

March
2023
Sales Team
Communications



TheHilandSalesHome.com



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.](#)

+10%
Sales Goal

- Red Diamond Teas is fresh-brewed from actual tea leaves.
- We offer a wide range of tea varieties and sizes.
- Hiland lemonade is made with real lemons and is all natural.
- Lemonade is a perfect refreshing beverage for a warm day.
- Pints of tea and lemonade are a great on-the-go alternative to soda.

Hiland
DAIRY FOODS FARMER OWNED

LEMONADE & TEA
April's Featured Product

thehilandsaleshome.com/goal-flyers

Hiland
DAIRY FOODS FARMER OWNED

Good Old Fashioned



Hiland[®]

DAIRY FOODS

FARMER OWNED

Lemonade

Display Contest April 2023



District Awards

Grand Prize

1st Place

\$500

gift card

2nd Place

\$300

gift card

3rd Place

\$150

gift card

Grand Prize

\$500

gift card

Every District will have winners!

Districts compete for the company wide Grand Prize!

Judged on:

- Number of stores with displays (40%)
- Appearance (30%)
- Display footage (30%)

Send:

- Pictures
- Store locations
- # of feet

Submit requirements to Greg Stephenson by May 8!

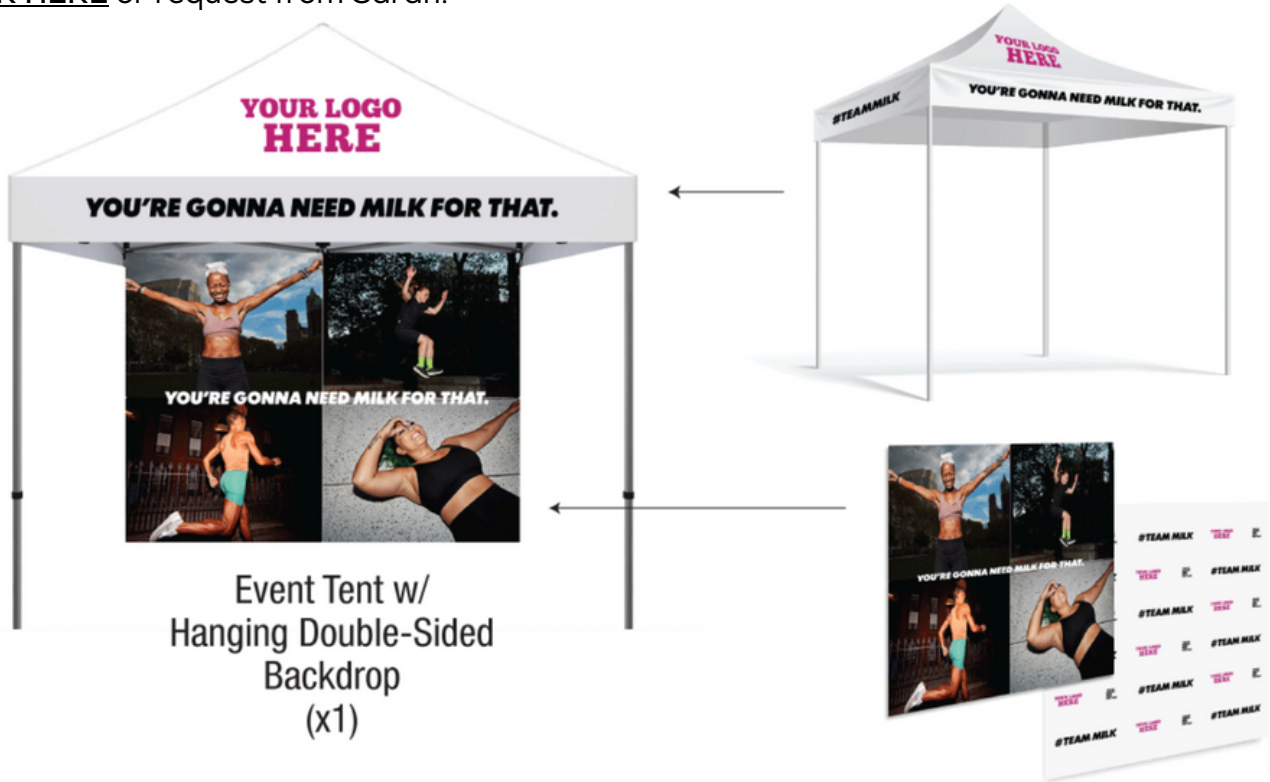
MilkPEP Race Kits

Order Your Running Activation Kits Today!

