

# Today's Consumers





---

# 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

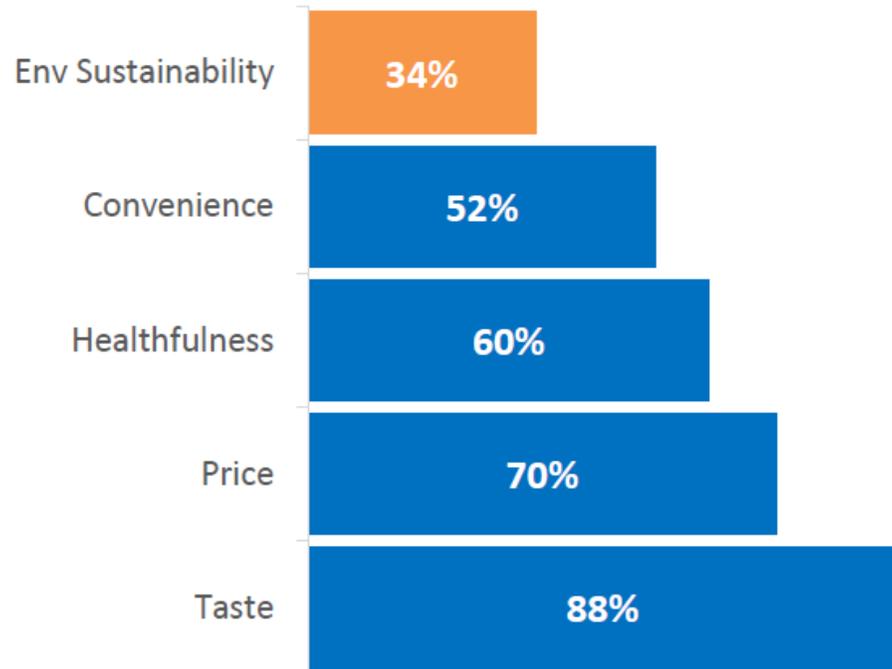
- Born between 1997 – 2012 and represents 20% of the U.S. population with more than 55M individuals. Collectively Gen Z has \$143B in spending power. They are:
- The most racially diverse generation and are on track to be the most educated generation
- The most anxious generation – 48% say they feel 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

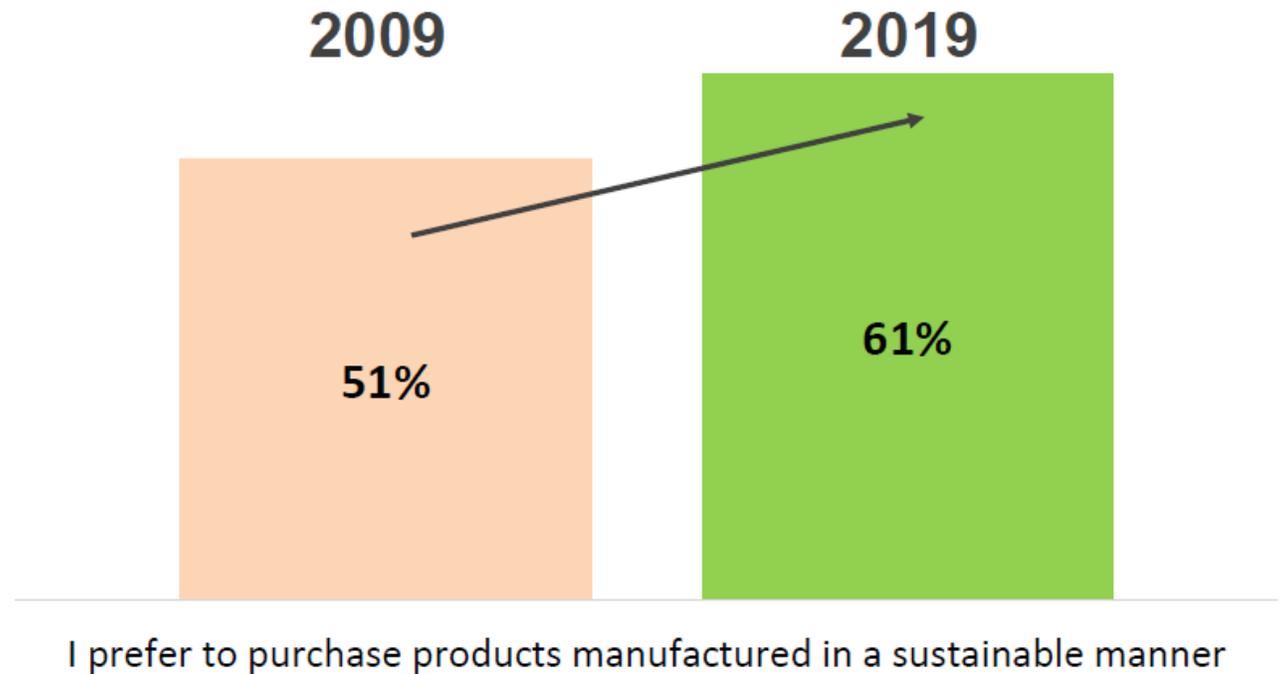
# Environmental Sustainability has Joined Traditional Purchase Criteria for Consumers

