Mark your calendars!
Join us for the 1st Annual BC Dairy Industry Conference, hosted by BC Milk Producers Association, BC Dairy Foundation and BC Milk Marketing Board, to be held November 25–27, 2009 at the Pan Pacific Hotel in Vancouver. Stay tuned for further details!

Moos Bulletin
Third Edition, Summer 2009

Dairy Classroom at Schools
The Mobile Dairy Classroom Experience (MDCE) made its first school visit in May to Sir William Van Horne Elementary school in Vancouver. The MDCE taught the audience of 400 students—kindergarten to grade 7—all about dairy cows, milking and the BC dairy industry.

Three demonstrations were conducted; each show educated the audience on the basics of cow biology, the milking process and the benefits of drinking milk. Children asked many questions and participated enthusiastically in the interactive presentation. Many children had never seen a live cow before, and the response was phenomenal. Accompanying the two milking cows was Stanley, a one-week-old male calf.

As word spreads about the Mobile Dairy Classroom Experience, requests for school visits are on the rise. We can rest assured that the fun will continue at schools next year!

Fall Promotion
Recent research with youth revealed that they look to brands that can support their short and long term life goals. To continue building strong relationships with youth, we will be launching a new promotion this fall where we position milk as a brand that can help build a strong foundation for the future (long term benefit) while offering instant prizes (short term benefit).

Milking the Benefits
The aim of the chocolate milk program is to achieve credibility around the concept of using chocolate milk as a sports recovery drink. By leveraging a team of elite athletes who currently use chocolate milk for this purpose, we can create an authentic feeling of an athlete-to-athlete conversation. This will inspire and educate our target market to incorporate chocolate milk into their routines. The campaign will involve product endorsement and placement at the elite level with supporting high-visibility print material. The campaign will then leverage this product endorsement and placement to speak to the target audience of youth and young adults via product sampling, printed materials, contests, public relations, interactive resources such as the web and social media marketing.

Welcome!
BC Dairy Foundation would like to extend a warm welcome to our newest board member, Jeff Zonneveld of Lucerne. Congratulations also to our new President, Bouwe Miedema.

Message from the President
This is my first message as President of BC Dairy Foundation. Thank you to the directors for electing me as your Chairman. I would like to thank Gay Hahn, CEO of Avalon Dairy, who served as a director of BCFDF for nine years, with the last four as President and Chair. All of this time and leadership that you have given, and continue to give, to the BC dairy industry is sincerely appreciated.

Our "Must Drink More Milk" campaign aimed at youth seems to be having the right effect as milk sales through retail are up 1.5 percent over last year with chocolate milk up 12 percent. Although still small in total volume organic milk sales are steadily increasing by 22 percent.

Our ads have won numerous awards including Best in Show against all other Canadian advertising at the prestigious Bessie awards in Toronto. Out of three major award shows this year, BCFDF has won over 30 awards. This recognition of creative excellence and results based advertising is valuable as it illustrates that other advertising professionals recognize the value of our ads in comparison with others.

Our Elementary School Milk Program is continuing to grow as we distribute more refrigerators to schools, courtesy of funding from the BC Government. Through government support our distributors are developing “eating together” programs based on research that shows how milk consumption increases when families eat together.

I welcome a new director to the BCFDF board, Jeff Zonneveld, Plant Manager of the Lucerne Dairy in BC.

I expect to see continued milk sales growth assisted by our advertising, promotion, school and nutrition programs.

Bouwe Miedema
President

Marketing Update
Based on past campaigns, BC Dairy Foundation determined that three years is a great timeframe to allow the milk message to gain momentum and to become part of pop culture and youth vernacular. The new campaign features 14 executions, encompassing broadcast, theatre and online. The objective of the campaign is to continue changing attitudes, making milk a relevant beverage choice, and focusing on moments that remind youth to choose milk more often.

With the ever-increasing blurring of lines between TV and the web, it is important to be in both places to reach our target. The online community is a great place to stimulate user-generated content. In the past, campaigns have resonated well with our audience of 15-25 year olds and they participate enthusiastically by creating their own version of the ads. Now we’ll be able to further encourage their participation. The YouTube channel allows us to showcase all our ads in one place. It also allows youth to easily upload their own content, comment on what they like and interact with the brand.

Research conducted with youth in December 2008 indicated that the best way to expand the Must Drink More Milk campaign is to continue to reinforce milk’s position as a building block to help attain both long and short term results. To reinforce this message we will continue to reach youth through mainstream media and integrate the newly created campaign extension into the overall messaging.

Look for the Must Drink More Milk ads in theatres this summer, on TV and, of course, online at www.mustdrinkmoremilk.com.

