



ACTION FACTS

DFC MARKETING & NUTRITION NEWS

JANUARY 2014

- *AYNIC in-store campaign*
- *CCGP PR campaign*
- *Nutrition Symposium 2013*
- *New brochure about gastro-intestinal health*
- *Anyday Magic*
- *New brochure about Canadian milk*
- *Awards, prizes & congratulations*

Merry Pairings In-Store Campaign

In December 2013, DFC developed the “Merry Pairings” In-Store Program to inspire shoppers to create the perfect Canadian cheese pairings. The program suggested tips to mix and match a variety of Canadian cheeses with assorted foods to assemble the perfect holiday tray.

Over 646,000 Canadian cheese pairing booklets were distributed through in-store media in 10 banners (total of 926 stores) in all provinces (except Quebec) from December 2 to 29. Participating banners included: Safeway, Marketplace IGA, Coop, Metro, Food Basics, Sobeys West, Thrifty, Sobeys Ontario, Sobeys Atlantic, Walmart, and Longos.

Cheese tastings were held in a total of 383 stores, each store benefiting from two days of activities. DFC representatives offered samples of Canadian cheese with pre-determined pairings. For instance, Dare supplied crackers for some of the banners, with crackers being offered to consumers at grocery stores and off-shef coupons.

This partnership with Dare Foods Limited allowed DFC to benefit from cross promotional activities. Dare provided Canadian cheese exposure on 450 Dare header cards in Ontario, the West and the Maritimes. Coupons for participating cheeses were available on 450 Dare in-store displays and were distributed by Dare’s sales force. Canadian cheese also benefitted from visibility on the Grissol and Breton Facebook pages.

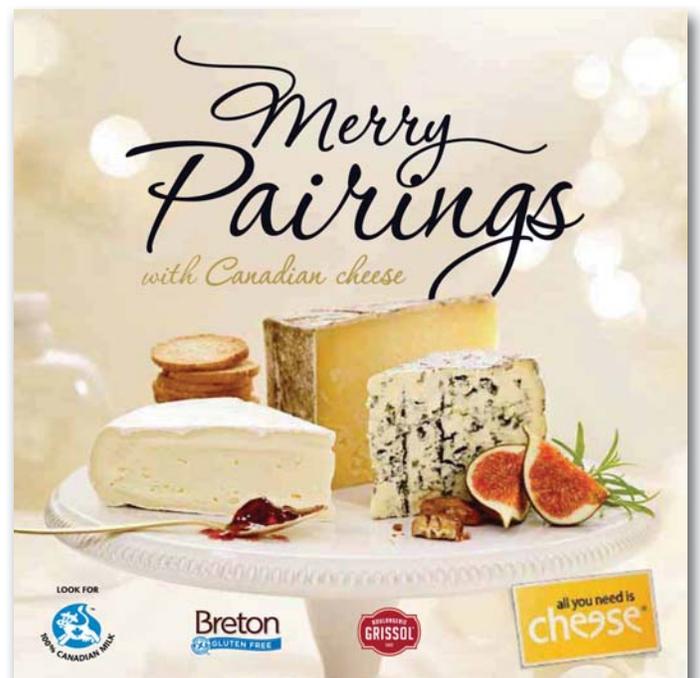
DFC also partnered with Symington Family Estates to increase the visibility of Canadian cheese in new distribution networks. In exchange for a full page in the winter issue of the AYNIC magazine showcasing the Symington Family Estates Port wines, Symington promoted Port wine and cheese pairings using a neck tag on 60,000 bottles in Ontario, New Brunswick, Nova Scotia, Prince Edward Island, Manitoba, Saskatchewan, Alberta, and British Columbia.

Objective

Increase sales of cheeses made from 100% Canadian milk.

Overview

- Period: December 2013
- Market: National (excluding Quebec)
- Target: Consumers



DFC Promotes Canadian Cheese Grand Prix Winners for the Holidays

In April 2013, the CCGP champion and category winners were announced at the 8th Gala of Champions in Montreal. Quality Cheese's Ricotta made history as the first fresh cheese and the first cheese from Ontario to be honoured as a Grand Champion. To build on the excitement and momentum of the Canadian Cheese Grand Prix, DFC developed 20 recipes using the Grand Champion and category winners for the Christmas holidays.

A media tour was implemented with Chef Michael Howell to convey messages about serving holiday meals using CCGP winning cheeses, as well as giving Canadian cheese as a gift. With these two angles in mind, the PR team contacted hundreds of media across Canada (TV, radio, print/web), as well as bloggers to spread the word about the best-of-the-best in Canadian cheese!

In Quebec, article ideas were sent to publications that are constantly looking for creative and informative stories. Articles included CCGP's messages, recipes and images. These stories were also distributed to daily and weekly newspapers in Quebec and online media. Selected French TV programs such as *Ricardo* and *TVA Salut Bonjour* were also targeted with gift-giving ideas.

