

August  
2024

Sales Team  
Communications



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



# 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.](#)

Posters  
now  
available!

## Lactose Free September's Featured Products



+5%

Sales Goal

- Pure Dairy Goodness: Made from high-quality ingredients, our lactose free products deliver the same taste and texture you expect from Hiland Dairy.
- Gut-Friendly: Specially formulated for those with lactose intolerance, enjoy your favorite dairy without the worry.
- Versatile & Delicious: Perfect for everyday use in cooking, baking, or simply enjoying as is.

**Hiland**  
DAIRY FOODS  
FARMER OWNED

Locally Made.  
Naturally Delicious.™

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

**Hiland**  
DAIRY FOODS  
FARMER OWNED

# Lactose Free Products

We have been running an awareness campaign for the new lactose free culture products and will be adding the fresh lactose free milk into that plan starting August 1.

Please be sure you are utilizing the point-of-sale materials available to you for promoting these products in stores.

## Fresh LF Milk

- Elastitags - \$1 OFF (Coming Soon!)
- Shelf strips
- Clings
- Redirectional clings \*to be used on LF door to redirect consumers when placement is with fresh milks and not LF section\*
- Danglers

## LF Culture

- Clings
- Danglers



**GREAT TASTE**  
With ALL of the Nutrients  
and NONE of the Lactose



# Lactose Free Campaign Results

## Overview - July 1 - August 12

General Markets:  
17,527,722 impressions  
17,591 clicks

Texas Markets:  
18,273,456 impressions  
17,151 clicks

Combined:  
35,801,178 impressions  
34,742 clicks



Locally Made.  
Naturally Delicious.

JULY				AUGUST			
1	8	15	22	29	5	12	19

Texas-specific markets: *Houston, Dallas-Ft Worth, Austin, San Antonio, Corpus Christi, Harlingen-WLSCO-BRNSVL-MCA, Laredo, Tyler-Longview, Shreveport LA, Monroe LA* / General markets: *Nebraska, Oklahoma, Kansas City, Springfield, Joplin, Des Moines, Wichita, Little Rock, Fay/Ft. Smith*

DIGITAL							
<b>META</b>							
Native ads placed within cooking, baking and summer specific verticals							
<b>TIKTOK</b>							
Pre-roll & CTV video within food and summer content							
<b>PINTEREST</b>							
Image & Video ads on Meta, Pinterest & TikTok							

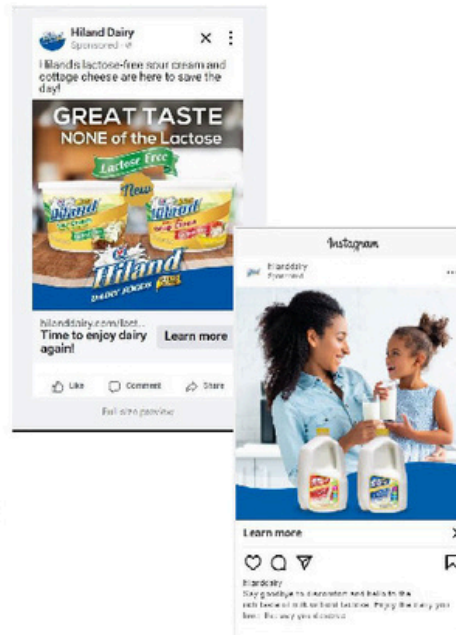
# Lactose Free Campaign Results

## General Markets

### Meta

Impressions	Clicks	CTR	Reach
12,146,463	10,358	0.09%	4,280,308

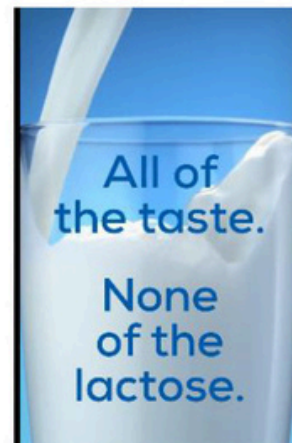
Meta reached over 4.2 million consumers in our general markets, generating more than 12 million media impressions. Although the primary KPI was awareness, the campaign also drove significant website traffic. The addition of Lactose-Free Fresh Milk creative in the later stages contributed over 1.4 million of these impressions.