**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

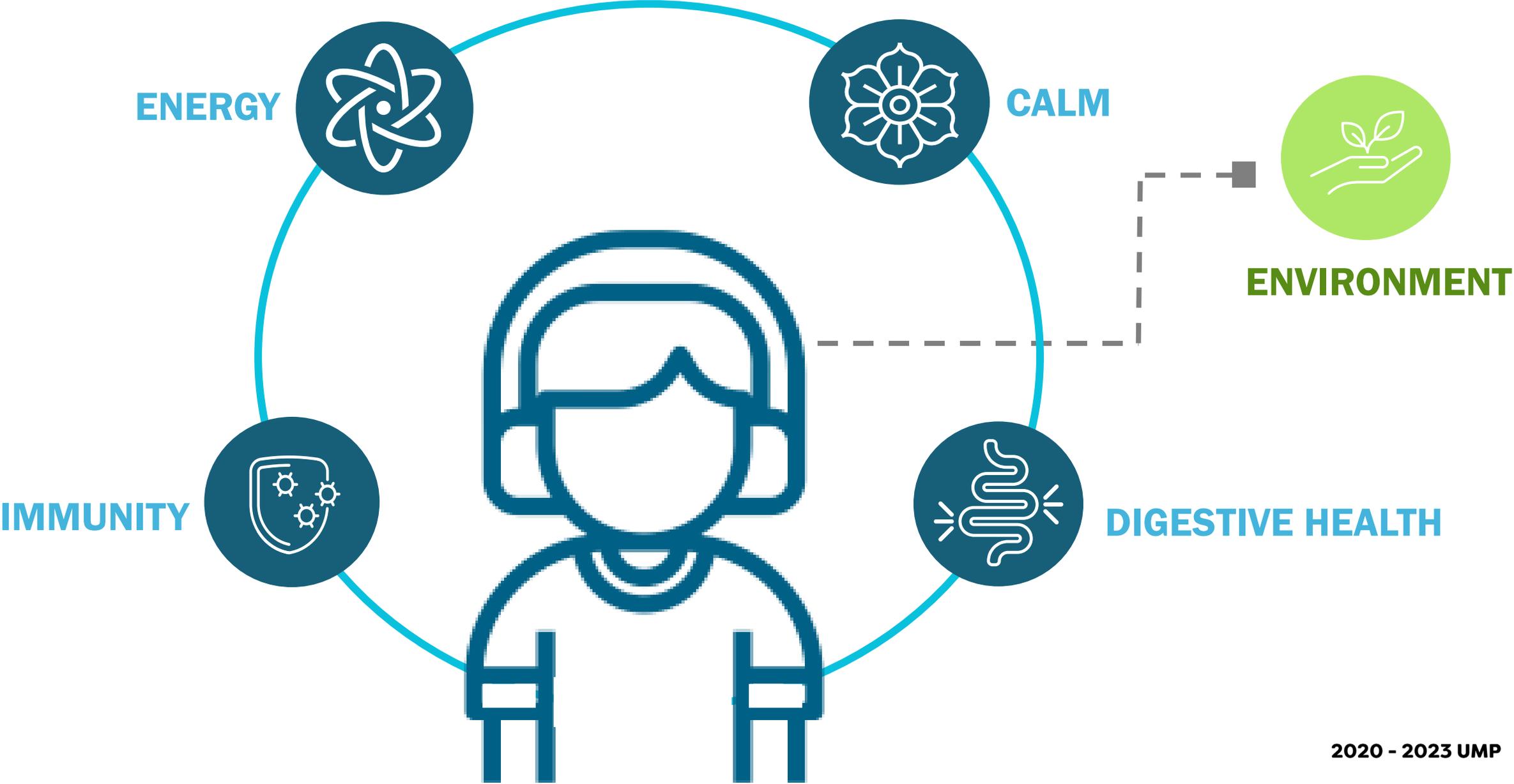
Digestive Health

Calming/ Comforting

Energy Sustaining

GHG Emissions

# THE GEN Z WELLNESS BENEFIT PLATFORM



# Conquer with Milk

The screenshot shows the Instagram profile for 'conquerwithmilk'. The profile picture is a circular logo with the word 'conquer' in a stylized font. The bio includes the text: 'Conquer with Milk Empowering teens to #takeontheworld + #choosemilk. MI Dairy Market Program Committee www.conquerwithmilk.org/conquer-sweeps'. Below the bio are six category icons: 'Got Milk?', 'Events', 'Yung Athlete', 'Conquerors', 'Athletes', and 'Takeovers'. The main content area shows a grid of posts, including a woman with a blue hat, a 'Black Business Month' shoutout, a man with a pizza, a 'Did you know?' infographic, a 'MyPlate Scramble' infographic, a 'BALANCED?' infographic, and a video of a Michigan theater sign.

conquerwithmilk Follow 377 posts 6,148 followers 882 following

Conquer with Milk  
Empowering teens to #takeontheworld + #choosemilk.  
MI Dairy Market Program Committee  
www.conquerwithmilk.org/conquer-sweeps

Followed by americadairyne, stacyreafoster, nutrition with wendi +27 more

Got Milk? Events Yung Athlete Conquerors Athletes Takeovers

POSTS REELS IGTV TAGGED

Shoutout your local shops this #BlackBusinessMonth

THE BENEFITS OF MAKING HEALTHY SWAPS

Did you know?

MyPlate Scramble SWIPE TO SCOPE & NUTRITION FACTS

BALANCED?

