

November  
2022  
Sales Team  
Communications



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





Promotional Period:  
**November 14 - December 31, 2022**

The holiday campaign is off to a great start! As a reminder, if you are in need of holiday point-of-sale materials, please reach out to Sarah with your request.

Results as of 11/30:

- Entries: 2,769
- Bonus Entries: 2,793
- E-newsletter Subscribers: 2,479
- Facebook Visits: 1,318
- Facebook Shares: 44
- Twitter Followers: 397
- Instagram Visits: 589
- Pinterest Followers: 489
- Referrals: 72



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



# Indulgent Email Series



Indulgent Email Series



## "Indulge with Hiland Dairy" Email Series

Our newest email series is now live! We are promoting it alongside the holiday promo and have had over 80 signups so far.

If you haven't had a chance to check it out, [sign up today!](#)



Indulgent With Hiland: Issue 1

### Starting Your Day Off Right with Hiland Dairy

We've all heard that breakfast is the most important meal of the day, but did you know that adding Hiland Dairy to your favorite classic breakfast recipes can make the texture and taste even better? Whether it's a quick scrambled egg or an elaborate casserole with all the delicious ingredients, dairy makes breakfast the most important meal, and possibly the most delicious meal, of the day.

[See Issue 1](#)

### Featured Recipe



Berries and Cream Stuffed French Toast with Cream Cheese Drizzle

[Get Recipe and Coupons](#)

Locally Made. Naturally Delicious.™



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# Hiring Campaign



Tyler Good  
Sales Route Driver



## Recruitment and Hiring Campaign

Ongoing

We will be starting another digital promotion for recruitment efforts in January and have built this into our media plan three additional times for the remainder of the 2023 FY.

In addition to our ongoing Facebook ads for individual listings, we will be running digital display, video, social ads, and streaming audio driving potential employees to current openings. We will also have radio sponsorships and spots in targeted markets.

We have seen great numbers in the past and we expect an increase in qualified applicants with this plan in place. We encourage markets in urgent need to consider plant, fence, or trailer "Now Hiring" signage. We also encourage employees to share open listings.



