

# September 2024 Sales Team Communications

## Apple Cider Cheesecake

This autumn-inspired dessert combines the cozy flavors of fall with the creamy indulgence of a classic cheesecake.

Recipe and image compliments of Brit from Whisked Away Kitchen



[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!

## Sour Cream & Dips *October's Featured Products*



+4%

Sales Goal

- Sour cream is used in many holiday recipes for a richer taste
- We offer sour cream and dips in many sizes, flavors, and varieties
- French Onion Dip has a passionate consumer fan base
- Over 238 million Americans use Mexican food and ingredients
- Sour cream & dips are a low carb and low sugar food

**Hiland**  
DAIRY FOODS  
FARMER OWNED

Locally Made.  
Naturally Delicious.™

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

**Hiland**  
DAIRY FOODS  
FARMER OWNED

# Tyler Expansion

Groundbreaking September 24, 2025

Congratulations to Hiland in Tyler Texas on the groundbreaking event on September 24. Hiland Dairy Foods Co. is announcing the expansion of its Tyler, Texas, operations, reinforcing the company's long-term commitment to the community and the local economy. This significant investment will add 90,000 square feet to the existing facility at 200 Fuller Ave., which will include state-of-the-art processing, filling, casing, palletizing, load-out, storage areas, and a new laboratory. The expansion is expected to be completed by the first quarter of 2026.

"This expansion is more than just growth in our physical footprint; it's a commitment to the future of Tyler," said Rick Beaman, president of Hiland Dairy. "We deeply appreciate the support we've received from the city, and we're excited to continue providing good-paying, stable jobs for this community for years to come."

With the addition, Hiland Dairy's Tyler plant will be better equipped to meet the growing demand for high-quality dairy products across Texas. "This investment is not just about expanding our capabilities—it's about ensuring that Tyler remains at the heart of Hiland Dairy's regional operations. The project will provide numerous employment opportunities, contributing to the economic stability of Tyler and its surrounding areas," said Barry Beaman, general manager of Hiland Dairy's Tyler plant.

infor Unlock your competitive advantage with Infor Food & Beverage ERP

LEARN MORE



### Hiland Dairy expanding in Texas



Image: E.A. Bonelli Architects + Engineers/Hiland Dairy Foods Co.

09.16.2024 By [Benton Smith](#)



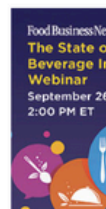
SPRINGFIELD, MO. — [Hiland Dairy Foods Co.](#) revealed it plans to expand its facility in Tyler, Texas, adding 90,000 square feet to the plant.

The company said the project calls for areas dedicated to state-of-the-art processing, filling, casing, palletizing, load-out and storage, as well as a new laboratory.



Structure Remains In-tact

Subsc



Food Business/New  
The State of  
Beverage In  
Webinar  
September 26,  
2:00 PM ET

CURRENT ISSUES



PROVIDED BY HILAND DAIRY FOODS CO. LLC

Hiland Dairy is growing its operation in Tyler, Texas.

## Hiland Dairy to expand Texas plant



BY: GEOFF PICKLE, DIGITAL EDITOR | [gpickle@sbj.net](mailto:gpickle@sbj.net)

Posted online September 16, 2024 | 11:58 am

Springfield-based Hiland Dairy Foods Co. LLC is expanding in Texas.

The company announced in a news release that it would grow its plant in the city of Tyler to the tune of 90,000 square feet. Hiland Dairy plans to invest more than \$100 million on the expansion that would roughly double its workforce in Tyler to 154, said Kathy Broniecki, CEO of Omaha, Nebraska-based public relations firm Envoy Inc., on behalf of Hiland Dairy.

"This expansion is more than just growth in our physical footprint; it's a commitment to the future of Tyler," said Rick Beaman, president of Hiland Dairy, in the release. "We deeply appreciate the support we've received from the city, and we're excited to continue providing good-paying, stable jobs for this community for years to come."

Tyler is located in the northeast part of the state, about 108 miles east of Dallas. Hiland Dairy's website indicates the company bought the plant in 2017 from Brookshire Grocery Co. and that it now processes and produces around 1.4 million gallons of milk monthly.

Salt Lake City, Utah-based Big-D Construction is serving as general contractor for the project, which is slated for completion in first-quarter 2026, according to the release. Oakland, California-based E.A. Bonelli is serving as architect.

A groundbreaking ceremony is scheduled Sept. 24.

Hiland Dairy's website lists 18 plant locations.

# Congratulations Winners!

## WDPA 2024 World Dairy Expo Championship Product Contest 1st Place Winners



[Read the Press Release here!](#)

