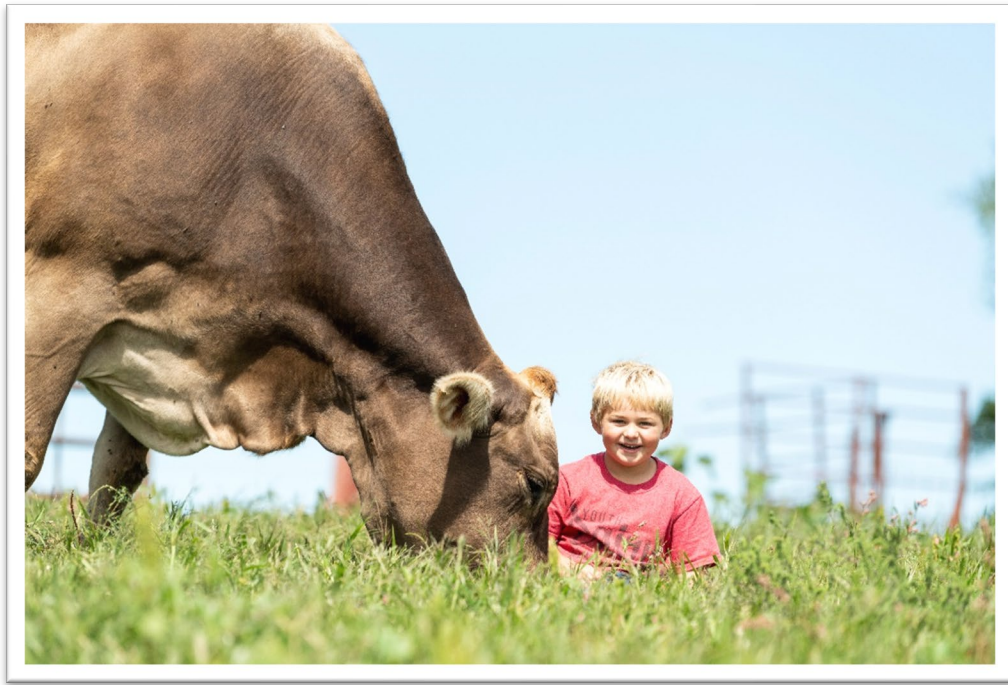


Dairy is Good for My Body, My Community, and My Planet



2022 Champions of Dairy Key Messages

Dairy Farmers of Wisconsin, November 2021



Dairy is Good for my Body, my Community, and my Planet

Introduction

As dairy promoters, we all want to reach consumers and share the dairy story to ultimately increase dairy sales. To do this, we need our messages to be in alignment. From national advertising campaigns to local dairy breakfasts on the farm, our messages need to focus on the parts of the dairy story that are important to our current and future consumers.

Through extensive research and consumer testing, Dairy Farmers of Wisconsin and Dairy Management, Inc. (national dairy check-off) have identified messaging that consumers, specifically youth and their parents, respond positively to in building their trust in dairy, which will ultimately maintain and increase dairy sales.

In 2022, Dairy Farmers of Wisconsin's trust building promotional efforts in state will target youth and their millennial parents with messaging, resources and programs focused on **Dairy is good for my Body, my Community and my Planet**.

These messages are the foundation of national and in-state campaigns, and we are excited to share these messages with Champions of Dairy to build a stronger, unified voice for dairy.

How to Read Messaging

Messaging is broken into three key areas or "buckets" – Dairy is Good for My Body, Good for My Community and Good for My Planet. Each key message has a foundational background statement, multiple key points to share with consumers, and additional messaging resources. These messages are meant to be a foundation for consumer facing promotions – add your own personal stories or community examples to make the dairy story your own.



Dairy is Good for my Body

Consumers are increasingly choosing foods that offer a natural source of energy – especially protein, as well as foods that offer nutrients to strengthen immunity. Dairy checks both boxes.

Background

The United States Department of Agriculture recommends three servings of dairy every day. The variety of nutrient-rich dairy foods available offers something for almost everyone's wellness and taste needs throughout their lives.

Milk's essential nutrients can be difficult to replace in a healthy eating pattern. Every 8-ounce glass of milk provides you with 13 essential nutrients in every serving, including protein, zinc, selenium, vitamin A and vitamin D, which contribute to healthy immune function. Dairy foods like cheese and yogurt also provide high-quality protein, calcium, vitamin A, B vitamins and more! These nutrients help our bodies function properly. (Dairy Management, Inc., 2021)

The body of science indicates that eating nutritious dairy foods — such as milk, cheese and yogurt — improves bone health, especially in children and adolescents. They are also associated with a reduced risk of cardiovascular disease, Type 2 diabetes and lower blood pressure in adults. (Dairy Market Inc., 2020)

Key Messages

- Milk helps you fuel up without the crash. It's a simple, easy source of protein when you need to stay energized.
- A strong immune system helps you feel good no matter what comes your way. Milk and other dairy products are a natural source of immune-boosting nutrients like zinc and protein.
- There are options in the dairy case for almost everyone — including those with lactose intolerance and other specific dietary needs. (Dairy Market Inc., 2020)
- Real dairy foods, including milk, cheese and yogurt have simple ingredient lists. In fact, the list on milk includes a few simple word – milk, vitamin A and vitamin D.