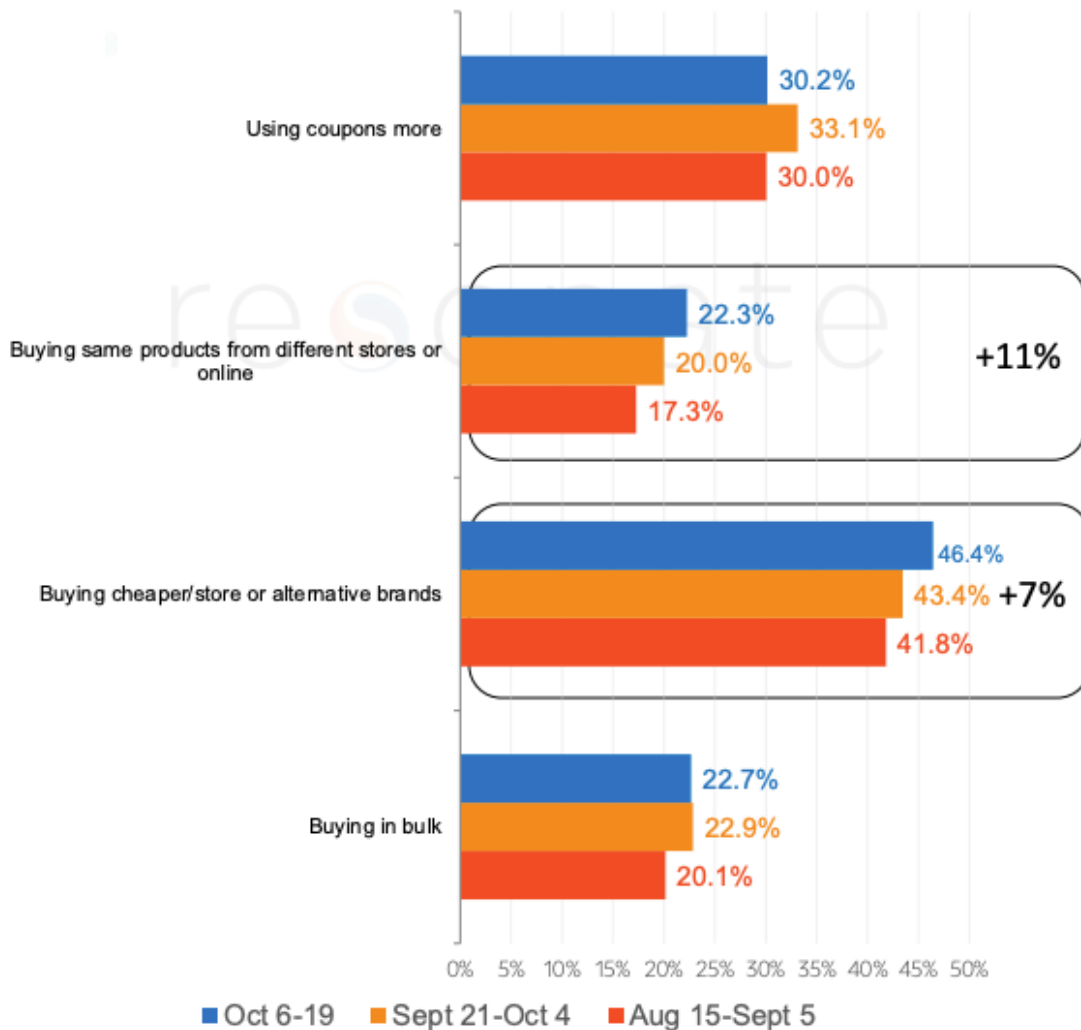
# Industry News

As the holidays approach, consumers are pulling back on spending, cutting back on saving, and switching brands and channels in response to the economic climate. As they tighten their budgets, we must adapt our strategies for acquisition and retention. (See charts.)

We have resources for consumers at HilandDairy.com like budget-friendly recipes and coupons. Sarah is working on the elastitag offering for 2023 and will soon have those available for markets to order.

## INCREASING DEBT & SWITCHING BRANDS & CHANNELS TOP LIST OF CONSUMER ADJUSTMENTS

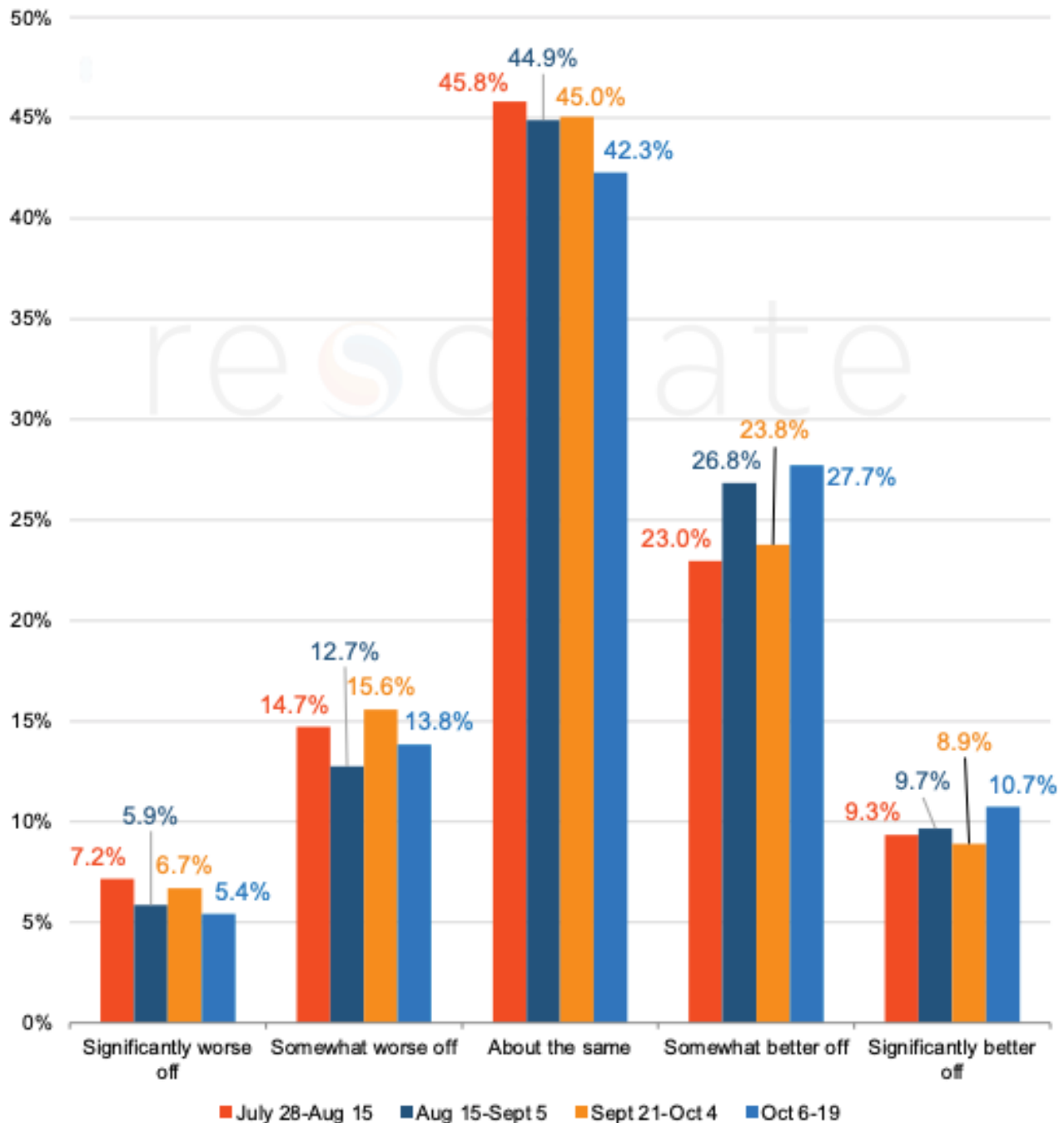
What changes, if any, have you made to accommodate higher prices for your regular purchases?