CATEGORY	PRODUCT	PLANT	PLACED
WHOLE CHOCOLATE MILK	PREMIUM CHOCOLATE	HILAND, OMAHA, NE	1ST
LOWFAT CHOCOLATE MILK	LOW FAT CHOCOLATE 2%	HILAND, KANSAS CITY, MO	1ST
FAT FREE CHOCOLATE MILK	FAT FREE CHOCOLATE MILK	HILAND, CONROE, TX	1ST
WHITE MILK (2% ONLY)	2% GALLON	HILAND, FORT SMITH, AR	3RD
<b>CULTURED MILK</b>			
	LOWFAT CULTURED BUTTERMILK	HILAND, FAYETTEVILLE, AR	2ND
	1% BUTTERMILK	HILAND, NORMAN, OK	3RD
WHIPPING CREAM/HEAVY WHIPPING CREAM	40% HEAVY WHIPPING CREAM	HILAND, CONROE, TX	3RD
VANILLA YOGURT	VANILLA YOGURT	BELFONTE ICE CREAM CO.	2ND
STRAWBERRY YOGURT	STRAWBERRY YOGURT	BELFONTE ICE CREAM CO.	1ST
<b>BLUEBERRY YOGURT</b>			
	BLUEBERRY YOGURT	BELFONTE ICE CREAM CO	1ST
	BLUEBERRY YOGURT	HILAND, WICHITA, KS	3RD
<b>OPEN CLASS YOGURTS</b>			
	BLACK CHERRY YOGURT	HILAND, WICHITA, KS	1ST
	HAWAIIAN DELIGHTS	BELFONTE ICE CREAM CO	2ND
<b>TROPICAL FLAVORED DRINKABLE YOGURTS</b>			
	PEACH SMOOTHIE	HILAND, CHANDLER, OK	1ST
	GUANABANA SMOOTHIE	HILAND, CHANDLER, OK	2ND
	MANGO SMOOTHIE	HILAND, CHANDLER, OK	3RD
OPEN CLASS DRINKABLE YOGURT	PECAN CEREAL SMOOTHIE	HILAND, CHANDLER, OK	1ST
REGULAR COTTAGE CHEESE - 4% MILKFAT	COTTAGE CHEESE	BELFONTE ICE CREAM	1ST
LOWFAT AND NO FAT COTTAGE CHEESE (0-2% MILKFAT)	1% COTTAGE CHEESE	HILAND, WICHITA, KS	2ND
LOWFAT SOUR CREAM	LITE SOUR CREAM	HILAND, OMAHA, NE	1ST
SOUR CREAM BASED DIPS - ONION	FRENCH ONION DIP	HILAND, CHANDLER, OK	2ND
SOUR CREAM BASED DIPS - SOUTHWEST	SASSY SALSA	HILAND, OMAHA, NE	3RD
HISPANIC PLAIN SOUR CREAM	CREMA MEXICANA	HILAND, NORMAN, OK	3RD
OPEN SOUR CREAM BASED DIPS	SOUR CREAM & CHIVE	HILAND, OMAHA, NE	3RD
FRENCH VANILLA ICE CREAM	FRENCH VANILLA (PRAIRIE FARMS)	HILAND, SPRINGFIELD, MO	2ND
OPEN CLASS SHERBET	RASPBERRY SHERBET	HILAND, BELFONTE ICE CREAM	3RD

# McClelland Cup

## 2025 McClelland Cup

Month	Product	Goal
October	Sour Cream & Dips	4%
November	Iced Coffee	6%
December	Egg Nog	10%
January	Lactose Free	8%
February	Cottage Cheese	3%
March	Flavored Milk	3%

Month	Product	Goal
April	Yogurts	5%
May	Cottage Cheese	3%
June	Single Serve Milks	3%
July	Lactose Free	6%
August	Flavored Milk	4%
September	TBD	TBD



# Industry Update

Circana IRI Dairy Retail Sales Summary

courtesy of Midwest Dairy

RETAIL DAIRY EXPERIENCING GROWTH IN DOLLARS AND VOLUME

- Consumer spending on dairy has risen compared to the previous year, with dollars increasing by 2.3% year-to-date and 3.6% in the most recent four weeks ending July 14, 2024. Some dairy product prices have risen, particularly butter, which has seen a notable 9% increase compared to last year due to tight supplies.
- Alongside the rise in dollar sales, consumers are also buying more dairy products overall, with a 1.7% increase in total units across all dairy categories in the latest four-week period. Growth in dairy spending is consistent across all regions of the country for the most recent 42 weeks, year-to-date in 2024, and in the latest 4 weeks. Data indicates that the Millennial generation (ages 28 to 43) is the primary contributor to growth over the past 52 weeks.
- Most dairy categories are experiencing volume growth year-to-date in 2024 compared to the previous year, with the majority also showing increases in the last four weeks. Growth has been primarily driven by penetration gains and increased purchase frequency. Milk and half/cream are exceptions with minor downturns of -0.5% and -0.3%, respectively.
- Fresh milk and retail outlook sheets follow.
- For full report email [KathyB@envoyinc.com](mailto:KathyB@envoyinc.com)



# Industry Update

## TOTAL U.S. MILK SNAPSHOT

4 Weeks, 2024YTD and Latest 52 Weeks Ending 7-14-2024



DMI



### 2024 MILK VOLUME HAS FLATTENED AFTER 2021-2023 DECLINE

2024 year-to-date volume is slightly higher than last year, up by 0.1%. However, the most recent four-week period shows a small drop of 0.5% compared to the same time last year. This performance represents a significant improvement over the past three years. Five regions are experiencing growth in 2024, with the South Central and Southeast registering an increase of -0.8% compared to year ago. Only the Southeast and California are reporting a volume lift over the latest four weeks.

