

July
2024
Sales Team
Communications





SUMMER
SIPS
and Snacks
SWEETSTAKES



Promotional Period: June 10 - July 21, 2024

The summer promo has come to an end. We got a surprising amount of recipe entries, which we are working through right now. After winners are chosen, we will get to work on the "Summer Recipe e-book" that will live on our Hiland Hub as evergreen content. Media report coming soon - if anyone wants to see, please let me know!

Final Results:

Entries: 6,229

Bonus Entries: 6,652 (earned by completing additional actions like following on social or sending to a friend after entry)

Entries with Recipes: 544

Mail-in Entries: 114

Newsletter Subscribers: 5,069

NEW Email Subscribers: 3,183

Facebook Visits: 2,212

X Followers: 78

Instagram Visits: 1,457

Pinterest Follows: 949

Referrals: 76

HilandDairy.com/Summer

The Extra Mile

We had a mom tag us in a video on TikTok trying to find our new Fire in The Hole Ice Cream for her son, who specifically requested it for his birthday. While it was not available in her area, Terry Hynton went the extra mile to get some delivered to her and totally made the kid's day.

[Watch Part 1](#)

[Watch Part 2](#)

Big props to Terry for making this happen!



annetteronto
This is the best story!

7-19 Reply



Lyndsey Stamper 🌟❤️ · **Creator**
We think so!! He was so excited and we were so impressed with [@Hiland Dairy](#)

7-19 Reply



Melissa McKain Kaspr
That is awesome!

7-17 Reply



Lyndsey Stamper 🌟❤️ · **Creator**
So impressed with this company!!

7-17 Reply



its_heather_may
Wow [@Hiland Dairy](#) 🙌🙌🙌 And Terri for the delivery!! I'll be picking some up too!

7-17 Reply



Lyndsey Stamper 🌟❤️ · **Creator**
We were so thrilled!! 😊😊

7-17 Reply



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!

Cottage Cheese
*August's
Featured Product*

+5%

Sales Goal

- The average American eats 1.9 pounds of cottage cheese every year
- Cottage cheese has nearly 80% casein protein which helps with satiety and appetite control
- Cottage cheese can be used in many different ways like as a dip, toast spread, or in smoothies
- We offer a variety of sizes and milk fat content

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Locally Made.
Naturally Delicious.™

thehilandsaleshome.com/goal-flyers

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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

New

Hiland
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Locally Made.
Naturally Delicious.™

HilandDairy.com

Lactose Free

GREAT TASTE
NONE of the Lactose

New

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Naturally Delicious.™

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Lactose Free

**ALL of the Protein,
NONE of the
Lactose**

New

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Naturally Delicious.™

HilandDairy.com

SAVE NOW
\$1.00 OFF
Any Lactose Free
Milk Gallon

**Lactose Free
is Now FRESH**
Look for These,

New

With the Other Hiland Milks.

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Naturally Delicious.™

Read More

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

New

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Q1'24 Consumption and Attitudes Tracker

Key Takeaways

Radius Market Research
Published June 2024

The **Consumption Tracker** research is intended to serve as a mechanism to gauge, by key target: Daily Milk consumption; Size and type of milk consumption; Way and amounts in which Milk is consumed; and Share of Milk consumption relative to other non-alcoholic beverages.

The **Attitudes Tracker** research is intended to gauge how well MilkPEP's campaigns strengthen perceptions of and engagement with milk. It explores a wide range of attitudes towards milk and consumption behaviors and trends.

KEY FINDINGS:

Takeaway:

- Over the last decade, fewer **Children 1-8** are consuming milk as a stand alone drink AND as an ingredient – a combination that yields higher volume potential.
- The decline is primarily driven by fewer Children 1- 8 having stand alone milk (-10% pts vs. 2014) and milk as an ingredient, especially in cereal (-14% pts vs. 2014).

Takeaway:

- Over this period, there are fewer **9-17 year olds** who only consume milk as a stand alone drink; instead, more only consume milk as an ingredient, especially added to other beverages (+12% pts vs. 2014).
- While Tweens and Teens are staying engaged in the category, this type of occasion yields lower milk volume.

Takeaway:

- **Dual Users of both stand alone milk and milk as an ingredient** consume the most milk compared to those only having one type of milk occasion (either stand alone or as an ingredient). Yet this highly engaged group is consuming fewer ounces now versus 5 years ago (-1.7 oz vs 2019).

Takeaway:

- At the start of 2024, there's positive milk consumption momentum for **Moms** (6.7 oz in Q1'24 vs 5.8 oz in Q3'23).
- Recent growth in milk volume is mainly driven by consuming more milk with a snack and away from home.

