

# Speaking of Dairy Product Marketing

January, 2017 Midwest Dairy Partner Newsletter



## News from Midwest Dairy

### New Year, New Protein Goal



As we welcome the New Year, many of us also welcome the old, familiar struggle to keep our resolutions. But here's a goal we can all stick to: *Start your day with a protein breakfast.* Doing this will help you get the 25-30 grams of protein experts recommend so you can feel fuller longer and start the day with energy and focus. What's more, protein is important for weight management, maintaining bone health and building muscle. This new protein goal is the ticket

to a new and improved healthy lifestyle.

How will we stick to our protein goal? It's simple: *Just add milk.* Whether in a glass, cup or bowl, or mixed into a simple recipe, an 8-ounce serving of milk is an ideal way to get 8 grams of high-quality protein, along with eight other essential nutrients, like calcium, vitamin D and potassium. When you pair milk with your favorite breakfast foods, you're already nearly a third of the way to your goal.

### **Midwest Dairy Academy – From Farm to Table**

For more than eight years, Midwest Dairy Association has delivered a comprehensive dairy education program called Dairy Academy. This program is offered to food retailers and dairy processors who are interested in building a team that is more knowledgeable about dairy and farm practices. Some of the key learnings include: animal care, environmental stewardship, safety practices and ways to drive dairy sales.



In addition to Dairy Academy, you can download the new [Midwest Dairy App](#) for easy access to dairy-related information including answers to frequently asked questions on animal care, environment, food safety, nutrition and more. This new tool allows you to research the answers to dairy questions and respond instantly to your customers. The Midwest Dairy App is available at no cost on Apple and Android phones. Find it by searching for "Midwest Dairy" in the app store. Download the app and encourage your colleagues to benefit from this comprehensive resource.

### Discover Dairy



Help students learn where their food comes from! Share the new Discover Dairy curriculum with classroom educators you know. Discover Dairy is an engaging, interactive, cross-curricular, multi-leveled lesson series that meets Common CORE Standards for Math, Science, and Reading, while incorporating Social Studies concepts to show upper elementary and middle school students where milk comes from and how dairy farmers care for their animals. This resource is provided at no cost to educators and others interested in teaching students more about dairy.

## **Industry News**

### **Trend of the Year: Clean Label** – *Food Business News*



Many major food and beverage companies have committed to removing artificial ingredients from popular products in the past year. Clean label is no longer a trend — it's the rule, according to Innova Market Insights, Arnhem, and The Netherlands.

But what does it mean to be “clean?” Perceptions of so-called “natural” products and ingredients vary among consumers, creating challenges for product developers. “Oftentimes we have to really understand from the customer what they’re defining as natural, and they in turn are driven by what their end consumers are calling or considering natural,” said Ross White, applications manager for nutrition in the Americas region at FMC Health and Nutrition, a global supplier of naturally derived ingredients for food and beverage companies. “When we look at clean label, that might limit the ingredients available to modify texture and taste, simply because customers are interested in only seeing certain ingredients on their finished label.”

### **QR codes on dairy products provide transparency, personalized information** – *Dairy Foods*

The grocery retail landscape is quickly changing, and this can be attributed to two primary trends: a changing consumer who is bringing new purchase decision triggers into the marketplace, and the changing competitive marketplace which has put new pressures on traditional grocery retailers.

The changing consumer, mostly driven by trends we saw emerge with millennials (ages 18-35), is looking for more information about the products they buy. Specifically, consumers are looking for transparency in the food production process. This means they want to know about the farmers that produced the food; how they produced it, such as the on-farm production practices that were used; and they want to know that the animals were well cared for in the process.



The changing competitive landscape has dictated that retailers shift their focus from an operations-driven strategy to a consumer-driven strategy. Today, food can be purchased in every channel of distribution and this has required traditional grocery retailers to serve their shopper needs through increased engagement in the shopping experience. This includes educating consumers about the production of the food they purchase.