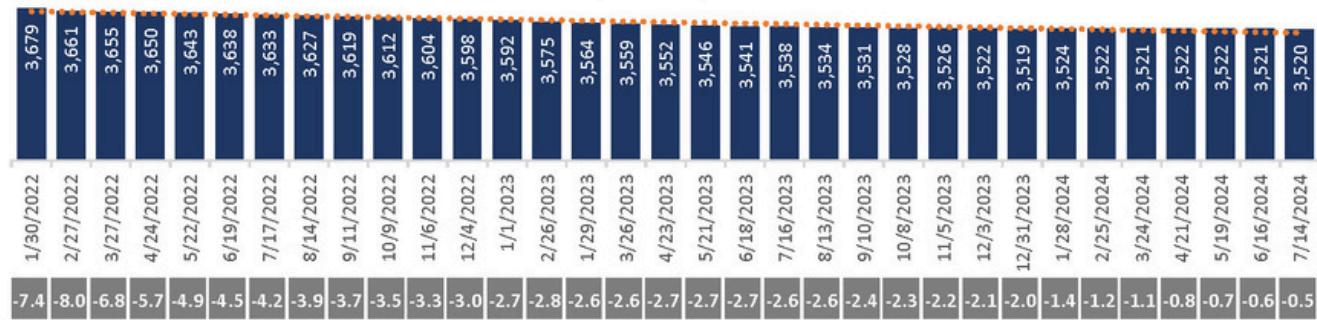
Value-added white and flavored milk products are maintaining a growth rate of around 5% year-to-date and in the most recent four weeks, while traditional white milk has decreased by 1% year-to-date, with an accelerated decline in the last four weeks. Lactose-free milk remains the main driver of strong growth in that segment, with organic milk also showing nearly 2% growth year-over-year in 2024 and the latest four weeks. Traditional flavored milk has rebounded in 2024 after previous declines, with growth noted in grocery, supercenter and club channels.

Milk prices have increased in the latest four weeks, with the average price across the category rising by 2.8% compared to last year and up 1.2% from the previous four weeks. Several segments, including lactose-free are experiencing price increases.

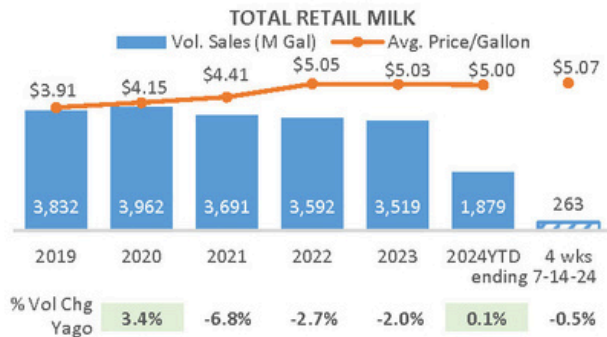
### Rolling 52 Weeks Volume

The 52-week milk volume trend is one of softening decline.

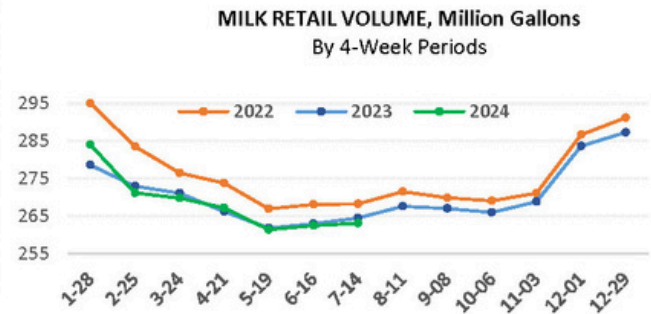
RETAIL MILK VOLUME (M Gallons) and % CHANGE VS YEAR AGO



### Calendar Year Volume and Price Trend

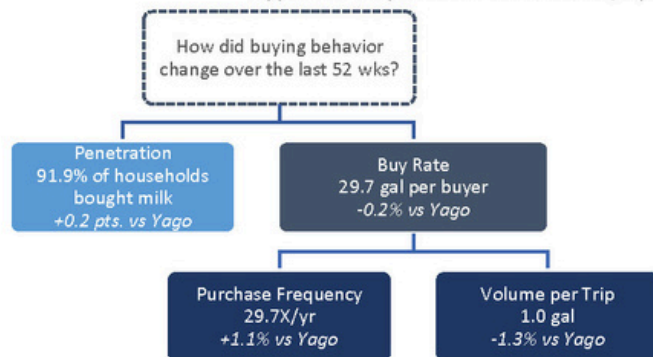


### Quad-week Sales View



### Purchase Dynamics

Penetration of milk is holding but the buy rate has slipped over the past 52 wks due to less vol./trip.



### Regional Volume Trend

% Chg vs Yago	Volume Index	Latest 52 Wks	2024YTD	4 Wks
<b>TOTAL U.S.</b>	<b>100</b>	<b>-0.5%</b>	<b>0.1%</b>	<b>-0.5%</b>
California	84	-0.7%	0.0%	0.8%
Great Lakes	113	-1.0%	-0.5%	-1.1%
Mid-South	108	-0.2%	0.5%	-0.6%
Northeast	91	-1.1%	-0.9%	-1.7%
Plains	124	-0.9%	-0.3%	-0.8%
South Central	84	0.0%	0.8%	-0.5%
Southeast	101	0.1%	0.8%	0.4%
West	107	0.0%	0.4%	-0.1%

# Industry Update

## TOTAL U.S. MILK SNAPSHOT

4 Weeks, 2024YTD and Latest 52 Weeks Ending 7-14-2024



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### Milk Segments Volume Trend

