

March
2024
Sales Team
Communications



Kansas City Market Introduces Fresh Lactose Free Gallons

We're excited to help introduce Fresh Lactose Free Milk in the Kansas City market.

In-store efforts include point-of-sale materials and IRC elastitags.

We've teamed up with local radio station, KPRS, for spot schedule, on-air sampling, coupon giveaways, social media and web promotion.

We're utilizing paid social media advertising on TikTok, Pinterest, and Meta (Instagram/Facebook) platforms for awareness.

We're working with KC local chef/influencer, Chef Terri, to create the below recipes we will be adding to the landing page.

- Berry Cobbler
- Salmon and Tuscan Cream Sauce
- Butternut Squash Pasta

[View Landing Page](#)

[Read the Press Release](#)

[Follow Chef Terri on Instagram](#)



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!



Sour Cream & Dips
April's Featured Products



+4%



Sales Goal

- Graduation celebrations & Memorial Day mean more demand
- We offer sour cream and dips in many sizes, flavors, and varieties
- French Onion Dip has a passionate consumer fan base
- Our cremas are dairy based
- Over 238 million Americans use Mexican food and ingredients
- Sour cream, crema, & dips are a low carb and low sugar food



Locally Made.
Naturally Delicious.™

thehilandsaleshome.com/goal-flyers



Hiland
DAIRY FOODS FARMER OWNED

New Sales Sheets

Available Now!

Loads of new sales sheets now available on the Hiland Sales Home this month.

[Download sales sheets](#)



Date	File
3/27/2024	Buttermilk Sales Sheet (PDF)
3/27/2024	Distilled Water Sales Sheet (PDF)
3/27/2024	Half & Half Sales Sheet (PDF)
3/27/2024	Crema La Campanera Sales Sheet (PDF)
3/27/2024	Orange Juice Sales Sheet (PDF)
3/19/2024	New Sour Cream, Crema, and Dips Sales Sheet (PDF)
3/18/2024	Jungle Punch Sales Sheet (PDF)
3/6/2024	Lactose Free Sour Cream Sales Sheet (PDF)
3/6/2024	Lactose Free Cottage Cheese Sales Sheet (PDF)
3/6/2024	Fresh Lactose Free Gallon Sales Sheet (PDF)
3/4/2024	Prarie Farms Iced Coffees Poster (PDF)



Industry Update

Media inquiries might be coming into your plants as earlier this week, the U.S. Department of Agriculture confirmed highly pathogenic avian influenza (HPAI) in two dairy cattle herds in Texas and two herds in Kansas.

Importantly, USDA confirmed that there is no threat to human health and milk and dairy products remain safe to consume. Pasteurization (high heat treatment) kills harmful microbes and pathogens in milk, including the influenza virus.

Also, routine testing and well-established protocols for U.S. dairy will continue to ensure that only safe milk enters the food supply. In keeping with the federal Grade "A" Pasteurized Milk Ordinance (PMO), milk from sick cows must be collected separately and is not allowed to enter the food supply chain. This means affected dairy cows are segregated, as is normal practice with any animal health concern, and their milk does not enter the food supply.

Consumers in the United States and around the world can remain confident in the safety and quality of U.S. dairy.

If you do receive any calls from the media, please send them to Kathy at KathyB@envoyinc.com or 402 740-2254. She will connect the media with contacts from the joint dairy organizations.



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%

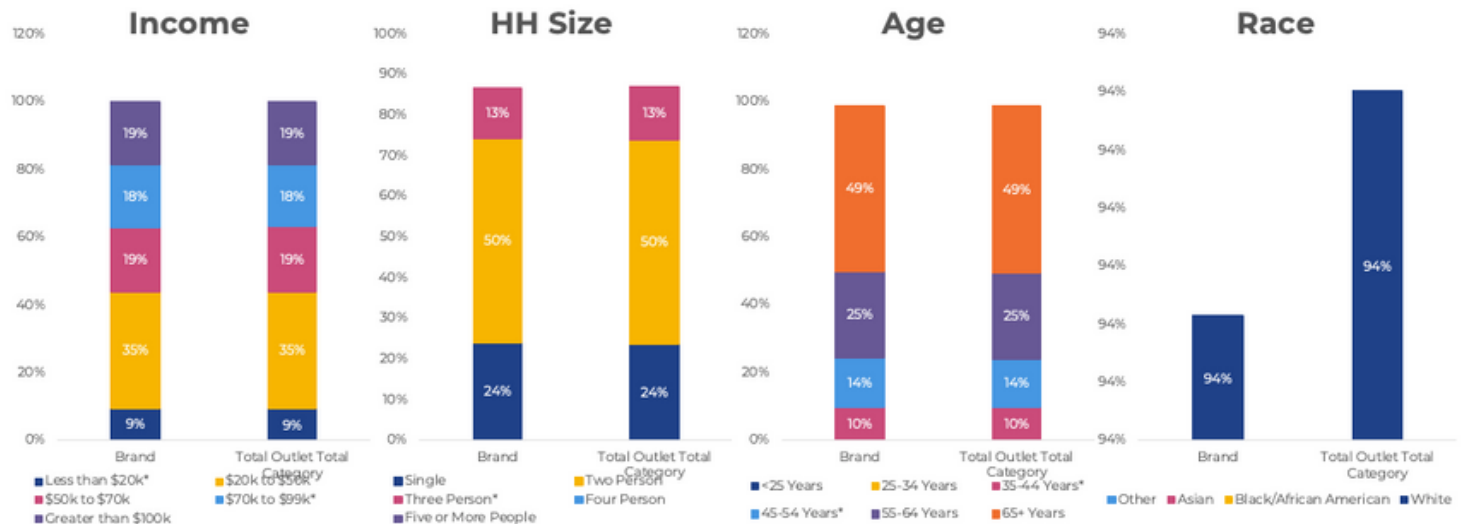
Of all the buyers who bought HILAND (HILAND DAIRY INC/DIV PRAIRIE FARMS), 59.8% are brand loyal, meaning 65%+ of their spend is on the brand.