### TikTok

Impressions	Clicks	CTR
2,694,588	5,204	0.19%

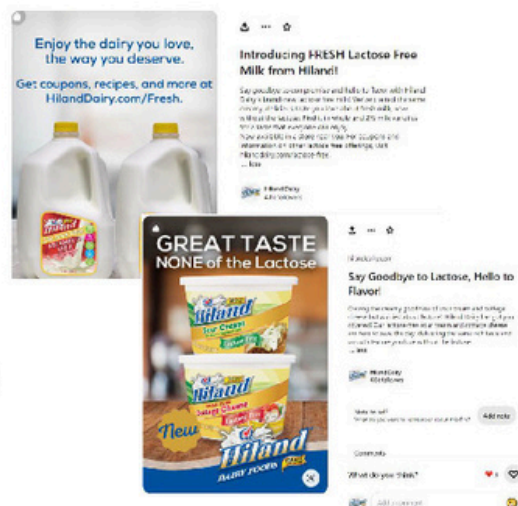
Hiland's messaging continues to resonate with TikTok users, achieving nearly 2.7 million impressions and a click-through rate of almost 0.20%. LF Fresh Milk was also added to this tactic, accounting for 401K of the impressions.



### Pinterest

Impressions	Clicks	CTR
2,686,671	2,029	0.08%

Hiland effectively targeted consumers interested in healthy living and lactose-free diets. The Lactose-Free Fresh Milk component of the campaign generated 151,503 impressions.



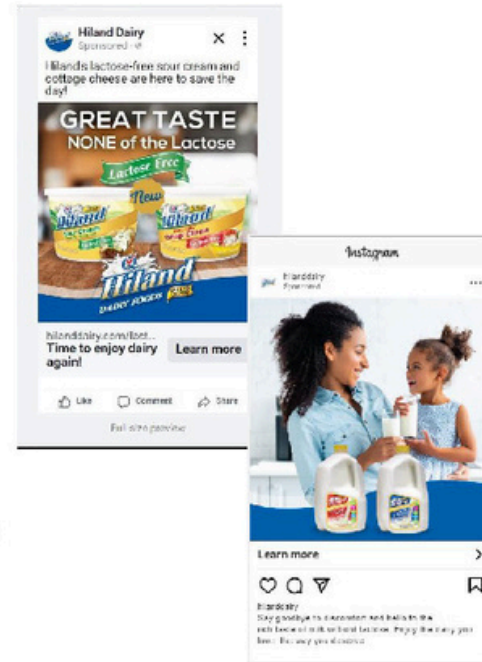
# Lactose Free Campaign Results

## Texas Markets

### Meta

Impressions	Clicks	CTR	Reach
12,635,997	10,608	0.08%	4,832,934

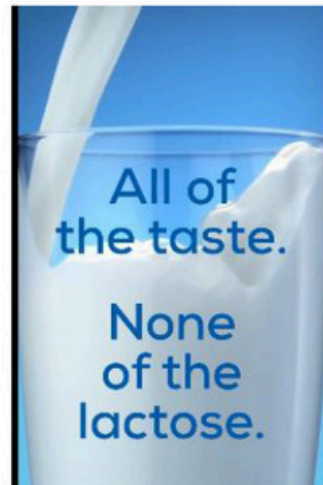
Meta reached over 4.8 million consumers in our general markets, generating more than 12 million media impressions. Although the primary KPI was awareness, the campaign also drove significant website traffic. The addition of Lactose-Free Fresh Milk creative in the later stages contributed to nearly 1.6 million of these impressions.



### TikTok

Impressions	Clicks	CTR
2,908,116	4,596	0.16%

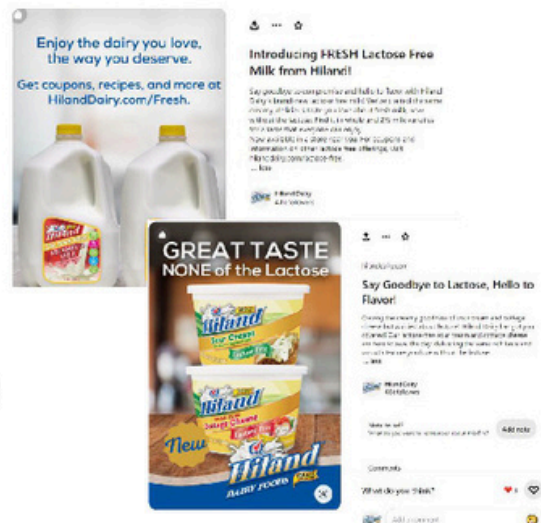
Hiland's messaging continues to resonate with TikTok users, achieving more than 2.9 million impressions and a click-through rate of 0.16%. LF Fresh Milk was also added to this tactic, accounting for 572K of the impressions.



### Pinterest

Impressions	Clicks	CTR
2,729,343	1,947	0.07%

Hiland effectively targeted consumers interested in healthy living and lactose-free diets. The Lactose-Free Fresh Milk component of the campaign generated 166,631 impressions.



