9% and flavored milk dropped -1.4%.
- The alternative plant-based beverage category (almond, oat soy, etc.) declined -3.9%.
- USDA reports that all channel milk volume declined -3.0% in February 2022. All channel reduced fat flavored volume increased +34%, demonstrating the impact of students being back in school and the return of chocolate milk in their lunches.



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.



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
IODINE	Necessary for proper bone and brain development during pregnancy and infancy; linked to cognitive function in childhood.	60% DAILY VALUE
SELENIUM	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 **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. You can use this to submit product suggestions, marketing ideas, general feedback, etc.

