

Processors and Dairy Farmers: Milk Promotion is a Joint Effort

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About The Dairy Alliance...



Our Aspiration...

The Dairy Alliance aspires to become the consumer-focused and action-oriented catalyst for the Southeast driving demand for milk and value for dairy farm families

2021

Pinpoint critical consumer, market, and infrastructure challenges; execute major initiatives that unlock demand; and enable advancement in the Southeast

Insulate and Innovate

Build Trust with Consumers

Increase Support for Checkoff

Shifting Our Focus...

FROM:

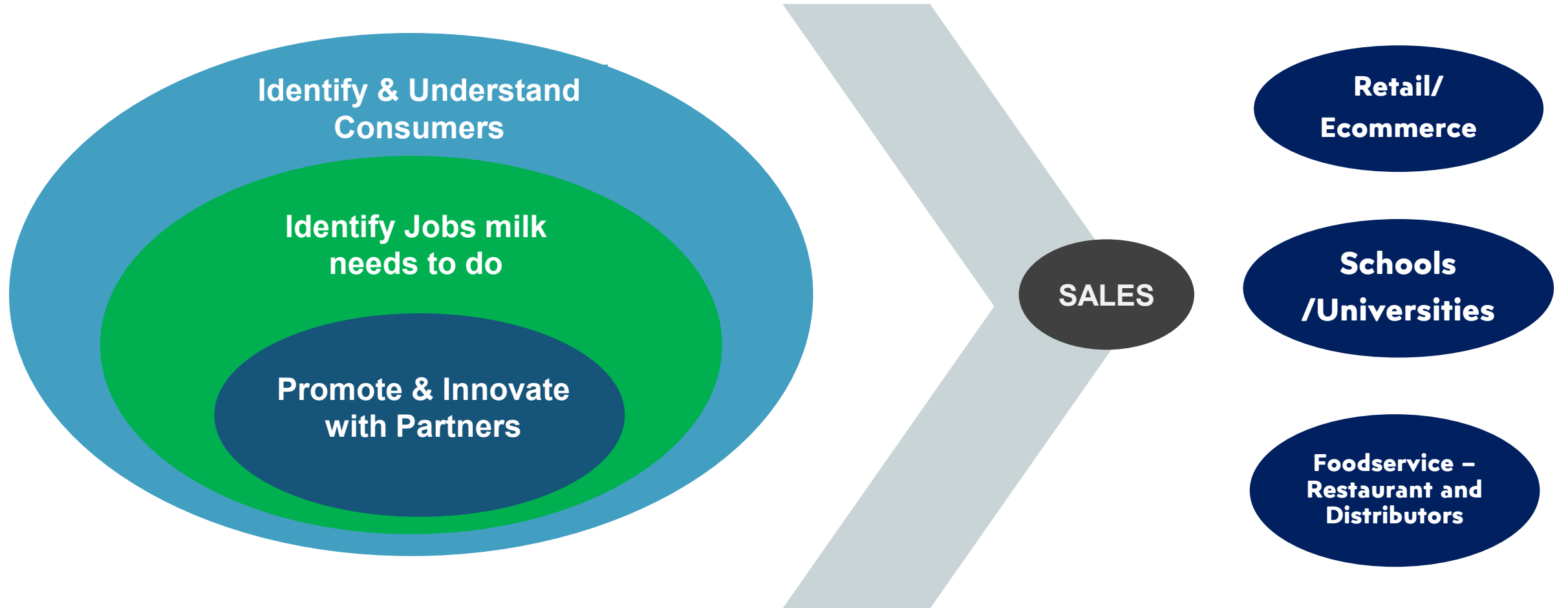
Communicating
Nutritional value
The Dairy Alliance
Schools as a program
Shotgun - All Consumers



TO:

Marketing
Benefit-led Wellness Claims
The Dairy Alliance + partners
Youth as an audience
Precision - Targeted consumers

Our Approach...



Address Specific Jobs to Be Done for SE Consumers and promote with Partners

Milk is a huge category with growth areas

Milk is in 95% of households – nationally

Overall declining, 40% of the category is growing (value added)

