



ACTION FACTS

DFC MARKETING & NUTRITION NEWS

APRIL-MAY 2014

- 2014 *Milk Every Moment* campaign
- An Olympian spreads the word about chocolate milk
- DFC at Grocery Showcase West
- Cows Creamery brings home top prize
- New Canadian cheese contest
- New Proud Producer items
- New app for the Get Enough campaign
- *Maternité, Paternité, Enfants Expo*
- Dairy farmers grab the spotlight
- Calendar of activities

Grab it. Drink it. Enjoy it. *Milk Every Moment* is back!

After a successful run in 2013, the *Milk Every Moment* campaign is back in 2014 with new television ads, online and social media content and in-store promotional activities. The national (excluding Quebec) campaign, conducted as a partnership between DFC, BC Dairy Association, Alberta Milk, SaskMilk, and Dairy Farmers of Manitoba, aims to maintain and increase milk consumption in Canadian households.

To do that, the campaign reminds consumers that milk is the perfect side-kick to many of their favourite foods. Three new 30-second and 15-second television ads will be broadcasted starting May 19th on conventional and specialty channels. To reach consumers online, the campaign will use a mix of advertising and editorial content, including banners, social media content and the MilkEveryMoment.ca website.

The campaign will also reach consumers at the supermarket with in-store promotional activities taking place in several big banners across the country, including Loblaws, Metro, Sobeys, Food Basics, and Safeway. The promotion will remind shoppers of delicious milk/food pairings in order to encourage a sustained increase in sales of milk.

Objective: Create new consumption opportunities for milk as a beverage among Canadian adults, with an emphasis on women.

Period: January-December 2014



Preliminary campaign visual.



An Olympic athlete spreads the word about chocolate milk

As part of its 2014 *Recharge with Milk* campaign in Ontario and Atlantic Canada, DFC launched a contest titled *Recharge Rewards*. The contest promotes the consumption of chocolate milk as a recovery drink as part of Canadians' fitness routines. In addition to weekly prizes, such as gift certificates for chocolate milk, marathon passes and running gear, contest participants will get a chance to win a fabulous grand prize valued at \$10,000 that includes an all-expense paid trip for two to the Mississauga (ON) or the Blue Nose (NS) marathons, new running gear, a supply of chocolate milk and - the best part - a 12-week personalized training program from renowned Canadian Olympian and triathlete, Simon Whitfield.

To spread the word about the contest and reinforce the ritual of chocolate milk as an ideal post-workout recovery drink, Simon went on a week-long media tour at the end of April in southwestern Ontario, Toronto, Ottawa, and Halifax. The tour consisted of television, radio and print interviews. During the tour, the gold medalist shared his



Simon with host Lianne Laing at CTV Ottawa.

own routine tips, including pre- and post-workout stretches, running techniques and food selection, which includes, of course, chocolate milk!

Canadians from Ontario and Atlantic Canada have until May 25th to participate. They simply need to share their post-workout routines on social media sites Instagram and Twitter using the hashtag #RwMrewards. For more information about the contest, visit RechargeWithMilk.ca.

DFC supports Canadian cheese makers at Grocery Showcase West

For the fourth consecutive year, DFC took part in Grocery Showcase West, organized by the Canadian Federation of Independent Grocers. The show took place April 6-7 at Canada Place in Vancouver. This event is widely regarded as the focal point for growth and development in the western Canadian grocery sector. Attendees include retailers, buyers and decision makers from across Canada wishing to further develop their markets in western Canada.

DFC had a 100% Canadian Milk booth and invited two distributors and 12 processors, who had the opportunity to showcase their various products and offer samples to independent grocer representatives from western Canada. This kind of event gives DFC a way to support processors and distributors who otherwise wouldn't have



the financial resources to participate. It's also a great opportunity for them to promote their products and widen their professional network. Approximately 2,000 attendees and 350 exhibitors attend the show every year.



