

Today's Consumers



The checkoff was created and is directed
by **FARMERS** for **FARMERS**

to build **SALES** and **TRUST** in dairy.

What we do:

RESEARCH and **PROMOTION**

How we do it:

PARTNERSHIPS and **COLLABORATION**



MILK

MEANS MORE

United Dairy Industry of Michigan



Dairy Farmer Mission:
Drive Demand &
Increase Sales & Trust



Today's Consumer



AUDIENCE BREAKDOWN: MILLENNIAL PARENTS

Who They Are

- This Millennial Parent is evenly split between male and female (moms AND dads matter)
- Their media consumption is diverse and done primarily on mobile and they're consuming more types of media – audio, visual and article
- For the CHS Millennial Parent, their decisions about dairy may not just be about health or environment benefits but also may be driven by their lack of brand loyalty, their desire to try new health trends, and their constant pursuit of variety and trendsetting behavior.
- They are more influenced than the general CHS, but still view themselves as influential over others.

How to Reach Them

- Online – The internet is their “super utility”
 - Social is at the center of their online behavior – they trust product info from social more than any other source; they live on Instagram and Pinterest and occasionally visit YouTube.
- E-commerce is necessary to keep up with life, however they still prefer to shop at grocery stores.





AUDIENCE BREAKDOWN: GEN Z



Who They Are

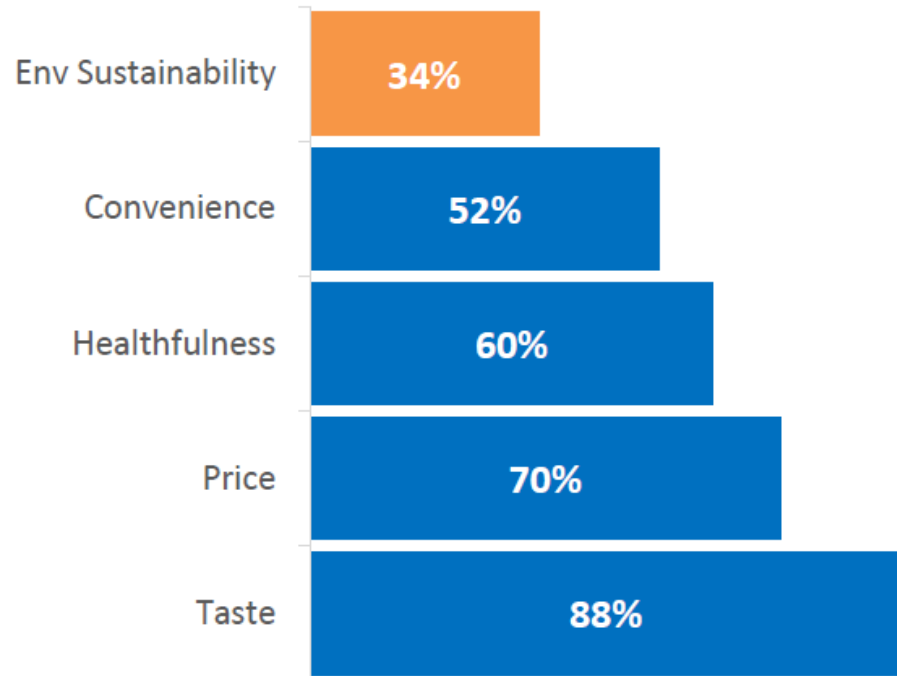
- Born between 1997 – 2012 and represents 20% of the U.S. population with more than 55M individuals. Collectively Gen Z has \$143B in spending power. They are:
- The most racially diverse generation and are on track to be the most educated generation
- The most anxious generation – 48% say they feel anxious or stressed all or most of the time
- Gen Z are both practical and idealistic; they are cause-oriented and politically aware but also frugal and unsure of the future
- They track and act on social change and want brands to be socially responsible
- They are an anxious generation, and have an increased focus on mental and community health. Humor and irony are ways they face and discuss anxiety.

How to Reach Them

- They are “digital natives” and always connected – they want digital first experiences; gaming is a lifestyle.
- Everything they consume is in the palm of their hand, and they expect content to be tailored to them and the channels where they are consuming

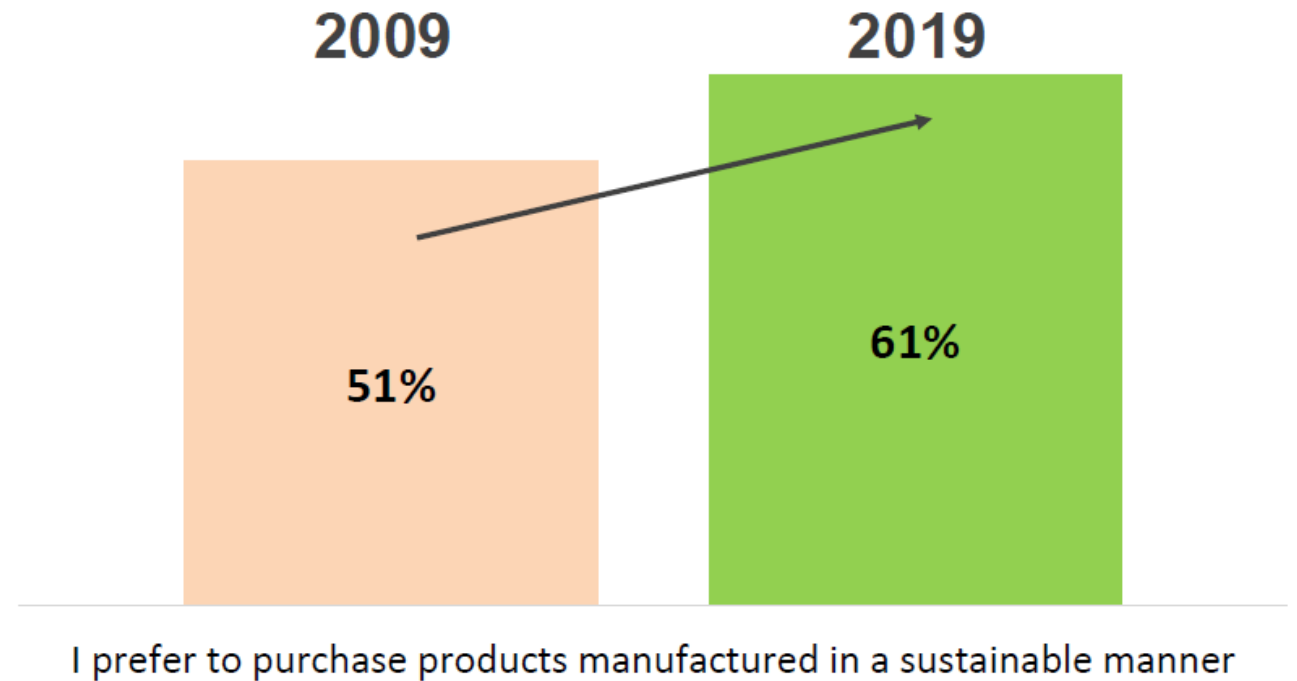
Environmental Sustainability has Joined Traditional Purchase Criteria for Consumers

