



FACTS AND BENEFITS: CONSUMER CONFIDENCE Highlights March 2014

*DMI's Consumer Confidence mission is to reconnect consumers with agriculture to protect our freedom to operate, improve our image and increase demand for and sales of dairy. Our Consumer Confidence effort is to increase and maintain consumer demand for high quality, safe and nutritious dairy foods and ingredients produced in a way that is socially, economically and environmentally responsible. We want consumers to understand that dairy is **where good comes from**.*

1. **FACT:** Consumer storylines were developed to reach our target audiences of committed supporters, worried friends and future consumers (millennials, Hispanics and baby boomers). The three storylines, "Lifetime of Goodness"; "Real, Fresh, Simple"; and "Powered by Dairy," bring emotion to the forefront to tell our stories and reconnect consumers to agriculture. The storylines are being brought to life through our own properties (Dairy Good, NDC, FUTP60) and through other websites and media.

FARMER BENEFIT: The storylines provide a unified way to tell the farm-to-fork story. They support "Where Good Comes From" and gives everyone messaging and content to rally around and share throughout the value chain.

2. **FACT:** The industry is working on launching Community Innovation Challenges on May 14th around child health and wellness, hunger and environmental quality, which will bring together thought leaders, partners and others to celebrate the successes of dairy, have open dialogue on areas for improvement and launch challenges to address them.

FARMER BENEFIT: This is an opportunity to reach thought leaders, reaffirm existing and establish new partners. The event is the first step in creating a platform to recognize dairy's successes and a pipeline of ongoing content to connect consumers to agriculture

3. **FACT:** The Innovation Center's Common Voice Network of dairy and ag communicators has grown to more than 50 industry members who receive and amplify positive dairy messaging through their communication channels. Fifty-two members of the Common Voice network and their colleagues have participated in social media training and more will be trained in 2014 to improve our industry's effectiveness in reaching consumers in the social space.

FARMER BENEFIT: This network of trained industry advocates helps amplify our positive messaging to consumers, building trust, addressing misconceptions when issues arise, and ultimately driving sales.

4. **FACT:** The checkoff is helping farmers and industry quiet discussions around incorrect information in checkoff funding. Farmers commented on *The Washington Post* article resurrecting old and incorrect information and statistics regarding checkoff funding.

FARMER BENEFIT: Demonstrates the power of farmer voices telling your story to consumers and the trust people have in hearing from farmers. Helps in creating advocates and correcting information to tell the positive story of dairy, which protects and promotes dairy sales.