One quick and easy way to provide consumers with the information they seek is with QR codes placed on product packages, signage, ads and collateral. To that end, Midwest Dairy is working with retailers to improve consumer communication, education and messaging using QR codes. QR codes can provide transparency, just scan the QR code above and see for yourself.

## [The Benefits of Kefir](#) – *thrillist.com*



Kefir is a trendy, fermented item that is pronounced “keh-FEER,” not like the actor Kiefer Sutherland. This creamy, yogurt-like drink made from fermented cow’s milk is both delicious and healthy. Here’s the scoop: fermentation is one of humankind’s greatest discoveries.

Fermentation is a preservation method in which microorganisms such as bacteria and yeast break down the sugars, starches, or carbohydrates in a food and convert them into alcohol or acid. So what exactly is kefir? Descriptions found on kefir labels range from “fermented beverage” to “drinkable yogurt.” No matter what name is on the bottle, kefir is simply milk plus kefir grains (a combination of yeast and bacteria) plus time. And despite different marketing language, yogurt and kefir are not the same thing; the difference lies in the amount and types of cultures used.

Like its cousin yogurt, kefir is an outstanding source of probiotics, the good bacteria that assist with digestion and general gut health. Probiotics have other perks too, such as supporting your immune system and helping with weight management.

Kefir is packed with complete protein, meaning that it has all nine of the essential amino acids your body needs. It’s also a great source of calcium and phosphorus, as well as vitamin B12, which is key for central nervous system maintenance.

## **Consumer Trends**

### [Many people view food as more than a source of nutrients](#) – *dairygood.org*

While food choices still reflect the importance of nutrition, taste and price, people also care about how food is grown and made, and they are asking questions about animal care and how food systems as well as their personal food choices impact the environment. Sharing the science and facts behind how nutrition and agriculture are connected can help give people confidence that farmers are committed to safe, wholesome nutritious foods, which have been sustainably grown or produced.



Health and wellness professionals and registered dietitian nutritionists (RDNs), in particular, are well positioned to take the lead in this growing farm-to-table conversation and can help bridge the gap between farmers and the public. People’s need for credible information about food, agriculture and the environment has never been greater, because misinformation abounds. There are resources to help health and wellness experts connect people to the farm, clear up misperceptions with fact-based information and are a credible, reliable voice.

## Retail News

### [How Supermarket Delis Can Cater to the Lunch Crowd](#) – *Supermarket News*



Competition for consumers' lunch dollars has never been tighter which is why so many retailers are reemphasizing fresh, convenient meal options that feature cheeses, dips and spreads. And while fast food and fast casual chains focus on speed and innovation, supermarket delis have doubled down on their fresh capabilities.

Oliver's Markets sells fresh-made tacos out of its deli department taquerias, located in each of the company's four stores. So, while their competitors offer faster service, Oliver's competes with competitive pricing and high-quality ingredients, including organic beans, locally made tortillas, and locally raised chicken provided exclusively to the retailer. In a community where consumers tend to be less price sensitive than average, focusing on quality and freshness makes a big difference. Oliver's also offers gourmet soups, salads, and a line of signature sandwiches made with eye-catching ingredients like salsa-infused turkey, aged cheddar cheese and house-made bruschetta.

## Dairy Product News

### [Private Label, Culinary Inspired Cream Cheese](#) – *Berry on Dairy*

Supervalu has announced a new cream cheese line under their private label Culinary Circle brand. The gourmet spreads can be used on bagels, crackers, crudité's and more. These feature four varieties: Blueberry & Lemon Zest Cream Cheese; Honey, Almond & Vanilla Cream Cheese; Kalamata Olive & Feta Cream Cheese; and Sriracha & Scallion Cream Cheese. Each two-tablespoon serving contains 100 calories.



### [Gourmet Cottage Cheese from A&M Gourmet](#) – *Berry on Dairy*



A&M Gourmet introduces SIMPLY SIMPLE, a new low-fat cottage cheese that is blended with herbs and spices into a smooth dip and spread. There are currently two varieties of 8-ounce cups in the marketplace: Chipotle Lime and Herb & Garlic and more flavors to follow. They also feature 2-ounce single serve portion containers sold in four-packs. These 2-ounce portions are currently part of the Protein Pickup refrigerated snack pack, which also contains quinoa crackers and an energy bar. All of the SIMPLY SIMPLE dips and spreads are made with GMO-free ingredients and are gluten-free.

