

September  
2023  
Sales Team  
Communications



[TheHilandSalesHome.com](http://TheHilandSalesHome.com)



[Download  
Sales Sheet](#)



# Holiday

## Egg Nog & Custard

  
**Hiland**<sup>®</sup>  
DAIRY FOODS 

Locally Made.  
Naturally Delicious.™

[HilandDairy.com](http://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!

- Hiland's chocolate premium milk is the best tasting in the industry with a cult-like following of fans.
- Chocolate milk is a naturally nutrient-rich way to fuel performance and recovery.
- Milk is a complete protein providing all the amino acids your body needs
- Milk ranks in the top 10 for sales and profitability at retail

**+3%**

*Sales  
Goal*



**Hiland**  
DAIRY FOODS FARMER OWNED

**FLAVORED  
MILK**  
*October's  
Featured Product*



[thehilandsaleshome.com/goal-flyers](http://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 - awaiting new culture images

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

Holiday promo surrounding Thanksgiving  
More info next month! POS will be available.

New sponsorship/radio spots coming soon!

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



# Industry News

## Retailer Perspective on the Economic Outlook for Independent Grocers

From 9.25.23 Shelby Report



The National Grocers Association hosted a recent webinar exploring current economic conditions driving the marketplace, what independent grocers can expect in the weeks and months ahead, and how they can effectively communicate those expectations to their consumers. Speakers included Jeff Maurer, owner of Maurer's Market IGA in Wisconsin Dells, Wis.; and Jennifer Bosma, owner of Harvest Market, with stores in Mendocino and Fort Bragg, in northern California.

*Continued on next page*

# Industry News

## Retailer Perspective on the Economic Outlook for Independent Grocers

Here are some key takeaways from the discussion:

- Record inflation has pressured independent grocers and their customers, stretching spending power and retailers' ability to deliver value.
- Retail rollercoaster: At the end of August, the consumer price index was up 3.2 percent overall since June, with inflation up 4.9 percent for all food and 3.6 percent for food at home. By midyear, retail grocery sales were up 5.4 percent in dollars but down 2.6 percent in units.
- Glimmers of hope: Despite the volatility, consumer confidence is inching upward, with unemployment flattening out as hourly wages rise, though personal savings remain low. Meanwhile, about a third of consumers expect their economic situation to improve over the next six months, while nearly 15 percent expect it to get worse and more than 12 percent of households in late June reported experiencing food insecurity.
- Et tu, restaurants? Restaurants are back above 50 percent of all consumer food spending, regaining what it lost to grocery during the pandemic. The assumption is that folks are tired of COVID cooking, and grocers are fighting back with meal deals in Delis, offering a special price for an entrée with two sides proving popular with customers. Grocers face a "communications challenge" in demonstrating to consumers the value in price, variety, and wholesomeness of grocery-based meals over restaurant selections.
- The few, the proud: Availability of labor continues to be a challenge, though turnover appears to be improving, amid the appeal of joining the gig economy, in which a third of Americans have at least dabbled. And while grocers are paying more for a smaller pool of labor, the availability of housing affordable to grocery workers has become an issue.
- Margin call: There's a wide gap between perception and reality among consumers when it comes to an independent grocer's profit margin.
- "It's the most frustrating thing I'm going through – constant criticism from customers [about prices]," Maurer says, noting that tighter margins don't help having to contend with higher payrolls, credit card swipe fees and energy costs.
- "Our margins have slipped – we can't absorb increases like we could before...I am as transparent as I can be with customers."
- Though promotions are fewer than before the pandemic, Maurer has events planned every week through the end of the year, "to keep customers engaged and excited, and show them value."
- For her part, Bosma has revived a pre-pandemic promo: everything 10 percent off, one day each month. "Our customers are grateful," she says, also noting that nutrition incentives have helped cushion the blow of post-COVID reductions in SNAP.
- Reasons to be optimistic: Despite a supply chain that has yet to fully recover (the grocers report fills of 80-90 percent), the panelists are hopeful that costs and prices will moderate over the next 12 months.
- "As independents, we adapt, we pivot. I see our sales still growing," Bosma says.
- Maurer adds, "I think people will see the value of shopping with an independent and the services and support we give to the community."



# MilkPEP

## Sales Topline



Period 8 Thru August 13, 2023

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



## Period 8 Report Summary

In Period 8, milk volume in Circana-tracked channels was -2.0% vs. YA.

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

These grouping are carried throughout the revised Topline look and organize by the category segments as shown below. Period 8 volume results vs. YA. were:

<b>Traditional milk</b>	<b>-2.4%</b>	<b>Value-Added</b>	<b>+0.3%</b>
White	-2.3%	Organic	-6.1%
Flavored	-3.6%	Non-organic	+5.5%
<b>Buttermilk/Eggnog</b>	<b>-2.3%</b>	<b>Lactose Free*</b>	<b>+8.1%</b>
		(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
9/19/2023	Sports Shake (PDF)	<a href="#">Download</a>
9/7/2023	2023 World Dairy Expo Winner Sales Sheet (PDF)	<a href="#">Download</a>
8/31/2023	July 2023 Hiland Sales Team Communication (PDF)	<a href="#">Download</a>
8/31/2023	September 2023 Product Poster (PDF)	<a href="#">Download</a>
8/31/2023	September 2023 Product Flyer (PDF)	<a href="#">Download</a>

# 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
<b>CALCIUM</b>	Helps build and maintain strong bones and teeth.	25% DAILY VALUE
<b>PROTEIN</b>	Helps build and repair tissue. Helps maintain a healthy immune system.	16% DAILY VALUE
<b>VITAMIN D</b>	Helps build and maintain strong bones and teeth. Helps maintain a healthy immune system.	15% DAILY VALUE
<b>PHOSPHORUS</b>	Helps build and maintain strong bones and teeth, supports tissue growth.	20% DAILY VALUE
<b>VITAMIN A</b>	Helps keep skin and eyes healthy; helps promote growth. Helps maintain a healthy immune system.	15% DAILY VALUE
<b>RIBOFLAVIN</b>	Helps your body use carbohydrates, fats and protein for fuel.	30% DAILY VALUE
<b>PANTOTHENIC ACID</b>	Helps your body use carbohydrates, fats and protein for fuel.	20% DAILY VALUE
<b>VITAMIN B12</b>	Helps with normal blood function, helps keep the nervous system healthy.	50% DAILY VALUE
<b>ZINC</b>	Helps maintain a healthy immune system, helps support normal growth and development and helps maintain healthy skin.	10% DAILY VALUE
<b>NIACIN</b>	Used in energy metabolism in the body.	15% DAILY VALUE
<b>SELENIUM</b>	Helps maintain a healthy immune system, helps regulate metabolism and helps protect healthy cells from damage.	10% DAILY VALUE
<b>IODINE</b>	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](mailto: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](mailto: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](http://thehilandsaleshome.com). You can use this to submit product suggestions, marketing ideas, general feedback, etc.

