

April  
2024

# Sales Team Communications



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





## Promotional Period: June 10 – July 21, 2024

The "Summer Sips and Snacks" Sweepstakes invites consumers to showcase their culinary creativity by submitting their best summer recipes in three categories: desserts, drinks, and entrees. Each recipe must incorporate at least one Hiland Dairy product. This contest aims to build user-generated content, foster community engagement, and deepen consumer loyalty by highlighting the versatility of Hiland Dairy products. Consumers can win a summer supply of Hiland Dairy products, including milk, ice cream, and other dairy snacks – and the best recipes could be featured in a Hiland Dairy Summer Recipe eBook.

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 submit their recipe, sign up for a chance to win Hiland Dairy coupons, and more. .

### Goals/Objectives:

This promotion aims to engage consumers by encouraging them to submit their original summer recipes featuring Hiland Dairy products, increasing brand awareness and product usage during the summer season.

[HilandDairy.com/Summer](https://HilandDairy.com/Summer)




## 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



 Locally Made. Naturally Delicious.	JUNE				JULY				AUGUST					
	3	10	17	24	1	8	15	22	29	5	12	19		
General markets: Nebraska, Oklahoma, Kansas City, Springfield, Joplin, Des Moines, Wichita, Little Rock, Fay/Ft. Smith														
<b>DIGITAL</b>														
<b>DISPLAY/NATIVE</b>														
Native ads placed within cooking, baking and summer specific verticals														
<b>VIDEO</b>														
Pre-roll & CTV video within food and summer content														
<b>PAID SOCIAL MEDIA</b>														
Image & Video ads on Meta, Pinterest & TikTok														
<b>AUDIO</b>														
Programmatic streaming audio across radio, podcasts, etc.														
<b>BROADCAST</b>														
<b>PROGRAMMATIC TV</b>														
Thirty-second ad placements targeting Women 25-54 IN Omaha, OKC, Little Rock and KC														

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/Summer](https://HilandDairy.com/Summer)



# Monthly Sales Goal Flyers

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

[View Goal Flyers here.](#)

[Check out our NEW recipe for Sweet Tea Popcorn Chicken!](#)



Posters  
now  
available!

## Tea/Lemonade

*May's Featured Products*

**+5%**

*Sales Goal*

- Experience the fresh, authentic taste of Red Diamond Teas, freshly brewed using real tea leaves.
- Our selection of tea varieties and sizes is tailored to suit every tea lover's preference.
- Quench your thirst with Hiland Lemonade for a truly natural, refreshing flavor—perfect for sipping on a sunny day.
- For a delicious, on-the-go option, try our convenient pints of tea and lemonade.
- Say goodbye to soda and hello to a burst of natural goodness with Hiland Dairy's beverages!

Locally Made.  
Naturally Delicious.™

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



# Media Protocol

Two notable media items. As is Hiland's communication protocol, please refer any calls from the media to Kathy at KathyB@envoyinc.com or 402 740-2254. She will connect the media with contacts from the joint dairy organizations.

## FDA REAFFIRMS THAT PASTEURIZATION IS EFFECTIVE AGAINST HPAI, COMMERCIAL MILK SUPPLY SAFE

The Food and Drug Administration (FDA) confirmed again on 4.26.24 that pasteurization of milk consistent with the federal Grade "A" Pasteurized Milk Ordinance (PMO) destroys harmful pathogenic bacteria and other microorganisms, including Highly Pathogenic Avian Influenza (HPAI) and other viruses. The data cited by the FDA is consistent with many other studies demonstrating that the legally required temperature and time for milk pasteurization will readily inactivate HPAI. Viral fragments detected after pasteurization are nothing more than evidence that the virus is dead; they have zero impact on human health. Further, the federal PMO prohibits milk from sick cows from entering the food supply chain. Milk and milk products produced and processed in the United States are among the safest in the world.

The FDA has remained consistent in its vigilance against raw milk consumption, as well. Raw milk is a key vehicle in the transmission of human pathogens, including E. coli O157:H7, Campylobacter, Listeria monocytogenes, and Salmonella, among others. As this situation continues to evolve, our dairy organizations strongly discourage the consumption of raw milk and recommend that all raw milk and raw milk components be heat treated to a temperature and duration that kills harmful pathogenic bacteria and other microorganisms, including HPAI, regardless of the product's intended use for human or animal consumption. FDA also recommends, out of an abundance of caution, that milk from cows in an affected herd not be used to produce raw milk cheeses.