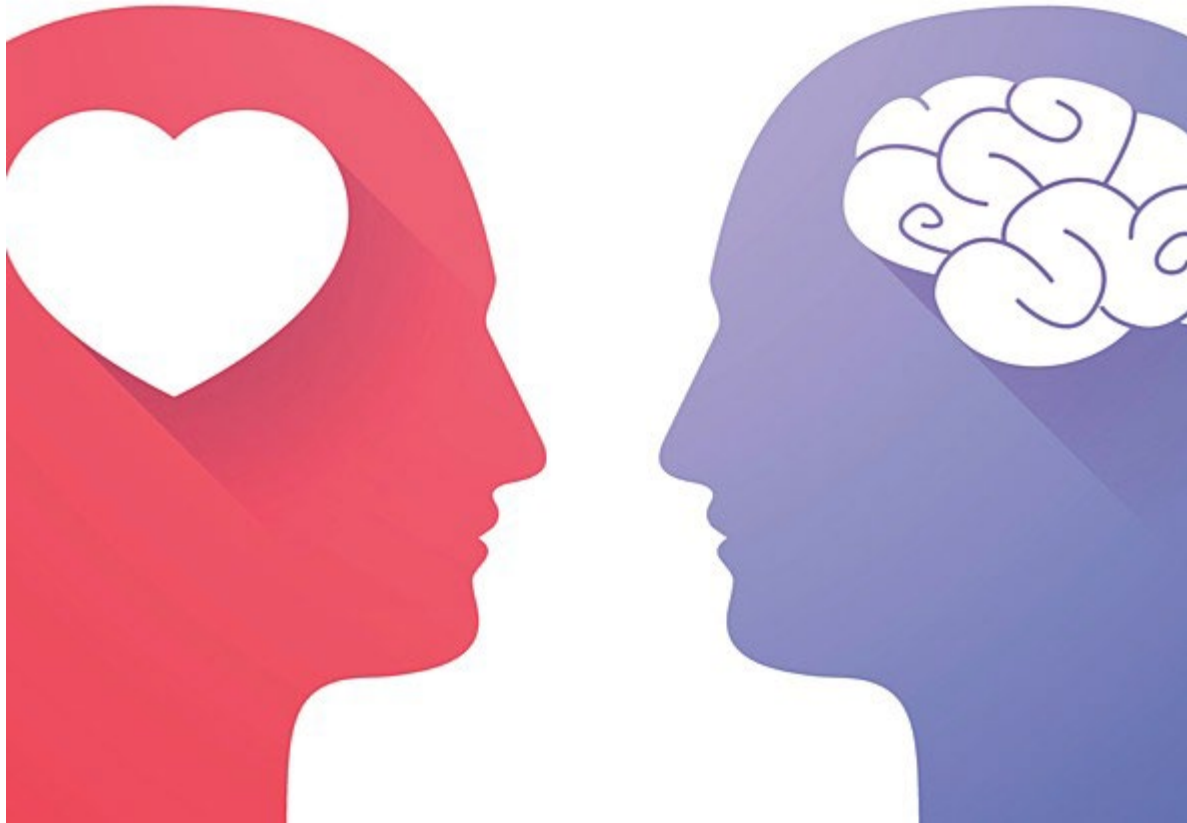
US retail sales of cow's milk were down 1.4% last year, but sales of lactose-reduced and lactose free milk were up 13.5%

That's better than plant-based alternatives, which were up 12.1% in the same time period

Still, plant-based alternatives are dwarfed by dairy milk sales

Dairy producers sold more gallons of dairy milk in three days than makers of oat beverages sold in all of 2020 (around 26 million gallons)

We are at battle for consumer hearts and minds



Overall, Southeast Consumers are Dairy Consumers

70% consume one or more dairy products daily (up from 69% in 2020), and less than 1% don't consume any of these.



Daily Consumption:

Children in household **78%**

Gen Z **68%**

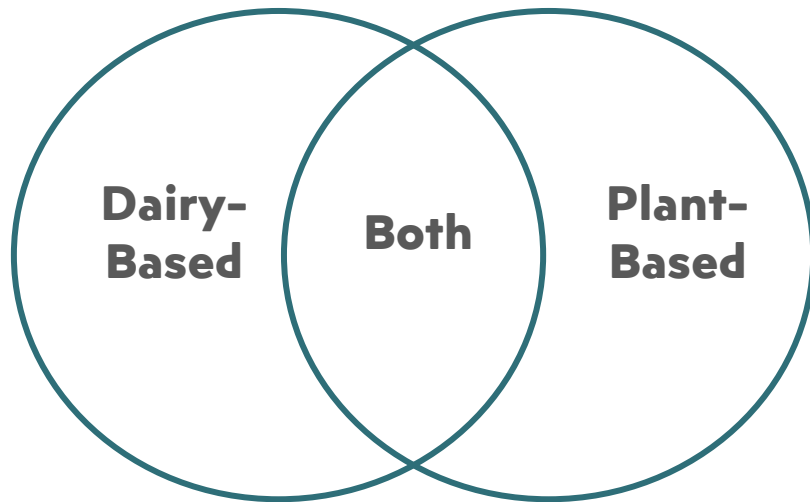
Millennials **77%**

Persons of Color **55%**



However, over 1/3 consume both Dairy and Plant Based Products

Consume Up To Several Times a Week



	Consume Dairy	Consume Both	Consume Plant
2021	56%	36%	2%
2020	66%	27%	1%

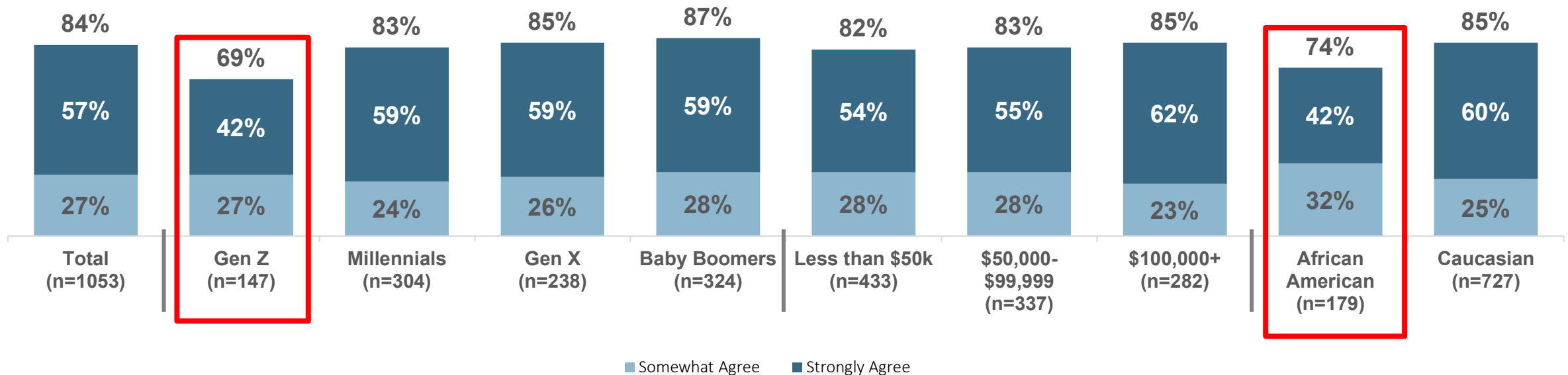
Milk

	Consume Milk	Consume Both	Consume Plant
2021	54%	21%	6%
2020	51%	18%	4%

Source: Total Respondents in Dairy Alliance Region (n=1053)
How often do you or other members of your household consume each of the following?

Declines are largest among Gen Z & African Americans

2021
I love dairy products.



Win Together

The Dairy Alliance + MilkPEP = Perfect Partners



The Dairy Alliance

- Wellness and Sustainability Science
- Southeast Consumer Insights
- Farmer Voices
- Food Service & Retail Partnerships Schools

Shared Integrated Marketing Program



milk pep

- Consumer-driven Creative Messaging
- National Consumer Research and Insights
- Strong Retail Relationships
- Processor, Network & Amplification

- › One unified message
- › Leverages the strengths of all groups
- › Surround sound reach across multiple audiences



milk  pep

Al Dejewski
VP, Marketing



2021 Collaboration Examples...

Reaching Publix Shoppers to Drive Milk Sales

July 1st -August 5th ran a campaign at Publix in Florida and 193 stores in Georgia = drove an incremental **5.4M gallons** per week (+12.9 to +18).

During the promotional period, Publix outperformed the rest of market with milk volume improving across the board (private label ½ gallons, all sizes, total category)

Seeing sustained growth after the promotion period through use of digital marketing at POS

YOU'RE GONNA NEED MILK FOR THAT... AT PUBLIX

Launched in May

Driving Awareness through National Campaign Launch - \$27MM Media Investment (May through August)



July/August/September

Driving shoppers to Dairy Aisle through Publix Cart Signs in 937 stores!



Incentivize shoppers to buy through digital offer
\$0.75 off Publix White Milk Half Gallons
7/1-8/5

September/October

Continuing momentum with: Dairy Clings & Danglers Digital Media to support offer



Incentivize shoppers to buy through digital offer
\$0.75 off all Publix Dairy Milk Half Gallons
10/1-11/5



Influencing consumers through sponsorship

- Paid media plan including ads on social media, YouTube, and Spotify from Dec 6th-April
- Nolan Smith, Nakobe Dean, and Jordan Davis sharing content on their social platforms
- Sponsorship of Spring Game G-Day in April



Thank You!

Questions?