-- % Chg vs Yago --

	52 Wk Volume (M gal)	52 Wk Vol Share	52 Wks	2024YTD	4 Wks
<b>TOTAL U.S.</b>	<b>3,520.0</b>	<b>100.0%</b>	-0.5%	0.1%	-0.5%
<b>White</b>	<b>3,271.7</b>	<b>93.0%</b>	-0.6%	0.0%	-0.6%
Trad'l White	2,768.6	78.7%	-1.3%	-0.9%	-1.7%
Trad'l Wht Gallon	2,128.0	60.5%	-1.6%	-1.0%	-1.8%
Value-add White	503.1	14.3%	3.6%	5.0%	5.4%
<b>Flavored + Milkshake</b>	<b>207.5</b>	<b>5.9%</b>	0.4%	1.6%	0.9%
Trad'l Flavored	168.4	4.8%	-0.4%	0.7%	0.0%
Value-add Flavored.	39.1	1.1%	4.7%	5.5%	4.9%
<b>Buttermilk</b>	<b>20.4</b>	<b>0.6%</b>	-1.3%	-0.9%	-2.4%
<b>Eggnog</b>	<b>19.7</b>	<b>0.6%</b>	6.2%	48.4%	13.3%
Lactose-free	292.0	8.3%	10.1%	11.6%	11.4%
Organic	263.9	7.5%	0.0%	1.7%	1.7%
A2 (multiple brands)	16.7	0.5%	11.2%	12.9%	12.0%

### Milk Segments Pricing Trend

-- Avg Price/Gal--

-- % Chg vs Yago --

	52 Wks	2024YTD	4 Wks	52 Wks	2024YTD	4 Wks
<b>TOTAL U.S.</b>	<b>\$5.03</b>	<b>\$5.00</b>	<b>\$5.07</b>	-1.4%	-0.2%	2.8%
<b>White</b>	<b>\$4.67</b>	<b>\$4.69</b>	<b>\$4.76</b>	-1.6%	-0.1%	3.0%
Trad'l White	\$3.84	\$3.85	\$3.92	-4.3%	-2.2%	2.2%
Trad'l Wht Gallon	\$3.47	\$3.48	\$3.54	-5.1%	-2.7%	2.2%
Value-add White	\$9.23	\$9.26	\$9.27	3.2%	2.1%	1.3%
<b>Flavored + Milkshake</b>	<b>\$9.47</b>	<b>\$9.48</b>	<b>\$9.60</b>	-1.7%	-1.9%	0.0%
Trad'l Flavored	\$8.29	\$8.25	\$8.37	-3.2%	-3.4%	-1.2%
Value-add Flavored.	\$14.54	\$14.64	\$14.83	1.0%	0.5%	1.5%
<b>Buttermilk</b>	<b>\$8.48</b>	<b>\$8.56</b>	<b>\$8.63</b>	0.1%	0.2%	2.7%
<b>Eggnog</b>	<b>\$12.89</b>	<b>\$14.23</b>	<b>\$22.89</b>	-1.9%	-11.7%	-4.9%
Lactose-free	\$9.59	\$9.66	\$9.71	3.1%	2.4%	2.8%
Organic	\$9.43	\$9.39	\$9.35	3.1%	1.5%	-0.2%
A2 (multiple brands)	\$10.68	\$10.55	\$10.64	-1.6%	-3.0%	-2.1%

### Volume Trends by Fat Content

	Volume % Chg vs Yago			Volume Share 52 Weeks
	52 Wks	2024YTD	4 Wks	
<b>Total Milk</b>	-0.5%	0.1%	-0.5%	100.0%
<b>Whole Fat</b>	3.1%	3.6%	2.7%	46.3%
<b>2%</b>	-2.9%	-2.4%	-2.8%	35.8%
<b>1%</b>	-3.6%	-3.1%	-3.6%	12.4%
<b>Fat Free</b>	-6.0%	-4.8%	-5.4%	5.5%

Penetration (% Households that purchased in latest 52 wks)  
Total 91.9%; Whole 70.5%; 2% 61.5%; 1% 40.3%; FF 16.8%



### Volume Share and Trend by Outlet

	% Volume Chg vs Yago	Latest 52 Wks	2024YTD	4 Wks
<b>TOTAL U.S.</b>	-0.5%	0.1%	-0.5%	100.0%
<b>Grocery</b>	-2.7%	-1.6%	-2.0%	51.2%
<b>Supercenters, Club, Other</b>	3.8%	3.8%	3.2%	43.1%
<b>C-Store</b>	-10.1%	-10.8%	-12.7%	5.1%
<b>Drug</b>	-15.1%	-15.5%	-20.2%	0.6%



### Milk Sizing/Packaging

	Volume Share, 52 Wks						
	TOTAL MILK	128 oz Gallon	96 oz	64 oz HGal	>=48 oz to <64 Qt	32 oz	16 oz or less
<b>% Volume Chg vs Yago</b>							
52 wks	-0.5%	-1.8%	7.8%	-0.3%	18.0%	-3.1%	-5.5%
2024YTD	0.1%	-1.2%	9.5%	-0.1%	18.0%	-2.7%	-5.7%
4 wks	-0.5%	-1.9%	8.2%	-1.0%	19.3%	-3.1%	-6.2%



### Milk – Branded and Private Label Trends

	52 Wks				52 Weeks			
	Vol. Share	Latest 52 Wks	2024 YTD	4 Wks	% Hhlds Buy	Chg Yago	Vol/ Buyer	% Chg Yago
<b>TOTAL U.S.</b>	100.0%	-0.5%	0.1%	-0.5%	91.9%	+0.2 pts	29.7 gal	-0.2%
<b>Private Label</b>	73.8%	0.0%	0.3%	-0.3%	83.5%	-0.2	24.9	+0.4%
<b>Branded</b>	26.2%	-1.8%	-0.7%	-1.3%	69.6%	+0.3	9.4	-1.1%