Takeaway:

- Past day milk penetration is similar across Moms regardless of her age or the age of her child, but volume varies.
- **Younger Moms**, especially those with younger children, are the heaviest drinkers and are more likely to consume flavored milk.
- **Older Moms with young children** have the strongest milk attitudes but are lighter past day drinkers. Their personal consumption may be held back by their perception that milk is for kids, not adults.
- **Older Moms with older kids** consume the least milk and are least likely to be milk advocates for their children.

Industry Update



Q1'24 Consumption and Attitudes Tracker

Key Takeaways

Takeaway:

- Women are just as likely to have milk daily whether they are Runners or Moms; however, having a child influences the amount of milk consumed (6.0 oz for Runners vs 6.8 oz for Modern Moms).
- Fewer daily ounces for Female Runners is driven by a greater number of Lighter Drinkers.
- As you think about positioning milk in Female Runners' beverage set, consider that she consumes more water (tap and bottled), sports drinks and energy drinks than your target – Modern Moms.

METHODOLOGY:

Consumption Tracking / bi-annual / 25 min online interview / Among Gen Pop consumers ages 1+. Current Rolling Average (Q3'23 and Q1'24) among 6485 total consumers, 1703 Children 1-8 (surveying Moms), 795 Tweens aged 9-12, 802 Teens aged 13-17, 3185 Adults aged 18+

Attitudes Tracking / quarterly / 25 min online interview, YTD 2024 (Q1'24): Among 622 Gen Pop Moms 18-49 who have a child 1-17, 407 Gen Pop Dads who have a child 1-17, 201 Young Adults 18-24, 413 Tweens 9-12, 410 Teens 13-17

Industry Update

MilkPEP Webinar: Foodservice and Schools. We are focusing on the school data, but if you would like the full presentation or more information, please contact us.

Key Takeaways:

- School milk volume held steady in 2023, roughly equal to pre-Covid levels
- Flavored mix in schools holding steady at pre-Covid flavor mix; Chocolate is nearly 2/3 of milk consumed in schools at 64%
- Student's preference for flavored milk has not changed when given the choice. White milk returned to one-third of all milk servings, the pre-pandemic level.
- Review of pandemic years and universal free meals
- Summer growth in milk strength (+3%) turned to a decline of -10% in the fall
- School milk held steady as shelf-stable rose and plastic, offsetting carton shortages in fall 2023
- Shelf-stable has risen to 3% of school milk in fall 2023
- The average student was provided 130.9 milk servings during the 2023 calendar year, up 0.8 servings per student. Enrollment declined -0.8%, and units per student rose 0.6% units per student, for a net -0.2% in units
- Stronger regions saw larger swings (Midwest)
- Added sugar has declined 50% in school chocolate milk the past 18 years
- Flavored milk in schools has 43 fewer calories than a decade ago
- Recovery of lunch volume continues to lag breakfast by several percentage points
- Overall school channel view, trends, outlook, opportunities and challenges