It's time to put milk in the spotlight for runners in your market! MilkPEP's new running activation kits are a one-stop shop to get in on the running action and bring your brand to life as a race sponsor.

These kits are designed to bring you modern, custom-branded pieces that can be activated at a race of any distance in an indoor or outdoor setting.

[ORDER HERE](#) or request from Sarah.



Event Tent w/
Hanging Double-Sided
Backdrop
(x1)



Cooling Towel
(x200)



Sticker Set
(x200/ea)



Marketing Materials Catalog and Order Form

A new marketing materials catalog and order form document has been uploaded to The Hiland Sales Home. This is a great at-a-glance look at the event and promotional materials that are available to you. Please contact Greg Stephenson to order.

[Download the catalog here.](#)

EVENT MATERIALS – 10' X 10' TENT WITH SPLASH LOGO & TAG LINE (CAN REQUEST)



MARKETING MATERIALS



SUSTAINABILITY FOLDER

H. R. MATERIALS



NOW HIRING DRIVERS POSTCARD

EVENT MATERIALS – FLOOR BANNERS



DRIVEN BY CARE
(CAN REQUEST)



SUSTAINABLE COW
(CAN REQUEST)



MORE THAN MILK



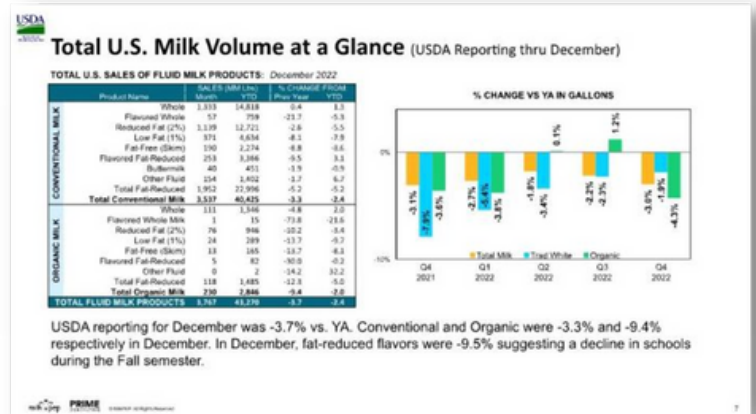
MilkPEP

Sales Topline



Period 2 Thru February 26, 2023

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



Key Takeaways:

- Retail milk volume sales in Period 2 (4 weeks ending 2/26) dropped -4.3% versus the same period in 2022. Dollar sales grew +2.7%, and the price per gallon increased +7.3%.
- Milk in grocery/food stores dropped -7.3% during the last 4 weeks, while milk sales in supercenters/club stores grew +2.9%.
- Lactose Free/Reduced white milk volume sales increased 3.0%.
- Organic milk declined -4.5%.
- The alternative plant beverage category (almond, oat, soy etc.) declined -7.5% YTD Thru 2/26.
- The USDA reports that all channel milk sales volume was 5,060 MM Gallons in 2022, a -2.4% decline from 2021 milk sales volume. White milk declined -2.8% and flavored milk increased +1.5% for the year.



Midwest Dairy Processor News



IRI Dairy Retail Sales Summary

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

Total Dairy

- January 2023 was a challenging month for dairy as prices remained high even though the rate of increase is easing across categories.
- The post-holiday unit/volume slump that dairy is experiencing applies to food & beverage categories overall.



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
3/21/2023	Marketing Materials Catalog and Order Form	Download
3/17/2023	Orange Juice, Half Gallon Sales Sheet (PDF)	Download
3/17/2023	Orange Juice, Gallon Sales Sheet (PDF)	Download
3/15/2023	Red Diamond Tea Sales Sheet (PDF)	Download
3/15/2023	April 2023 Product Flyer (PDF)	Download

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:

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? 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

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

Trudy Fugitt, Packaging & Marketing Specialist

tfugitt@hilanddairy.com

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

Give us a shout!

Sarah Carey,

Marketing Manager

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417-370-6451

Kathy Broniecki, APR

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402-558-0637 ext. 107

Kelly Bentley

KBentley@envoyinc.com

402-558-0637 ext. 129

We've added a Comments/Suggestions form to thehilandsaleshome.com. You can use this to submit product suggestions, marketing ideas, general feedback, etc.

