



## FACTS AND BENEFITS: QUAKER PARTNERSHIP Highlights March 2014

### Quaker Partnership

1. FACT: In the second year of the partnership with Quaker, the checkoff continues to gain momentum in increasing dairy use and dairy-based product innovation.

FARMER BENEFIT: As a result of DMI resources (onsite dairy scientist, nutrition advisor, research and insights and business teams), the partnership is delivering dairy-based product innovation and retail programs that are growing dairy sales.

2. FACT: The “Make It with Milk” campaign, which encourages consumers to make their oatmeal with milk instead of water, was most recently supported with an extensive four-month national print campaign and a Kroger retail program from October through January.

FARMER BENEFIT: We are evaluating the success of the Kroger “Better Together” program and will have results by April but initial reads indicate positive sales.

3. FACT: Checkoff resources have helped Quaker develop innovative products such as the Breakfast Shake, which contains dairy, along with Warm and Crunchy Oatmeal, which can only be prepared with milk. The Breakfast Shake is currently available at several national retailers and contains approximately 40% dairy (10g Milk Protein Isolate) per shake.

FARMER BENEFIT: Incremental dairy sales through fluid milk being promoted as the only way to make Warm and Crunchy. In the case of the Breakfast Shake, milk protein isolate is a key ingredient, with a reformulation in process that features skim milk as the first ingredient.

4. FACT: MilkPEP and Quaker are committing a total of \$8 million of support for a co-branded, integrated milk and oats advertising campaign, which will include TV, print, digital and social media.

FARMER BENEFIT: Through our partnership with Quaker, and additional support for the integrated advertising campaign, Quaker TV spots will include a tagline reading, **“In Partnership with America’s Dairy Farm Families,”** highlighting the milk and oats partnership and nutritional story. These commercials are in market now and will air through the end of April (and again in September). MilkPEP will also include a farmer attribution in their commercials running September – November. The goal of these commercials is to encourage more consumers to make their oatmeal with milk.