Milk:
All Channel
Tracking 2023

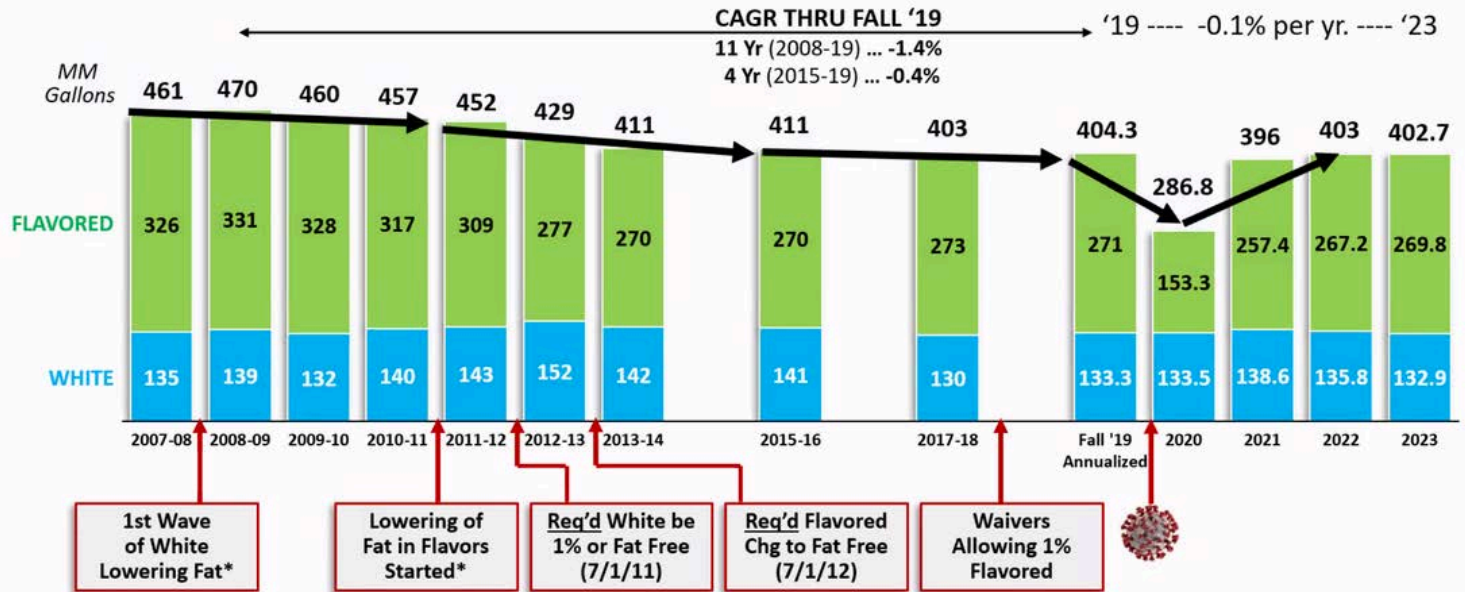
The Projection of Milk
Volume by Sales Channel
SCHOOLS & FOODSERVICE

July 11, 2024

Industry Update

Schools: Milk Volume Held Steady in 2023, Roughly Equal to Pre-Covid Levels

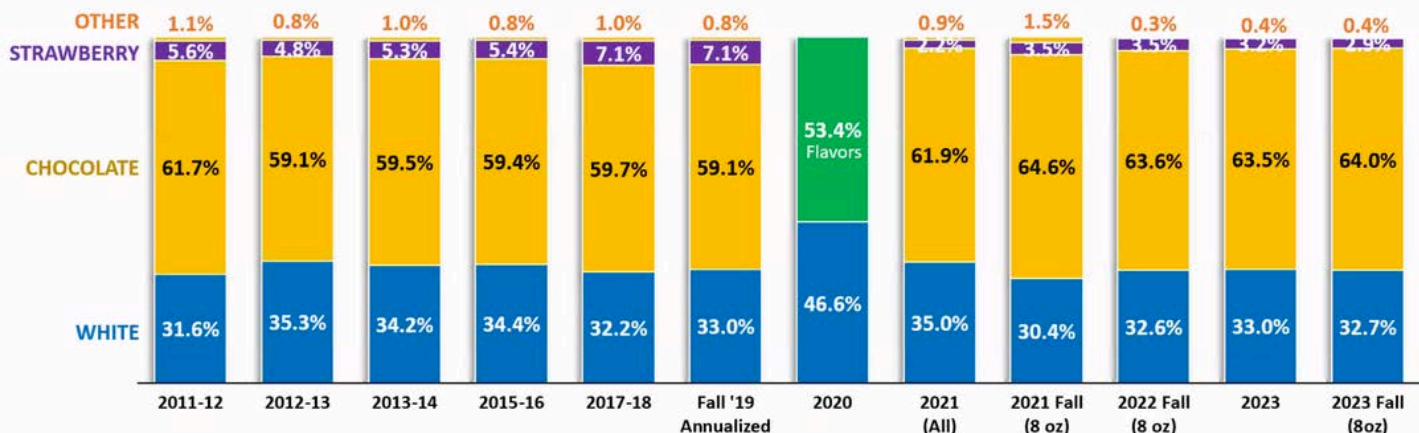


Readers Note: Columns labeled with two years such as 2007-08 signifies the year from Aug.-July. Single year labels indicate the calendar year and "Fall 'xx Annualized" denotes the months of Sept.-Dec. projected to the academic year.

Flavor Mix in Schools: Holding Steady at Pre-Covid Flavor Mix

During 2023, white milk was just under one-third of all school milk. Chocolate continues to be nearly two-thirds of milk at ~64%.

Share of Milk Units by Flavor
(Processor based-Projection)



May not add due to rounding. White includes lactose free at 0.6%
 Source: Processor data submissions & Prime analysis

Industry Update

School Channel Flavor Summary: Consistent Mix by Flavor

Student's preference for flavored milk has not changed when given the choice. White milk returned to one-third of all milk servings, the pre-pandemic level.



