

February  
2023  
Sales Team  
Communications



# Hiring Campaign



Tyler Good  
Sales Route Driver



## Recruitment and Hiring Campaign Ongoing

We have another digital promotion for recruitment efforts coming up in March and have built into our media plan two additional runs 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.

Please keep Trudy Fugitt in the loop on new openings and positions that have been filled so we can best allocate the budget.



# Monthly Sales Goal Flyers

We have added a new category to the Hiland Sales Home for the monthly sales goal flyers. We will add these for easy reference as we receive them from the marketing team.

[View Goal Flyers here.](#)



[thehilandsaleshome.com/goal-flyers](http://thehilandsaleshome.com/goal-flyers)

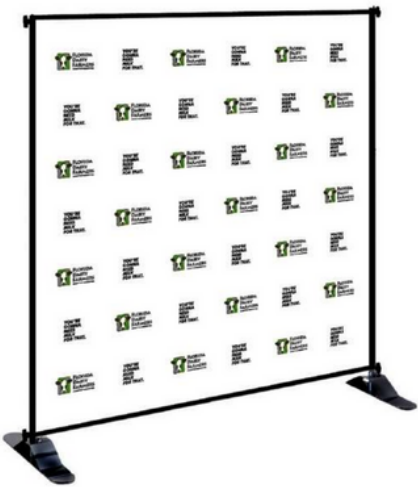


# MilkPEP Race Kits

New race kits available soon from MilkPEP! If you have a race coming up, let us know well in advance so we can work with the MilkPEP team to coordinate shipment.

## Running Activation Kits

- Turnkey kit available to support Tier 3 races
- Ordering information to follow



## Running Activation Kits

Post-race towel



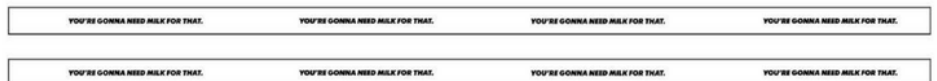
Stickers

**YOU'RE GONNA NEED MILK FOR THAT.**

**YOU'RE GONNA NEED MILK FOR THAT.**

**TEAM MILK**

YGNMFT Shoelaces



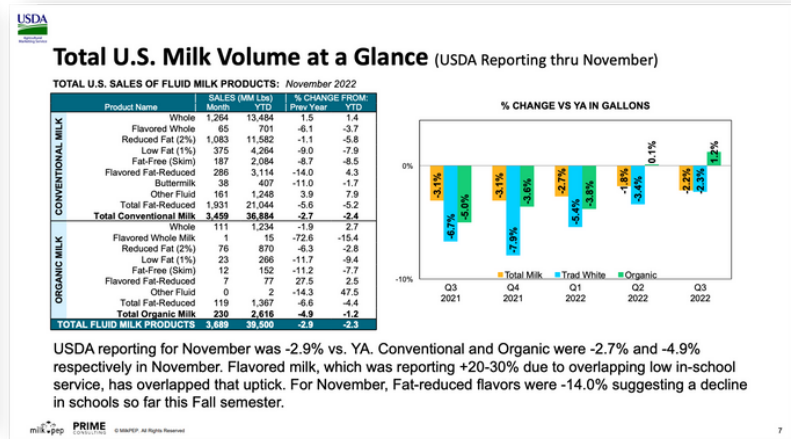
# MilkPEP

## Sales Topline



Period 1 Thru January 29, 2023

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



### Key Takeaways:

- During Period 1, milk volume sales in IRI reported channels fell -6.7% vs. Period 1 2022, dollar sales increased +2.6%.
- The decline occurred across all product groupings with Traditional milk down 6.5%, Organic down -10.3% and Lactose Free down -1.4%.
- During the 13 weeks ending 1/29/23, Lactose Free milk sales increased +1.7%.
- Fluid milk sales increased +2.0% in Supercenters/Club stores suggesting that consumers are still shifting to value channels to help offset food and beverage inflation.
- Full year USDA milk sales will reach 5,066MM, a -2.3% decline from 2021.