# Industry Update

## TOTAL U.S. MILK SNAPSHOT

4 Weeks, 2024YTD and Latest 52 Weeks Ending 7-14-2024



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### Non-Dairy Milk Alternatives Volume Trend

-- % Chg vs Yago --

	52 Wk Volume (M gal)	52 Wk Vol Share	52 Wks	2024YTD	4 Wks
<b>TOTAL Non-Dairy</b>	<b>394.6</b>	<b>100.0%</b>	<b>-5.4%</b>	<b>-5.1%</b>	<b>-5.2%</b>
<b>Plant-based Alts</b>	<b>392.8</b>	<b>99.6%</b>	<b>-5.4%</b>	<b>-5.1%</b>	<b>-5.3%</b>
Almond	257.1	65.2%	-8.7%	-8.3%	-8.4%
Oat	65.4	16.6%	0.4%	0.2%	0.0%
Coconut	28.7	7.3%	17.9%	13.5%	10.0%
Soy	28.6	7.3%	-3.8%	-1.2%	-1.2%
Pea	4.6	1.2%	-4.3%	-7.5%	-8.0%
Cashew	2.0	0.5%	-20.5%	-22.4%	-21.9%
Rice	2.0	0.5%	-14.7%	-13.2%	-13.1%
Horchata	1.4	0.3%	2.0%	-0.6%	2.4%
<b>Goat Milk</b>	<b>1.8</b>	<b>0.4%</b>	<b>4.0%</b>	<b>5.8%</b>	<b>8.5%</b>
<b>All Other Non-Dairy</b>	<b>3.1</b>	<b>0.8%</b>	<b>-13.2%</b>	<b>0.4%</b>	<b>8.3%</b>

### Alternatives Pricing Trend

-- Avg Price/Gal--

-- % Chg vs Yago --

	52 Wks	2024YTD	4 Wks	52 Wks	2024YTD	4 Wks
<b>TOTAL Non-Dairy</b>	<b>\$8.43</b>	<b>\$8.41</b>	<b>\$8.48</b>	<b>3.8%</b>	<b>2.3%</b>	<b>1.4%</b>
<b>Plant-based Alts</b>	<b>\$8.36</b>	<b>\$8.34</b>	<b>\$8.40</b>	<b>3.6%</b>	<b>2.1%</b>	<b>1.2%</b>
Almond	\$6.83	\$6.82	\$6.89	0.4%	-0.4%	0.1%
Oat	\$10.35	\$10.29	\$10.28	0.1%	-0.9%	-1.0%
Coconut	\$16.37	\$16.02	\$15.81	7.0%	3.8%	-4.5%
Soy	\$7.64	\$7.74	\$7.87	4.4%	3.4%	4.8%
Pea	\$14.26	\$14.07	\$13.79	4.3%	1.0%	0.2%
Cashew	\$10.48	\$10.62	\$10.65	7.1%	4.8%	3.8%
Rice	\$10.32	\$10.36	\$10.39	1.7%	0.8%	0.7%
Horchata	\$7.82	\$7.76	\$7.76	2.0%	0.6%	1.0%
<b>Goat Milk</b>	<b>\$24.24</b>	<b>\$24.68</b>	<b>\$24.81</b>	<b>7.5%</b>	<b>6.2%</b>	<b>6.9%</b>
<b>All Other Non-Dairy</b>	<b>\$14.86</b>	<b>\$15.00</b>	<b>\$14.51</b>	<b>10.8%</b>	<b>6.1%</b>	<b>2.8%</b>

### E-Commerce Sales Trend

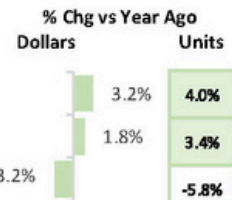
Strong growth in e-commerce milk sales, both on a dollar and unit basis.



**e-Commerce RFG Milk**  
Latest 52 wks  
Sales: \$1,270M  
+\$137M vs Yago



**e-Commerce RFG Plant Milk Alts**  
Latest 52 wks  
Sales: \$246M  
+\$8M vs Yago



### RTE Cereal Volume Trend

Volume % Chg vs Yago

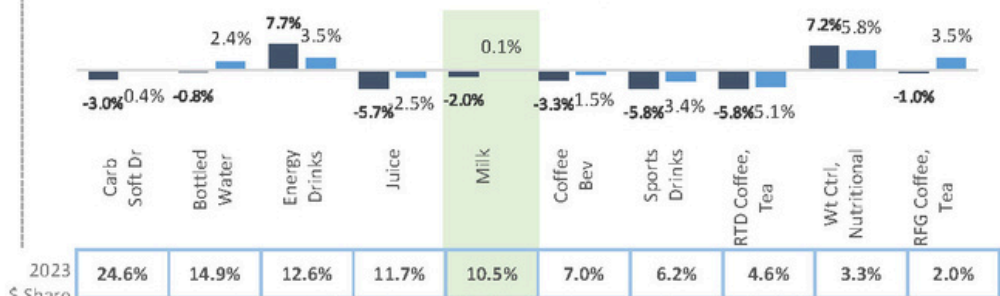


2024YTD/latest 4 wks through 7-14  
Avg 2024YTD price +2.6% vs year ago.  
Latest 4-wks price +2.1% vs year ago.