**PURCHASE DRIVERS
FOR FOOD & BEVERAGES**



Source: IFIC 2020

**% CONSUMERS WHO
COMPLETELY/SOMEWHAT AGREE**



Source: NMI



SUSTAINABLE NUTRITION DRIVES IMPACT



**Dairy's greatest
opportunity
to win**



HOW SUSTAINABLE NUTRITION COMPETITIVELY POSITIONS DAIRY WITH MILLENNIAL PARENTS AND GEN Z

Wellness

Environment

Immunity
Building



Reduced
Packaging
Waste

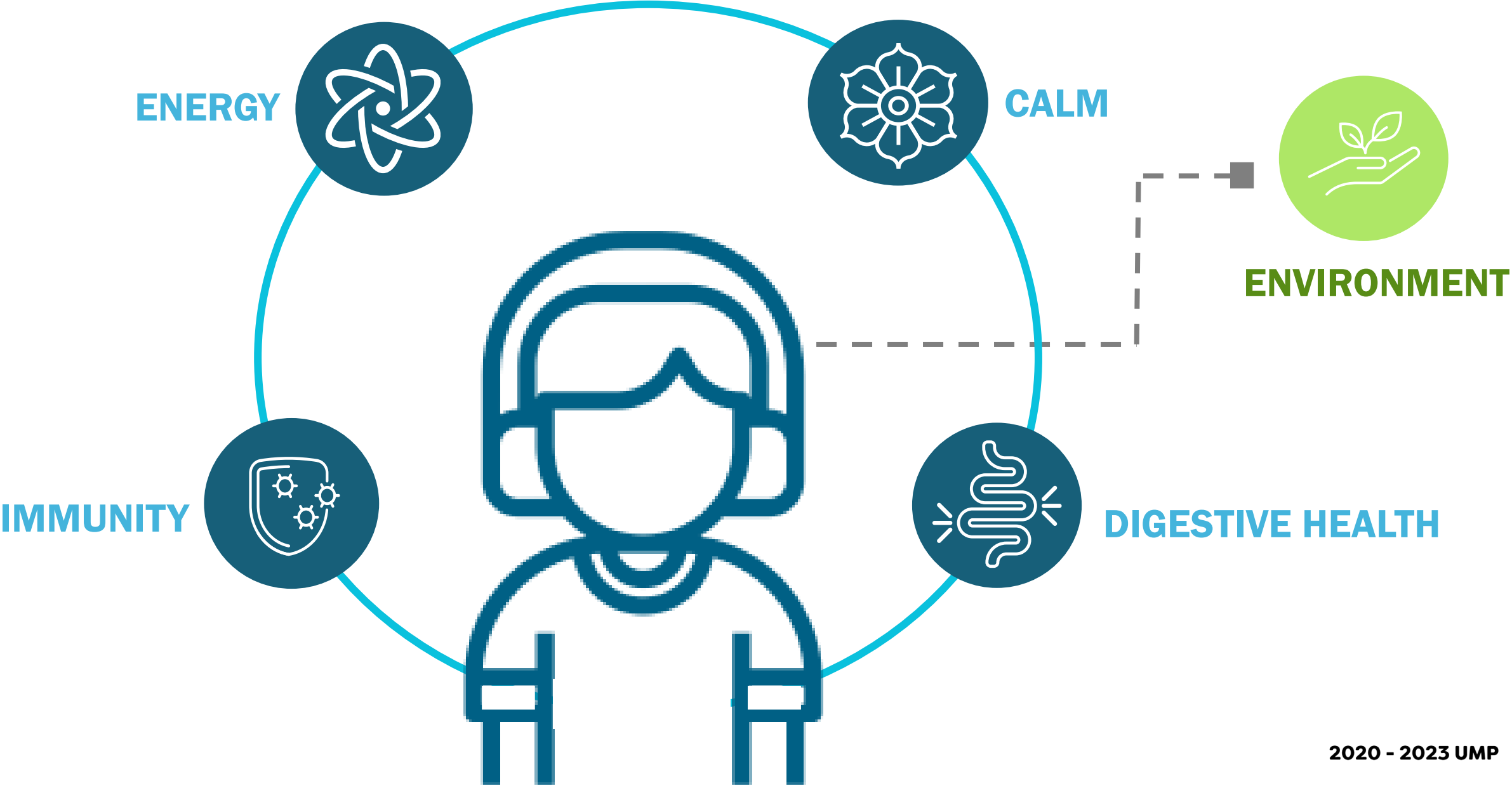
Digestive
Health

Calming/
Comforting

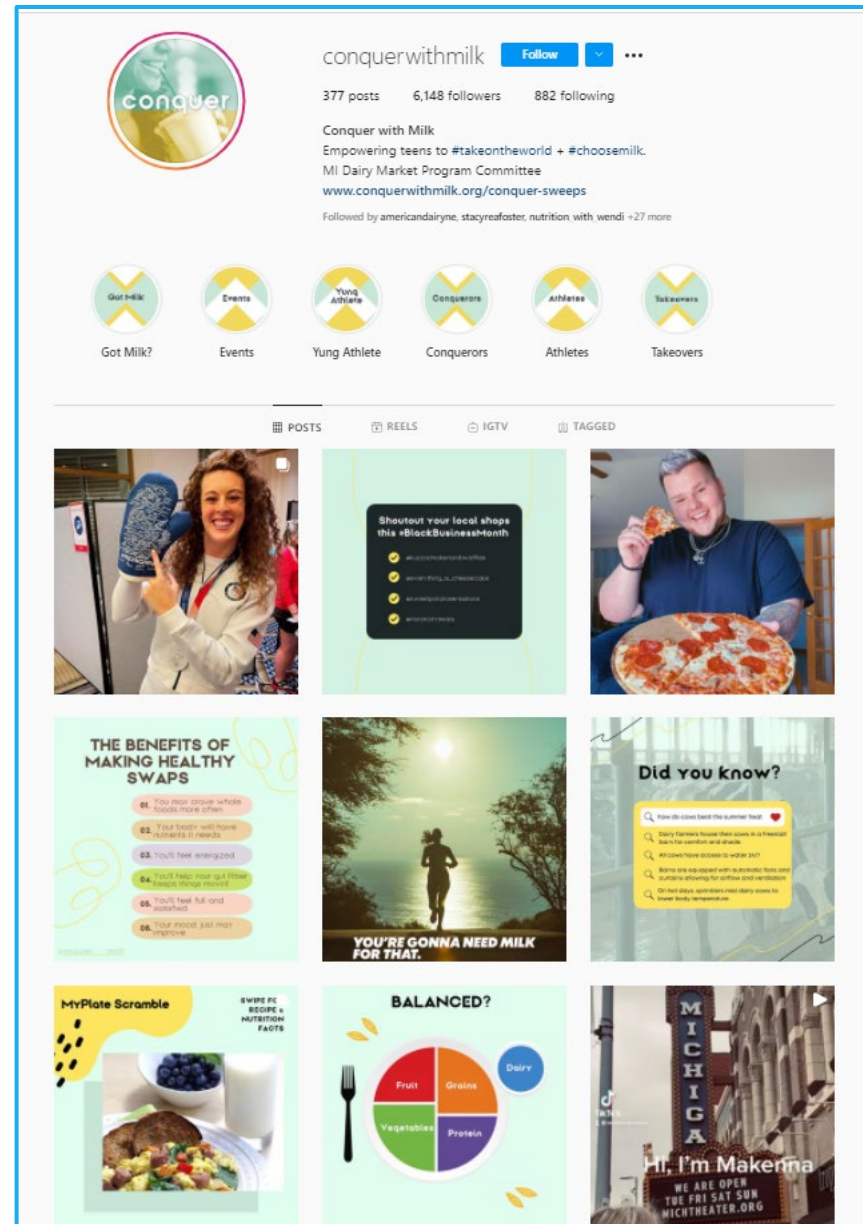
Energy
Sustaining

GHG
Emissions

THE GEN Z WELLNESS BENEFIT PLATFORM



Conquer with Milk



Consumers Are Increasingly Linking Environmental Health to Personal Health



73% of consumers believe that a healthy body and a healthy environment go hand in hand (2019), up from 68% in 2011¹