# Industry News

## BUT CONSUMERS REMAIN BULLISH

In the next 6 months, do you expect to be financially better or worse off than you are today?



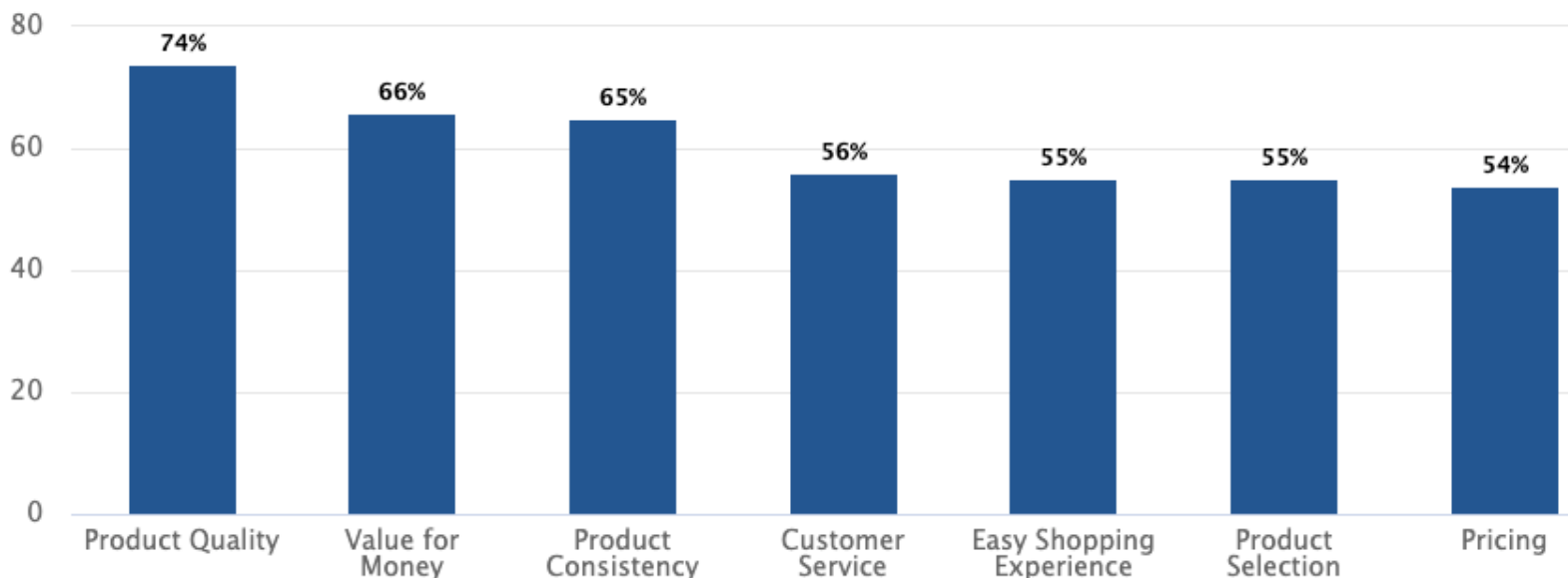
# Industry News

The biggest factor that makes customers loyal is product quality, with 74% of consumers most influenced by it.

Customer loyalty is a driving force for consumers not just to buy products but also to support the succeeding releases of a brand. While most shoppers are loyal to only one to five brands, their patronage contributes significantly to companies' profits. The newest customer service trends indicate that satisfied customers tend to spread the word about products and services to friends and peers. Some of these people, in turn, become customers of the mentioned company, and the cycle continues.

