

September
2022
Sales Team
Communications



TheHilandSalesHome.com



World Dairy Expo Awards

Congratulations to all who won World Dairy Expo Awards!

Grade A Grand Champion:

French Onion Dip - Chandler, OK

1st Place:

Whole Chocolate Milk - Chandler, OK

Fresh Half and Half - Little Rock, AR

Blueberry Yogurt - Wichita, KS

Lemon Yogurt - Wichita, KS

French Onion Dip - Chandler, OK

Salsa Dip - Omaha, NE

2nd Place:

Whole White Milk - Omaha, NE

Bacon Cheddar Dip - Omaha, NE

3rd Place:

2% White Milk - Kansas City, MO

1% Buttermilk - Springfield, MO

Natural Sour Cream - Norman, OK

Hispanic Crema Mexicana - Norman, OK

The screenshot shows a press release article on the EIN Presswire website. The article title is "Hiland Dairy French Onion Dip Takes Top Honors at the 2022 World Dairy Expo Championship Dairy Product Contest". The article is dated September 09, 2022, at 16:29 GMT. The text of the article states: "The Hiland Dairy Chandler, Oklahoma plant takes home the best of the best, Grade A Grand Champion, for its French Onion Dip at World Dairy Awards". It also mentions that the plant produces a dip so good that it won a first-place prize for onion-flavored sour cream-based dips. The article includes a photo of the "Grand Champion French Onion Dip" and a "1st place" award graphic. The article is provided by Envoy, Inc. and includes contact information for Kathleen Broniecki, APR, and the company/organization details for Envoy, Inc. in Omaha, Nebraska.

[Read press release here.](#)



Lauren Brooke
#infodwetrust



Sporting KC Match Title Night

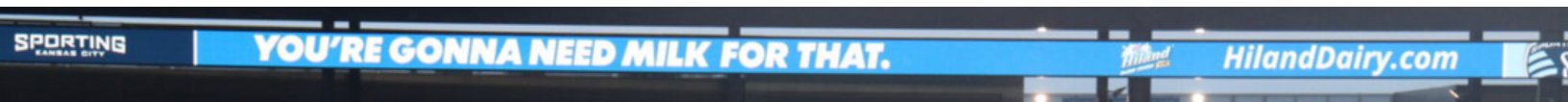
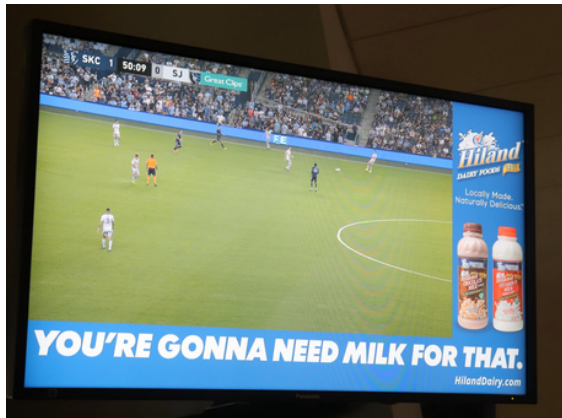
Hiland Dairy took over Children's Mercy Park August 27th as Sporting KC took on San Jose Quakes with 18,241 of fans in attendance.

- Elevated brand assets:
 - In-stadium signage
 - IPTV
 - LEDs
 - PA Reads
 - Social Media
- Plaza Activation
- Halftime performance and Giveaway

Congratulations to Terry, Sarah, and the team on such a great partnership!

[View recap here.](#)

[View photos here.](#)



MilkPEP Nutritionist Partnership

MilkPEP granted us \$5,000 to partner with an influencer in one of our markets. We've partnered with several influencers over the years - mostly to make delicious recipes and talk about how their families use Hiland products. We wanted to use this opportunity to work with a nutritionist to speak to the actual benefits of dairy in your diet and work to counteract some common dairy "myths" with the voice of an expert.

We partnered with Cara from Street Smart Nutrition in Kansas City, MO. Last month, we shared her delicious [Korean Strawberry Milk](#) recipe where she talks about whole milk nutrition.

The second recipe featured our whole milk again in a Creamy Corn Chowder recipe.

[Check out the blog and recipe here.](#)



Hiring Campaign



Please make sure you are keeping Sarah in the loop on new openings and jobs that have been filled.