3 in 5 Consumers believe that their health and well-being are already affected by environmental problems²

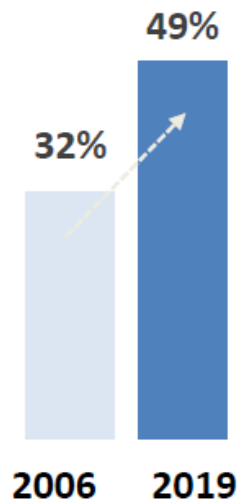
Nearly half of consumers say that the pandemic has made them more concerned about the environment³

And **80% of Gen Z** are more concerned about the environment after the pandemic⁴

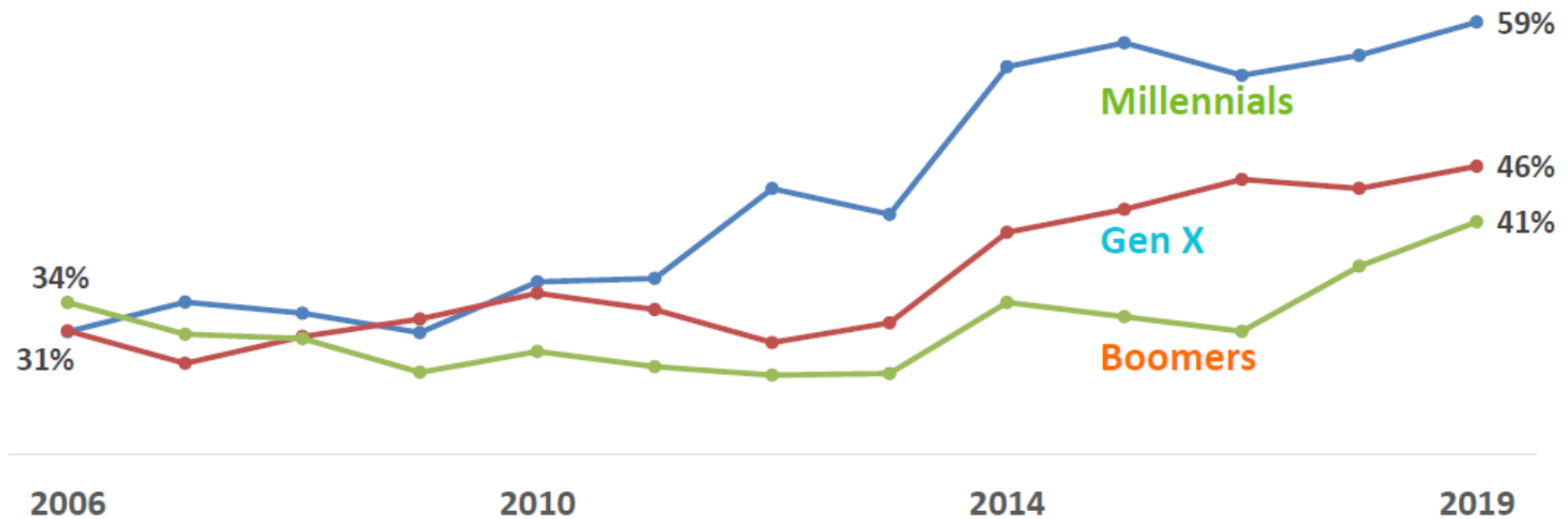
“Two of my children have health issues, some rare allergies and autism. I think the way our food is manufactured now, and the way animals are fed and raised, creates a great toxic burden and decreases nutrition.”
— FEMALE, 33,
USA

Younger Consumers Are Most Likely to Believe That Their Purchases Can Affect The Sustainability of The World and Its People

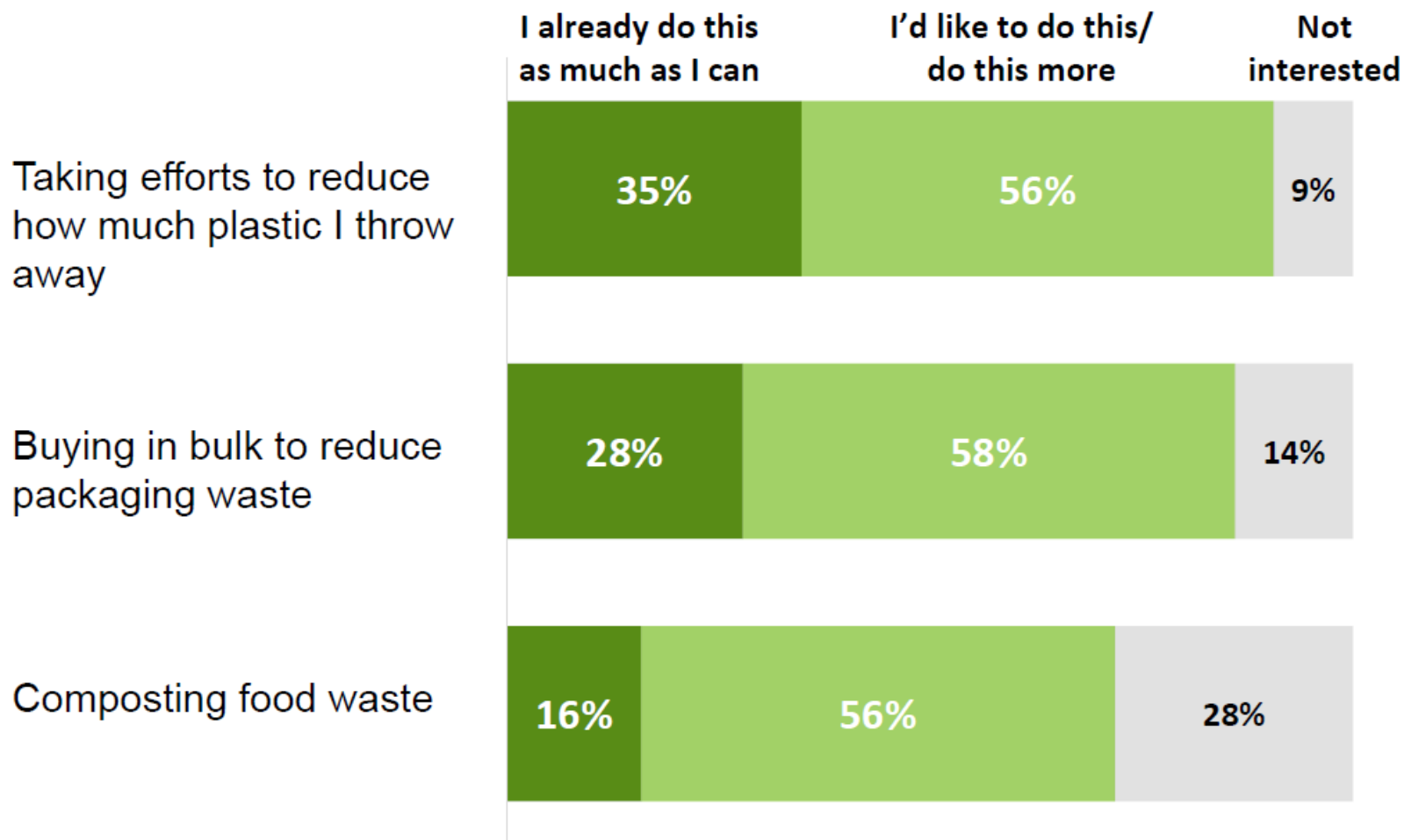
% General Population Who Agree



% Consumers Who Completely/Somewhat Agree that When Given the Choice...
they make decisions with an understanding of the effect on the
health and sustainability of the world, its environment, and people