Hi, I'm Makerma WE ARE OPEN THE FRI SAT SUN MICHTHEATER.ORG



# 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 2011<sup>1</sup>

**3 in 5** Consumers believe that their health and well-being are already affected by environmental problems<sup>2</sup>

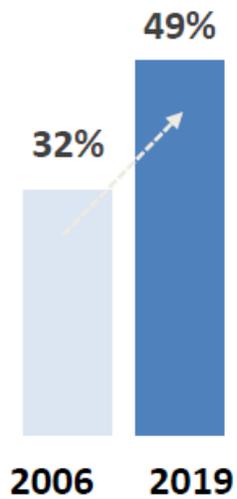
**Nearly half** of consumers say that the pandemic has made them more concerned about the environment<sup>3</sup>

And **80% of Gen Z** are more concerned about the environment after the pandemic<sup>4</sup>

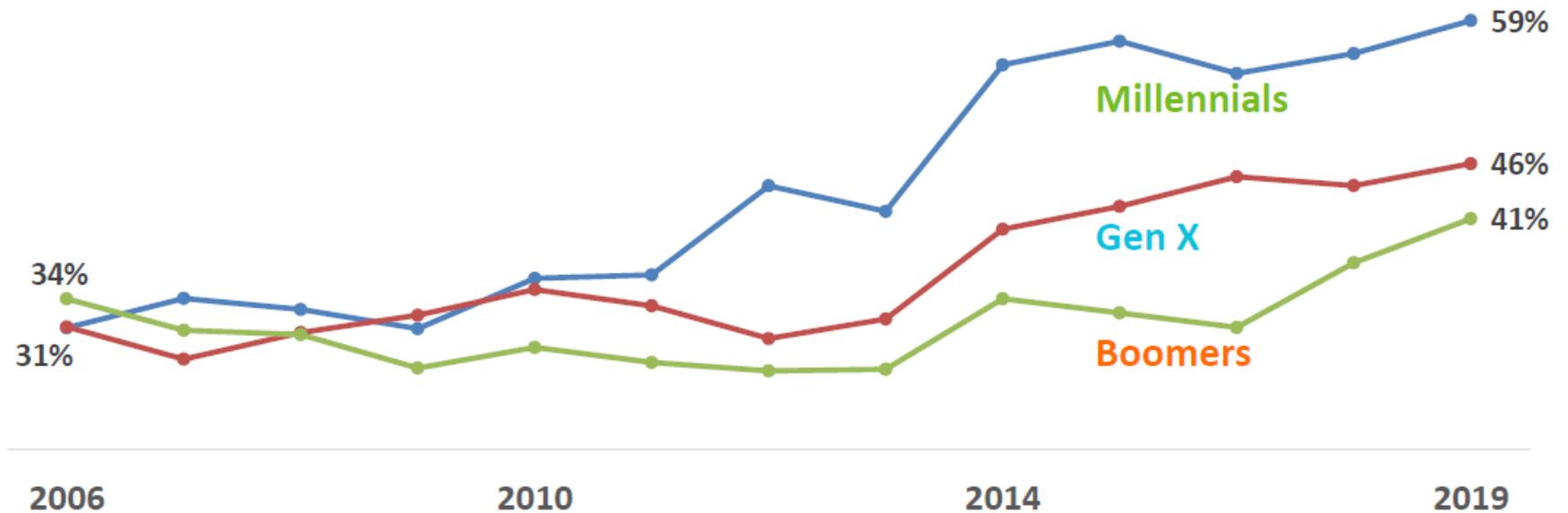
*“Two of my children have health issues, some rare allergies and autism. I think the way our food is manufactured now, and the way animals are fed and raised, creates a great toxic burden and decreases nutrition.”*  
— FEMALE, 33,  
USA

