



WASH STATE

DAIRY



Dairy Farmers of Washington
2018 Year in Review

A message from the CEO

Dairy Farmers of Washington implemented literally hundreds of initiatives to influence the marketplace in 2018. We made more connections and drew more attention this year than ever before (sorry, vegan activists). How? We were at the table at every opportunity to promote and lead the conversation about real, Washington dairy.

Beyond the highlights featured in this report, we represented dairy at the largest international food shows in Asia and traveled with the Governor to reinforce trade relations in Mexico. We trekked to Washington D.C. with the Director of WSDA and the President of WSU to give Congress a 'Taste of Washington' cheeses. We implemented on-farm training with researchers from UW and opened the first on-campus food bank to combat student hunger at EWU. We promoted dairy on the field with the Seahawks, on the ice with the Spokane Chiefs and even in the air with Alaska Airlines. Food truck festivals. Television programming. High school sporting events. Rodeos. Award-winning restaurants. The top of the Space Needle. We were *everywhere* in 2018.

Through all of this work, we showcased Washington, the most beautiful and diverse state in the nation. Most importantly, we promoted real dairy products and the industry's most innovative farmers. Whether serving ice cream to families at a homeless shelter or cheering on 4-H kids at the county fair, there was never a moment that we were not bursting with pride for Washington dairy.

On behalf of this amazing staff and the board of directors, we present the DFW annual report. We are very proud of our 2018 accomplishments, but our plans to *inspire the desire* for dairy from the PNW are just getting started.



With gratitude,
Scott Kinney
CEO, Dairy Farmers of Washington

A handwritten signature in black ink that reads "Scott". The signature is stylized and written in a cursive-like font.

We know our target

AUDIENCE AND MARKETING APPROACH

Two-thirds of Washington's seven million people live in the greater Seattle area. The city is home to a progressive, highly educated, life-loving millennial population. This generation's disconnect from agriculture is larger than ever before. But, they want to know where their food comes from. They want to buy local, healthy products. They are social, connected and want to be entertained. Most importantly, they have disposable income and are willing to spend money to indulge on dairy goodness!

With market research, consumer segmentation and a targeted approach, our mission was clear—to *inspire the desire* for Washington dairy in our consumers.

2017

Get them to notice you

At the very top of the marketing funnel is brand awareness. Here we focused on introducing DFW to our target audience and bringing them into the funnel.

2018

Get them to want you

The next step was to refine our messaging based on our audience's needs, sharing with them what we stand for.

2019

Get them to pick you

Time for hyper-targeted content to help identify products and drive the purchase decision for real WA dairy.

Making a splash

BRAND AWARENESS CAMPAIGN

Washington dairy is worth celebrating. Our dairies lead the way in introducing on-farm innovation to protect the environment. We are the second largest commodity and provide over 18,000 jobs in our state. We are a major contributor to this state's economy and provide nutritious products that literally feed the world. What other product packs this punch?!

In 2018, DFW took a bold stand in Seattle like never before. With research in hand, we set out to blanket the city with a clear message—there is no substitute for real, local dairy.

The Keep it Real, Keep it Washington campaign celebrates all the things that make Washington dairy so special. It showcases who we are as dairy farmers and why we love farming in this beautiful state. And inspires everyone to make local dairy a part of their lives.





Did you know Seattle has the largest increase in people using mass transit in the nation?

Seattleites are more connected online than any city in the country.

The big reveal

OUR CAMPAIGN IN ACTION

We strategically blitzed the state with our attention-grabbing campaign, elevating dairy products with bold colors and smart headlines. We met consumers where they spend their time: on the bus, in transit stations, around the city and on their mobile devices.

To do this, we re-imagined Washington icons with a dairy-friendly twist. From the Space Needle emerging as a splash of milk, to Mount Rainier transformed into a mountain of butter, our campaign reminded consumers how iconic Washington dairy really is.