Consumers Are Trying to Do their Part And Looking for Change



Half of U.S. consumers want products in packaging that can be 100% recycled

Packaging and Food Loss and Waste Are Huge Public Issues

U.S. is Global Leader in FOOD WASTE

- 30 to 40% U.S. food supply is wasted

Food Waste is #1 Item in U.S. LANDFILL

- Accounts for 24% of municipal solid waste

Only 29% of HDPE Bottles were RECYCLED

- In 2018, landfills received 27M tons of plastic (19% MSW)

Reinventing Packaging

Top 3 Packaging Changes Consumers Want to Reduce the Environmental Impact of Grocery Shopping

1. Products in packaging that can be 100% recycled 47%
2. Products in packaging that is bio-degradable 39%
3. Products packed in other material than plastic 31%



“Recycling is one of the easiest ways to make a diff. for the environment”

58% of U.S. Population Agree

Dairy Companies Are Investing in Circular Packaging Solutions



Unilever

Unilever is setting targets around plastic waste with the goal that 100% of plastic packaging is designed to be fully reusable, recyclable or compostable



By 2030 Danone's goal is to make packaging 100% circular so every piece of packaging from bottle caps to yogurt cups will be reusable, recyclable or compostable



Nestle joined the U.S. Plastics Pact, committing to meet ambitious circular economy goals by 2025



Kraft will make 100% recyclable, reusable or compostable packaging by 2025



Conagra Brands plans to make 100% of its plastic packaging renewable, recyclable or compostable by 2025

Sustainability is now table stakes: Consumers expect brands to have sustainability commitments and help them achieve sustainable lifestyles.

70%

of consumers of consumers would like to see companies' sustainable practices to be more visible to the public

81%

of global consumers said that it's very or extremely important that companies implement programs to help the environment

88%

of consumers would like brands to help them be more environmentally friendly and ethical in their daily lives

85%

of consumers expect companies to invest in sustainability in the next year

Gen Z is purpose-driven and expect brands to be too



90%

believe companies must act to help social and environmental issues

61%

actively seek out brands that support the causes they believe in

68% of Gen Z always or sometimes consider sustainability and social issues in purchasing

91%

believe brands should donate to issues that matter to me

82%

believe brands should share the ways they are supporting a specific cause/issue in detail



Source: Hartman 2018, Hartman 2019, Cone 2019, YPulse 2020

In the future Consumers will Look for Production Systems that are more Restorative...

Regenerative Agriculture

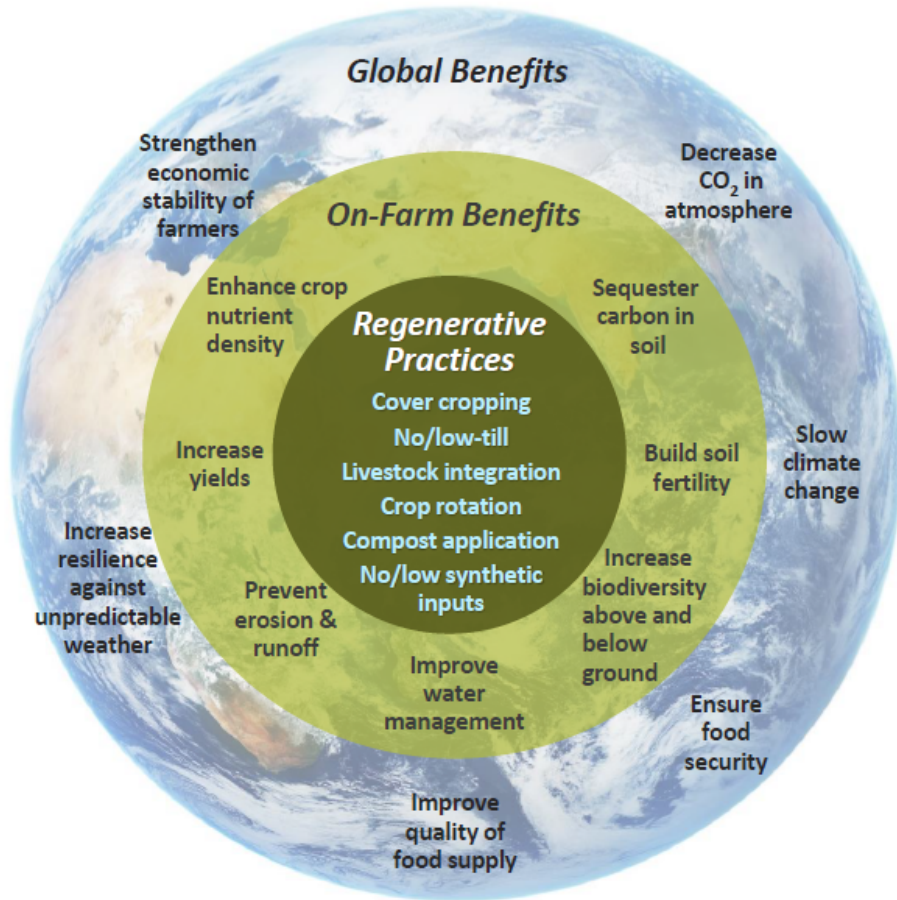
Farming and grazing practices that, among other benefits, reverse climate change by rebuilding soil organic matter and restoring degraded soil biodiversity

Biodynamic

Creating a self-sustaining system that is continually renewing fertility and limiting external inputs by organizing the farm's biodiversity

Certified Naturally Grown (CNG)

Commitment to organic practices such as no synthetic herbicides, pesticides, fertilizers or GMOs. CNG livestock are raised mostly on pasture with space for freedom of movement and feed is grown with synthetic inputs or GMOs



VISION

U.S. DAIRY AS AN ENVIRONMENTAL SOLUTION – NET ZERO INITIATIVE

GOALS

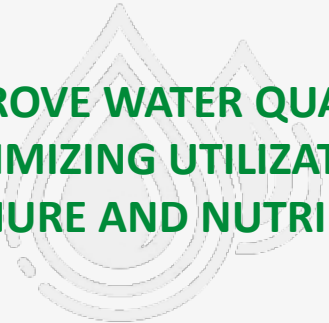
By 2050, U.S. dairy collectively commits to:



BECOME CARBON
NEUTRAL OR BETTER



OPTIMIZE WATER USE WHILE
MAXIMIZING RECYCLING



IMPROVE WATER QUALITY
BY OPTIMIZING UTILIZATION OF
MANURE AND NUTRIENTS

A woman wearing a green tank top, blue jeans, and a baseball cap stands in a grassy field. In the background, there is a wooden fence and a rainbow. The scene is outdoors with trees and a building visible in the distance.

