

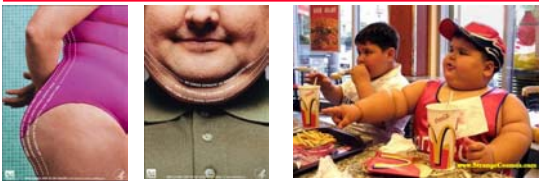
# 3 A Day!™

Strategic  
Program

Strategic  
Partnerships



## Super "SIZE" Me!



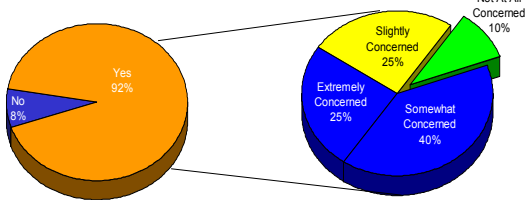
*"If current trends continue, obesity will become the leading cause of death by 2005, with the toll surpassing 500,000 deaths annually"*

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## Consumers Are Aware of the Problem And Are Concerned

"Are you aware of recent stories about Americans being overweight?"

"How concerned are you about Americans becoming increasingly overweight?"

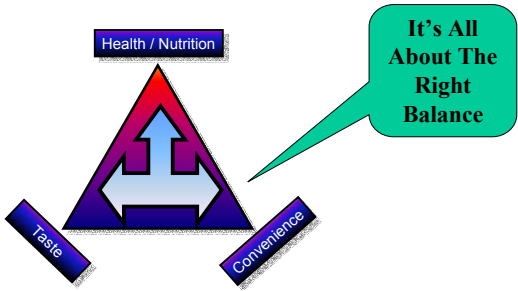


Concern highest among higher income, higher educated and extremely overweight people!

Source: Technomic Consumer Survey

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## Winning Approach Health & Wellness Platform



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## GUESS WHAT DAIRY HAS!



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## An Opportunity to Tie It All Together

- DMI & Dairy Industry must leverage dairy's nutritional equity for
  - Developing and sustaining pro-dairy policy
  - Building credible educational programs and relationships
  - Relevant marketing programs with consumer relevant health benefit claims.

Three Servings of Dairy a Day as a Fundamental Component of The American Diet



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## 3-A-Day of Dairy Campaign Objectives

### Overall Objective

- **Increase demand for milk and cheese and yogurt...**
  - by ensuring that Mothers and their families consume 3 servings of dairy every day

### Supporting Objectives

- Ensure Moms are aware of the need for 3 servings
- Ensure Moms make an effort to consume 3 servings every day
- Educate Moms on the unique combination of nutrients and benefits in dairy (making dairy essential)



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## Key Points

1. Built on sound science
  - Programs built on sound and relevant health benefit claims backed by accepted research
2. Focus on targeted opportunities
  - to develop new and underdeveloped markets that increase sales;
  - protect dairy nutrition's place among influencers
3. Serve as the catalyst to initiate and coordinate.
  - provide a platform for brands to build on

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## Key Points

3. To operate effectively requires substantial partnerships –
  - Devote adequate financial support
  - Brand equity, consumer reach, appropriate products,
  - Involvement of processors, retailers, foodservice operators, health and science organizations, dairy associations and cooperatives.
4. Measure against agreed-to goals set with the industry
  - All parties to that partnership must then be held accountable as well

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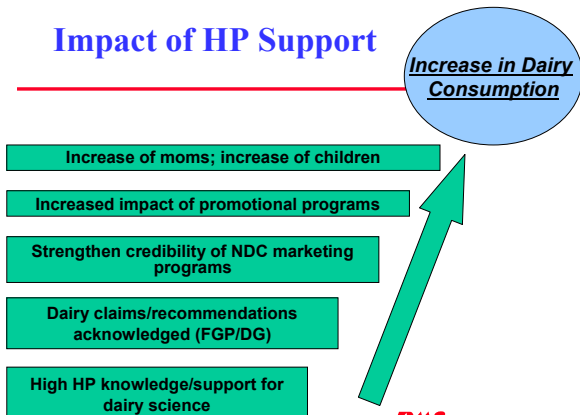
## Health Professional Partners Bring Value to Dairy