For a brand to experience this, it should make a conscious effort to swiftly answer customers' inquiries and apply reasonable suggestions that can improve the overall response toward a product or service.

## Leading Factors That Influence Customer Loyalty



# MilkPEP

## Sales Topline



Period 11 Thru October 30, 2022

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



**Milk Sales Topline Report**  
Period 11  
Thru October 30, 2022

An Excel workbook is provided with results for the 6 regions and 31 local markets/states for key product groups. The Topline includes 3 rotating special topics, one each period. The topics are: a) Category Outlook, b) Consumer Panel Data, and c) Promotion & Trade Efficiency.

This period the Special Topics is Consumer Panel Data on page 55.

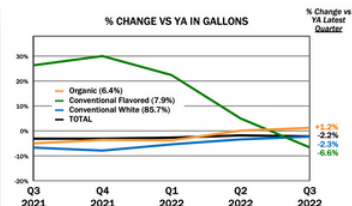


### Total U.S. Milk Volume at a Glance (USDA Reporting)



#### TOTAL U.S. SALES OF FLUID MILK PRODUCTS: September 2022

Product Name	SALES (\$MM Lvs)		% CHANGE FROM	
	Month	YTD	Prev Year	YTD
<b>CONVENTIONAL MILK</b>				
Whole	1,197	10,957	0.7	1.1
Flavored Whole	52	562	-18.9	-4.3
Reduced Fat (2%)	1,032	9,462	-2.4	-6.4
Low Fat (1%)	390	3,490	-5.8	-7.9
Fat-Free (Skim)	183	1,710	-9.6	-6.6
Flavored Fat-Reduced	333	2,519	-5.7	9.7
Buttermilk	36	331	-3.1	-6.6
Other Fluid	113	952	2.5	9.5
Total Fat-Reduced	1,944	17,182	-4.4	-9.9
Total Conventional Milk	3,363	29,984	-2.7	-2.3
<b>ORGANIC MILK</b>				
Whole	113	1,007	6.4	2.7
Flavored Whole Milk	1	14	-68.1	0.1
Reduced Fat (2%)	79	715	-1.5	-3.1
Low Fat (1%)	24	222	-6.2	-8.2
Fat-Free (Skim)	13	127	-4.1	-6.9
Flavored Fat-Reduced	8	64	7.6	-0.5
Other Fluid	0	1	4.0	126.3
Total Fat-Reduced	124	1,138	-2.3	-4.4
Total Organic Milk	238	2,149	1.1	-1.2
<b>TOTAL FLUID MILK PRODUCTS</b>	<b>3,600</b>	<b>32,133</b>	<b>-2.4</b>	<b>-2.2</b>



USDA reporting for September was -2.4% vs. YA. Conventional and Organic were -2.7% and +1.1% respectively in September. Flavored milk, which was reporting +20-30% due to overlapping low in-school service, has overlapped that uptick. For September, Fat-reduced flavors were -5.7% suggesting a decline in schools so far this Fall semester.



### Key Takeaways:

- Retail milk volume sales in Period 11 (4 weeks ending 10/30) dropped -3.1% versus the same period in 2021. Dollar milk sales grew +9.8%.
- White milk in grocery/food stores dropped -4.4% during the last 4 weeks and grew +3.5% in supercenters/club stores.
- The price of a conventional white milk gallon increased 18.0% vs. YA.
- Lactose Free/Reduced white milk volume sales increased 6.0%.
- Organic milk declined -5.7%, flavored milk dropped -9.7% and the alternative plant beverage category (almond, oat, soy etc.) fell -6.4%.
- The USDA reports that all channel milk volume decreased -2.4% in September.
- For September, fat-reduced flavors were -5.7% suggesting a decline in schools so far this fall semester





# 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
11/28/2022	2022 Corporate Brochure (PDF)	<a href="#">Download</a>
11/28/2022	2022 Location Map (JPG)	<a href="#">Download</a>
10/33/2022	2022 October Sales Team Communication (PDF)	<a href="#">Download</a>
10/31/2022	2022 Holiday Promo Brief (PDF)	<a href="#">Download</a>
10/18/2022	One More Door Tool (ZIP)	<a href="#">Download</a>

# Materials Update



New  
Point-of-Sale  
Materials  
Available!

Contact Sarah  
to order.



# Materials Update



## Company Brochure Refresh

Please contact Sarah or Greg to order the new corporate brochure.

## Elastitags

We are currently working on a new order of elastitags for 2023. Please contact Sarah to order.



## 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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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.