Big message, big impact

CAMPAIGN RESULTS

 TRANSIT	 OUT OF HOME	 PRINT/ RADIO	 DIGITAL
<p>STATION DOMINATIONS</p> <ul style="list-style-type: none">• Capitol Hill• Westlake• International District• Pioneer Square• SeaTac <p>TWO SOUND TRANSIT BUS WRAPS</p>	<p>BILLBOARDS</p> <ul style="list-style-type: none">• Seattle• Spokane• Bellingham <p>POINT OF SALE</p> <ul style="list-style-type: none">• Safeway/Albertsons• Thriftway• Rosauers	<p>PRINT</p> <p>Beyond 1889 <small>seattle magazine</small></p> <p>INLANDER <small>Seattle & Met</small></p> <p>RADIO</p> <p><small>106.1</small> KISS FM <small>Hot 103.7</small> <small>MTOWN 92.5</small> <small>98.9 THE BULL</small></p>	<p>GEO-TARGETED ADS</p> <p>NATIVE ADS</p> <p>DISPLAY ADS</p> <p>SOCIAL MEDIA</p>
48M+ IMPRESSIONS	29M+ IMPRESSIONS	6M+ IMPRESSIONS	25M+ IMPRESSIONS

*Our campaign was universally well-received with consumers and media buyers, resulting in **\$160K additional advertising run at no extra cost.***

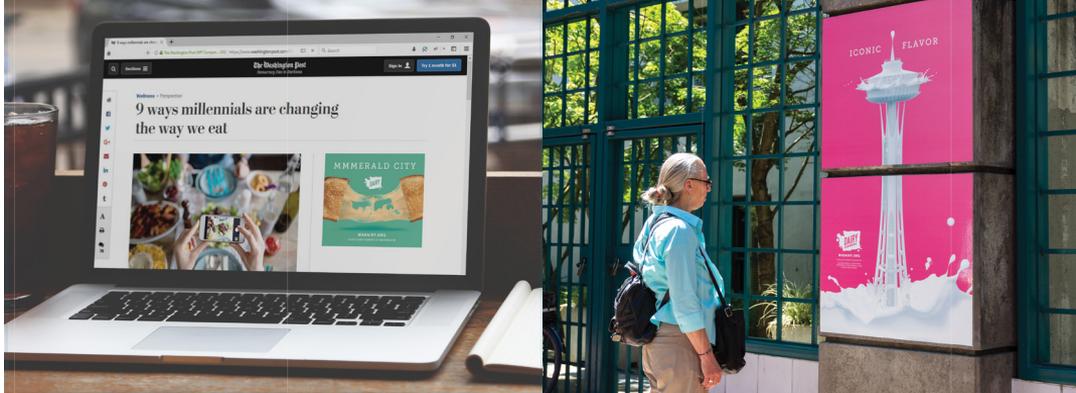
108M+ MILLION **TOTAL CAMPAIGN IMPRESSIONS**

The results are in

CONSUMER SURVEY

Above all, DFW staff focuses on making good investments and showing results. Through a series of pre and post campaign surveys conducted on the streets of Seattle, our research reinforced that we know how to get people's attention. The Keep it Real, Keep it Washington campaign made an impact in Seattle's crowded media market, with results showing a substantial increase in brand awareness. Our ongoing research provides significant insight into consumers' shopping habits, while reaffirming a strong preference for local dairy products.

2/3 of consumers prefer local dairy, yet less than half could identify any local brands. This is a huge area of opportunity for us in 2019.



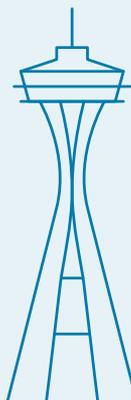
DIGITAL & SOCIAL



**MORE CONSUMERS
REMEMBERED DFW ADS**



**INCREASE IN
AWARENESS**



TRANSIT STATIONS

45%
MORE CONSUMERS
REMEMBERED DFW ADS



5.5X
INCREASE IN
AWARENESS



*POST CAMPAIGN



Nearly 2/3 of consumers today say experiencing a product firsthand does more to influence them than any traditional marketing.