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

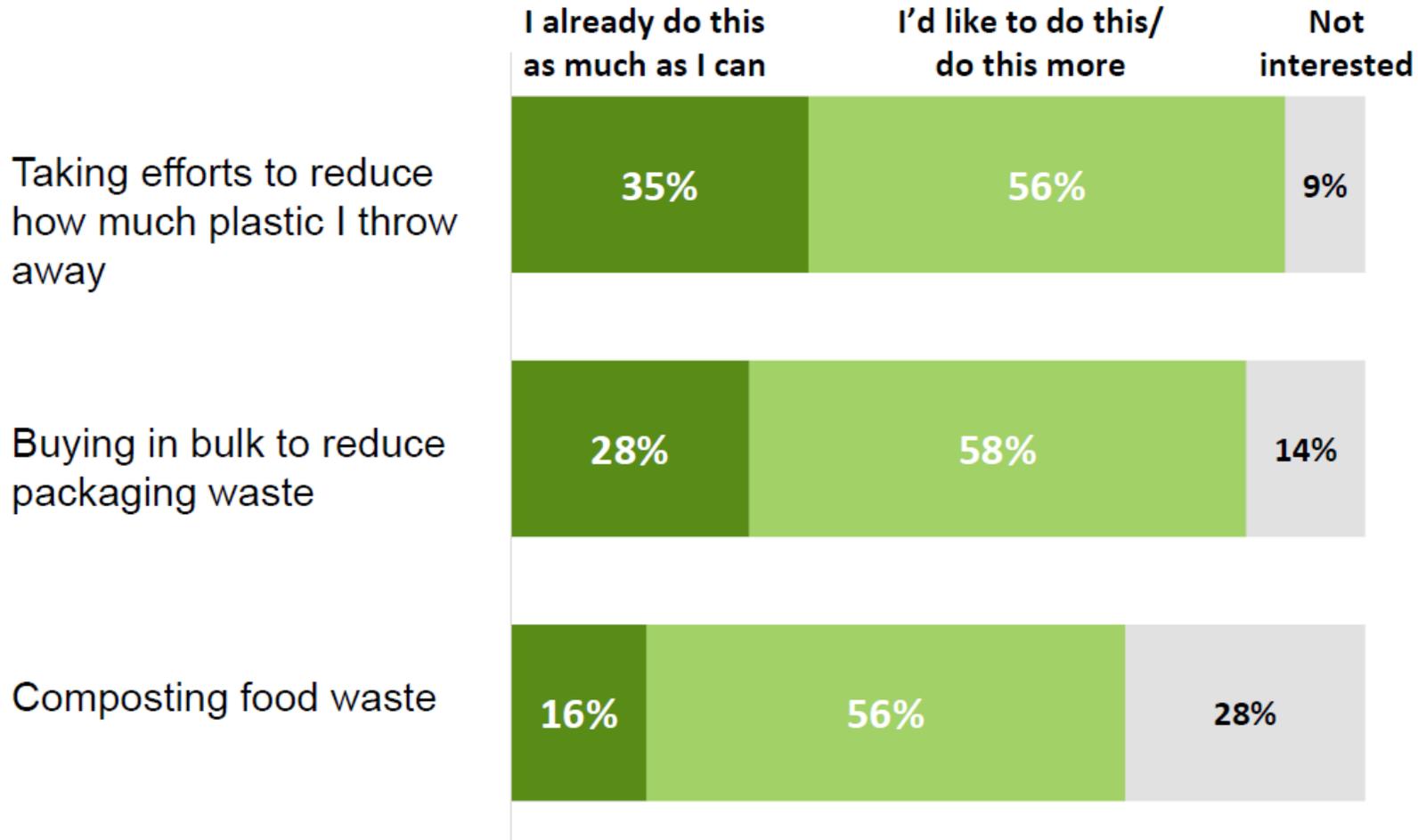
**% General Population Who Agree**



**% 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



***“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

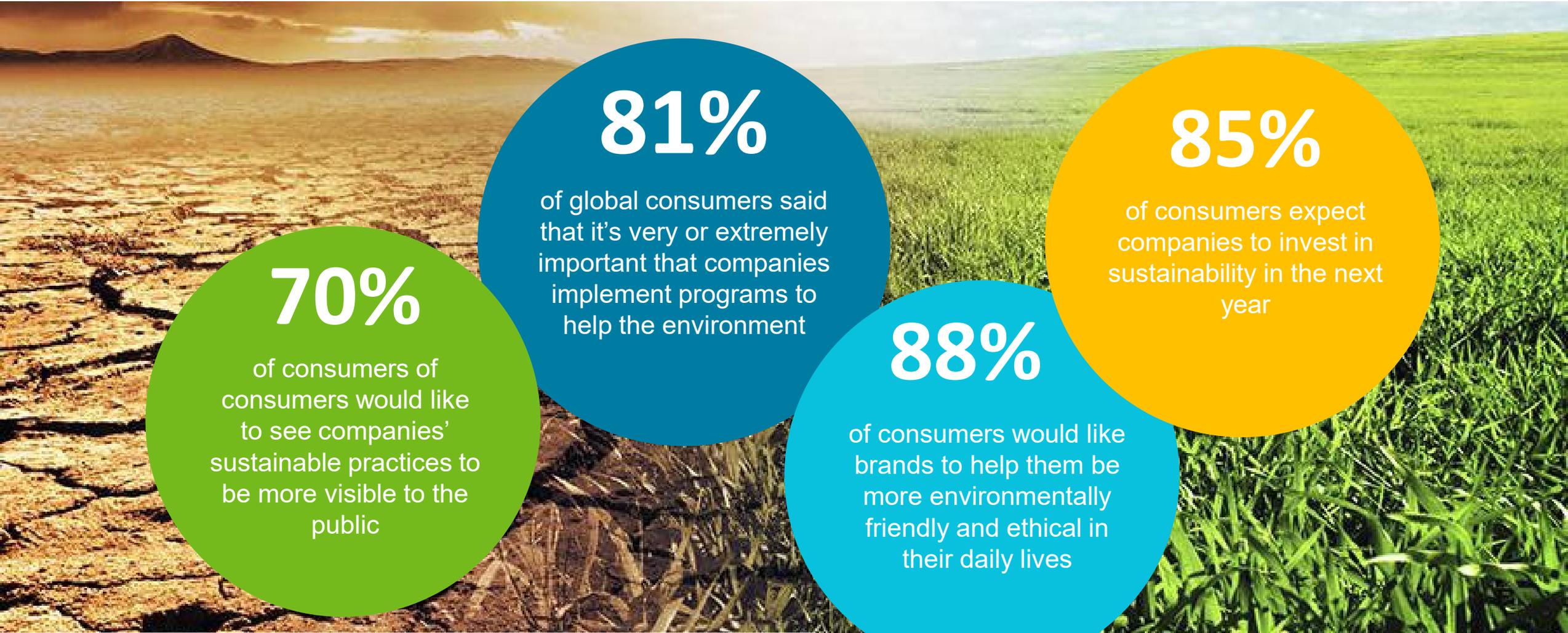


Kraft will make 100% recyclable, reusable or compostable packaging by 2025



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

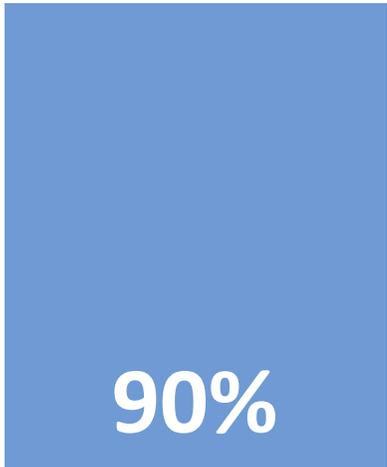
**81%**  
of global consumers said that it's very or extremely important that companies implement programs to help the environment

**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

Source: The Hartman Group, September 2019; Nielsen, November 2018; Futerra, November 2018; Innova Market Insights, October 2019