	2017-18		Fall '19 Annualized		2020		2021		Fall 2021	2022		2023	
	Gallons	% Mix	Gallons	% Mix	Gallons	% Mix	Gallons	% Mix	% Mix	Gallons	% Mix	Gallons	% Mix
WHITE	130.4MM	32.3	133.3MM	33.0*	133.5MM	46.3	138.6MM	35.0	30.4	135.8MM	33.7	132.9MM	33.0
CHOCOLATE	240.0	59.7	238.9	59.1	Flavors		Flavors		64.6	254.7	63.2	255.7	63.5
STRAWBERRY	28.6	7.1	28.7	7.1	153.3	53.7	257.4	65.0	3.5	11.3	2.8	12.9	3.2
ALL OTHER	4.0	1.0	3.4	0.8					1.5	1.2	0.3	1.2	0.4
TOTAL	403.0MM	100%	404.3MM	100%	286.8MM	100%	396.0MM	100%	100%	403.0MM	100%	402.7MM	100%

May not add due to rounding. Includes lactose free at 0.6%
Source: Processor data submissions & Prime analysis

School Channel Analysis: Breaking the Pandemic Years into 4 Parts

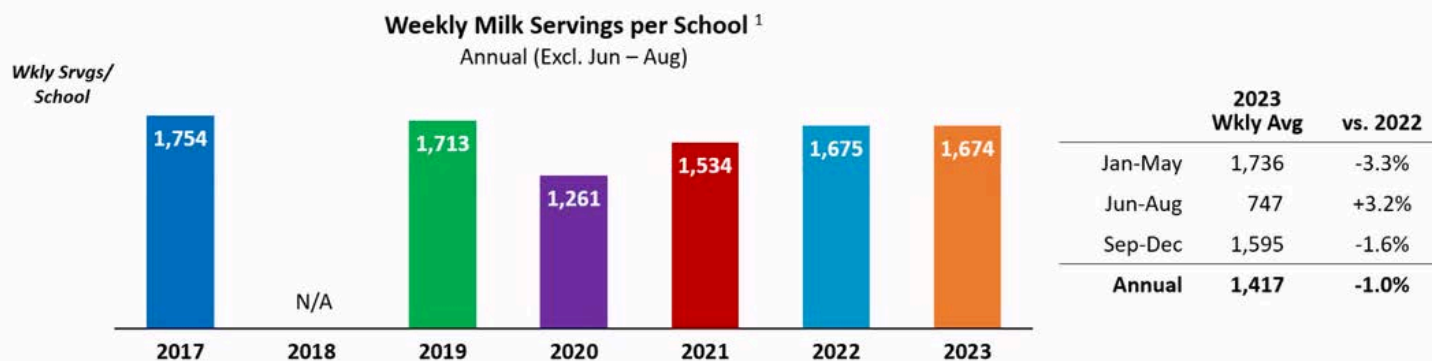
	2021	2022	2023
Jan-Mar	Return began in a few areas	Universal free meals continue	
Apr-May	Return continues to build	Universal free meals continue	
Jun-Aug	Summer with greater efforts to feed students remotely	Universal free meals end	Traditional operations with 8-10 states continuing universal free meals*
Sep-Dec	Most back in-person excluding some large cities and state. Universal free meals continue	Traditional Ops: Some states extend universal free meals*	

* States that extended universal free meals: MA, VT, CA, ME, NV, CT, CO, MN, NM. Some others provided partial support

Industry Update

2023 Saw Academic Year Declines & Summer Growth

2023 school milk strength in the Summer (+3%), turned to -10% in the Fall.



School Milk Held Steady as Shelf Stable Rose and Plastic, Offsetting Carton Shortages in Fall 2023

Milk usage was flat at 6,444 MM servings, or 402.7 MM gallons, thanks to the return of universal free meals in 8-10 states.