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



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

The Perfect Topping
to any Dessert

Hiland
DAIRY FOODS **FRESH**

Locally Made.
Naturally Delicious.™

HilandDairy.com

Scan for Dessert Inspiration!

Spread Joy
with Hiland
Cream Cheese

Hiland
DAIRY FOODS **FRESH**

Locally Made.
Naturally Delicious.™

HilandDairy.com

Scan for Inspiration!

NEW PACKAGE!

The Sour Cream
You Love Is
Now Squeezable!

Hiland
DAIRY FOODS **FRESH**

Locally Made.
Naturally Delicious.™

Contact Greg S. to order

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.

Hiland
DAIRY FOODS **FRESH**

Locally Made.
Naturally Delicious.™

Scan to
subscribe!

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

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DAIRY FOODS **FRESH**

Locally Made.
Naturally Delicious.™

HilandDairy.com

La leche que amas ahora
tiene un nuevo nombre.

Hiland
DAIRY FOODS **FRESH**

BORDEN
2% REDUCED FAT MILK

¡CHOCOLATE TAMBIÉN!

Hecho localmente.
Naturalmente delicioso.™

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

Hiland
DAIRY FOODS **FRESH**

Locally Made.
Naturally Delicious.™

HilandDairy.com



Sales Topline Reports



Download the latest from MilkPEP.

[Download "Period 1" Topline Report](#)

[Download "Period 2" Topline Report](#)

Period 1 Report Summary

In Pd. 1, milk volume in the restated Circana-tracked channels was +1.7% vs. YA, as the category overlapped -6% in Pd. 1 '23. Also contributing to the uptick was the shift of New Year's Day from Sunday in '23 to Monday in '24. This brought one more day of buying before the Jan. 1st holiday into '24. Both contributed to the uptick, not any underlying fundamental change in consumption.

The uptick was across all products segments. Traditional White and Organic milks were +1%. Lactose Free recorded +10.0% growth.

These groupings are carried throughout the Topline, and are organized by the category segments shown below. Period 1 volume results vs. YA. were:

Traditional milk	+1.0%	Value-Added	+5.3%
White	+1.2%	Organic	+1.0%
Flavored	-1.2%	Non-Organic	+8.7%
Buttermilk/Eggnog	+13.6%	Lactose Free	+10.0%
		(part of Value-Added)	



Period 2 Report Summary

In Pd. 2, milk volume in the restated Circana-tracked channels was -1.3% vs. YA. This was consistent with recent projections.

Traditional White was -1.9%, Organic milks were -3.6% and Lactose Free recorded +8.6% growth.

These groupings are carried throughout the Topline, and are organized by the category segments shown below. Period 2 volume results vs. YA. were:

Traditional milk	-1.3%	Value-Added	+2.7%
White	-1.9%	Organic	-3.6%
Flavored	-1.1%	Non-Organic	+7.6%
Buttermilk/Eggnog	-1.4%	Lactose Free	+8.6%
		(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 spots
now
available!

New Updates

Date	File	Download
3/27/2024	Buttermilk Sales Sheet (PDF)	Download
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3/27/2024	Crema La Campanera Sales Sheet (PDF)	Download
3/27/2024	Orange Juice Sales Sheet (PDF)	Download

Materials Update



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

[CLICK HERE TO
VIEW AND
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 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



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
IODINE	Necessary for proper bone and brain development during pregnancy and infancy; linked to cognitive function in childhood.	60% DAILY VALUE
SELENIUM	Helps maintain a healthy immune system, helps regulate metabolism and helps protect healthy cells from damage.	10% 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

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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.

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.