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



90%

believe companies must act to help social and environmental issues

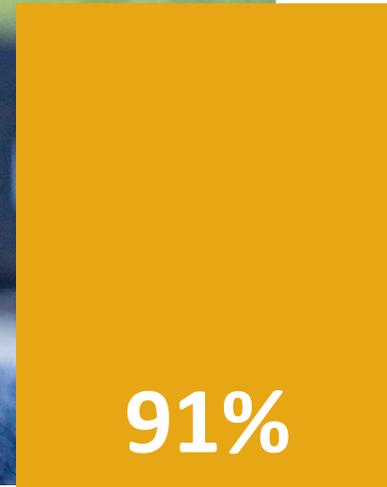


61%

actively seek out brands that support the causes they believe in

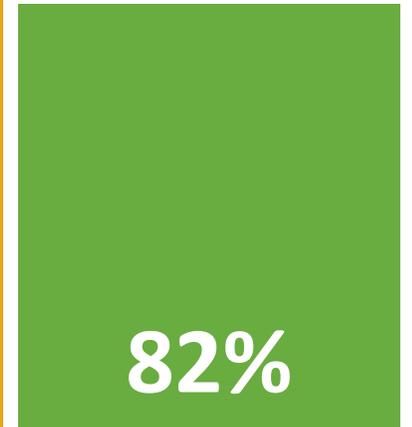


68% of Gen Z always or sometimes consider sustainability and social issues in purchasing



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

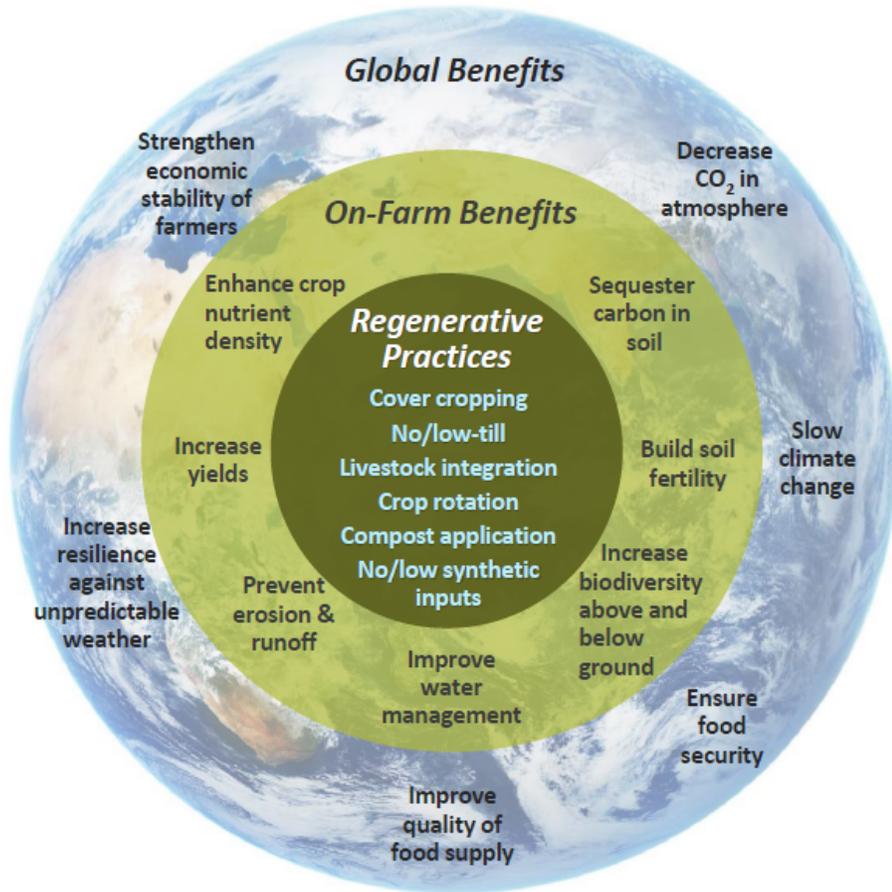
Farming and grazing practices that, among other benefits, reverse climate change by rebuilding soil organic matter and restoring degraded soil biodiversity

## 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 green cap stands in a grassy field. In the background, there is a wooden fence and a building with a green roof. A rainbow is visible in the sky behind the fence. The scene is outdoors with trees and a bright sky.

# 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



## 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



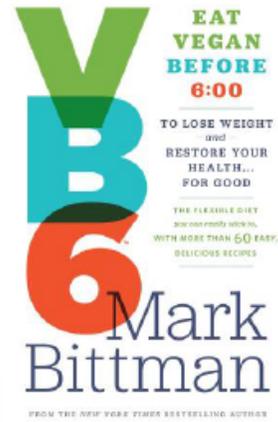
## Manure handling & nutrient management:

- 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

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

## Part-time Vegan:

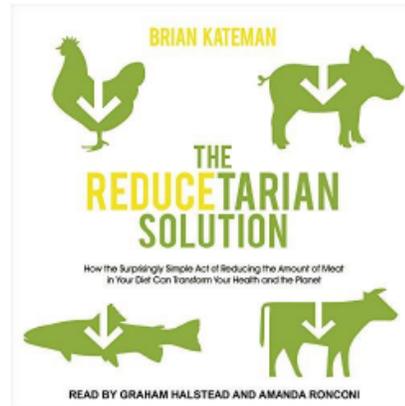
Allows animal-based products on a “part-time” basis