To obtain visibility in social media, gift bags containing the ingredients to make one of the new recipes were delivered to targeted food bloggers. The bags were accompanied by a media kit, as well as items to create a holiday platter. Finally, Facebook and Twitter were used throughout the campaign. Photos of in-studio interviews, the recipes and media events were shared on DFC's social media channels. Chef Howell also promoted key messages, recipes and the website via his personal Facebook and Twitter accounts using the AYNIC hashtag (#CDNcheese).

You can get the recipes for Crab and Quality Cheese Ricotta mousse, Gunn's Hill Five Brothers cheese and butter-nutty pecan turkey and more on AllYouNeedIsCheese.ca/GrandPrix.



Chef Michael Howell on the set of CTV Morning Live with host Jeff Hopper.

Objectives

Promote the excellent quality, variety and versatility of Canadian cheese and continue increasing awareness of the Canadian Cheese Grand Prix.

Overview

- Period: December 2013
- Market: National
- Target: Canadian cheese lovers between the ages of 25-54, with or without children, who love to cook, entertain at home and experiment with new products.



Protein: a Nutrient in Focus!

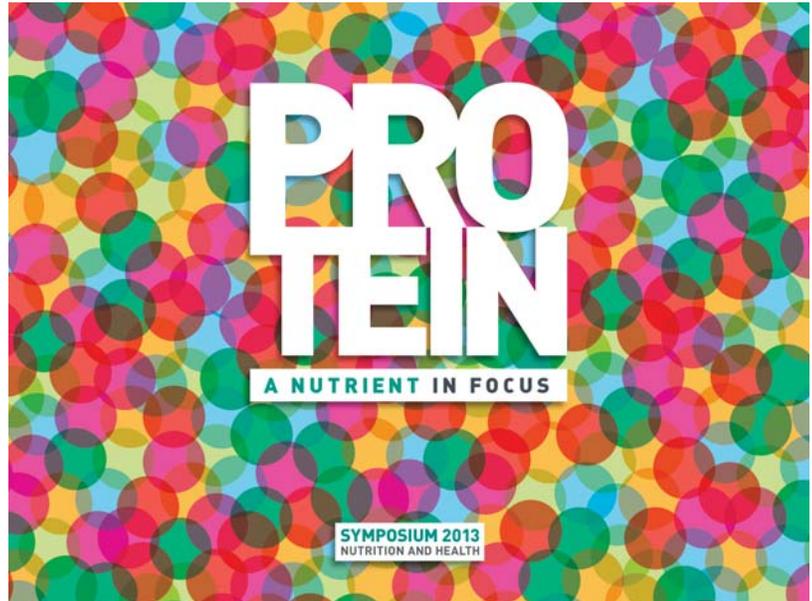
Every year, DFC's symposium on nutrition and health communicates the latest findings on the role of milk products in optimal health and the prevention of disease to health professionals across the country. The 2013 event was held in early December and was titled Protein: a nutrient in focus. Protein is the new "it" nutrient, as is evident from the popularity of Greek yogurt and the growing number of protein claims on new foods and beverages and in the media.

DFC invited the following renowned speakers to present:

- Rajavel Elango, PhD - Revisiting protein requirements.
- Douglas Paddon-Jones, PhD - The role of protein in healthy aging and the importance of optimal protein distribution throughout the day.
- Angelo Tremblay, PhD - The role of protein in weight management.
- Finally, Stephanie Clairmont, RD led a practical demonstration for dietitians on how to help their clients increase their protein intake.

The symposium was held in Edmonton, Toronto, Montreal, and Moncton. Participants could also catch the Toronto and Montreal presentations via webcast. A record-breaking 2,500 participants registered for the event!

In addition, this year's event included social media components, such as a Twitter feed and discussions in dietitian groups on Facebook. Public relations activities were also implemented to promote the speakers and topics. The symposium proceedings will be distributed in the spring to health professionals across the country and all the information, including the archive of the webcast, has been posted on DairyNutrition.ca/Symposium.



Objective

Communicate the latest findings on the role of protein and milk products in maintaining optimal health and preventing disease.

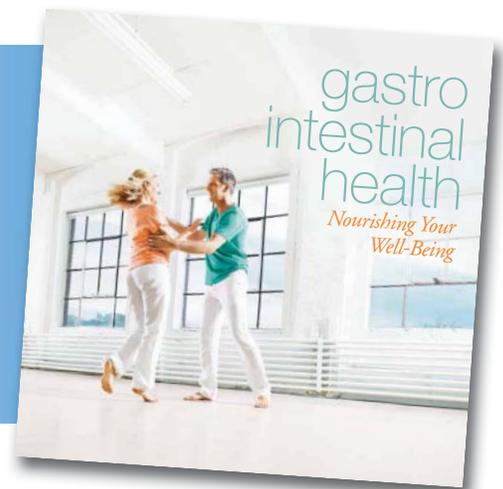
Overview

- Period: Dec. 3 (Edmonton); Dec. 4 (Toronto); Dec. 5 (Montreal); Dec. 6 (Moncton)
- Market: National
- Target: Dietitians, Nutrition Academics and Policy Shapers

New Brochure About Gastro Intestinal Health

DFC's team of dietitians recently developed a new brochure about gastro intestinal health, in collaboration with the Colorectal Cancer Association of Canada. The brochure contains loads of information about the digestive system and tips to stay healthy, and highlights the beneficial role of milk and alternatives in the prevention of colorectal cancer.