### Competitive Beverages – Top 10 on Dollar Basis

Volume % Chg vs Yago

■ 2023 ■ 2024 Jan-Jun



Source: Circana; note juices include juices and drinks: rfg., froz., canned, aseptic, bottled concentrates

### New Product Spotlight

USA (Jul '24)



**Clover Organic**  
Lactose-free whole made for supporting minds, bodies, and sensitive tummies. DHA omega 3 and choline product to support brain health.



USA (Jul '24)

**Spylt** caffeinated milk in aluminum can. Each 11 oz can contains 20g protein, 60mg caffeine (reg. cup of coffee is 80 to 100 mg) and 90 calories. Lactose-free, made with ultrafiltered skim milk. 0g sugar; contains sucralose.



USA (Jul '24)  
**Rebl** plant protein elixir with more protein (previously 16g, now 20g).

# Industry Update

## TOTAL DAIRY RETAIL SNAPSHOT

4 Weeks, 2024YTD and Latest 52 Weeks Ending 7-14-2024



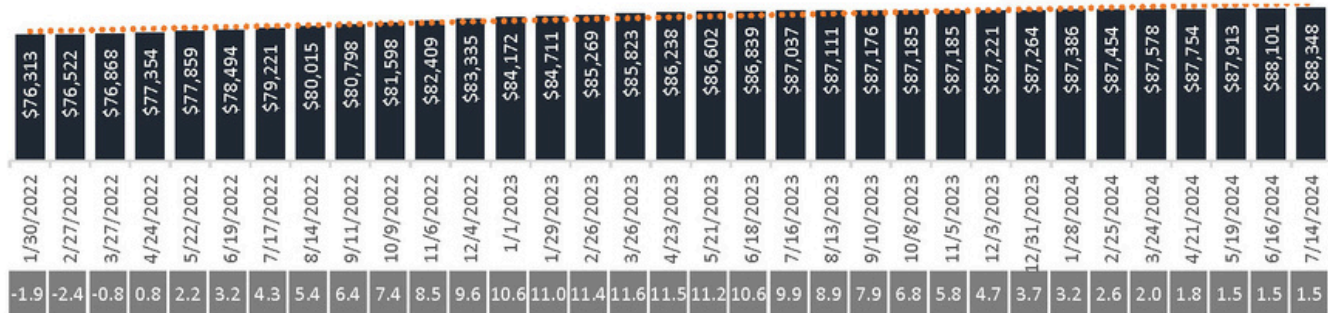
### RETAIL DAIRY EXPERIENCING GROWTH IN DOLLARS AND VOLUME

Consumer spending on dairy has risen compared to the previous year, with dollars increasing by 2.3% year-to-date and 3.6% in the most recent four weeks ending July 14, 2024. Some dairy product prices have risen, particularly butter, which has seen a notable 9% increase compared to last year due to tight supplies. Alongside the rise in dollar sales, consumers are also buying more dairy products overall, with a 1.7% increase in total units across all dairy categories in the latest four-week period. Growth in dairy spending is consistent across all regions of the country for the most recent 42 weeks, year-to-date in 2024, and in the latest 4 weeks. Data indicates that the Millennial generation (ages 28 to 43) is the primary contributor to growth over the past 52 weeks.

Most dairy categories are experiencing volume growth year-to-date in 2024 compared to the previous year, with the majority also showing increases in the last four weeks. Growth has been primarily driven by penetration gains and increased purchase frequency. Milk and half/cream are exceptions with minor downturns of -0.5% and -0.3%, respectively.

**Rolling 52 Weeks Dollar Trend** Dairy spending continues to remain elevated compared to year ago. The rate of increase has moderated.

TOTAL DAIRY DOLLARS (\$Mil) and % CHANGE VS YEAR AGO



### Calendar Year Dollar Trend

TOTAL DAIRY RETAIL DOLLARS (Mil)



### Calendar Year Unit Trend

TOTAL NUMBER DAIRY UNITS SOLD (Mil)



### Purchase Dynamics, 52 Weeks ending 7-14-2024

Product	% Households Buy	Pt Chg vs Yago	Volume per Buyer	Vol/Buyer % Chg vs Yago	# Trips per Buyer	% Chg Trips/Buyer	Volume per Trip	% Chg Vol/Trip
Cheese – Nat, proc, crisps	96.4%	0.5	41.7 lbs	1.9	28.3	3.1	1.5	0.0
Cow's Milk	91.9%	0.2	29.7 gal	-0.2	29.7	1.9	1.0	-1.3
Ice Cream, Sherbet	82.6%	-0.3	42.2 pints	0.9	10.2	-0.3	4.1	1.5
Dairy Yogurt	81.4%	0.6	37.8 pints	4.6	15.7	5.6	2.4	0.4
Fz. Novelties	79.0%	-0.3	22.7 16 oz pkg	1.0	9.6	-0.5	2.4	1.7
Butter, Blends	76.6%	0.7	12.5 lbs	1.3	7.8	4.5	1.6	-1.6
Sour Cream	72.8%	0.3	8.0 pints	0.6	6.8	2.2	1.2	-0.5
Dairy Whipping Cream	60.1%	1.2	8.6 pints	7.6	5.9	8.9	1.5	1.4
Cottage Cheese	45.4%	2.4	11.0 pints	6.9	6.5	12.9	1.7	0.7
Dairy H+H, Lt/Reg Cream	33.0%	-0.7	22.3 pints	1.3	8.7	0.3	2.6	-0.5
Dairy Creamer	12.9%	0.5	13.9 pints	3.5	5.7	6.0	2.4	1.9
Dairy Cream Spreads	3.0%	0.2	3.3 pints	-1.8	3.2	0.5	1.0	4.8