	2019	2020	2021	2022	2023
Milk Servings	6,424 MM	4,589 MM	6,336 MM	6,449 MM	6,444 MM
Gallons	404.3	286.8	396.0	403.0	402.7

FALL SHARE by Package Type (%)
(Sep-Dec)

	2019	2021	2022	2023
Paperboard Carton	90.6	90.8	92.5	90.4
Plastic Bottle	5.6	5.0	2.6	3.2
Pouch	2.3	2.5	1.8	2.5
Shelf Stable	0.3	1.0	2.3	3.0
Dispenser Bags	0.2	0.1	0.2	0.1
Multi-Serve Packages	1.0	0.6	0.6	0.8

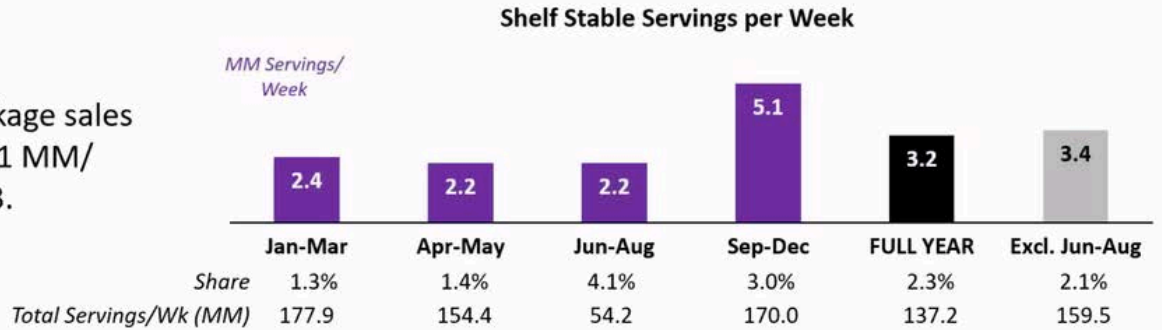
FULL YEAR SHARE by Package Type (%)
(Calendar Year)

	2017-18	2020	2021	2022	2023
Paperboard Carton	93.8	86.0	88.4	92.6	90.4
Plastic Bottle	4.6	3.8	4.3	2.8	3.2
Pouch	1.6	2.0	1.7	1.8	2.0
Shelf Stable	NA	0.5	0.9	1.7	3.2
Dispenser Bags	NA	0.1	0.1	0.2	0.1
Multi-Serve Packages	NA	7.6	4.6	0.9	1.1

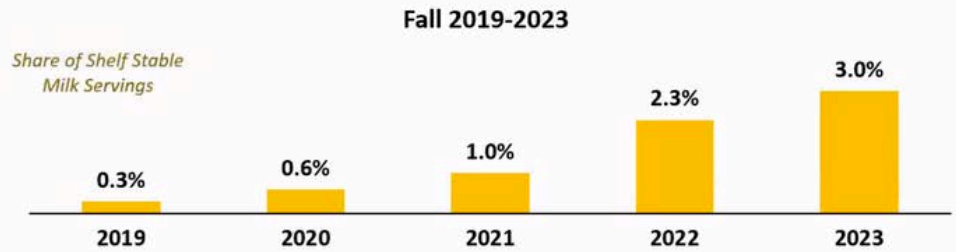
Industry Update

Shelf Stable has Risen to 3.0% of School Milk in Fall 2023

Shelf stable 8 oz. package sales to schools reached 5.1 MM/week during Fall 2023.



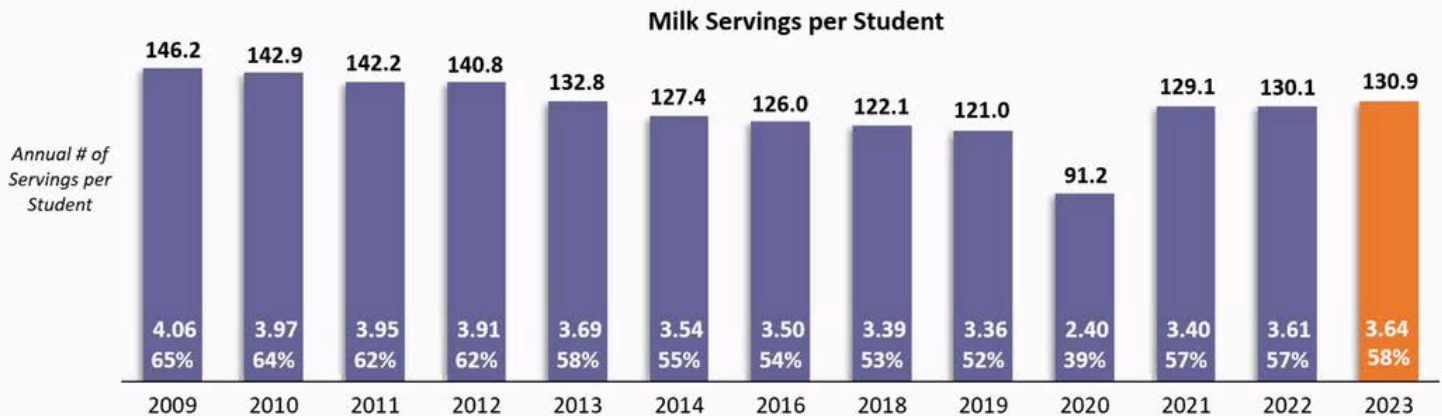
Shelf stable share of school milk in the Fall has risen from 0.3% in 2019 to 3.0% in Fall 2023.