[All updates from the FDA can be found here](#)



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## UPCOMING CONSUMER REPORT STORY

On Thursday, May 25, IDFA expects Consumer Reports to publish an article on tests they conducted to determine if PFAS is in whole milk packaged for sale to consumers in retail establishments. We understand Consumer Reports will identify a handful of brand names in their article and may point to some detectable level of PFAS in some retail milk samples. IDFA has been in contact with the U.S. Food and Drug Administration (FDA) and has urged and expected the FDA to respond to the Consumer Reports article, stating that the results do not indicate a public health concern. As is pointed out in the guidance below, the FDA has not found PFAS in samples of milk collected at retail. Moreover, the agency will need to carefully scrutinize the credentials of the private laboratory and the test method Consumer Reports used in generating their analytical results. FDA, IDFA, and companies identified by Consumer Reports will need access to such information and more to assure the validity of the reported results.

Therefore, if you are contacted by Consumer Reports for a comment, please follow Hiland's communications protocol stated above. The FDA and IDFA will respond publicly when the article is published, or when we are contacted by media.



Circana reports volume, dollar and unit sales at multi-outlets and convenience stores in the U.S. for key dairy categories. Processors can leverage these reports to benchmark brand sales to national and regional category sales. Note: the estimates do not include food service sales.

[Click to view the most recent trends on milk, cheese, yogurt, and butter.](#)

## TOTAL U.S. MILK SNAPSHOT

4 Weeks, 2024YTD and Latest 52 Weeks Ending 2-25-2024



### Milk 2024YTD Volume Expands Slightly from 2023 as it Overlaps with High Price, Low Sales Period

Milk retail volume is seeing a small uptick of 0.3% for 2024YTD (through 2-25) as it is compared to a weakened period last year (2023YTD volume was down -5%). Higher inflation in 2023 contributed to lower demand. Over the latest four weeks ending 2-25-24, milk volume is down by 1%.

Value-added white and flavored products, driven by lactose-free, remain popular and are posting solid growth. While gallon size packages still dominate traditional milk, they are losing share, particularly among adult households. Value-added milk sizes including  $\geq 48\text{oz} < 64\text{oz}$  and 96 oz are posting double-digit growth, and half gallons are seeing only a small downturn in the latest 4-weeks. Whole milk continues to demonstrate growth in 2024, outperforming other fat levels with an uptick of 2% in the latest period.

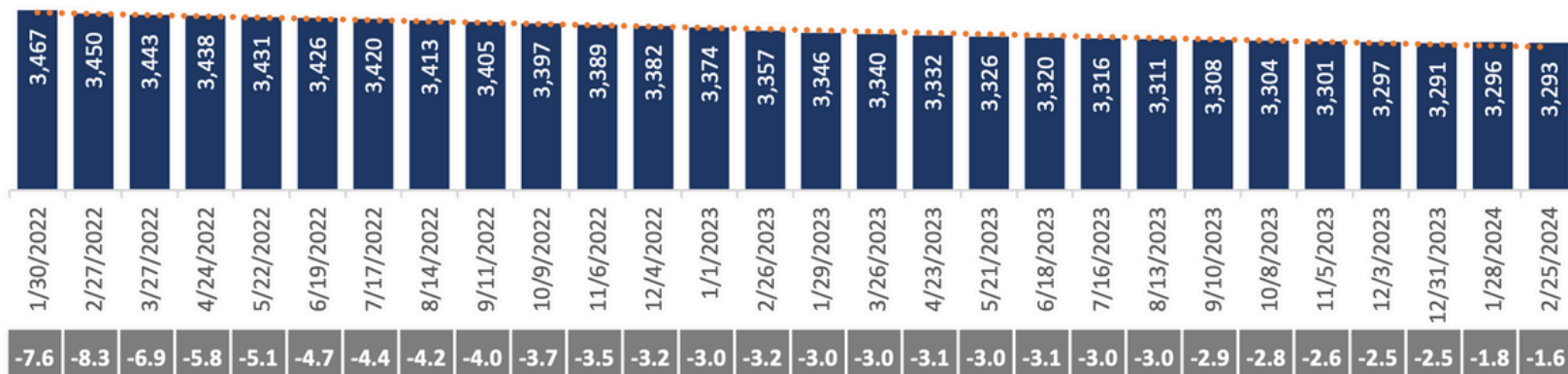
On the competitive front, milk holds 10% dollar share of competitive beverages, making it the fifth largest beverage category at retail. Of the top five categories, only energy drinks registered growth in 2023 as carbonated soft drinks, bottled water and juice saw volume downturns along with milk.



### Rolling 52 Weeks Volume Trend

The two-year milk volume trend is one of lessening decline as we move away from high inflation.

RETAIL MILK VOLUME (M Gallons) and % CHANGE VS YEAR AGO



# Nielsen IQ

Prairie Farms and Hiland teams are implementing the insightful Nielsen IQ Byzzer tool. Sarah and Kathy are currently in the process of mastering the system. Once proficient, they can furnish comprehensive market data on the Hiland brand, including demand specifics, surpassing what was previously available through IRI. This invaluable tool promises to enhance sales team interactions with customers significantly. Keep an eye out for further updates!