- Credibility
- Influence
- Reach
- Publicly Advocate for Dairy



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## Impact of HP Support



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## Partner Licensing

- Manufacturers/Retailers /Processors
  - Protection of logos
  - Ensure use of logos on appropriate products
  - Enable co-marketing programs
  - Ensure “up to date” messaging is occurring
- International
  - Licensing agreement



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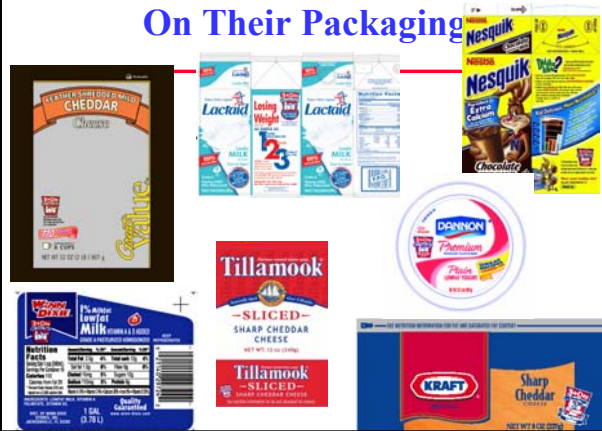
## Channel Opportunities & SELLING Strategies



## Industry is Embracing 3-A-Day



## On Their Packaging



## In Their Advertising



3 servings of dairy a day in a reduced-calorie diet supports weight loss.

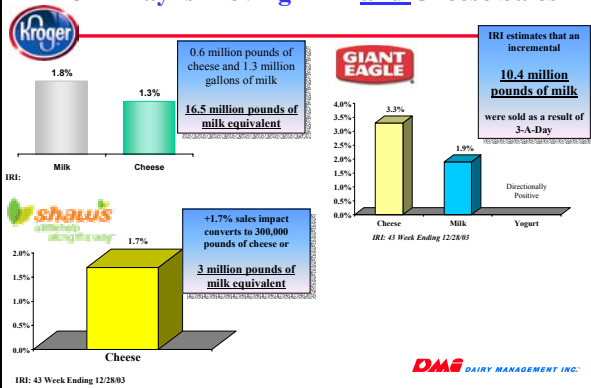


- STRONG retail support
  - 28 of 30 top retail chains on board (63% of ACV)
- 60+ dairy manufacturers participating
- 3-A-Day is on package and in-store
  - More than 2.5 billion packages already



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## IRI's Analysis Shows 3-A-Day is Moving Milk and Cheese Sales



## Implication



- The message affects her consumption and affects how she feeds her family

She will purchase, and serve more milk and cheese and yogurt

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## 3 A Day

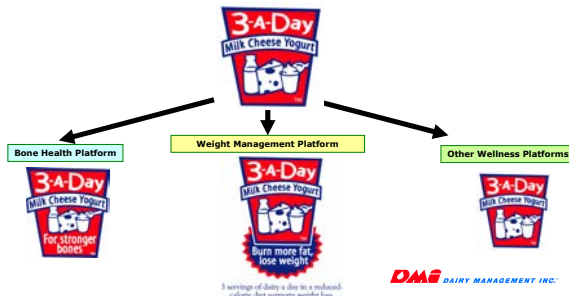


## 3 A DAY and Beyond!

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## 3-A-Day of Dairy Program Continues to Evolve

### Health & Wellness Program







## Estimated Partner Support

- Dairy farmers invested \$10 mm in research
- Dairy farmers invested another \$50 mm in promoting 3 A DAY
- 3 A Day PARTNERS: incremental \$50 mm invested in extending promotions!
- Foodservice, Schools, Research, Health Professionals, other partners: estimated \$400 mm!!!

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## Conclusions

- Based on consumer/market information and results, we believe:
  - Have the right H&W platform – 3-A-Day
  - The target is correct: Moms
  - Attracts support from the industry
  - Long-term approach to deliver relevant news
  - Positive affects on purchasing and consumption behavior
  - Will raise dairy's overall image within the food groups (making dairy consumption essential)
  - We will increase demand for milk and cheese and yogurt

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3-A-Day Milk Cheese

3-A-Day Milk Cheese

3-A-Day Milk Cheese Yogurt

Burn more fat, lose weight

3 servings of dairy a day in a reduced-fat milk diet supports weight loss.

[www.3ADAY.org](http://www.3ADAY.org)

**DMA** DAIRY MANAGEMENT INC.