# 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
2/21/2023	March 2023 Product Flyer (PDF)	<a href="#">Download</a>
2/21/2023	Hiland Cottage Cheese Sales Sheet (PDF)	<a href="#">Download</a>
2/8/2023	Hiland Sour Cream Dips and Crema Sales Sheet (PDF)	<a href="#">Download</a>
2/8/2023	February 2023 Product Flyer (PDF)	<a href="#">Download</a>
1/30/2023	2023 January Promo Item Order Form (Fillable PDF)	<a href="#">Download</a>

## Materials Update



New  
Promo Items  
and Point-of-  
Sale  
Materials  
Available!

Contact Greg  
Stephenson to  
order.



# Materials Update



## Company Brochure Refresh

Please contact Greg Stephenson to order the new corporate brochure.

## Elastitags

We have new elastitags for 2023. Please contact Greg Stephenson to order.

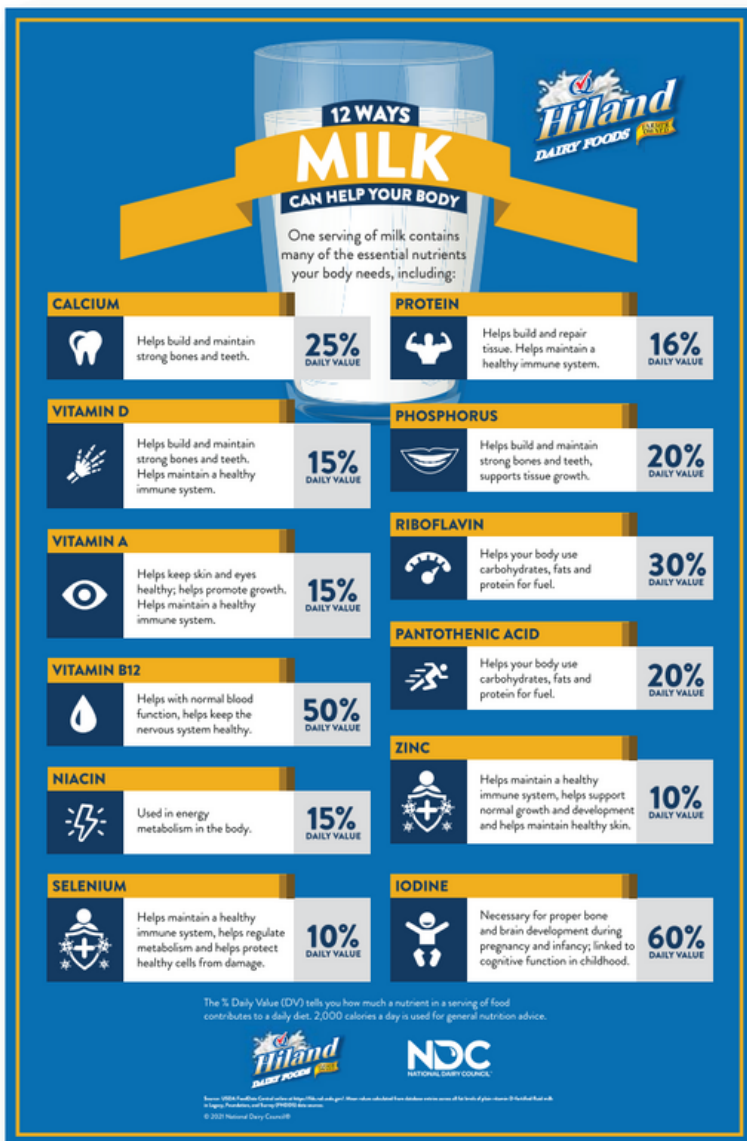


## Sales Folders

These are in boxes of 250. Please contact Greg to order.



# 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

© 2017 National Dairy Council

## Milk Posters

Interested in posters that show the 12 ways that milk can help your body? Please contact Greg Stephenson to order.



## 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 Greg know if you are interested in ordering.



## Shelf Strips

These general Hiland-branded shelf strips are available to order from Greg.





# 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!

Please note new marketing roles and responsibilities:

**Greg Stephenson, Community & Sales Specialist**

[gstephenson@hilanddairy.com](mailto:gstephenson@hilanddairy.com)

- Promo items, point-of-sale materials, event support, sales contests, calendar orders, fleet design.

**Trudy Fugitt, Packaging & Marketing Specialist**

[tfugitt@hilanddairy.com](mailto:tfugitt@hilanddairy.com)

- Package design, coupons, hiring efforts, plant signage/flyers, communication boards, event creative.

## 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.