Producing a Gallon of Milk is Getting Greener

- 🌿 19% less GHG emissions
- 🌿 21% less land used
- 🌿 30% less water used

Judith L. Capper, Roger A. Cady

The effects of improved performance in the U.S. dairy
industry on environmental impacts between 2007 and 2017

Journal of Animal Science, Vol. 98, Issue 1, January 2020

Dairy Farm Sustainability

Feed production & practice changes:

- No/low-till farming and cover crops
- Renewable fertilizers
- Precision agriculture

Manure handling & nutrient management:

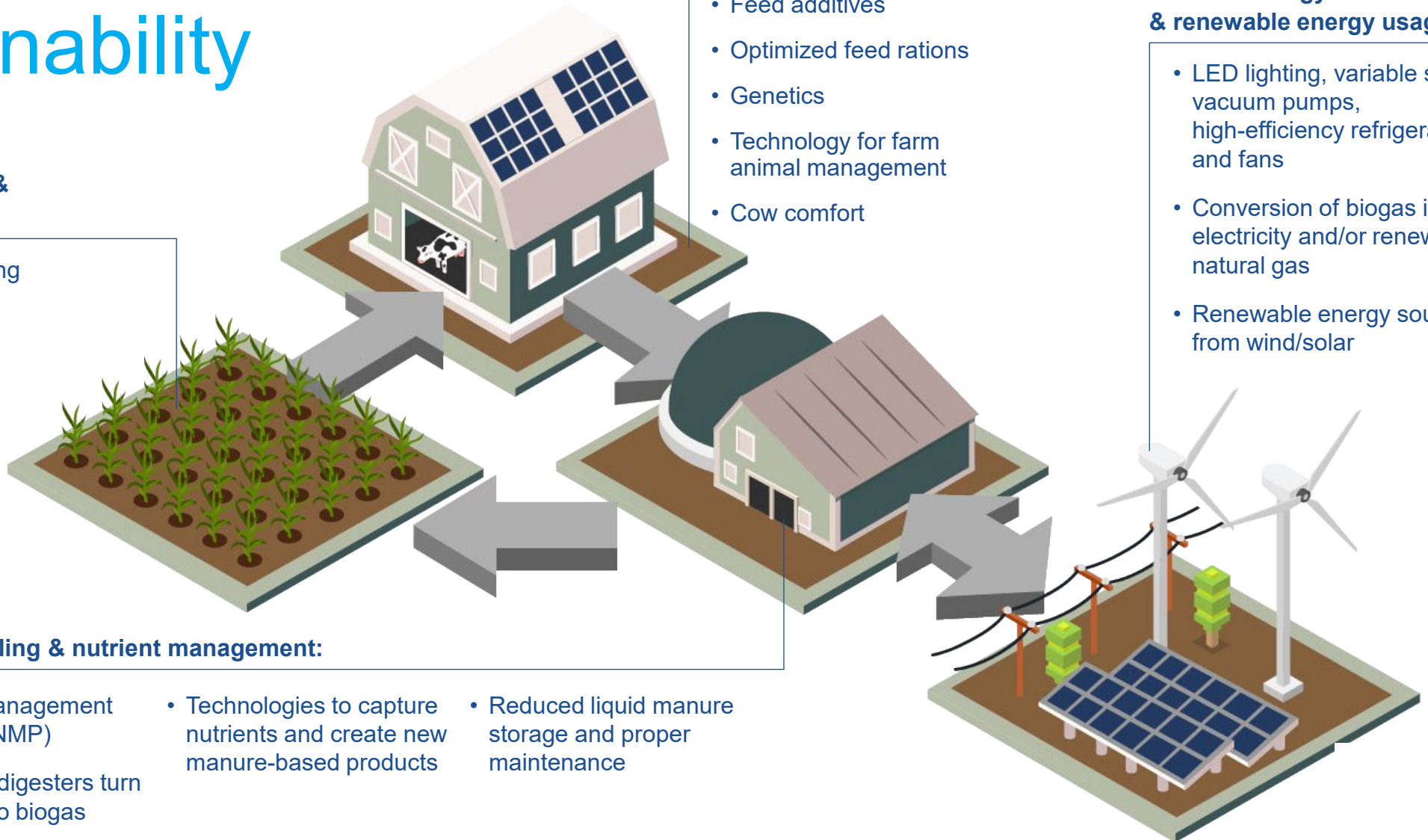
- Nutrient Management Planning (NMP)
- Anaerobic digesters turn manure into biogas
- Technologies to capture nutrients and create new manure-based products
- Reduced liquid manure storage and proper maintenance

Cow care & efficiency:

- Feed additives
- Optimized feed rations
- Genetics
- Technology for farm animal management
- Cow comfort

On-farm energy efficiency & renewable energy usage:

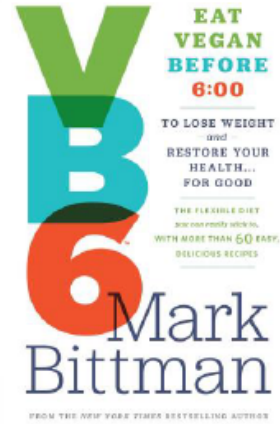
- LED lighting, variable speed vacuum pumps, high-efficiency refrigeration, and fans
- Conversion of biogas into electricity and/or renewable natural gas
- Renewable energy sources from wind/solar



Diets Allowing Flexibility Will Grow, Incorporating Environment, Animal Welfare, Waste and Origin

Part-time Vegan:

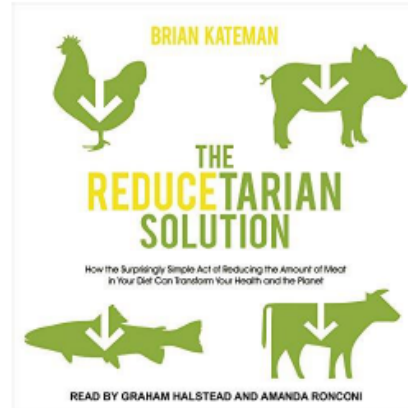
Allows animal-based products on a “part-time” basis



Vegans are “mad” about part-time vegans as they don’t align with traditional ethical stances of vegans

Reducetarian:

Gradually reduces meat consumed to improve health, protect the environment and reduce animal cruelty



The Reducetarian Summit occurs annually mobilizing attendees to reduce consumption of animal products

Low-carbon diet:

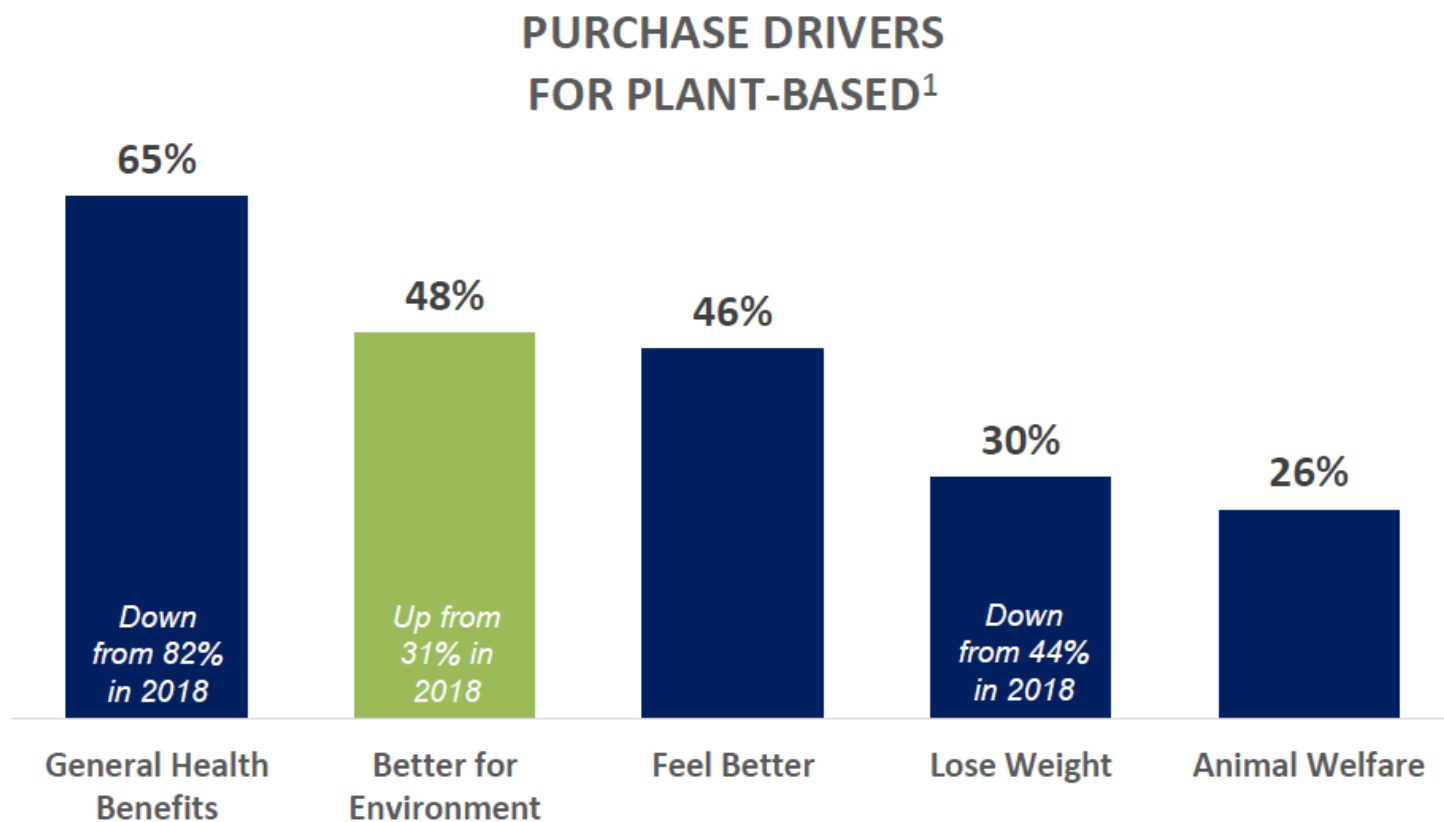
Cut back on meat & dairy, eat locally & seasonally, reduce packaging and food waste to lower your carbon footprint

- 60% of consumers find a low-carbon diet appealing



Panera launched Cool Food Meals that have a low carbon footprint

Increased Plant-based Eating is Driven by Health Benefits and Increased Importance Placed on the Environment



50% Americans believe a product to be healthier if it is produced in an environmentally sustainable way²

Employee Welfare Also Cues Ethical Production and Will Have a Role in Future Labeling

90%

of consumers say that to earn their trust, companies needed to **protect the welling-being and financial security of their employees**

Certified employee owned

Employee ownership is a term for any arrangement in which a company's employees own shares in the company's stock