## [Bongards Cheese Curds](#) – *Berry on Dairy*



Bongards packs cheese curds into mini bags for on-the-go snacking. Long known for their squeaking when you eat them, cheese curds are a fresh product that goes direct from vat to pack before being shaped into blocks of cheese.

Chanhassen, MN-based Bongards Premium Cheese is making cheese curds a more convenient and portable snack with new 2-ounce bags that deliver 14 grams of protein and come in three varieties: Bacon Cheddar, Cheddar and Garlic Cheddar.

## [New Cheese Flavors from Dutch Farms](#)

Dutch Farms recently rolled out three new cheese cups: Dutch Farms Shredded Parmesan, Grated Parmesan and Shredded Asiago. These products are well positioned as many food enthusiasts are using authentic cheeses to spice up their salads, pastas and appetizers.

The shredded and grated Parmesan have been aged over 10 months, and the Asiago cheese has been aged for over 6 months. The Parmesan and the Asiago cheeses are all natural and gluten-free, and will be displayed in the dairy section.



## [Consumer Research and Insights](#)

### [Science Summary: Dairy and Type 2 Diabetes](#) – *National Dairy Council*



Dairy foods such as milk, cheese and yogurt are foundational foods in health eating patterns. They contribute important shortfall nutrients including calcium, vitamin D and potassium. Low-fat and fat-free dairy foods are part of the Dietary Guidelines for

Americans (DGA) recommendations, and a wide variety of nutrient-right dairy foods are available that can help Americans meet nutrition, health and taste preferences.

A growing body of research indicates that dairy food consumption is associated with multiple health benefits, including a reduced risk for type 2 diabetes (T2D). Read the Science Summaries on dairy and type 2 diabetes for more information. This summary reviews studies about dairy food consumption and T2D published between 2009 and 2015.

## **Child Health and Wellness**

### **What Should My Child Be Drinking** – [dairygood.org](http://dairygood.org)



Children undergo rapid growth through infancy and adolescence; school-age children between these stages are in a period of slower steady growth. Beverages can have an important influence on the quality of a child's overall eating plan and can either help support or hinder healthy growth and development. With so many beverage choices available, including milk, soft drinks, fruit juice, juice drinks, sports and energy drinks, parents are looking for guidance about what to buy and serve their family.

The 2015 Dietary Guidelines for Americans (DGA) recommends low-fat or fat-free milk, water and 100 percent juice in place of sugar-sweetened beverages like soda and fruit drinks and aligns with the American Academy of Pediatrics (AAP) that consumption should be limited. Some sugar-sweetened beverages, like soda, have little nutritional value and can be a main source of added sugars for children and are associated with lower milk consumption and nutrients milk provides, such as calcium.

As children get older they begin to turn from milk to less nutritious beverages. By age 6, on average, consumption of milk, yogurt and cheese falls below recommended amounts – and this trend continues into adulthood. Drinking milk can help reduce excess calories from added sugars, and milk provides nine essential nutrients that are important for children's growth and development.

### **Cheese and Pizza** – [Innovation Center for U.S. Dairy](http://Innovation Center for U.S. Dairy)

School meals that include pizza and cheese help provide students important nutrition with a taste they love. This represents a significant market for the industry. Manufacturers can take action by educating consumers on the positive contributions pizza and cheese can provide to students' diets.

The dairy community is working together to ensure dairy foods meet new school meal guidelines and provide the nutrition growing children need. It also is important to educate school decision-makers about dairy's nutritional value and benefits so they can become champions for dairy.



## **Dairy Research & Innovation**

### **Recapping the Year's Global Dairy Business**



The [U.S. Dairy Export Council](http://U.S. Dairy Export Council) has released its 2016 Global Dairy Business Year in Review, a compilation of news from across the dairy industry. It reflects all of the activity surrounding dairy exports and competitors and tells the story of the past 11 months in the worldwide dairy market.