Weekly Milk Usage

The average student was provided 130.9 milk servings during the 2023 calendar year, up 0.8 servings per student. Enrollment declined -0.8%, and units per student rose 0.6% units per student, for a net -0.2% in units.

The average student consumed 226 meals between breakfast and lunch while at school (school prepared, brown bag or a la carte). This translates to school sourced milk accompanying 58% of the meals, similar to the levels last seen in 2013-2014. The increase was largely driven by the universal free meals through June 2022.



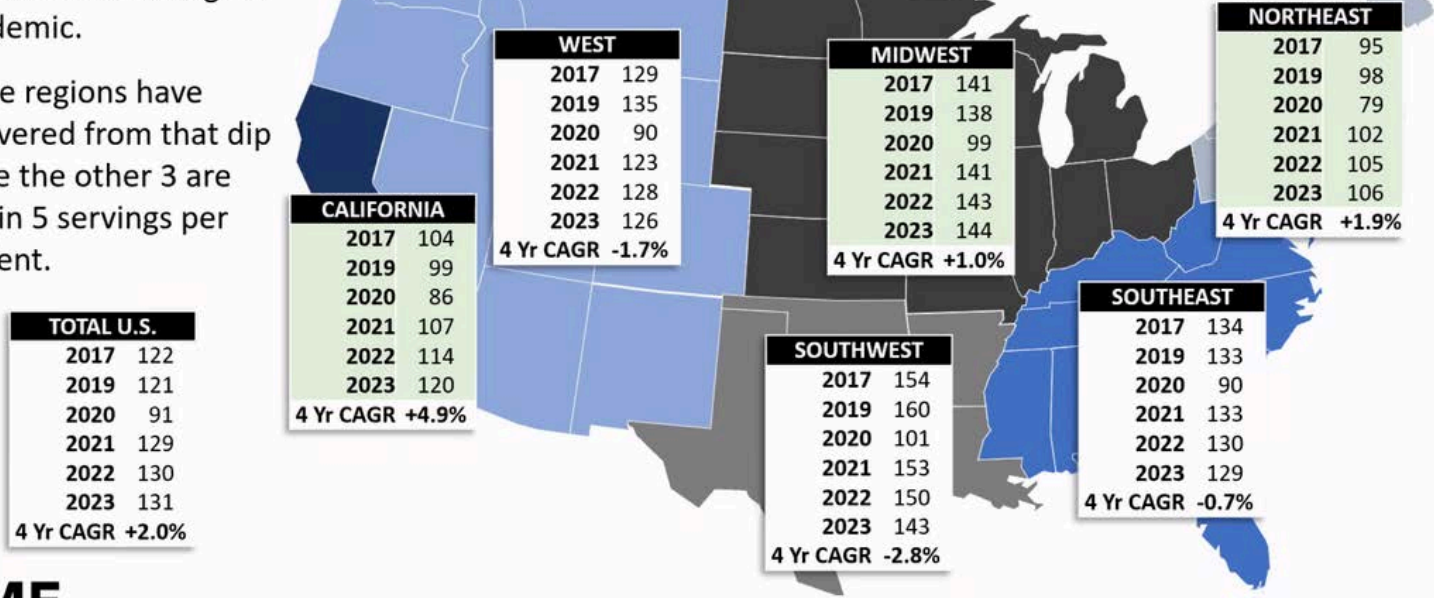
Industry Update

Stronger Regions Saw Larger Swings: Half (green) Have Recovered to 2019 Levels

Regions with the strongest milk usage in 2017-2019 lost the most during the pandemic.

Three regions have recovered from that dip while the other 3 are within 5 servings per student.