Canadian cheese maker wins top honors at World Cheese Competition

Prince Edward Island's Cows Creamery has added yet another honor to its collection. The 2013 winner of the Canadian Cheese Grand Prix's Aged Cheddar category won first place in two categories at the World Championship Cheese Competition, held last March in Wisconsin, USA. The cheese maker won Best of Class in the *Smoked Hard Cheese* and *Cheddar Aged 1 to 2 Years* categories, with its Applewood Smoked Cheddar and its Extra Old Cheddar, respectively.

Delighted with the news, master cheese maker Armand Bernard said that "to be named World's Best is an incredible honour that we share with all who have helped bring our cheddars to the world stage. At COWS, we are a family of dedicated, hardworking people who believe in producing the highest quality products we can and we have fun doing it!"



Cheese maker Armand Bernard with his two winning cheeses.



Marie-Claude Harvey of Fromagerie FX Pichet holding the Cheese of the Year trophy.

DFC sponsors a new Canadian cheese competition

A new Canadian cheese competition has been created to select the best cheeses produced in Canada made from the pure milk of Canadian cows, goats, sheep, and water buffalo, with no artificial colours, flavours or preservatives, and no modified milk ingredients. Organizers say the Canadian Cheese Awards contest was created to give Canadian cheeses even more visibility, given the current international trade environment.

DFC participated as a "Gold" sponsor of the competition and presenter of the Best Cow's Milk Cheese Award, which included a trophy and a cash prize of \$2,500 for the winner. Quality Cheese, from Vaughan, Ontario, took top honors in this category with its Bella Casara Mascarpone. The competition's top prize, named "Cheese of the year", was awarded to Le Baluchon, a cow's milk cheese that features the 100% Canadian Milk symbol on its packaging!

New "Proud Producer" items now available

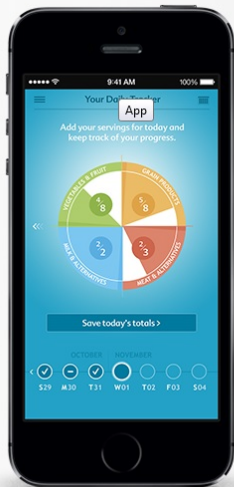
By popular request, DFC has added two new items to its *Proud Supporter* signage program: a multipurpose sticker and a gate banner. The items feature the words *Proud Producer*, along with the 100% Canadian Milk symbol. You can order both through an online form at DairyFarmers.ca/Proud.

Help us continue to increase visibility for quality Canadian milk by displaying these on your farm and send us a picture - we'd love to see how you display your pride!

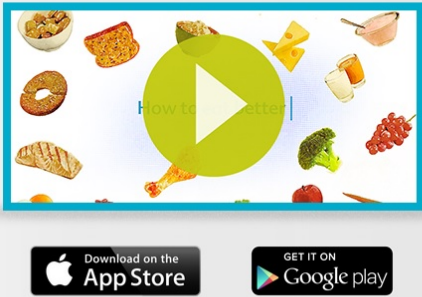


Canadians invited to use the new *Get Enough Helper* app

As part of its 2014 *Get Enough* nutrition campaign, DFC launched a new app to help Canadians track their daily servings of Canada's Food Guide food groups. The *Get Enough Helper* is a free mobile application for smartphones. Based on your age, gender and weekly diet, the app recommends recipes and provides tips and tricks to help you live a healthier lifestyle. Every day, you can enter the number of servings you've had per food group and choose when to share your progress with your family and friends.



The *Get Enough Helper* App
Find out if you're getting enough of what you need every day.



Best of all, for each day someone tracks their daily servings, Dairy Farmers of Canada will donate \$1 on their behalf to either the Heart & Stroke Foundation, Osteoporosis Canada or Colorectal Cancer Association of Canada (as chosen by the consumer) for a maximum of \$50,000 per organization. The app is available for free in Apple's App store and on Google Play.