## HILAND (HILAND DAIRY INC/DIV PRAIRIE FARMS) buy rate at Outlets is \$15.3, up 1.1% vs. last year

### Shopper Performance Drivers



### Loyal Brand Shoppers 59.8%

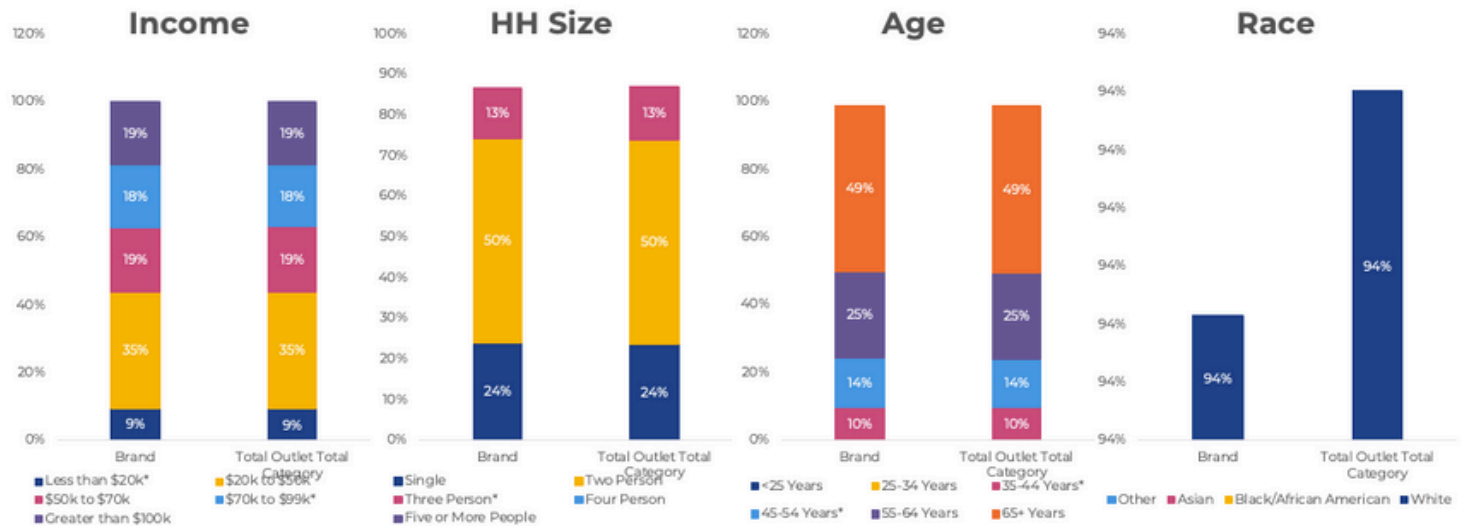
Of all the buyers who bought HILAND (HILAND DAIRY INC/DIV PRAIRIE FARMS), 59.8% are brand loyal, meaning 65%+ of their spend is on the brand.

### 2+ Time Buyers 54.6%

54.6% of buyers who purchase HILAND (HILAND DAIRY INC/DIV PRAIRIE FARMS), have purchased those products 2 or more times in Outlets.

## The top two demographics for HILAND (HILAND DAIRY INC/DIV PRAIRIE FARMS) are Race - White and Size of Household - Two Person