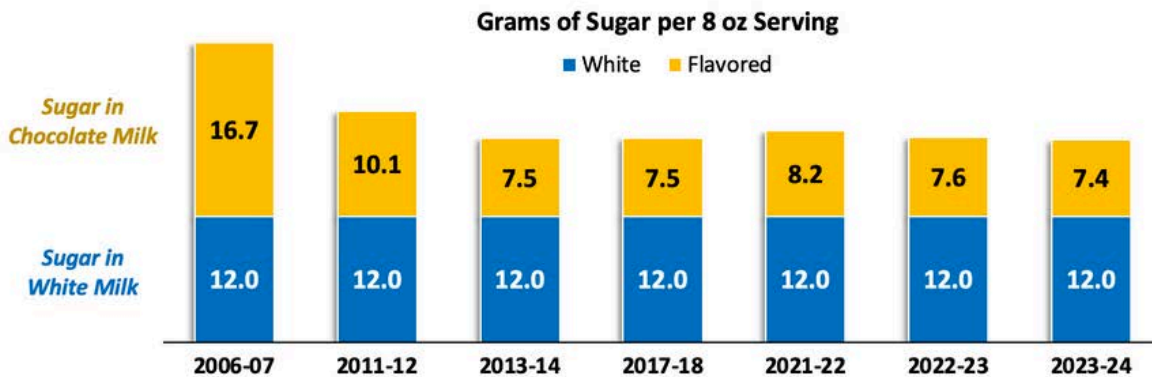
2023 Milk Servings per Student
Total U.S. 131 (4 yr. CAGR +2.0%)



Added Sugar has Declined 50% in School Chocolate Milk

The sugar level in chocolate milk has declined 9.3 grams per serving over the past 18 years.

Added sugar has declined from 16.7 grams to 7.4 grams. The sugar in cow's milk (lactose) has not changed (~12 grams per serving).

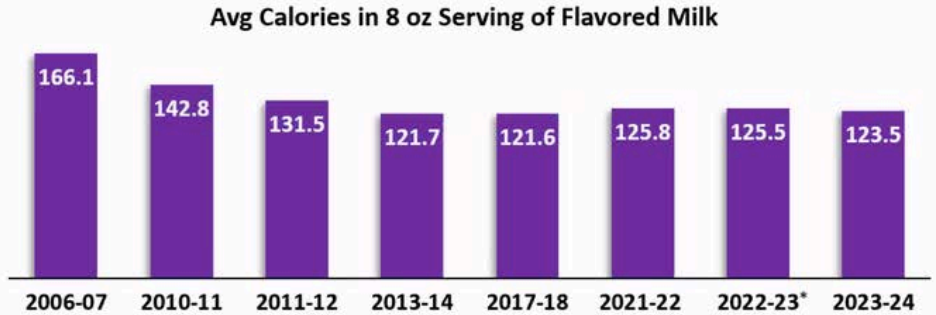


Industry Update

Flavored Milk in Schools has 43 Fewer Calories than a Decade Ago

The average flavored milk serving in 2023-24 was 123.5 calories.

Last years' flavored milk was only 27.7 more calories than the white milk in schools.



Average Calories per 8 oz of Milk in Schools (by School Year)

	'06-07	'07-08	'08-09	'09-10	'10-11	'11-12	'13-14	'17-18	'21-22	'22-23*	'23-24	18 Yr Change*
White	110.8	107.8	106.2	105.8	104.3	97.9	96.3	96.7	97.1	96.7	95.8	-15.0 Calories -14%
Flavored	166.1	160.4	156.2	154.0	142.8	131.5	121.7	121.6	125.8	125.5	123.5	-42.6 Calories -26%
TOTAL	150.0	144.1	141.2	140.0	131.0	120.9	113.0	113.5	116.6	115.8	114.4	-35.6 Calories -24%

* 1% flavors were reintroduced in some areas

School Meals Recovered 2.6 MM Meals per Day in 2023

The 2022 decline was mostly due to the end of universal free meals. Roughly a dozen state legislatures added funding to bring back universal free meals, which drove the +2.6 MM per day increase in 2023. Meals served are back to -7% compared to pre-pandemic levels in 2019.



Fall - 4 Months (Sept.-Dec.)

MM Meals/Day	2019	2020	2021	2022	2023	2023 vs. '22
Breakfast	15.3	11.9	15.1	13.1	14.4	+1.3mm
Lunch	29.8	16.4	27.9	26.1	27.4	+1.4mm
AVG. DAY	45.1	28.3	42.0	39.2	41.8	+2.6 MM
MM vs. '19	---	-16.8	-3.1	-6.9	-3.3	
% vs. '19	---	-37%	-7%	-13%	-7%	

Meals grew ore than milk servings; however when LF was offered, milk grew more than meals.

Industry Update

Channel View: Schools

CURRENT MILK TRENDS

School milk volume was flat in 2023 vs. 2022.

Economic pressure on school meals continues with some states supplementing USDA reimbursement levels.

Processors continue to feel pressure to reduce delivery frequency, yet school walk-in-coolers are very undersized.