# Industry Update



## DAIRY DEFINED:

### TRUST IS A DAIRY SUPERPOWER

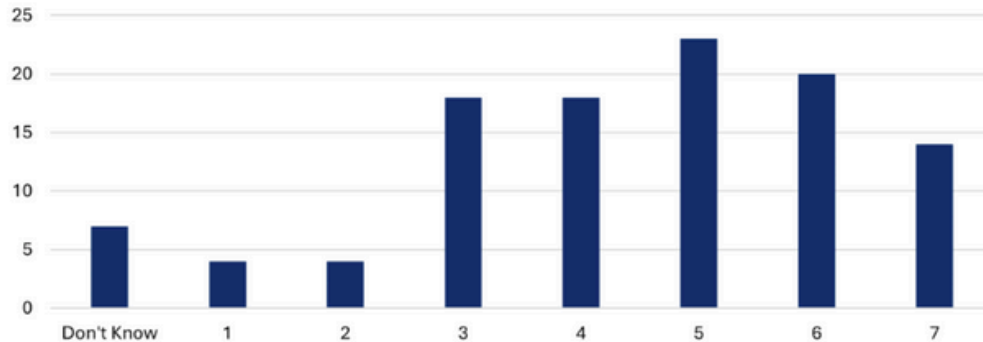
August 5, 2024

What makes dairy so valued that milk alone is in 94 percent of U.S. refrigerators? Nutrition is one factor. So is affordability. But perhaps the greatest value is one that data supports: People trust it.

The dairy checkoff's latest consumer perception tracker, conducted by Kantar Group, shows just how much confidence dairy has from consumers – and it's a great contrast to the loud braying of the anti-dairy fringe, which takes up more brain space among the sane and grounded than should. Rated on a 1-7 scale of trust, with 1 being none and 7 being total, 58 percent of consumers rated dairy at 5 or above, according to the nationally representative sample of consumers aged 13-65.

### In Dairy We Trust

Percentage of responses, with 1 = no trust at all and 7 = complete trust



That same survey, conducted last November and December, showed 35 percent either strongly or completely trusting dairy, shown by ratings of 6 and 7. That high trust level held across generations. Baby boomers led at 38 percent of strong or complete trust; Generation X, a cohort famed for trusting no one, was lowest at 33 percent. And the future looks stable and bright. About 34 percent of teenagers strongly or completely trusted dairy, with young adults at 35 percent and Millennials at 36. And again, these were the highest ratings of trust – including less-fervent support, clear majorities spanned generations.

Dairy also did well when compared with other foods and industries. Dairy's 58 percent trust level compares well with beef (53), almonds (51), tech (53, sorry Zuckerberg and Musk) and finance (43 – with apologies to Wall Street).

To sum up: In an increasingly fractured climate plagued by misinformation, dairy continues to attract broad-based support across wide swathes of society. In a superpower nation where trust is declining, dairy has its own superpower – trust from consumers that remains strong.

Pretty heavy stuff, when you think about it. But dairy can carry the load, with unparalleled nutrition, uncommon consumer reach and high levels of consumer trust. It's a refreshing situation, appropriate for refreshing products.


# Industry Update

## CATEGORY INNOVATIONS

- Prairie Farms Dairy, which has sold iced coffee-milk beverages in half-gallon cartons for more than a decade, now offers on-the-go Barista Style Iced Coffee. The caramel and mocha variants come in 14 oz bottles. The company also offers its lactose-free whole and 2% milk in gallon jugs.
- Greek yogurt maker Chobani formulated its first dairy milk, a lowfat and shelf-stable product that the company will donate to support people in need. The company said it developed its new Chobani Super Milk, which has a nine-month shelf life and doesn't have to be refrigerated until opened, to provide to the American Red Cross, as well as food banks and pantries.
- In the aseptic flavored milk category, Epoca developed Cool Plus Banana Milk. The 8 oz milks combine low-fat milk and banana puree, with extra sweetness from sugar. The milk is fortified with vitamins A and D, and is an excellent source of calcium.
- Hiland Dairy launched Fresh Lactose-Free Milk in whole and 2% varieties in plastic gallon jugs. The milk is produced daily to guarantee the freshest taste and highest quality.



“Milk’s nutrient package is unmatched, so we want offerings in our schools that kids are more likely to consume,” said Timothy Kelly, vice chair, fluid milk board, International Dairy Foods Association, and senior vice president and general manager, Shamrock Foods Company, Phoenix. “The Whole Milk for Healthy Kids Act offers exactly that, which will help ensure kids today and those of future generations receive critical nutrition during the school day.”