The 2014 edition of DFC's national *Get Enough* nutrition campaign was officially launched April 14. The campaign uses a number of communication vehicles, including television, magazine and online ads, digital and television integrations, educational vignettes on CBC/Radio-Canada, and in-store promotions (August and September). It encourages Canadians to get the recommended servings of milk and milk products in accordance with Canada's Food Guide. A national media relations campaign will also be deployed in May with registered dietitians Sue Mah and H el ene Laurendeau, and will show Canadians that choosing the right foods today may result in a healthier tomorrow.

Talking to parents about nutrition at *Salon Maternit  Paternit  Enfants*

Interacting with parents is a great opportunity to educate them about the essential role of dairy products in the diets of children and adults. That's why the team of Registered Dietitians at DFC recently took part in the *Maternit  Paternit  Enfant* expo, which was held in April and May in Montreal and Quebec City, respectively.

The dietitians had a nutrition booth at the exhibit, where they had the opportunity to educate current and future parents about nutrition and answer their questions on the topic. It was also a great opportunity to show visitors the Nutrition team's numerous resources.



Objective

Further raise awareness with consumers, particularly future and current parents, of the essential role of dairy products in a healthy diet and in good overall health.



Dairy farmers grab the spotlight in new campaign

Dairy Farmers of Canada launched a new national campaign to build consumer confidence in milk products bearing the 100% Canadian Milk symbol. The campaign shows Canadian dairy farmers' commitment to producing high-quality milk. A new website was launched in March featuring six videos starring dairy farmers from across Canada. Each video focuses on a different topic: healthy cows, safety standards, accountability, strict regulations, consistent quality, and innovation.

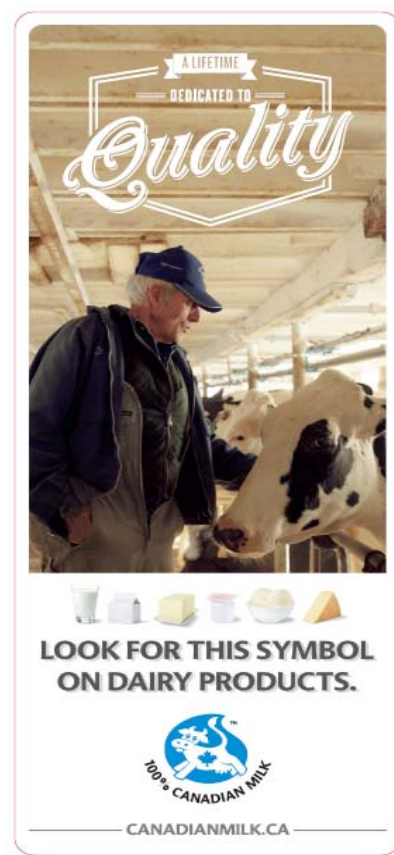
The website, **CanadianMilk.ca**, emphasizes the quality of Canadian milk and contains links to information from the *100 Good Reasons* campaign. DFC also created a new 30-second television ad. It will be broadcasted on major television stations in June (fall in Quebec). The campaign also features online ads and in-store promotions throughout the year. A nationwide in-store promotion was launched in early April and ads were placed in more than 1,200 grocery stores across Canada. In May, promotions will be held in Longo's and Loblaws grocery stores. Additional activities will be announced in the fall.

Objective

Support and increase the domestic consumption of dairy products made from 100% Canadian milk.

Overview

- Period: March to November 2014
- Target: Canadian adults, with an emphasis on women with children
- Market: National



Calendar of activities

Western Canada		Ontario		Maritimes	
Eat! Vancouver Show, May 30-June 1 (BC)	AYNIC	Triathlon MultiSport, Woodstock, May 25	RWM	BlueNose Marathon & Expo, May 16-18 (NS)	RWM
Okanagan Spring Wine Festival, May 1-11 (BC)	AYNIC	VISA Infinite Dining Series (various dates)	AYNIC	PEI New Festival of Wines, May 23-25 (PEI)	AYNIC
VISA Infinite Dining Series (various dates) (BC + AB)	AYNIC			Downhome Lifestyle Show, May 23-25 (NL)	AYNIC

AYNIC: All You Need is Cheese

RWM : Recharge with Milk