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

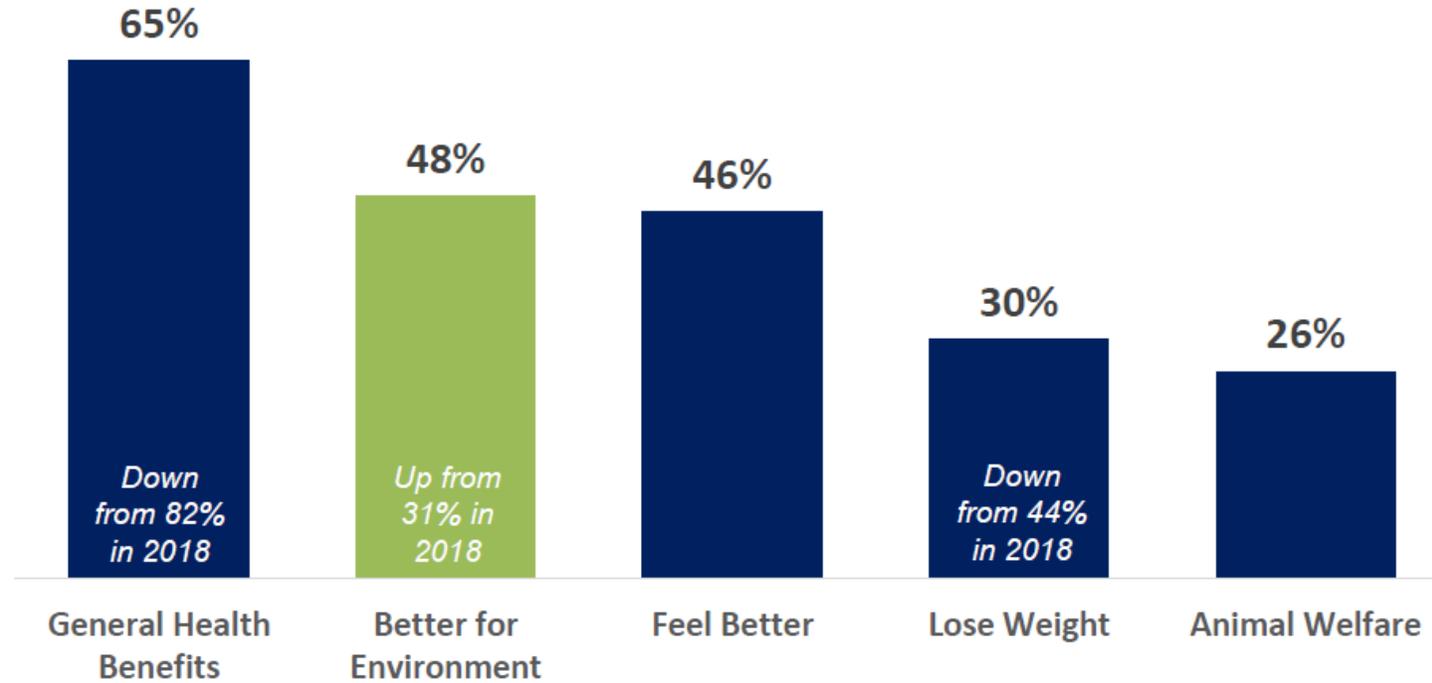
- 60% of consumers find a low-carbon diet appealing



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

## PURCHASE DRIVERS FOR PLANT-BASED<sup>1</sup>



*50% Americans believe a product to be healthier if it is produced in an environmentally sustainable way<sup>2</sup>*