A dairy good time

EXPERIENTIAL MARKETING

Experiential marketing allows brands to connect with consumers in an emotional and engaging way. When it comes to local dairy, tasting is believing. All we had to do was get consumers to try a sip, slice, or scoopful and let the taste do the rest. We created and sponsored events specifically to entertain millennial audiences and highlight our incredible products.





Start your engines

THE GRILLED CHEESE GRAND PRIX

This two-day cheese extravaganza brought together 15 of Seattle's hottest food trucks to duke it out for the title of Ultimate Grilled Cheese. Attendees washed down the cheesy creations with local brews and wine and enjoyed games and music on the shore of Lake Washington. The winning truck took home a year supply of Darigold Cheddar and Beecher's Flagship to keep them sharing the love with their diners.

The real winners? DFW, who received weeks of free media and introduced Seattle to a slew of local cheesemakers.

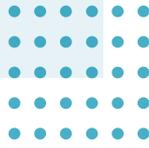


4,500+ ATTENDEES



5,000 POUNDS OF CHEESE SERVED





Scoop it up

ICE CREAM MONTH EVENTS

Ice Cream Social

Washington has world-class ice cream makers. In July, DFW set up shop on the Amazon campus to host an ice cream social at the South Lake Union Market. Twenty local ice cream makers and food trucks brought their amazing dairy concoctions to delight our state's newest residents. Nothing says welcome to Washington quite like a scoop of real ice cream.

3000+
ATTENDEES 

Scoop it forward

What better way to win consumers over than by giving away scoops of local goodness on a hot summer day? As part of a national campaign with DMI, we hosted an ice cream happy hour at Shug's Soda Fountain, right in Pike Place Market.

TWO HOURS
700 CONES  **700 SMILES**



Dairy is a big deal

JUNE DAIRY MONTH

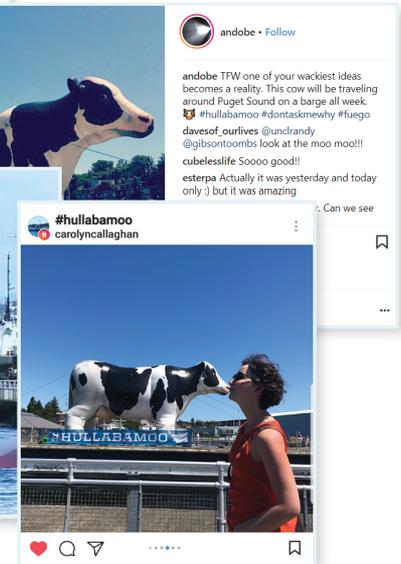
We needed a way to remind urban consumers that dairy really is a big deal in Washington. Instead of relying on traditional marketing tactics, we capitalized on a local phenomenon. Every year in June, 80,000 Seattleites gather around the waterfront for the Solstice Festival. It's an eclectic celebration of summer, and we wanted something that would get people talking. Bessie, our 30-foot-tall inflatable Holstein, did just that. She cruised around Seattle's busiest waterways on a barge sporting a hashtag that led to online conversation about Washington dairy.

We teased the weekend festivities to key media outlets and hosted a family-friendly event as Bessie passed through the Ballard Locks, where we talked to consumers about dairy and gave out samples of Darigold and Smith Brothers products.



24K FOLLOWERS
FORMER VP OF DESIGN AT TWITTER

410K FOLLOWERS
RE-SHARED BY KOMO NEWS



Foodies unite

DAIRY IN THE CULINARY SCENE

A perfectly prepared meal at a great restaurant is unforgettable. And what would a dish be without cream and butter? DFW featured Washington chefs using local dairy as a key ingredient at two of the biggest culinary celebrations in the state. As title sponsors of the Spokane and Seattle restaurant weeks, we reached thousands and made sure our message reached its target—consumers' taste buds.

Seattle Restaurant Week

A citywide blitz of advertising featured DFW as the title sponsor of Seattle Restaurant Week. Participating restaurants featured Washington dairy branding and called out local dairy products such as Beecher's and Darigold on their menus.



DFW produced a video telling the farm-to-table story. It was viewed 15,000+ times.

