

November
2023

Sales Team
Communications



TheHilandSalesHome.com



Happy Holidays

This is the last issue for 2023. We wish you and yours a very happy holiday season. Thanks for all of the great work this year. We'll see you in 2024!

ENVOY fresh

Gratitude and GOODNESS

Twice Baked
Potato Casserole



Promotional Period: November 1 - December 3, 2023

Results as of 11/30:

- Total Entries: 13,009
- Unique Entries: 5,551
- Bonus Entries: 7,458
- E-news Subscribers: 4,461
- Facebook Visits: 3,007
- Facebook Shares: 84
- Twitter/X Followers: 1,055
- Instagram Visits: 2,001
- Pinterest Followers: 1,395
- Referrals: 224

Over 13k
entries!

[Download
Sales Sheet](#)



Holiday

Egg Nog & Custard


Hiland[®]
DAIRY FOODS 

Locally Made.
Naturally Delicious.[™]

HilandDairy.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.](#)

- Sour cream is used in many holiday recipes for a richer taste
- We offer sour cream and dips in many sizes, flavors, and varieties
- French Onion Dip has a passionate consumer fan base
- Our cremas are dairy based
- Over 238 million Americans use Mexican food and ingredients
- Sour cream, crema, & dips are a low carb and low sugar food

Hiland
DAIRY FOODS FARMER OWNED

SOUR CREAM & DIPS
December's
Featured Product

Posters
now
available!

thehilandsaleshome.com/goal-flyers

Hiland
DAIRY FOODS FARMER OWNED

New & Coming Soon

New Point-of-Sale Materials
Clings, danglers, shelf strips,
and elastitags!

- Gallon milk
- Yogurt
- Sour Cream/Dip
- Cottage Cheese

Contact Greg S. to order



New culture packaging POS and
sponsorship/radio spots coming soon!



Industry News

[Dairy Market Report: Milk prices on the rise despite weak dairy reports](#)

[Read full article here.](#)



DAIRY MARKET REPORT



VOLUME 26 | ISSUE 11

11/27/2023

OVERVIEW

Milk prices and the Dairy Margin Coverage program margin both kept rising in September, with continued gains expected. Constrained milk production and relatively robust overall domestic consumption have set the conditions for this recovery, despite continued weakness in total dairy exports. Declining stocks of the major milk price-influencing dairy products show a further tightening of industry market conditions.

DOMESTIC COMMERCIAL USE	JUL-SEP 2023	JUL-SEP 2022	2022-2023 CHANGE	PERCENT CHANGE
	(million pounds)			
Total Fluid Milk Products	10,361	10,509	-148	-1.4%
Yogurt	1,237	1,186	52	4.4%
Butter	531	491	39	8.0%
American-type Cheese	1,351	1,326	26	1.9%
All Other Cheese	1,988	2,027	-38	-1.9%
Total Cheese	3,340	3,352	-13	-0.4%
Dry Skim Milk	165	222	-56	-25.4%
All Products (milk equiv., milkfat basis)	56,924	56,495	429	0.8%
All Products (milk equiv., skim solids basis)	46,326	44,720	1,606	3.6%
All Products (milk equiv., total solids basis)	49,610	48,331	1,279	2.6%





“One More Door” Tool

The One More Door (OMD) Tool is a powerful resource for processors to drive milk sales in grocery and supercenters through better space and service.

The new OMD tool includes:

- Updated audit data from 1,100+ stores. Milk case space performance from grocery chains, Walmart, and Target stores across the country
- Adjacencies. Mid-week audit data of categories next to milk
- Shelf stocking. Front and rear analysis of resulting sales
- Expanded retailer reporting
- Extensive library of photos
- Comparative data (i.e., milk vs. alts – square foot sales)

[Download “One More Door” Tool](#)

Incremental Profit from Giving Milk <i>One More Door</i>				
Region:		Banner:		
Outlet:		State:		
	Weekly Sales /Aisle Ft.	Milk Gross Margin (%)	GM / Aisle Ft.	GM % Needed to Match Milk
Milk	#N/A	25%	#N/A	
JUICES/DRINKS - RFG	#N/A	40%	#N/A	#N/A
if space payment of		\$1,000 per door	\$ 7.69	#N/A
then total GM is roughly		#N/A	#N/A	#N/A
Margin from switching door		#N/A		per week in increm. GM



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
11/17/2023	December 2023 Product Poster (PDF)	Download
11/17/2023	December 2023 Product Flyer (PDF)	Download
11/2/2023	October 2023 Hiland Sales Team Communication (PDF)	Download
10/25/2023	2023 Hiland Locations Map (JPG)	Download
10/25/2023	2023 Holiday Promo Brief (PDF)	Download

Materials Update



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

[CLICK HERE TO
VIEW AND
ORDER](#)



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 click here to view catalog and order.](#)

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



Materials Update



Company Brochure Refresh

Please contact Greg Stephenson to order the new corporate brochure.

Elastitags

Please contact Greg Stephenson to order.



Sales Folders

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



Materials



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 FARMER OWNED
NDC 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!

Greg Stephenson
Sales Specialist

gstephenson@hilanddairy.com

- Contact Greg Stephenson to get promo items, marketing materials, and coupons shipped to your location.

Bridget Hudson
Marketing Specialist

bhudson@hilanddairy.com

- Contact Bridget Hudson for business card requests and event signage.

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.