# 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



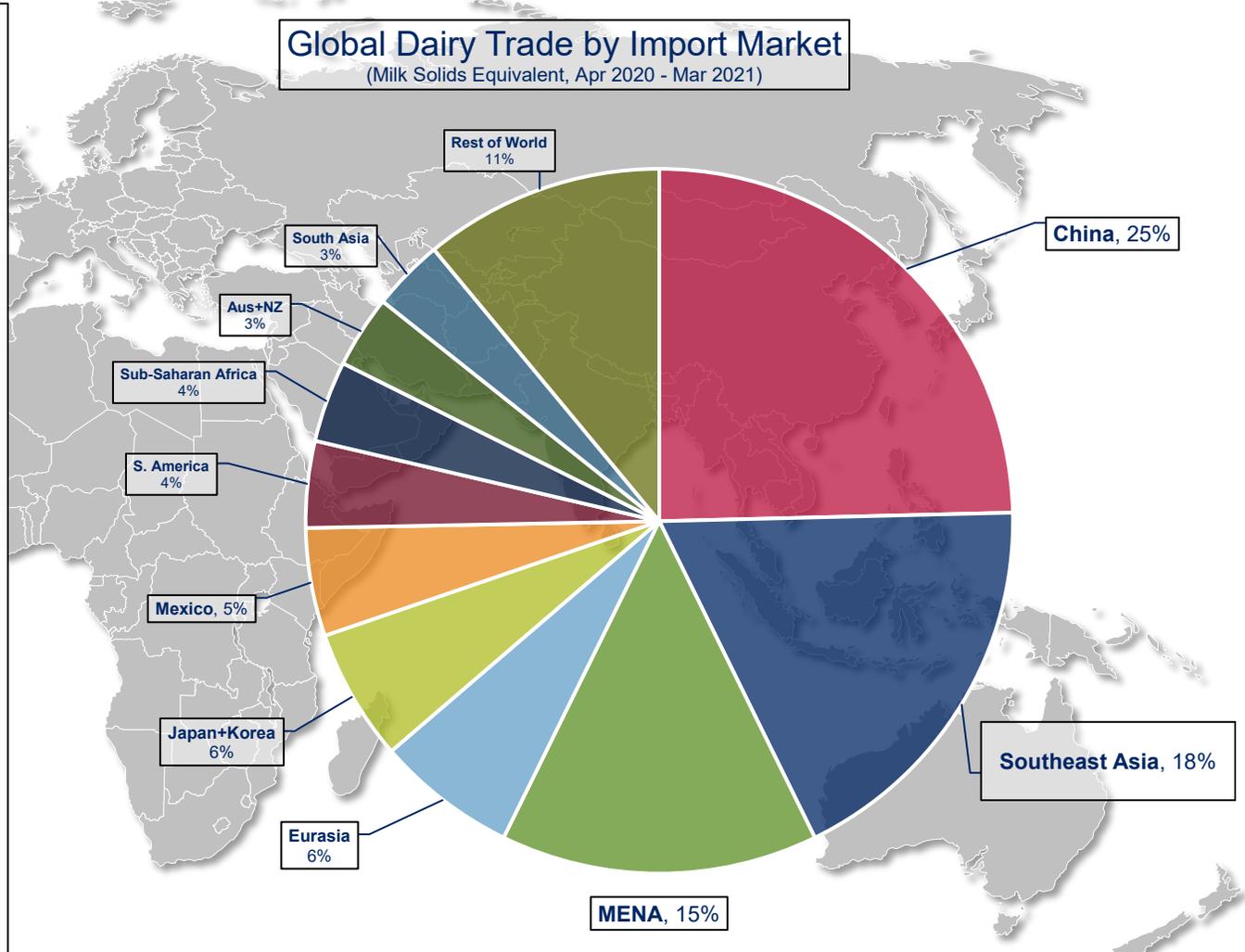
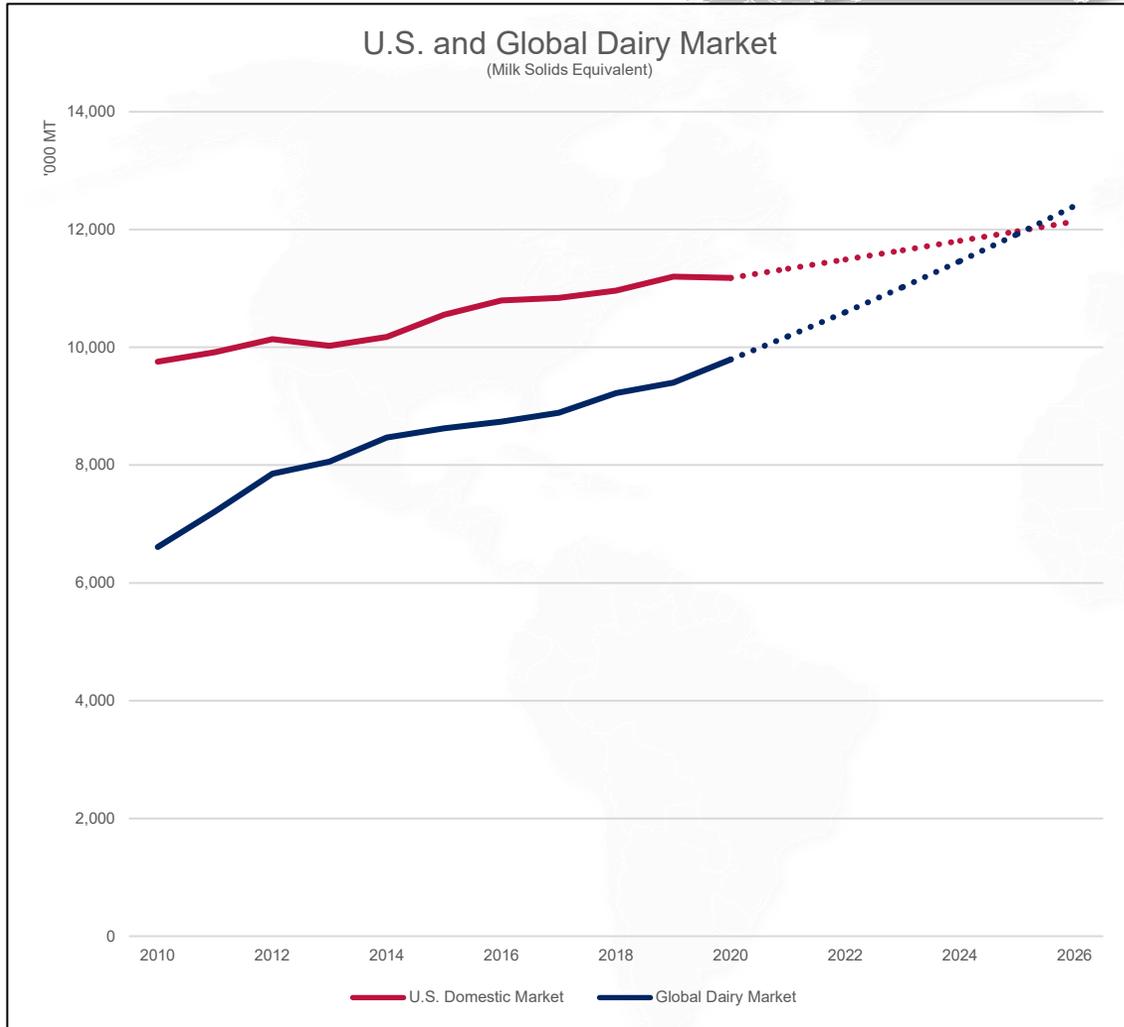
Directory of Employee-Owned Companies