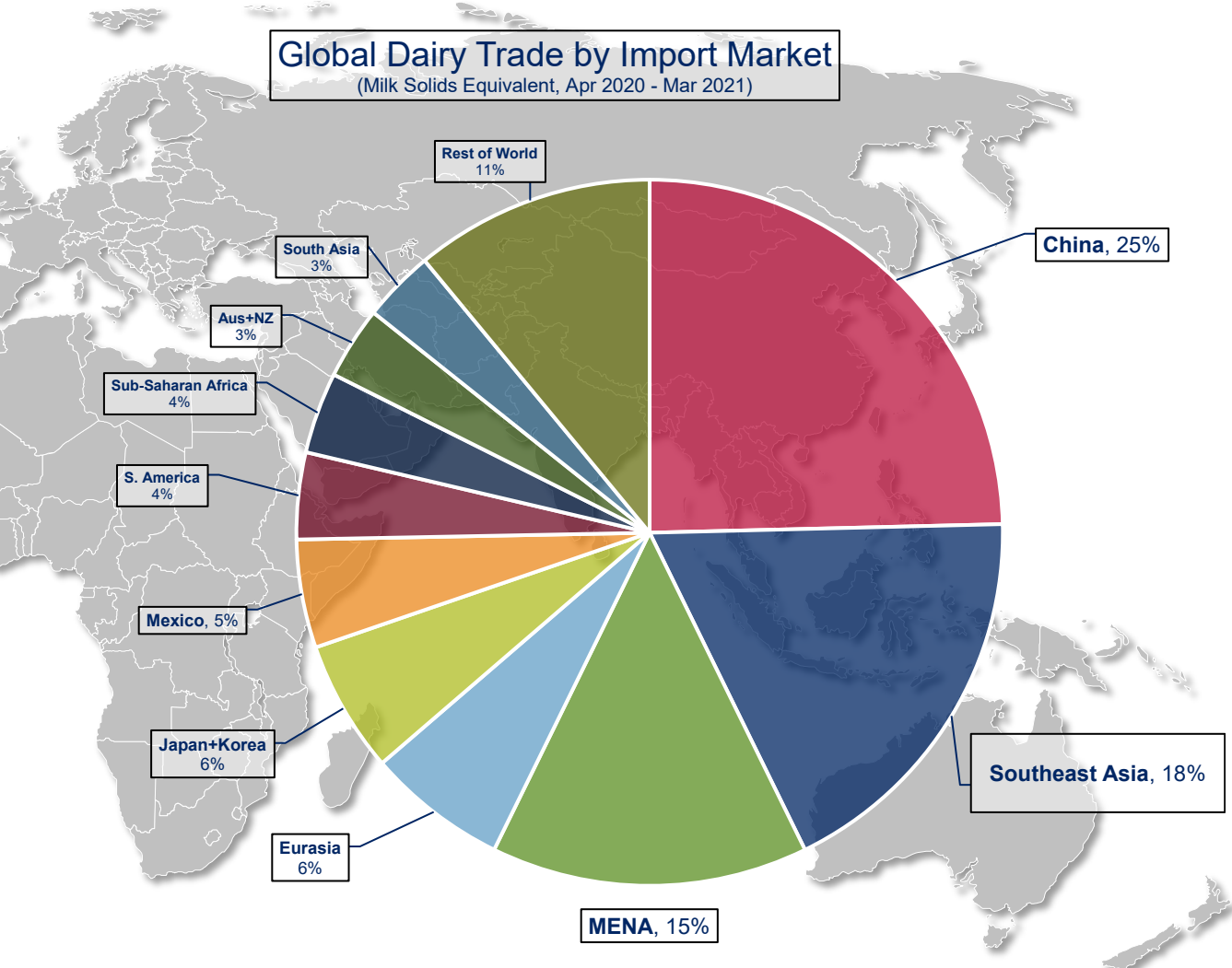
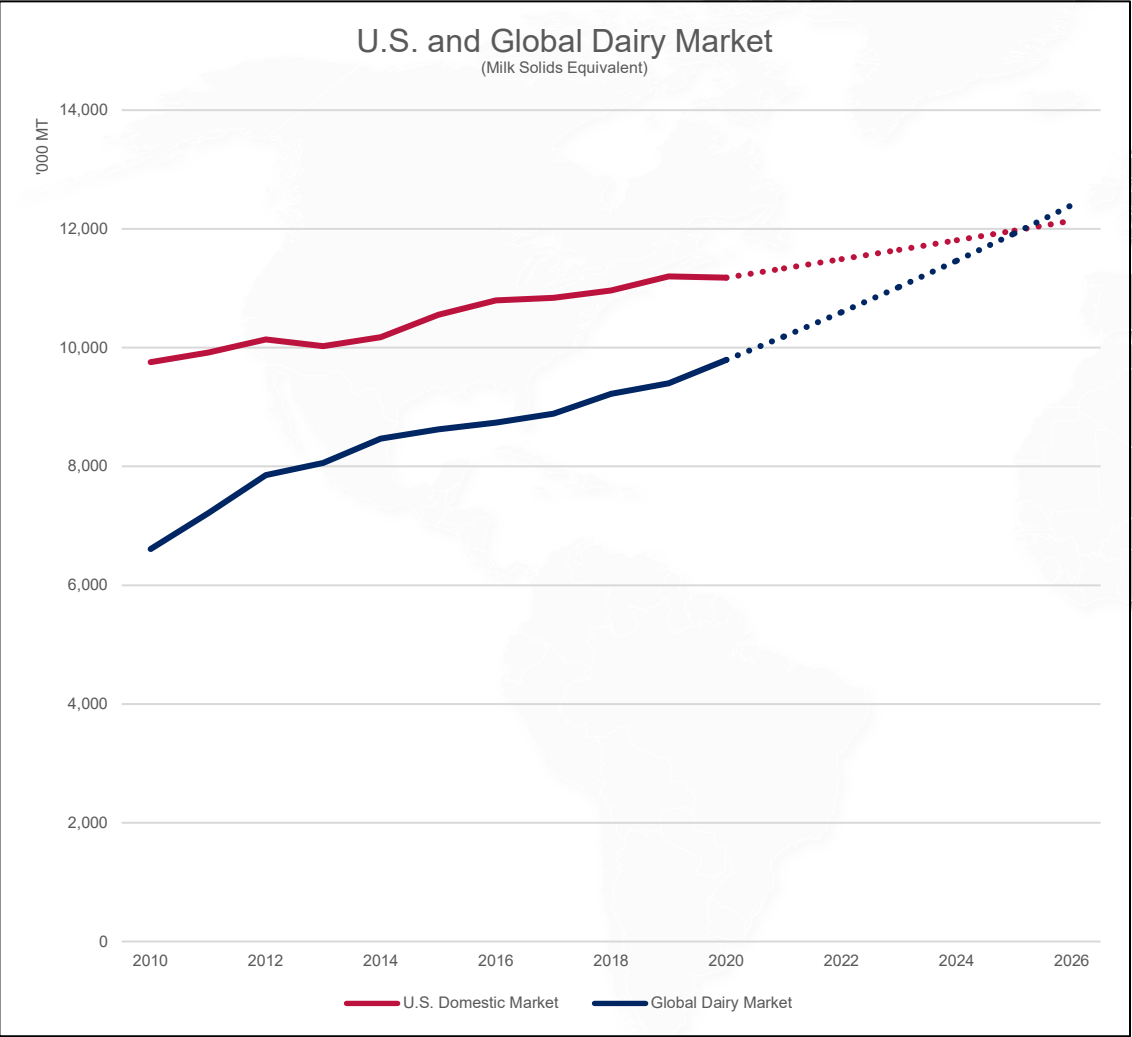
Directory of Employee-Owned
Companies

Shop EO is a platform that allows you to find and shop at employee-owned businesses

95% of Global Population is Outside of U.S.



U.S. & Global Dairy Demand





CONNECTING WITH THESE AUDIENCES



“Dairy Dream Team” of wellness influencers



Showing up on Earth Day with trusted “next gen” media



Ensuring young Gen Z gets healthy through new Go Noodle 2-player game

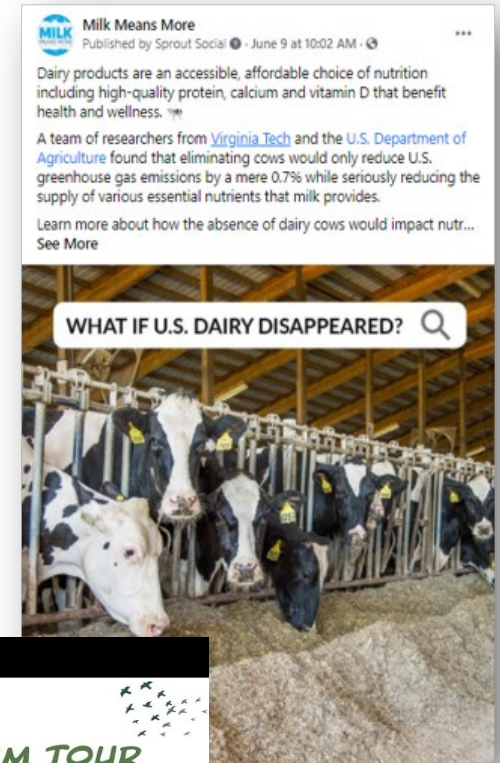


New “Barnstorm” gaming activations

Wellness Reboot

Summer Nutrition Campaign

On-Farm Messages



Going to Consumers

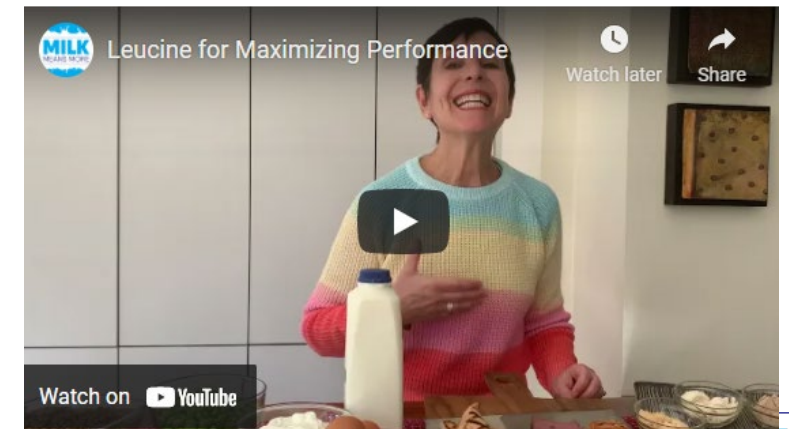


ROCKET
Mortgage Classic



Thought Leader Outreach

- Hosted a 2020 Dietary Guidelines Webinar in February
 - 400 attendees
- Webbies
 - Short videos from nutrition experts explaining current research
- Virtual Dairy Experience
 - Dietetic Interns and Students from 5 universities



For the Classroom

HEALTHY EATING

Build nutrition into classroom lesson plans with supportive curriculum guides, and more! Click through the curriculum on the sidebar to see aligned resources.