# Industry Update

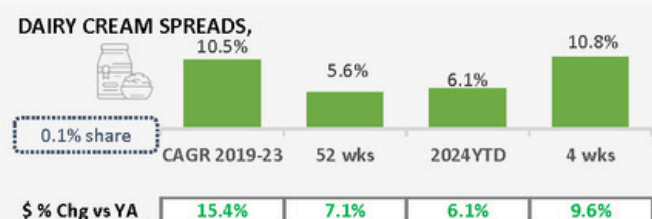
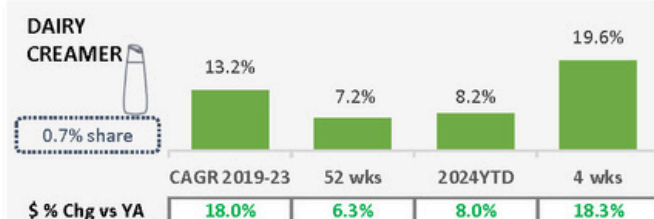
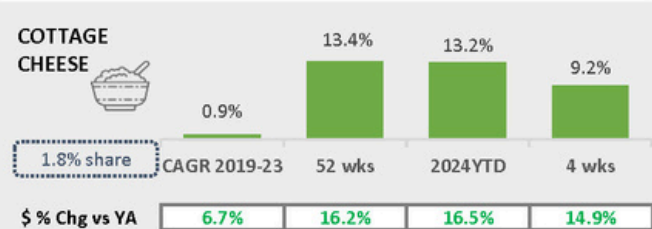
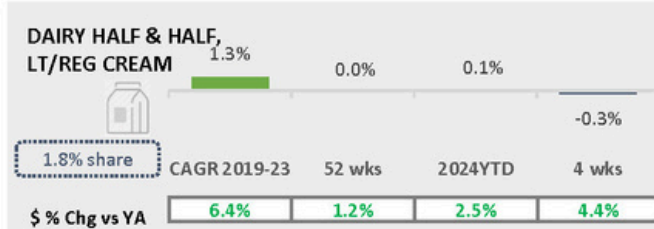
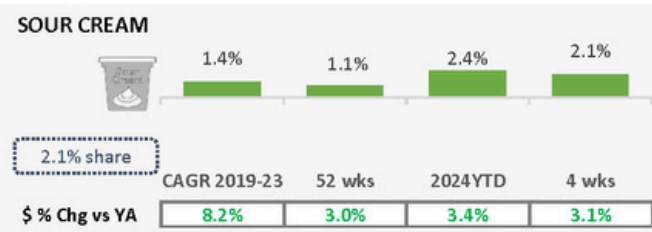
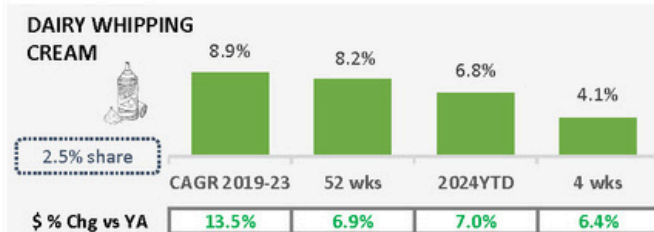
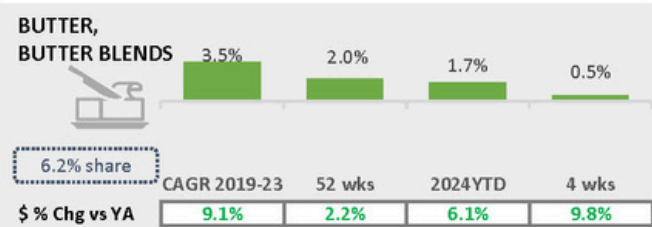
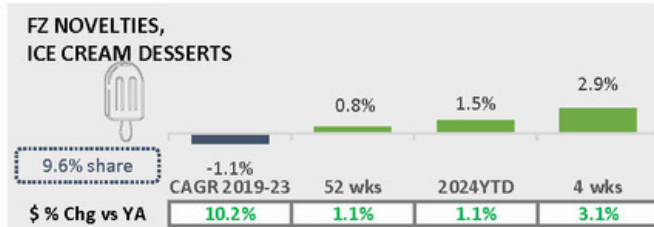
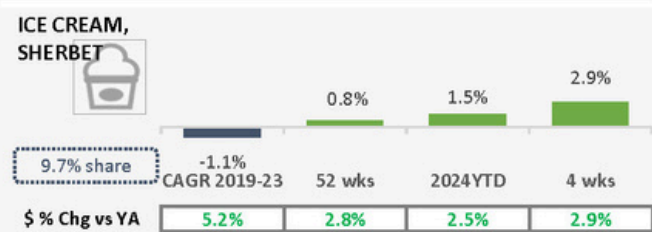
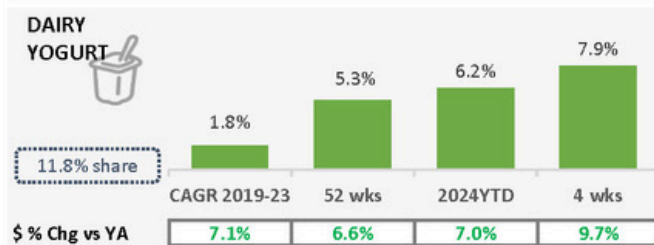
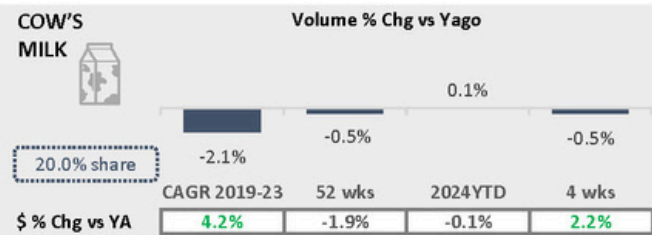
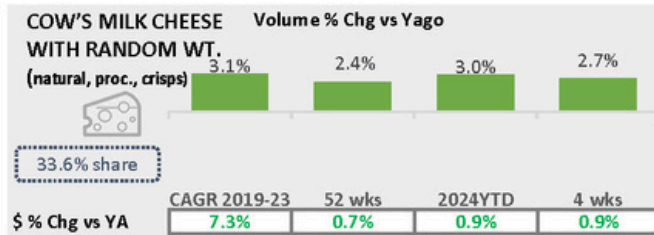
## TOTAL DAIRY RETAIL SNAPSHOT