Nutrition staffs will be absorbing and adjusting to new final school meal rules. 2024-2025 will be a transition year.

OPPORTUNITIES FOR MILK

Emphasize importance of a milk with every meal. Achieving “a milk with every meal” equals an incremental 300+ MM gallons each year.

Encourage return of 1% flavors (increases flavor consumption by +8%). Lactose Free flavors have great potential and can be formulated with fewer grams of added sugar.

Foodservice leaders are seeking sustainability/waste progress.

Shelf stable milks are being asked for regularly to support varying service models and for hard-to-serve locations, occasions, etc. Recent pilots have shown both consumption growth and supply chain optimization.

OUTLOOK

While new meal pattern rules left flavor decision to local districts, pressure on added sugar will continue to threaten milk flavors.

Local foodservice pressures tied to economics (supply chain and inflation) will continue with many districts requesting large infusions of incremental funds. The dropping of universal free meals by the USDA led several state legislators (roughly 10) to pass legislation increasing local funding supplements for at least a year.

Supply chain pressures may reduce attractiveness of direct school delivery by processors. Aseptic milk is and will be in high demand for several years until supply catches up with demand.

CHALLENGES FOR MILK

Need to educate foodservice directors that students drink more 1% than fat free at home. Balancing sugar reduction and high quality taste will be important.

Plant closures have demonstrated the fragileness of gable top milk supply chain. In AL, the plant closure drove prices up and a large number of districts switched to shelf-stable out of necessity.

Varying operating models may cause districts to seek waivers reducing or eliminating the need to offer milk. Stopping the decline in adult perception of milk is critical for healthy school lunch.



Sales Topline Report



[Download "Period 6" Topline Report](#)

Key Takeaways:

- Retail volume for total milk in Period 6 declined -0.2% led by decreases in buyers and unit purchase size.
- Traditional white milk volume trends declined -1.2% despite increases in buyers and unit purchase size.
- Traditional flavored milk volume trends grew +0.5% led by increases in buyers and units per trip.
- Value-added milk volume grew +5.1% led by increases in buyers.
- Alternative beverages declined -5.0% led by decreases in buyers, unit purchase size, and trips.



Period 6 Report Summary

In Pd. 6, milk volume in the expanded Circana-tracked channels was -0.2%, bringing YTD to +0.2% vs. YA. (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 vs. YA by roughly 0.8-1.0 points vs. YA (even with the history being included).

Traditional White was -1.2% and Organic milks were +1.4%, while Lactose Free recorded +11.8% growth.

These groupings are carried throughout the Topline and are organized by the category segments shown below. Period 6 volume results vs. YA, were:

Traditional Milk	-1.1%	Value-Added	+5.1%
White	-1.2%	Organic	+1.4%
Flavored	+0.5%	Non-Organic	+8.7%
Buttermilk/Eggnog	-1.0%	Lactose Free	+11.8%
		(part of Value-Added)	



Circana Labels: **Multi-Outlet+** includes Costco and ALDI **Multi-Outlet+ with Conv.** adds the C-store channel and represents the broadest reporting from Circana. **All reporting is Multi-Outlet+ with Conv. unless otherwise noted.**

milk pep PRIME © 2024 All Rights Reserved



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!](#)



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Milk Gallon

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With ALL of the Nutrients
and NONE of the Lactose

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The great
taste you
LOVE,



now has a
FRESH
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Spread Joy
with Hiland
Cream Cheese



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NEW PACKAGE!

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You Love Is
Now Squeezable!

Squeeze



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Now in a Sleek **New** Package!



Fresh Packaging. Same Great Taste!

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



The great taste
you **LOVE,**
now has a
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.

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
7/23/2024	August 2024 Product Flyer (PDF)	Download
7/23/2024	August 2024 Product Poster (PDF)	Download
7/18/2024	Cottage Cheese Sales Sheet (PDF)	Download
7/1/2024	June 2024 Hiland Sales Team Communication (PDF)	Download
6/10/2024	Raspberry Lemonade (PDF)	Download

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



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

- Contact Greg Stephenson to get coupons shipped to your location.

Bridget Hudson
Marketing Specialist

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

417-370-6451

Kathy Broniecki, APR

KathyB@envoyinc.com

402-558-0637 ext. 107

Kelly Harvey

KHarvey@envoyinc.com

402-558-0637 ext. 129

We've added a Comments/Suggestions form to thehilandsaleshome.com. You can use this to submit product suggestions, marketing ideas, general feedback, etc.