FEATURED RESOURCES:

New Curriculum



Mission Nutrition: Dairy Every Day

Digital Quizlets



Digital flashcards, activities for grades 3 & up

Parent Resources



Educating reachir

HEALTHY EATING

Build nutrition into classroom lesson plans with supportive curriculum guides, and more! Click through the different types of resources on the sidebar.

FEATURED RESOURCES:

MyPlate Handout for Teens/Adults



Show your students how to build a balanced plate. Also, available in Spanish.

Sports Nutrition 101



Sports nutrition guide for teens.

Third Grade



Com suga beva

FARM TO SCHOOL

Learn about Milk's journey from Farm to School with supportive curriculum guides, and more! Click through the different types of resources on the sidebar.

FEATURED RESOURCES:

Virtual Farm Tour Focusing on Careers



Sand Creek Dairy highlights different careers in the dairy industry.

Sustainable Nutrition Poster Series



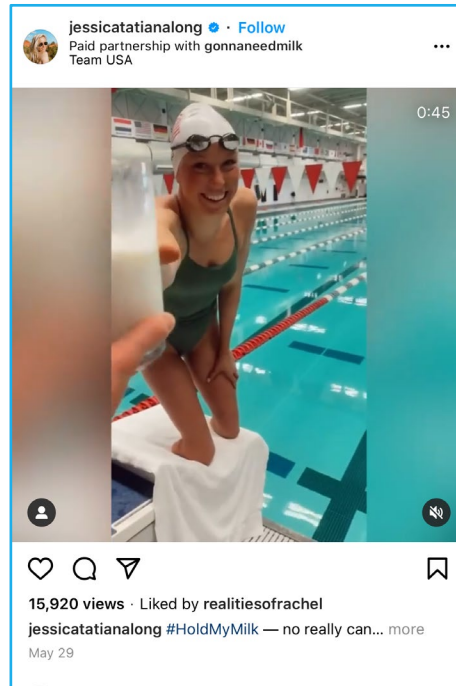
A series of four posters depicting sustainable nutrition as good for you, the community, and the planet.

What is Sustainable Nutrition?



H mill a dai yo

You're Gonna Need Milk For That and #HoldMyMilk Challenge



Resources for You

Dairy Promotion Materials



Dairy Producer & Food Pantry Grants



Monthly E-Newsletters & Conversations with Checkoff Meetings



Dear Michigan Dairy Community,

Like you, we're monitoring the rapidly changing conditions about the spread of coronavirus (COVID-19). Our team is following the recommendations of health organizations and the government by following best practices to minimize contagion. As recommended by the Governor last week, most of our UDIM team is working remotely and holding online meetings. The UDIM office is still open and those few who are at the office are practicing social distancing.

Like most businesses, our work too has been interrupted. Most consumer events UDIM was planning to participate in are canceled for the time being, per the recommendation of the [Centers for Disease Control and Prevention](#).

MILK
MEANS MORE

Crisis Preparedness

FARM CRISIS

CONTACT SHEET

If a crisis occurs, contact the farm owner first. Farm experts and others who can help are listed below. Remember to make the United Dairy Industry of Michigan one of your first calls!

United Dairy Industry of Michigan Crisis Team: **517-349-8923**

Farm Contact Information

FARM OWNER	PHONE
HERDSPERSON	PHONE
FARM ADDRESS	

Extended Farm Team

VETERINARIAN CLINIC	PHONE
FARM VETERINARIAN	PHONE
COOPERATIVE FIELD REPRESENTATIVE	PHONE
NUTRITIONIST	PHONE
MILK HAULER	PHONE
OTHER CONTACT NAME	PHONE
OTHER CONTACT NAME	PHONE
MICHIGAN STATE VETERINARIAN	PHONE 1-800-292-3939

For general emergencies, call: **9-1-1**



CRISIS EN LA GRANJA

HOJA DE CONTACTOS

Si ocurre una crisis, primero contacte al dueño de la granja. Los expertos y otros que pueden ayudar se enumeran a continuación. ¡Recuerde hacer de United Dairy Industry of Michigan una de sus primeras llamadas!

Equipo de Crisis de United Dairy Industry of Michigan **517-349-8923**

Información de contacto de la granja

DUEÑO DE LA GRANJA	TELÉFONO
MANAGER DE LA GRANJA	TELÉFONO
DIRECCIÓN DE LA GRANJA	

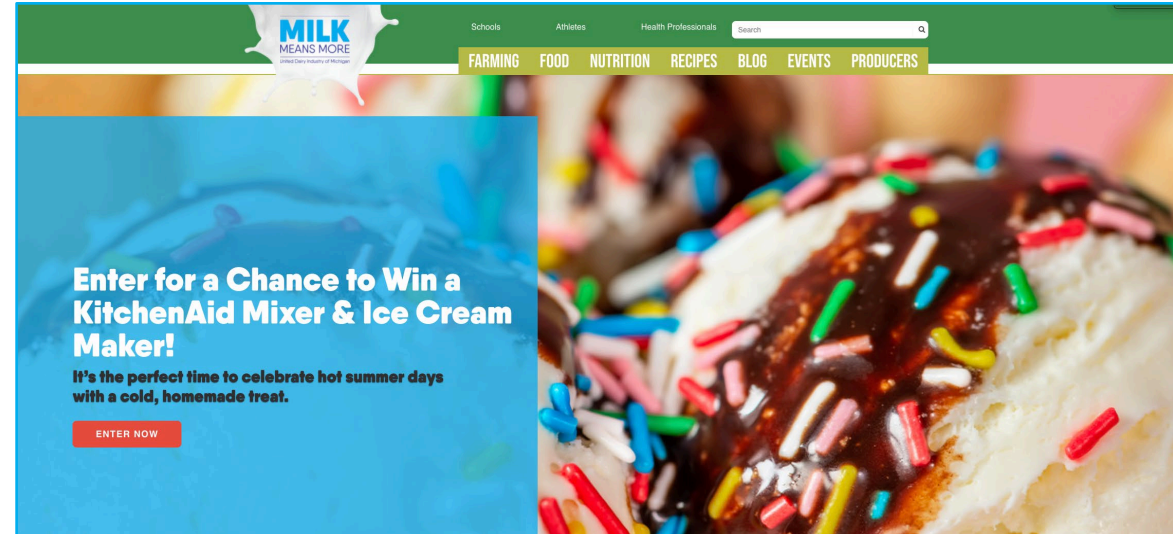
EQUIPO EXTERNO DE LA GRANJA

CLÍNICA VETERINARIA	TELÉFONO
VETERINARIO DE LA GRANJA	TELÉFONO
REPRESENTANTE LOCAL DE LA COOPERATIVA	TELÉFONO
NUTRICIONISTA	TELÉFONO
CONDUCTOR DEL CAMIÓN DE LA LECHE	TELÉFONO
OTRO NOMBRE DE CONTACTO	TELÉFONO
OTRO NOMBRE DE CONTACTO	TELÉFONO
VETERINARIO ESTATAL DE MICHIGAN	TELÉFONO 1-800-292-3939

Para emergencias generales, llame al: **9-1-1**



Follow Us



Thank you!