Milk processors are ready. They have increased the formats and sizes of whole and 2% milk, including lactose-free options. Further, thanks to increasingly modern and innovative dairy farming practices, the environmental impact of producing a gallon of milk has shrunk significantly, requiring 30% less water, 21% less land and a 19% smaller carbon footprint than it did in 2007. 





# Sales Topline Report



[Download "Period 8" Topline Report](#)

## Key Takeaways:

- Milk volume in the expanded Circana-tracked channels was +0.2%, bringing YTD to +0.1% vs. YA.
- Traditional White milk was -1.0% vs. YA while Traditional Flavors rose +1.3%.
- Value-Added milk segments rose +6.5% as Organic milk was +2.4% and Lactose Free recorded +12.2% growth.
- Category average price in Period 8 was \$5.11 per gallon, up \$0.06/gallon vs. the recent 13 weeks due to mix shifts.



### Period 8 Report Summary

In Pd. 8, milk volume in the expanded Circana-tracked channels was +0.2%, bringing YTD to +0.1% vs. YA. Traditional White was -1.0% vs. YA while Traditional Flavors rose +1.3%.

Value-Added milk segments rose +6.5% as Organic milk was +2.4% and Lactose Free recorded +12.2% growth.

These groupings are carried throughout the Topline and are organized by the category segments shown below. Period 8 volume results vs. YA were:

<b>Traditional Milk</b>	<b>-0.9%</b>	<b>Value-Added</b>	<b>+6.5%</b>
White	-1.0%	Organic	+2.4%
Flavored	+1.3%	Non-Organic	+10.5%
<b>Buttermilk/Eggnog</b>	<b>-0.9%</b>	<b>Lactose Free</b>	<b>+12.2%</b>
		(part of Value-Added)	

Circana labels:  
**Multi-Outlet+** includes Costco and ALDI  
**Multi-Outlet+ with Conv.** (C-stores) represents the broadest reporting from Circana.  
**All reporting is Multi-Outlet+ with Conv. unless otherwise noted.**

Note: Circana reporting now includes both ALDI and Costco with history. Both chains have been outperforming competitors so the effect of including them is to lift the trend. Screenshot: Ughly 1.0 point vs. YA (even with the history being included).



# New POS

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

- Lactose Free Products and Milk Elastitags
- Raspberry Lemonade
- Almond Milk New Packaging
- Gallon milk
- Yogurt
- Whipped Cream Aerosol
- Buttermilk
- New culture packaging
- Borden Texas in Spanish

[Click to view and order!](#)



**SAVE NOW**  
**\$1.00 OFF**  
Any Lactose Free  
Milk Gallon

**GREAT TASTE**  
With ALL of the Nutrients  
and NONE of the Lactose

**New**



**Hiland**  
DAIRY FOODS **FARMER OWNED**  
Locally Made. Naturally Delicious.<sup>™</sup>  
HilandDairy.com

The great  
taste you  
**LOVE,**



now has a  
**FRESH**  
**LOOK!**

**Summer Bliss**  
in Every Sip

**New**



**Hiland**  
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HilandDairy.com

**Spread Joy**  
with Hiland  
Cream Cheese



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Locally Made. Naturally Delicious.<sup>™</sup>  
HilandDairy.com

**NEW PACKAGE!**

The Sour Cream  
You Love Is  
Now Squeezable!

**Squeeze**



**Hiland**  
DAIRY FOODS **FARMER OWNED**  
Locally Made. Naturally Delicious.<sup>™</sup>

**Hiland Dairy**  
**Almond Milk**  
Now in a Sleek **New** Package!



Fresh Packaging. Same Great Taste!

**Hiland**  
DAIRY FOODS **FARMER OWNED**  
Locally Made. Naturally Delicious.<sup>™</sup>  
HilandDairy.com

The great taste  
you **LOVE,**  
now has a  
**FRESH LOOK!**



The great taste  
you **LOVE,**  
now has a  
**FRESH LOOK!**



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HilandDairy.com

# 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.

Be sure to use the search tool on the Hiland Sales Home if you can't find what you're looking for!

What's new this month?

## New Updates

Date	File	Download
8/14/2024	September 2024 Product Flyer (PDF)	<a href="#">Download</a>
8/14/2024	September 2024 Product Poster (PDF)	<a href="#">Download</a>
8/1/2024	Pro Pack Snack Sales Sheet (PDF)	<a href="#">Download</a>
07/30/2024	July 2024 Hiland Sales Team Communication (PDF)	<a href="#">Download</a>
7/23/2024	August 2024 Product Flyer (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.

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



# 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 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.