172 
**SEATTLE AREA
RESTAURANTS**
22M+ 
IMPRESSIONS

Inlander Restaurant Week

As title sponsor of Inlander Restaurant Week, dairy messaging was prominently featured all across Spokane. We kicked it off with First Bite, a ticketed, local cheese and wine tasting event. Ticket sales generated \$5,000 for Second Harvest. Good food supporting a good cause.



107 
**RESTAURANTS
THROUGHOUT SPOKANE**
\$110K
EARNED MEDIA VALUE

Moo-vin' product

RETAIL MARKETING

Once we have consumers craving local dairy, we can influence their purchasing habits. We took steps to help shoppers identify local products with eye-catching in-store displays. Our research showed that consumers want an experience when they shop. We hosted product demonstrations at stores across the state to sell product and tell people about real, Washington dairy. And it's only the beginning—in 2019 big things are in the works to help our processors win big with consumers.

Costco Cheese Roadshows

Three days, all 30 Washington stores

25K LBS SOLD DURING DEMOS **\$200K SALES** DURING DEMOS



Yokes/Rosauers Demos

Featuring Darigold Cheddar

10K LBS SOLD DURING DEMOS **12X↑ SALES** 1ST HALF 2018



Point of Sale Displays

Safeway/Thriftway/Rosauers

100 STORES STATEWIDE **4M+ IMPRESSIONS**





Telling your story

AUTHENTIC. ENGAGING. HONEST.

With an unprecedented influx of vegan activists, labor protests and false environmental claims, producing fact-based media content was more critical than ever in 2018.



Aligning product and brand with positive stories translates to brand loyalty and sales. The staff produced content promoting our biggest assets, our dedicated farmers and the products they produce. From stories about young people who grew up in dairy to telling how dairy improves athletic performance, we released a remarkable number of videos and articles. Local and national media outlets picked up our content and, in turn, helped promote the best of our state—Washington dairy.

Welcome to wadairy.org

WEBSITE LAUNCH

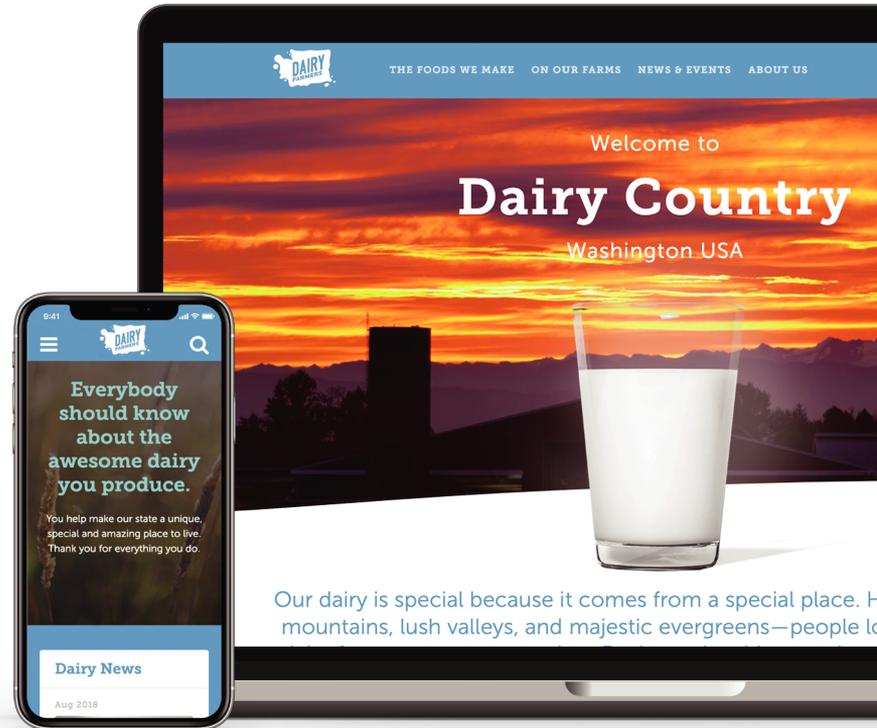
We know one of the best ways to reach consumers is online. This year, DFW built and launched a new, user-friendly website optimized for mobile phones.