References

- Dairy Management, Inc. (2020, October 7). *USDairy*. Retrieved from Undeniably Dairy Health & Wellness: <https://www.usdairy.com/dairy-nutrition/health-wellness>
- MilkPEP. (2020, October 10). *9 Milk Nutrition Facts You Need to Know*. Retrieved from MilkLife.com: <https://milklife.com/articles/nutrition/9-milk-nutrition-facts-you-need-know>
- MilkPEP. (2020, October 7). *It's Time to Learn Your Milk Facts*. Retrieved from MilkLife: <https://milklife.com/articles/nutrition/it%E2%80%99s-time-learn-your-milk-facts>
- United State Department of Agriculture. (2020, October 7). *All about the Dairy Group*. Retrieved from Choose My Plate: <https://www.choosemyplate.gov/eathealthy/dairy>

Additional Resources

- Milk Processor Education Program, milklife.com
- National Dairy Council. usdairy.org
- International Dairy Foods Association, idfa.org



Dairy is Good for my Community

Today's consumers want to know where and how their food is produced. They also want to contribute to their community by choosing locally sourced goods and services. Wisconsin dairy meets this demand with a wide variety of delicious, locally produced options that consumers can feel good about choosing.

Background

Sustainable food systems are about more than just a carbon footprint. They're about making positive contributions to promoting community vitality, strengthening rural and urban economies, and protecting and preserving our natural resources. All facets must work together to truly embody a sustainable society from farm to table.

Dairy is a vital part of the economy in nearly every Wisconsin county, whether urban or rural. Family-owned farms, dairy processors and dairy-related businesses generate thousands of jobs and millions of dollars of economic activity while contributing to local income and tax revenues.

Wisconsin dairy farmers support local school food service and youth nutrition programs to show the importance of nutrient-rich foods and regular physical activity for all kids, helping to alleviate hunger, foster growth and development, and support learning.

Our Wisconsin dairy farmers and their employees have strong ties to volunteerism and community service in local community schools, civic organizations, and local governments.

Key Messages

- Dairy farmers are passionate about providing wholesome food to our community.
- 95% of Wisconsin dairy farms are family owned.
- Wisconsin dairy farmers have supported wellness and nutrition programs in our schools that have reached nearly 3 million students in the past 10 years.
- The Wisconsin Dairy Industry generates \$45.6 billion. This is more than the combined value of Florida citrus and Idaho potatoes. (University of Wisconsin Extension, 2020)
- 1 out of every 9 Wisconsinites are employed in agriculture, with dairy being the largest of the ag sectors.

References

Extension, U. o. (2020, November 3). *Contribution of Agriculture to the Wisconsin Economy*. Retrieved from Center for Community and Economic Development - Division of Extension: <https://economicdevelopment.extension.wisc.edu/eda-university-center/contribution-of-agriculture-to-the-wisconsin-economy/>

Additional Resources

Find county ag economic impact data at <https://economicdevelopment.extension.wisc.edu/eda-university-center/contribution-of-agriculture-to-the-wisconsin-economy/county-agriculture-impacts/>



Dairy is Good for my Planet

Consumer research indicates that young shoppers, especially Millennial Moms and Gen Z , are seeking food choices that are sustainably produced. Wisconsin Dairy has thousands of farmers who make animal care, water quality and land care a priority - a story consumers want and need to hear.

Background

Real dairy is produced by real dairy farmers who care for animals, land and water resources. Dairy farmers are on the job 24 hours a day, 7 days a week, 365 days a year to feed and care for their animals. Dairy farmers care for the environment – U.S. dairy farmers are committed to reducing their carbon footprint even further as part of the dairy industry’s initiative to become carbon neutral or better by 2050.

Wisconsin’s natural resources are a large part of what makes our state and milk great. Our farmers continue to innovate their sustainable farming practices to keep it that way. After all, without acting as environmental stewards, how would a dairy farm family preserve their land for future generations?

Key Messages

- Dairy is good for you and made with care for the planet. From the farm to your fridge, U.S. dairy is taking steps to reduce food waste and greenhouse gas emissions.
 - The U.S. dairy industry’s greenhouse gas footprint is only about 2% of the U.S. total. (Dairy Management, Inc., 2020)
- U.S. dairy farmers are committed to reducing their carbon footprint even further as part of the dairy industry’s initiative to become carbon neutral or better by 2050.
- The carbon footprint of a glass of milk is two-thirds less than it was 70 years ago, yet milk still has the same nutritional benefits and great taste.
- Producing a gallon of milk has 19% less greenhouse gas emissions than it did in 2007. That’s equivalent to the amount of carbon dioxide removed from the atmosphere by half a million acres of U.S. forest every year.

References

Dairy Management, Inc. (2020, November 3). *What is the Carbon Footprint of a Gallon of Milk*. Retrieved from US Dairy: <https://www.usdairy.com/news-articles/what-is-the-carbon-footprint-of-a-gallon-of-milk#:~:text=We're%20happy%20we%20can,by%20the%20University%20of%20Arkansas>.

Innovation Center for U.S. Dairy. (2020, November 3). *U.S. Dairy's Environmental Footprint*. Retrieved from US Dairy:

Additional Resources

- Dairy Management, Inc., [usdairy.com](https://www.usdairy.com)
- Innovation Center for U.S. Dairy, [usdairy.com/about-us/innovation-center](https://www.usdairy.com/about-us/innovation-center)