It will be distributed by DFC's dietitians at events across the country and can be ordered from DFC's online resource catalogue at DairyGoodness.ca or DairyNutrition.ca.



Anyday Magic Campaign continues in 2014

DFC continues to encourage at-home consumption of Real Cream with the Anyday Magic campaign, held in collaboration with the BC Dairy Association, Alberta Milk, SaskMilk, and Dairy Farmers of Manitoba. This campaign promotes the use of cream in recipes, which will be published throughout the year in popular magazines, including *Canadian Living* and *Chatelaine*. Cream is also promoted online thanks to the increasingly popular Great Cream Challenge on **AnydayMagic.ca**, which capitalizes on the reputation of food bloggers to encourage consumers to try cooking with cream at home and share recipes.

The Great Cream Challenge is promoted online through various means on websites geared towards women and food, such as *Canadian Living*, *Chatelaine*, *Food Network*, and *AllRecipes*. Consumers who vote for their favourite recipes also have the chance to win a monthly prize.

2014 Cream Challenge Themes*

- January: The Slow Cooker Challenge
- February: The Comforting Mac & Cheese Challenge
- March: Quick & Easy, The 30-Minute Challenge
- April: The Family Brunch Challenge
- May: The Stuffed Pasta Challenge
- June: The Grill Night Challenge
- July: The Chilled Soup Challenge
- August: The Kid-Friendly Dip Challenge
- September: Full Harvest Veggie
- October: The Double Duty Dinner Challenge
- November: The Creamy Pot Luck Challenge
- December: The Holiday Classic Dessert Challenge

*Theme titles not final

New Brochure about Canadian Milk

DFC is pleased to present its newest resource, *Canadian Milk, From Farm to Table*, a brochure that explains the journey milk makes from the farm to the table. It addresses many topics of interest such as how cows are cared for at the farm, how milk travels from the farm to the dairy processing plant and the different processing steps to ensure milk's safety, quality and great taste. The brochure is available on **DairyGoodness.ca** and will be distributed by DFC representatives at various events throughout the year.



Visit **AnydayMagic.ca** to view the recipes, vote and share your own tips on cooking with cream.

Objective

Increase the use of cream in home cooked meals.

Overview

- Period: January to December 2014
- Market: Alberta, Saskatchewan, Manitoba, Ontario, and the Maritimes
- Target: Consumers, mainly women



DFC's Nutrition Exhibit Wins Prize

Last November, at the Ontario College of Family Physicians Annual Scientific Assembly, DFC's nutrition exhibit won a prize for Best Exhibit Overall. The prize was awarded by the organizing committee of the event, who visited each exhibit to determine which exhibitor had the best kiosk. Congratulations!

Milk Every Moment Wins Marketing Awards

The 2013 Milk Every Moment campaign developed in partnership between DFC, the BC Dairy Association, Alberta Milk, SaskMilk, and Dairy Farmers of Manitoba won FIVE awards at the annual Lotus Awards, held November 13th in Vancouver! The annual Lotus Awards is a competitive advertising awards show that celebrates creative excellence in British Columbia.



Congratulations to St-Albert Cheese Cooperative and Bothwell Cheese

The St-Albert Cheese cooperative, from Ontario, was designated as the "Grand Champion" of the 86th Annual British Empire Cheese Show, based on the exceptionally high marks it received from the judges for its Old St-Albert Cheddar, which won first prize in the Aged Cheddar (12 to 15 months) category. In addition, St-Albert Extra Old Cheddar won third place in the Extra Aged Cheddar (24 to 36 months) category.



Manitoba's Bothwell Cheese also won first place in the Marble Cheddar category – winning first place for the seventh time in the past eight years – and took first place in the American style category for the third time in five years with its Monterey Jack.



Both cheese makers are strong supporters of 100% Canadian Milk and their winning cheeses all bear the 100% Canadian Milk symbol.

The British Empire Cheese Show has a long and distinguished history. Since 1927, cheese makers from around the world have entered the competition, hoping to win one of its highly coveted awards. Billed as Canada's largest display of Canadian & International Cheese, the show is presented by the Central Ontario Cheese Makers Association.



Send us your comments and suggestions!

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