We created a web experience that displays the beauty of our state. We introduced a site where consumers can see our farm families working hard to take care of their land, animals and employees.

In addition to connecting consumers with farmers, the site features DFW's brand video and shows what makes Washington dairy unique. It connects health and nutrition to the exceptional dairy products we produce.

Wadairy.org reinforces dairy's commitment to community and stewardship of the land.

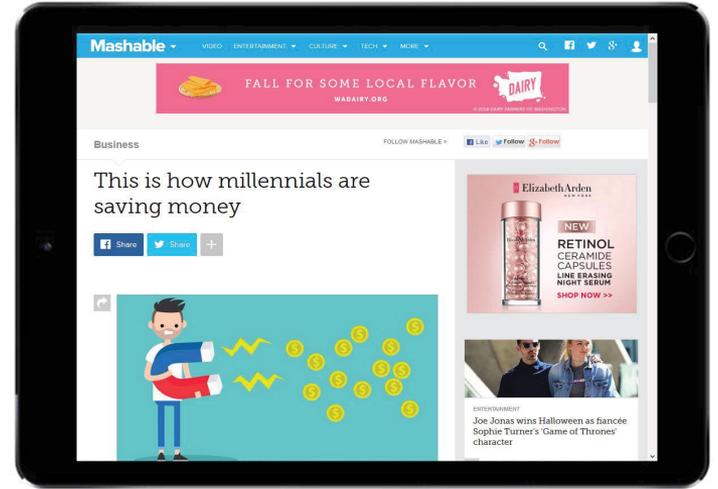
The website's producer sign-in offers a valuable resource where farmers can order promotional materials and learn about the programs underway at DFW.



The world's gone mobile

DIGITAL MARKETING

On average, Washingtonians check their phones more than 50 times per day and spend upwards of 5 hours per day looking at a screen. We capitalized on this with a top-notch digital marketing strategy, rooted in analytics. Our approach leveraged our campaign, events and stories to create content and ads targeted to consumers all across Washington. We ramped up our social media presence with boosted Facebook content and introduced a beautiful new Instagram page, highlighting farmer stories and products.



DIGITAL ADS

24M+
IMPRESSIONS



120K+
CLICKS

2X INDUSTRY AVERAGE
CLICK-THROUGH RATE

SOCIAL MEDIA

25K+ | **13K**
ENGAGEMENTS | CLICKS



1.8M+
IMPRESSIONS

WEBSITE

105K VISITORS



175K
PAGE VIEWS

Read all about it

MEDIA OUTREACH

Strengthening relationships with reporters and media outlets was a top priority in 2018 as a way to connect urban consumers with dairy's story. From environmental stewardship to positive workforce development on farms, media throughout the state turned to us as a resource for content. We connected reporters with farmers and the facts to tell accurate and positive stories about our dairy community.

We carefully crafted content based on research, relevant topics and trends that consumers care about most. How does this approach relate to sales at the supermarket? Our stories connect with consumers so they can feel good about buying local dairy.



Sustainability Award

DFW spearheaded the efforts to bring home Washington's fourth National Sustainability Award. Royal Dairy's recognition as the 2018 Outstanding Dairy Farm in Sustainability led to collaboration with our national partners gaining local, national and even global media attention.



Dairy Media Kits

We provided 40+ Washington reporters with dairy media kits to help share our dairy story throughout June for National Dairy Month. Kits were hand-delivered to key media partners with local dairy products like Darigold Chocolate Milk and Snoqualmie Ice Cream.

48M+ IMPRESSIONS
GENERATED THROUGH MEDIA



Doing good with dairy

CORPORATE SOCIAL RESPONSIBILITY

Consumers will pay more for a product from a brand that practices social responsibility. Having a positive influence in our communities is the best way to tell that story for dairy.

We continually work with partners to give back and ensure that everyone has access to local dairy. Our community support helped us foster relationships with retailers and non-profits, and provided valuable public relations opportunities that otherwise would not have been possible.