4 Weeks, 2024YTD and Latest 52 Weeks Ending 7-14-2024



**DMG**

### Product Volume/Dollar % Change vs Year Ago and 52 Week \$ Share of Total Dairy Categories






Note: Categories that are not prefaced by "cow" or "dairy" may include non-dairy. In most cases, this is very small except frozen novelties.

# All Channel Tracking Update



A visual summary of MilkPEP's comprehensive All Channel Tracking report.

[Download Report](#)


## Executive Summary

# Milk: All Channel Tracking 2023

The Projection of Milk Volume by Sales Channel

The **ACT 2023 Executive Summary** provides highlights by channel from the ACT 2023 Report, a collaborative effort by MilkPEP, DMI, and research partner Prime Consulting, Inc. to quantify projections of fluid milk sales in gallons for each major channel of distribution, along with growth trends from year to year. The result is the most comprehensive collection of information and projections developed for the milk industry.

The full report is available to MilkPEP processors/brands and DMI's state and region organizations. Access the report [here](#).



### All Channel Tracking 2023 Recap

**Milk volume decline has slowed over the past two years as consumers returned to many pre-COVID activities and established new health/food habits.**

Economic conditions driving consumers to eat more meals at home also aided in slowing the decline. Total Milk Volume was 4,985 MM, -1.5% or -75 MM gallons vs. 2022. The last year with a smaller decrease was 2016.

% change vs. 2022 values.

<p><b>-1.9%</b> ↓</p> <p><b>Retail</b></p> <p>Overall Retail channel declined -70 MM gallons. While Supercenters, Dollar and Club gained, they did not offset the large loss at Grocery and C-stores.</p>	<p><b>+0.7%</b> ↑</p> <p><b>Foodservice</b></p> <p>Foodservice rose 5.3 MM gallons driven by Limited Service restaurants.</p>
<p><b>+1.7%</b> ↑</p> <p><b>Long Term Care/Senior Living</b></p> <p>The number of locations and residential population increases make this the fastest growing segment.</p>	<p><b>-0.5%</b> ↓</p> <p><b>Schools</b></p> <p>Milk volume in schools and daycare declined -2 MM gallons.</p>
<p><b>+2.0%</b> ↑</p> <p><b>Restaurants</b></p> <p>Limited Service restaurants rose +6.2 MM.</p>	<p><b>-17%</b> ↓</p> <p><b>Food Bank/USDA</b></p> <p>The Food Bank/USDA segment was 31.4 MM in 2023, down -17% vs. 2022.</p>

### Changes in consumer behavior drive many of the channel shifts



Driven by the need to manage rising food prices across various categories, consumers shifted their retail preferences in 2023, moving away from traditional grocery stores toward mass-market, dollar, and club stores.



Flexibility and resilience remained important as supply chain disruptions and labor shortages persisted across processing facilities, retail outlets, and foodservice establishments.



Online grocery shopping continued a moderate acceleration, dominated by Walmart capturing one-third of all grocery eCommerce.



Consumers increased home-cooked meals and chose more affordable dining options, favoring lower-priced, limited-service restaurants.



# Available POS

## 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
- Heavy Whipping Cream

[Click to view and order!](#)

The great taste you LOVE,



now has a FRESH LOOK!

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

Spread Joy with Hiland Cream Cheese

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

**NEW PACKAGE!**

The Sour Cream You Love Is Now Squeezable!

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

Hiland Dairy Almond Milk

Now in a Sleek **New** Package!

Fresh Packaging. Same Great Taste!

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

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

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

**New**

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

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

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HilandDairy.com

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

# Lactose Free Products

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\*
- Dangers

## LF Culture

- Clings
- Dangers

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

**New**

**Hiland**  
DAIRY FOODS FARMER OWNED

Locally Made.  
Naturally Delicious.™

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

**Lactose Free**

**GREAT TASTE**  
NONE of the Lactose

**New**

**Hiland**  
DAIRY FOODS FARMER OWNED

Locally Made.  
Naturally Delicious.™

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

**Lactose Free**

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

**New**

**Hiland**  
DAIRY FOODS FARMER OWNED

Locally Made.  
Naturally Delicious.™

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

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

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

**New**

**Hiland**  
DAIRY FOODS FARMER OWNED

With the Other Hiland Milks.

**Hiland**  
DAIRY FOODS FARMER OWNED

Locally Made.  
Naturally Delicious.™

Read More

**New**

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



# 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.

