

October
2023
Sales Team
Communications



TheHilandSalesHome.com



Point-of-sale
materials
available!
Contact Greg S.

Gratitude and GOODNESS

Twice Baked
Potato Casserole



Promotional Period: November 1 - December 3, 2023

This holiday season, we are sharing a few of our favorite things, including six new mouth-watering recipes consumers can make with their favorite Hiland products. We are also sharing tips and tricks to make Thanksgiving extra special, including tips for the best mashed potatoes and gravy, as well as a cooking timeline and shopping list for the big family feast.

An integrated marketing campaign utilizing paid social media (including Facebook, Instagram, TikTok, Snapchat, Pinterest), digital display/native, video/connected/programmatic linear television, and radio will help drive awareness of and traffic to the promotional landing page where consumers can sign up for a chance to win Hiland Dairy coupons and get recipes, savings, and more.

Goals/Objectives:

- Encourage consumers to use Hiland Dairy products to make their holiday extra special
- Provide added value to consumers with helpful tips and tricks for the holiday season
- Support product sales with point-of-sale materials
- Increase engagement and awareness

HilandDairy.com/Goodness



Gratitude and GOODNESS

Digital, Social and
Traditional Marketing


The media schedule will provide
powerful tactics to ensure the
message is heard throughout
Hiland's trade area.


Media Support

- Digital Ads
- Social Media Ads, Cover Photos and Strategy
- Streaming Audio
- Connected TV
- Pre-Roll Video
- Public Relations
- Consumer Emails
- Programmatic Linear TV



Pecan Pie
Cheesecake

 Locally Made. Naturally Delicious.	OCTOBER				NOVEMBER				DECEMBER					
	9	16	23	30	6	13	20	27	4	11	18	25		
DIGITAL														
General markets: <i>Nebraska, Oklahoma, Kansas City, Springfield, Joplin, Des Moines, Wichita, Little Rock, Fay/Ft. Smith</i>														
DISPLAY/NATIVE														
Native ads placed within cooking, Holiday and entertainment verticals														
VIDEO														
Pre-roll & CTV video within Holiday content														
PAID SOCIAL MEDIA														
Image & Video ads on Facebook, Instagram, Pinterest, TikTok and Snapchat														
TELEVISION														
Programmatic linear television in: Omaha, OKC, Kansas City, Little Rock														
AUDIO														
Programmatic streaming audio across radio, podcasts, etc.														

 Locally Made. Naturally Delicious.	OCTOBER				NOVEMBER				DECEMBER					
	9	16	23	30	6	13	20	27	4	11	18	25		
DIGITAL														
Texas-specific markets: <i>Houston, Dallas-Ft Worth, Austin, San Antonio, Corpus Christi, Harlingen-WLSCO-BRNSVL-MCA, Laredo, Tyler-Longview, Shreveport LA, Monroe LA</i>														
DISPLAY/NATIVE														
Native ads placed within cooking, Holiday and entertainment verticals														
VIDEO														
Pre-roll & CTV video within Holiday content														
PAID SOCIAL MEDIA														
Image & Video ads on Facebook, Instagram, Pinterest, TikTok and Snapchat														
TELEVISION														
Programmatic linear television in: Houston, Dallas, Austin, San Antonio														
AUDIO														
Programmatic streaming audio across radio, podcasts, etc.														

Have a store that wants to get involved? We can provide customized point-of-sale materials.

Questions?

Call Kelly or Kathy at Envoy | 402.558.0637

Visit the landing page for more details:

HilandDairy.com/Goodness



Pumpkin Pie Bread Pudding

[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.](#)



Posters
now
available!

thehilandsaleshome.com/goal-flyers

Hiland
DAIRY FOODS FARMER OWNED

New & Coming Soon

New Point-of-Sale Materials
Clings, danglers, shelf strips

Contact Greg S. to order



Elastitags coming soon

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



New sponsorship/radio spots coming soon!



Industry News

[Dairy Market Report: Lower production strong domestic demand set the stage for milk price rebound](#)

[Read full article here.](#)



DAIRY MARKET REPORT



VOLUME 26 | ISSUE 10

10/26/2023

OVERVIEW

Reduced milk production and strong domestic consumption are showing up in dairy product production and inventory levels, offsetting weaker exports and setting the stage for the milk price rebound long foreseen in dairy futures markets and beginning to show up in dairy statistics.

U.S. consumers continued their strong uptake of dairy products during the summer, as domestic use of milk in all products rose by 3.3 percent during the June through August period. Weakness in world dairy demand, meanwhile, has dropped the share of its milk solids production the United States exported this year by about a full percentage point below the record levels of the previous two years. Still, this year's rate has remained firmly in the mid-16 percent range, well above its stagnant 15 percent average during 2013-2020.

DOMESTIC COMMERCIAL USE	JUN-AUG 2023	JUN-AUG 2022	2022-2023 CHANGE	PERCENT CHANGE
	(million pounds)			
Total Fluid Milk Products	10,102	10,260	-158	-1.5%
Yogurt	1,227	1,179	48	4.1%
Butter	548	486	63	12.9%
American-type Cheese	1,361	1,350	12	0.9%
All Other Cheese	1,959	1,992	-33	-1.6%
Total Cheese	3,321	3,342	-21	-0.6%
Dry Skim Milk	169	223	-54	-24.1%
All Products (milk equiv., milkfat basis)	56,987	55,798	1,189	2.1%
All Products (milk equiv., skim solids basis)	46,548	44,798	1,750	3.9%
All Products (milk equiv., total solids basis)	49,772	48,161	1,612	3.3%

MilkPEP

Sales Topline



Period 10 Thru October 8, 2023

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



Period 10 Report Summary

In Period 10, milk volume in Circana-tracked channels was -1.9% vs. YA.

The decline occurred across Traditional and Organic products. Non-organic Value-Added (incl. Lactose Free) continues to deliver growth.

These grouping are carried throughout the revised Topline look and are organized by the category segments as shown below. Period 10 volume results vs. YA. were:

Traditional milk	-2.2%	Value-Added	+0.3%
White	-2.3%	Organic	-6.3%
Flavored	-0.5%	Non-organic	+5.8%
Buttermilk/Eggnog	-7.3%	Lactose Free*	+6.2%
		(part of Value-Added)	



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
10/25/2023	2023 Hiland Locations Map (JPG)	Download
10/25/2023	2023 Holiday Promo Brief (PDF)	Download
10/19/2023	November 2023 Product Poster (PDF)	Download
10/19/2023	November 2023 Product Flyer (PDF)	Download
9/29/2023	September 2023 Hiland Sales Team Communication (PDF)	Download

Materials Update



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

Contact Greg
Stephenson to
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 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



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
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? 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.