### Demographic Profile : Percent of Households





# Sales Topline Report

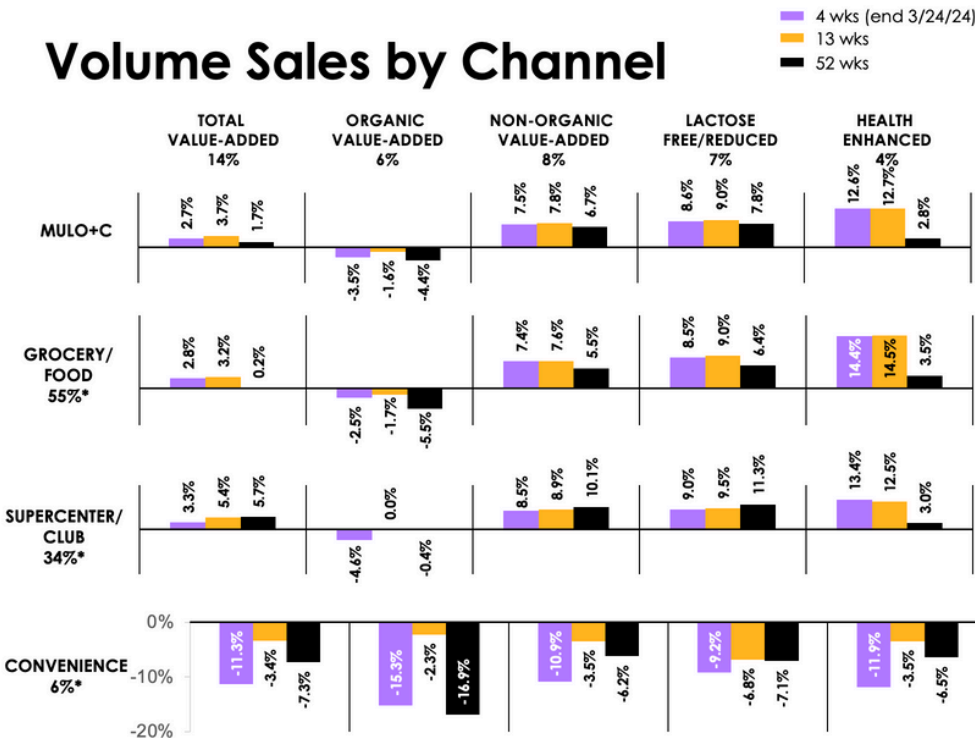


Download the latest from MilkPEP.

[Download "Period 3" Topline Report](#)

## Key Takeaways:

- Retail volume for total milk in Period 3 declined -1.1% led by declines in incremental volume.
- Traditional white milk volume trends declined -1.9% due to both base and incremental sales, where changes in price reductions led declines.
- Traditional flavored milk volume trends grew +0.5% led by increases in base volume.
- Value-added milk volume grew +2.7% led by growth in base sales.
- Alternative beverages declined -6.3% led by base sales declines.



Value-Added was +2.7% vs. Pd. 3 '23. The Grocery channel was up (+2.8%) this period and Supercenters/ Clubs rose +3.3%.

Lactose Free continues to outperform the other portions of Value-Added on strength in the Grocery and Supercenter/Club channels (+8.5% and +9.0% respectively). Both are driven by continued growth in consumer demand and stronger store traffic.

Health Enhanced had even stronger growth in the same channels.



# New POS

The great taste you LOVE,



now has a **FRESH LOOK!**

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

- Gallon milk
- Yogurt
- Whipped Cream Aerosol
- Buttermilk
- New culture packaging
- Borden Texas in Spanish

[Click to view and order!](#)

The Perfect Topping  
to any Dessert

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Scan for Dessert Inspiration!

Spread Joy  
with Hiland  
Cream Cheese

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Scan for Inspiration!

**NEW PACKAGE!**

The Sour Cream  
You Love Is  
Now Squeezable!

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Bake with the  
*Best*

Get the recipe for this Dark  
Chocolate Mousse Cake  
and much more by signing  
up for Hiland's FREE  
Indulgent Email Series.

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Scan to  
subscribe!

La leche que amas ahora  
tiene un nuevo nombre.

**Hiland**  
DAIRY FOODS FARMER OWNED

Hecho localmente.  
Naturalmente delicioso.™

**BORDEN**  
REDUCED FAT  
2% MILK

¡CHOCOLATE  
TAMBIÉN!

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HECHO LOCALMENTE.  
NATURALMENTE DELICIOSO.™

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you LOVE,  
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**FRESH LOOK!**

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# 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
4/17/2024	Fruit Drink Sales Sheets (PDF)	<a href="#">Download</a>
4/17/2024	Alt Milks Sales Sheets (PDF)	<a href="#">Download</a>
4/17/2024	White Milks Sales Sheets (PDF)	<a href="#">Download</a>
4/15/2024	Red Diamond Tea Sales Sheets (PDF)	<a href="#">Download</a>
4/15/2024	Lemonade Sales Sheet (PDF)	<a href="#">Download</a>

# Point-of-Sale Materials

NEW Point-of-Sale  
Materials Catalog  
Available!

[CLICK HERE TO VIEW  
AND ORDER](#)



## Point of Sale Catalog

Browse the different POS materials offered by the marketing department and place orders for your stores, clients, etc.



# 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



# 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.

If you have a positive or negative circumstance that you believe would make it to the media, please contact Kathy and Sarah. We love to work with the media by writing press releases that protects the Hiland brand reputation.

## Give us a shout!

Sarah Carey,  
Marketing Manager

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

417-370-6451

Kathy Broniecki, APR

[KathyB@envoyinc.com](mailto:KathyB@envoyinc.com)

402-558-0637 ext. 107

Kelly Harvey

[KHarvey@envoyinc.com](mailto:KHarvey@envoyinc.com)

402-558-0637 ext. 129

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.