Agriculture in the City
Agriculture enthusiasts from all corners of BC flocked to Metrotown Shopping Centre—BC’s largest entertainment and shopping complex—in late March to participate in “Agriculture in the City.” As a part of this educational event, the BC Milk Producers Association brought Delilah, the life-sized fiberglass cow, to help demonstrate the importance of the dairy industry and agriculture as a whole. Highlights included an agriculture-themed relay race in which Executive Director Robin Smith participated, and live “Cooking with Cream” demonstrations. An estimated 68,000 people attended the event over the three days.
Sharing Food & Fun
Eating together is associated with many important benefits for children, teens and older adults. Shared meals are associated with better nutrition: improved intake of vegetables, fruits, and dairy products, as well as improved intake of key nutrients such as fibre, calcium and B vitamins. Shared meals are also associated with improved school performance for children and teens, and lower rates of smoking, drug use and even lower rates of suicide.

Eating together is strongly valued by North Americans, yet, many families struggle to eat together as often as they would like. Busy schedules for both parents and children are most frequently cited as barriers.

What can we do to bridge the gap between the value people have for shared meals and the reality, where they would like to eat? We learned that we need to reconnect food and fun to bring families together.

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Frequency of Family Meals in OECD*% of 15-year-olds who say they eat family meals several times a week Rank out of 25 countries

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Another mode, used by many of us at lunchtime, is “Sustaining Activity.” This meal may be eaten off the side of the desk, or on the way to soccer practice, as a serviceable meal that allows us to get on with whatever else we are doing. These two modes are examples of ways of eating that are not associated with eating together.

What are the modes that bring families together? Meals that involve children in the food preparation, for one. And meals that are fun! We learned that we need to reconnect food and fun to bring families together. What are some examples? Making pizza together is one of the most frequently cited examples.

Want to share more meals with your family? Start a new tradition: How about making Friday night a Build Your Own Pizza night?

Milk Slam
For the 5th consecutive year this Spring, students across BC drank milk at school for a chance to win great prizes during the Milk Slam. This in-school promotion ran for 4 weeks in post-secondary schools and 8 weeks in high schools. Students were rewarded to make milk their beverage of choice and were rewarded with awesome prizes such as laptop computers, DJ systems, free milk and more. The Grand Prize trip for two to the 53rd Annual Grammy® Awards was won by Kyle Gardland from Collingwood School in West Vancouver. Congratulations Kyle!

Real Cream
The cream cooking demonstrations and recipe sampling at the West Coast Women’s Show proved to be a tremendous success. To generate word of mouth about Real Cream, face-to-face time with women is key to building that rapport. We will be present at five highly visible events throughout the province with our partners from the BC Chefs Association demonstrating easy, gourmet cream recipes. This will help drive people to our website featuring video recipes. Visit www.cookingwithcream.com for more information.

Nutrition Mythbuster
I need to drink 8 glasses of water a day.

A common misconception is that we need to drink 8 glasses of water a day. The truth is that we need to drink, depending on our age, between 4 and 13 cups of fluids each day. That includes water and all other beverages such as milk, juice, coffee, and tea.

Recommended Daily Beverage Intake*

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Want to find out how much you are drinking and how you can add value to your beverage choices? Check Thirst for Nutrition, a BC Dairy Foundation resource that helps you determine your current fluid intake and make plans to improve your fluid choices.

Frozen Smoothie Pops
Smoothies make a nutritious and fun breakfast or snack. They also contribute to your fluid intake. This frozen version is even more fun—the entire family will love them!

Triple Berry Smoothie Pop
1 cup (250 mL) fresh or frozen strawberries
1 cup (250 mL) fresh or frozen blueberries
1 cup (250 mL) milk
1/2 cup (125 mL) raspberry-flavoured yogurt
Granulated sugar or liquid honey to taste

Makes about 4 cups (1 L)

Just Peachy Smoothie Pop
2 cups (500 mL) sliced fresh, drained canned or frozen peaches or apricots
1 cup (250 mL) milk
1/2 cup (125 mL) peach- or vanilla-flavoured yogurt
Granulated sugar or liquid honey to taste

Makes about 6 cups (1.5 L)

Tips
If using paper cups, once the smoothies are frozen solid, transfer to an airtight mould and insert sticks, straws or plastic spoons. Freeze until solid, for 2 to 4 hours or up to 2 weeks.

Preparation
In a blender, combine fruit and honey or sugar and milk; pulse until smooth. Add yogurt and pulse just until combined. Pour into ice-pop moulds and insert sticks, or pour into 3 oz (90 mL) paper cups. If using paper cups, freeze until partially firm then insert sticks, straws or plastic spoons. Freeze until solid, for 2 to 4 hours or up to 2 weeks.

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Thank you Dairy Farmers of Canada for this recipe idea and photo.