



# DAIRY UPDATE

A news report to Wisconsin Dairy Producers from the Wisconsin Milk Marketing Board

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## Wisconsinites will “Taste the Difference” During June

**GOAL:** Generate statewide awareness and participation in June Dairy Month activities.

Throughout the month of June, state consumers will have the chance to learn how dairy is making a difference when they visit hundreds of dairy breakfasts and special events across Wisconsin. In support of this annual celebration of all things dairy, WMMB’s *Taste the Wisconsin Dairy Difference* campaign includes newspaper ads promoting local events and a new collection of dairy recipes available online at [www.TheDairyDifference.com](http://www.TheDairyDifference.com), and it’s highlighted in a free recipe brochure available in displays at dairy breakfasts and participating supermarkets throughout the state.



The *DairyDifference.com* website features an interactive dairy breakfast locator map that is searchable by county and date for information about breakfasts and locations. New this year is a mobile version of the *Taste the Dairy Difference* website that allows visitors using a smartphone to easily access recipes and search the dairy breakfast locator map.

**RESULTS:** Over 1,500 June Dairy Month promotion kits were distributed to county dairy groups, 4-H clubs, FFA chapters, extension agents and new media outlets. More than 100 ads are scheduled in statewide newspapers and publications reaching an estimated 1.5 million consumers.

### Dairy Day at Miller Park

**GOAL:** Showcase the impact of our dairy industry at a major consumer sporting event.

The economic contribution that dairy makes to our state will again be recognized at Dairy Day at Miller Park when the Milwaukee Brewers take on the Colorado Rockies on May 22. In addition to dairy product sampling prior to the game, which will include chocolate milk, ice cream and cheese curds, each fan

attending the game will receive a bobble-head figure featuring third baseman, Casey McGehee, and the Wisconsin Cheese logo.

Throughout the game, Wisconsin Dairy Impact messages will appear on the digital scoreboard screen and in the public address announcements. Alice in Dairyland will also make an appearance, and a Wisconsin dairy farmer will throw out the first pitch of the game.

**RESULTS:** Six Wisconsin cheese and dairy product manufacturers are participating in the dairy product sampling before the game, and over 1,100 dairy farmers took advantage of the special discount ticket offer for “Dairy Day at Miller Park” this year.

### Milk Powers WIAA Tournaments

**Goal:** Highlight the role that dairy plays in a healthy diet and our state’s economy.

The state high school boys’ and girls’ hockey and basketball tournaments which took place in Madison this spring provided Wisconsin’s dairy farmers with an excellent opportunity to showcase the importance of dairy nutrition for young athletes and consumers of all ages. During the tournaments, a total of 66 television spots featuring chocolate milk and Dairy Impact messages were aired during WIAA telecasts. A live interview discussing the advantages of chocolate milk as a sports recovery drink for young athletes also aired during each of the tournament telecasts.

**RESULTS:** In addition to dairy messaging during the tournaments, over 100,000 WIAA boys’ and girls’ tournament program covers were distributed to host schools, and over 885,000 program/roster blanks highlighting dairy were sent to 229 schools throughout the state. The WMMB TV sponsorship reaches 12.6 million Wisconsin households.



### National Grilled Cheese Month in April

**Goal:** Expand Wisconsin Cheese awareness and usage during National Grilled Cheese Month.

Celebrating April as National Grilled Cheese Month was largely overlooked until WMMB’s National Product Communications team began promoting it four years ago. Today it

has become a highly successful promotional period for Wisconsin Cheese. This year, WMMB again highlighted the popular [www.GrilledCheeseAcademy.com](http://www.GrilledCheeseAcademy.com) microsite and used a number of communication tools to promote this month-long celebration of an American sandwich tradition in the national news media.

**Results:** *A social media news release resulted in more than 450,000 online consumer impressions, and national print and broadcast media activities highlighting Wisconsin grilled cheese recipes and tips generated more than 752 print and online placements, with more than 18 million consumer impressions.*

## Wisconsin Dairy Council Update

**GOAL:** *Educate students about the role of dairy products in a healthy diet and the importance of agriculture to the state.*



During the second half of the school year, Wisconsin Dairy Council's Regional Program Managers have teamed up with Alice in Dairyland to focus on in-school presentations using the Taste Wisconsin theme. This interactive lesson highlights the impact of agriculture in our state and is geared toward the 4th grade social studies unit that focuses on Wisconsin.

**Results:** *Taste Wisconsin lessons have been presented to over 11,000 students (16% of the fourth graders in the state) since the beginning of January. WDC staff and Alice are on target to present the program in 25% of the fourth grade classrooms in the state this school year.*

## DairyDoingMore Website Connects Consumers With Farms

While Wisconsin has long been known as "America's Dairyland," many of our non-farm neighbors have few connections to farming today. Last year, WMMB launched the "Dairy Doing More" website to give consumers a glimpse inside the farm gate to see what dairy farm families are doing, and doing well, every day to care for our cows, our natural resources and our communities.

Recently, we've streamlined and upgraded the website to make it easier to navigate and more accessible for consumers. Included on the site are farm family profiles, feature articles, videos, dairy facts and upcoming events. To access the new site, visit [www.DairyDoingMore.org](http://www.DairyDoingMore.org).



## WMMB Directors Set Promotion Direction for FY2012

At the April board meeting, the WMMB's 25 dairy farmer directors approved a \$30,585,000 fiscal year 2012 promotional plan and budget which cover in-state and national cheese and dairy product promotion, retail, food processing and foodservice marketing and education programs. WMMB's Fiscal Year (FY) 2012 begins July 1, and runs through June 30, 2012. To read more about the programs and activities in the FY2012 budget plan, visit [www.wmmb.com](http://www.wmmb.com) and select the "WMMB Directors Set Promotion Budget" media release (April 29, 2011).

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