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





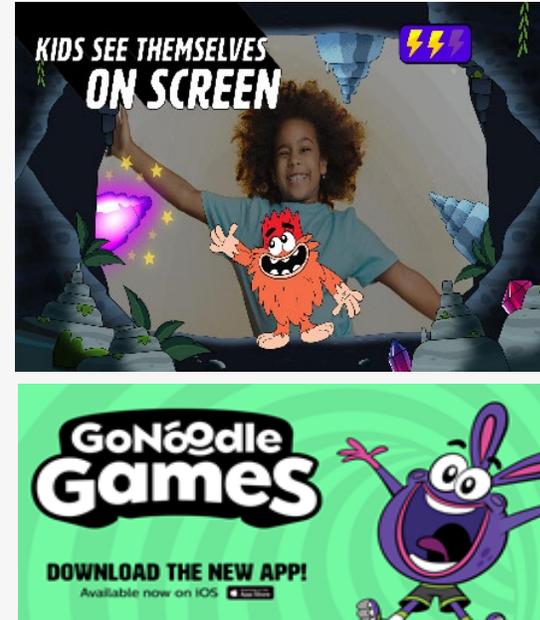
# CONNECTING WITH THESE AUDIENCES



“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

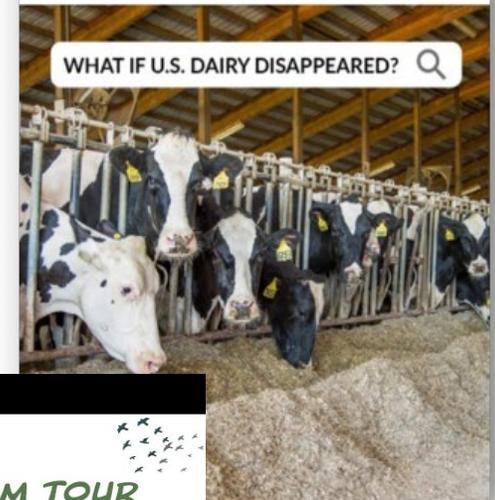
# Wellness Reboot

# Summer Nutrition Campaign

# On-Farm Messages



Milk's nutrients help grow super kids.  
MILK MEANS MORE



# 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 and reaching parents

## HEALTHY EATING

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

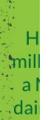
**FEATURED RESOURCES:**

- 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 Nutrition**  
  
Comprehensive sugar and beverage information

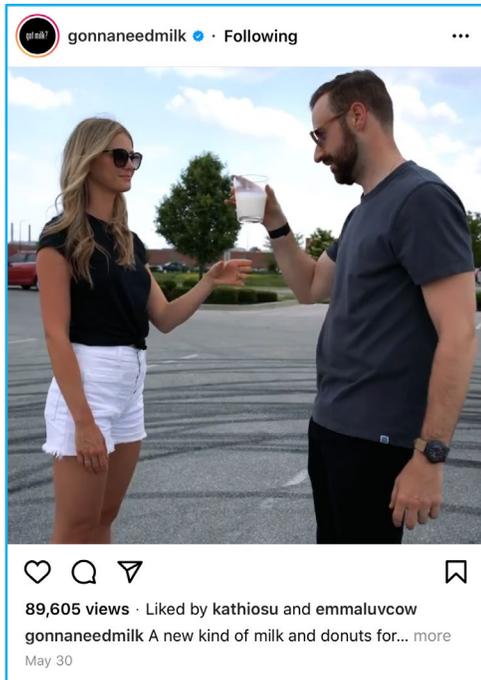
## FARM TO SCHOOL

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.
- How to Milk a Cow**  
  
How to milk a cow

# 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](#).



# 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 <b>1-800-292-3939</b>

**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 <b>1-800-292-3939</b>

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



# Follow Us

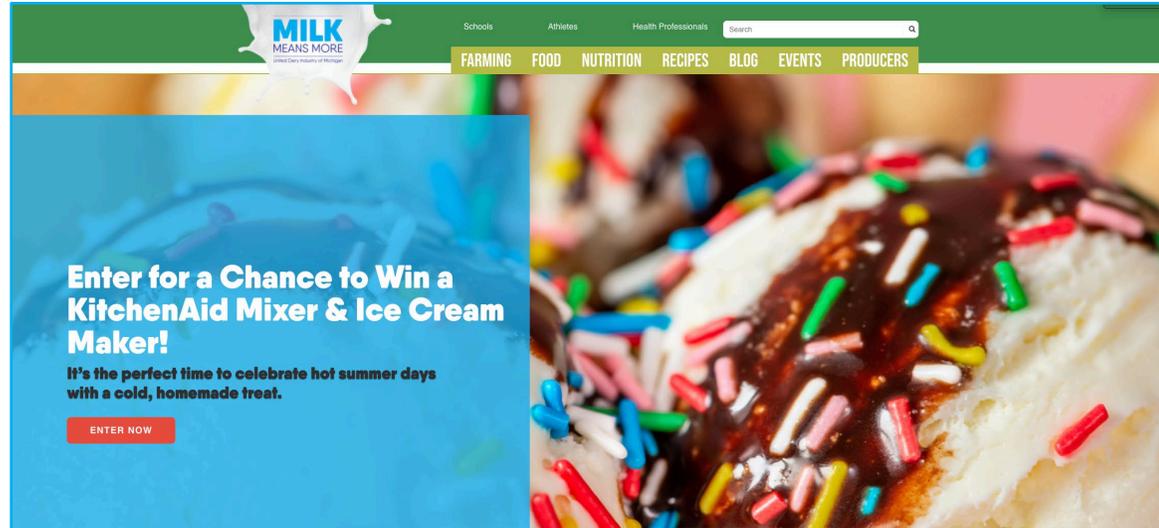
 **Milk Means More**  
Published by Sprout Social · August 11 at 1:02 PM · 🌐

You're not the only one enjoying the beach this summer! 🍋  
Some Michigan dairy farmers give their cows beds of sand to lay on. Not only is sand comfortable, it is dry and cool.  
All the girls need is a milktail!



 **Milk Means More**  
Published by Sprout Social · August 9 at 12:12 PM · 🌐

Dairy nourishes communities. ❤️  
Learn how the [Food Bank of Eastern Michigan](#) helps feed those in need while our friend Jenny with the Good Eats makes a budget-friendly cheesy pasta dish.  
Watch the full video on our YouTube Channel: <https://bit.ly/3zPupXa>



**MILK MEANS MORE**  
University of Michigan

Schools Athletes Health Professionals

FARMING FOOD NUTRITION RECIPES BLOG EVENTS PRODUCERS

**Enter for a Chance to Win a KitchenAid Mixer & Ice Cream Maker!**  
It's the perfect time to celebrate hot summer days with a cold, homemade treat.  
[ENTER NOW](#)



Thank you!