Tom's Turkey Drive

As a leader in giving back to our communities, DFW delivered 13,000 Thanksgiving meals to families in need. We provided half-gallons of Darigold milk, and for the first time, 11,000 pounds of real butter.



"We love the dairy farmers! Their continued support and passion for feeding families is invaluable."

-Julie Humphreys

Community Relations Director, Second Harvest

Other community efforts

- Dairy for Life with Food Lifeline
- Eggnog Nation
- University Food Banks
- Refrigerator Rebates
- First Bite with Second Harvest

60K+
GALLONS OF MILK
DISTRIBUTED IN 2018



\$100K+
EARNED MEDIA VALUE



700K+ SOCIAL AND DIGITAL IMPRESSIONS



"The Start Strong with Hot Chocolate Milk program has revolutionized school breakfast. I love the Dairy Council."

*-Megan De Vries
Director of Food & Nutrition Services, Edmonds School District*

Milk goes to school



SCHOOL PROGRAMS

Teaching students that dairy is perfect for active, healthy lifestyles is key to what we do at DFW. Our Dairy Council brand helps us create partnerships with school nutrition directors, athletic directors, coaches and PE teachers, providing us with a platform to share the dairy story in schools.

From our innovative Start Strong with Breakfast program to grab-and-go breakfast carts, we made sure dairy was an easily accessible part of students' diets. Leveraging our Council brand and Ambassador program, we coordinated farmer visits at schools and taught almost 20,000 students about dairy farming. Our clearinghouse provided teachers with nutrition materials and shared the dairy message. To add sizzle, we collaborated with the Seahawks to activate the Fuel Up to Play 60 program in over 60 schools across the state this year.

WE'RE MOVING MILK
WITH INNOVATIVE
PROGRAMS IN SCHOOLS

60% ↑

INCREASED MILK SALES
IN SCHOOLS FEATURING OUR BREAKFAST CARTS



2X ↑

MORE MILK SOLD
WITH START STRONG
HOT CHOCOLATE MILK PROGRAM

130K+
DAIRY FOCUSED
NUTRITION EDUCATION
MATERIALS PLACED

Fueling the next generation

ATHLETIC PARTNERSHIPS

For the past 22 years, DFW has been a proud title sponsor of WIAA and the Smart Choices Scholarship. The core principles of WIAA fall in line with the values of DFW and allow the dairy community to celebrate high school athletes who excel both physically and academically. WIAA tournaments also provide the Dairy Ambassadors and Dairy Women a platform to engage with consumers about dairy farming and nutrition. DFW gained numerous radio and television opportunities and millions of social media impressions through these partnerships.

DFW partnered with Darigold to make chocolate milk the official recovery beverage of Central Washington University Athletics this year. Coaches handed out chocolate milk to athletes after each workout. Dairy-branded refrigerators outside the weight room reinforced that milk is powerfully delicious.

197K PEOPLE ATTENDED WIAA EVENTS
BRANDED WITH DAIRY MESSAGING 



Milk crosses borders

REGIONAL PARTNERSHIPS

The impact of NDA milk extends beyond our region and across the globe. Our staff is proud to provide education and marketing efforts in western Montana and Alaska. Our regional approach also includes implementing crisis communication efforts and export programs with Oregon, Utah, Idaho and Arizona.



Dairy Export Missions

There is massive demand internationally for American-produced artisan cheese. With the award of a three-year grant from USDA, we supported export programs last year for small cheesemakers in the five-state region. Spearheaded by Oregon Dairy and Nutrition Council, this collaboration builds a pipeline between west coast cheesemakers and Southeast Asia. North, south, east and west—a pound of milk sold is a pound of milk sold.

Promoting Milk in Alaska

Our partnership with Anchorage School District, our region's largest district, created a huge opportunity for nutrition education and milk sales with our Start Strong breakfast program.