Tyler Good
Sales Route Driver



Recruitment and Hiring Campaign August-September

Our digital promotion for recruitment and hiring efforts just came to an end. Overall, we saw over 4.1 million impressions on display ads/video/streaming audio from August to September. Our ongoing Facebook efforts have seen over 6 million impressions and nearly 60,000 clicks.

We hope this is leading to an increase in qualified applicants. We know hiring continues to be a struggle for most markets and we will be incorporating regular employment pushes into our 2023 FY marketing plan.

Over 10 million impressions!



Indulgent Email Series



"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 programming emails and landing pages that will 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

Say It Loud, Say It Clear: The Plant-Based Beverage Bust Is Here



It was the fundamental fallacy that launched a thousand news articles: Dairy was dying as consumers were switching to plant-based beverages. That was always a lie – but at least from a certain angle, it could be stretched into something that at least somewhat looked it like could be true. After all, U.S. fluid milk consumption (though not dairy overall, a fact that was conveniently ignored) has declined, and plant-based beverage sales were rising.

[Full article here.](#)

PLANT-BASED MILK ALTERNATIVES, VOLUME TRENDS
% Change vs. Year Ago



Source: IRI Unify MULO+C



Industry News

Cultured Dairy Disruptors Are Innovating, Differentiating



Category Innovations

- Dannon now offers Light + Fit Zero Sugar, a new fermented dairy food that is not labeled yogurt, as the formulation does not meet the standard of identity. It's described as "yogurt-cultured, ultra-filtered no-fat milk."
- With sour cream-based dips and spreads an important component in the all-day snacking trend, Litehouse developed four new thick and creamy varieties – Avocado Ranch, Dilly, Homestyle Ranch, Southwest Ranch and Spinach Parmesan – to satisfy consumers' evolving palettes.
- Stonyfield uses its packaging to promote "Save Gen F," an initiative to strengthen the next generation of farmers.
- HP Hood jumped on the Everything Bagel bandwagon and added a seasoning blend of onion, garlic, flaxseed and poppyseed to its cottage cheese as a limited time offering.

[Full article here.](#)

MilkPEP

Sales Topline



Period 9 Thru September 4, 2022

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



Milk Sales Topline Report

Period 9
Thru September 4, 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.

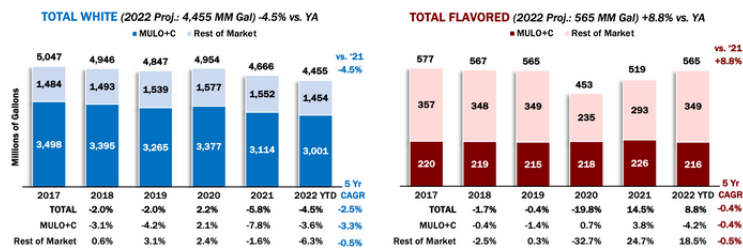
This period the Special Topics is Promotion & Trade Efficiency starting on page 55.



Milk Sales by Year (USDA)



White Milk projected at -4.5% driven by retail channels (-3.6%) and -6.3% for the rest of the market. Flavor increase, +8.8%, driven by return to in-person school instruction and universal free meals along with traffic in C-stores. By the end of '22, flavor volume will likely exceed pre-Covid levels.



Source: USDA, IRI & Prime Analysis



Key Takeaways:

- Retail milk volume sales in Period 9 (4 weeks ending 9/4) dropped -3.5% versus the same period in 2021. Dollar milk sales grew +12.4%.
- The price of a conventional white milk gallon was 20% higher than year ago levels.
- Lactose Free/Reduced white milk increased 5.1%.
- Organic milk declined -4.7% and flavored milk dropped -10.6%.
- The alternative plant beverage category (almond, oat, soy etc.) declined -2.6%.
- The USDA reports that all channel milk volume declined -1.7% in June 2022. The full year 2022 milk sales forecast has been raised to 5,020 MM gallons, 20 MM stronger than the prior forecast of 5,000 MM gallons, although school supply chain challenges could reduce the projection by 10 MM.



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
8/30/2022	2022 August Sales Team Communication (PDF)	Download
8/30/2022	2022 Location Map (JPG)	Download
7/30/2022	2022 July Sales Team Communication (PDF)	Download
6/30/2022	2022 June Sales Team Communication (PDF)	Download
6/1/2022	2022 Hiland Summer Promo Brief (PDF)	Download

Materials Update



New
Point-of-Sale
Materials
Available!

Contact Sarah
to order.



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

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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Kelly Bentley
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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.