From changes in plant capacity, to new products, new plants and new partnerships; if it happened, it's probably in there. Find it [here](#).

## **Dairy Industry and Sustainability**

### **Learn More About Agriculture's Sustainability Story**

Today's consumers are more interested in where their food comes from and whether it is produced in a sustainable manner. Two Midwest dairy farmers recently shared their farm's sustainability success stories at the [Sustainable Agriculture Summit](#) held in Atlanta. Minnesota dairy farmer Alise Sjostrom, who is also co-owner of [Redhead Creamery](#), participated in a conversation with young farmers exploring their farms' longstanding investments in conservation that laid a foundation for their multi-generational focus on sustainability.



Ben Rice, Nebraska dairy farmer and Waste Solution Manager for [Prairieland Gold](#), the family's on-farm composting operation, joined speakers from Kroger and Feeding America who discussed their role in a circular economy where nutrients are moving through the food system - from people to animals and back to the land. Each shared how they are focusing on helping nutrients realize their highest possible purpose instead of finding their way to landfills.

To learn more about dairy's sustainability story, check out content at [DairyGood.org](#) or [MidwestDairy.com](#)

### **Conserving Natural Resources**

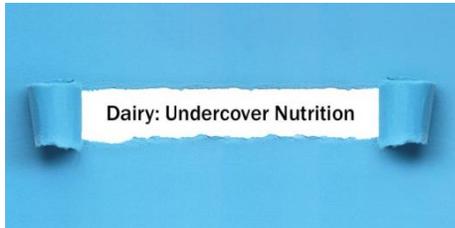


Dairy farmers live and work on their farms, so it's important for them to protect the land, water and air for their families, their neighbors and for future generations. Here are some of the things dairy farmers do on their farms to help conserve natural resources. Water and cow manure are two things that are recycled on a dairy farm. Water can be used to clean the milking equipment and dairy barn, to help cool the milk that comes from the cows and to irrigate fields to grow crops.

Manure is recycled and used by dairy farmers to fertilize their crops and for people to fertilize their gardens. Sometimes it is even used to make electricity. Dairy cows are recyclers too. Because cows can eat many types and parts of plants that people can't eat, it puts these things to good use, helping reduce waste to landfills.

## **Dairy Blog**

[Start the New Year with a Clean Slate for Healthy Eating: Let Dairy Help](#) – *Stephanie Cundith, MS, RD, LD*



nutrition and more than meet the bill for being a clean food.

Are you one of the many people who resolve to improve eating habits in the New Year, vowing to start 2017 with a clean slate as you say goodbye to feasting on too many holiday treats and hello to balance, moderation and the selection of clean, nutritious foods? If so, I have a timesaving tip for you: Stop searching for the latest, greatest diet fad or miracle foods to propel you toward your goals; the dairy products you've always loved are packed with

Dairy is what I like to call 'undercover nutrition.' Before I state my case as to why, let's define the meaning of a clean food. A clean food carries a label which has a short, understandable ingredient list and shares information about how a food was processed. Now, here are several clues to prove dairy is the clear choice for clean, healthy eating.

- **Inspect the ingredient label:** You will see that milk has just three ingredients. Yes, just three; that's all: milk, vitamin A, vitamin D. Compare this to trendy milk alternatives, such as soy or almond beverages, which may contain up to ten ingredients.
- **Consider its journey:** While milk takes only on average about 48 hours to travel from the farm to the store, milk alternatives can take up to several weeks to make this trip. Not only is milk clean, it's local too!
- **Examine the nutrition benefits:** You'll be amazed to discover not only does dairy provide calcium to build strong bones, but together milk, cheese and yogurt actually provide an *entire package* of nine nutrients, which also includes high-quality protein to support muscle health.
- **Explore its versatility:** Dairy can be easily incorporated into meals and snacks to help make healthy and clean eating simple.