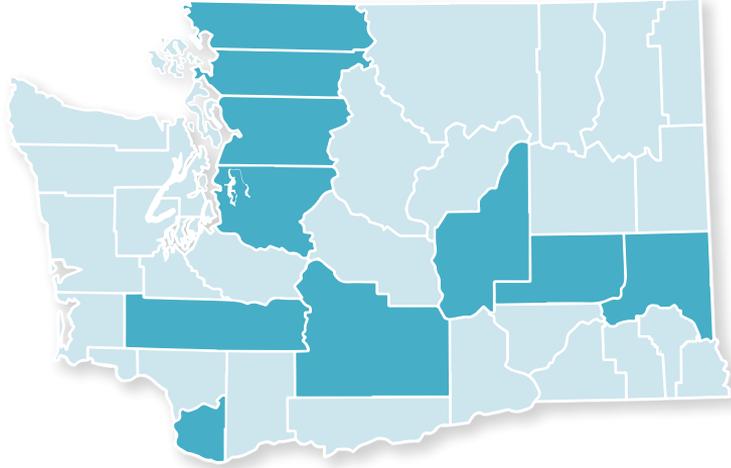
4K+  **NUTRITION MATERIALS PLACED IN ALASKA**

Dairy Farmers of Montana

DFW managed sponsorships at Montana's two largest universities to promote NDA milk, leveraging athletic programs and food drives.



300K+  **IMPRESSIONS GENERATED BY SPONSORSHIPS**



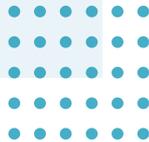
Supporting our future

FAIRS AND DAIRY YOUTH

Youth programs build and maintain the future of our dairy community. In 2018, we supported nearly 600 youth at eight county fairs, as well as the Washington State Fair. We provided dairy gear and awards at livestock shows and added new dairy signage around fairgrounds. We supported local 4-H clubs and FFA chapters with judging, leadership and showmanship programs—all in an effort to bring new energy and passion to the future leaders of Washington dairy.

For the second year, DFW sponsored a 4-H scholarship program. Two talented seniors received awards from DFW that will support their agriculture-related college studies.





Dairy strong

INDUSTRY PARTNERS

Our dairy community is stronger when we work together. That's why our team made it a priority to both build new relationships and strengthen existing ones.

The partnership with our national organization DMI continues to be a valuable extension of our team. In 2018, we sent over \$2 million to DMI for national programming such as product research, trainings and assistance with media monitoring and communication initiatives.

We partnered with the Washington State Dairy Federation to host a series of regional listening sessions with farmers and created a solid platform for dialogue about DFW's programs and initiatives. We wrapped up 2018 as the title sponsor for their Annual Meeting and look forward to working together in the coming year.

Additionally, we continued to support the Washington State Dairy Women and Ambassador program. Together, we reached thousands of consumers through community outreach. We reintroduced the intern program, and the staff benefited greatly by having the Dairy Ambassador on our team.



We're listening

ON-FARM ENGAGEMENT

No two Washington dairy farms are the same. Each farmer brings their unique skills and passion to the work. But what they do have in common is their commitment to cows, the environment, the community, and of course, to producing amazing milk.

This year, staff visited more farms than ever before. Every member of our staff visited farms. These trips opened dialogue, helped us provide answers to questions and built close relationships within the community. We learned from you in an effort to understand how to tell the story of dairy better.

Moving forward, DFW is creating programs to empower the dairy community with more resources to tell your story and communicate with consumers by speaking with one voice. We value your input and will continue to foster open communication through increased farm visits, more information online and easier access to checkoff information. We're all in this together. We look forward to working with you to continue making dairy a big deal here in Washington.





The DFW Board

On behalf of the DFW Board of Directors, I am pleased to share these highlights of the staff's accomplishments in 2018. After reading this report, I think you will agree that this team has breathed new life into our dairy marketing and education programs. Through their expertise, DFW is leading the industry with innovative promotions that reach consumers while protecting dairy's reputation and lifting the entire category in stores across the state.

Our board is committed to guiding this team into the future and representing dairy farmers in the best way possible.

Thank you for your continued support.

Michelle Schilter
Board Chair, Dairy Farmers of Washington

Michelle Schilter

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DAIRY

**KEEP IT REAL
KEEP IT WASHINGTON**