

Dairy West

MARCH 2023



dairy west®

Attachment 1
March 9, 2023

E-Commerce

INSTACART PARTNERSHIP

- Shoppable digital marketing banners focused on specific locally-produced dairy products
- Sponsored product searches, bringing locally-produced dairy products to top of search list

IMPACT: 2-Month Activation

- Focus: Cheese, Sour Cream and Heavy Whipping Cream
- Over \$6 Return on Ad Spend (market standards \$2 ROAS)
- 1.1 Million Impressions through Sponsored Product Searches
- 283K Impressions through digital marketing banners



Attachment 1
March 9, 2023

On-Shelf Availability Pilot

DETERMINE THE CAUSE OF DAIRY OUT-OF-STOCKS

- Focused on 25 locally-made dairy products
- 3rd Party Contract
 - Store visits – 5 days/week
 - Assessing: product on shelf availability, inventory levels, date rotation, price accuracy, right product – right place

RESULT: 2-month period (5 days/week checks)

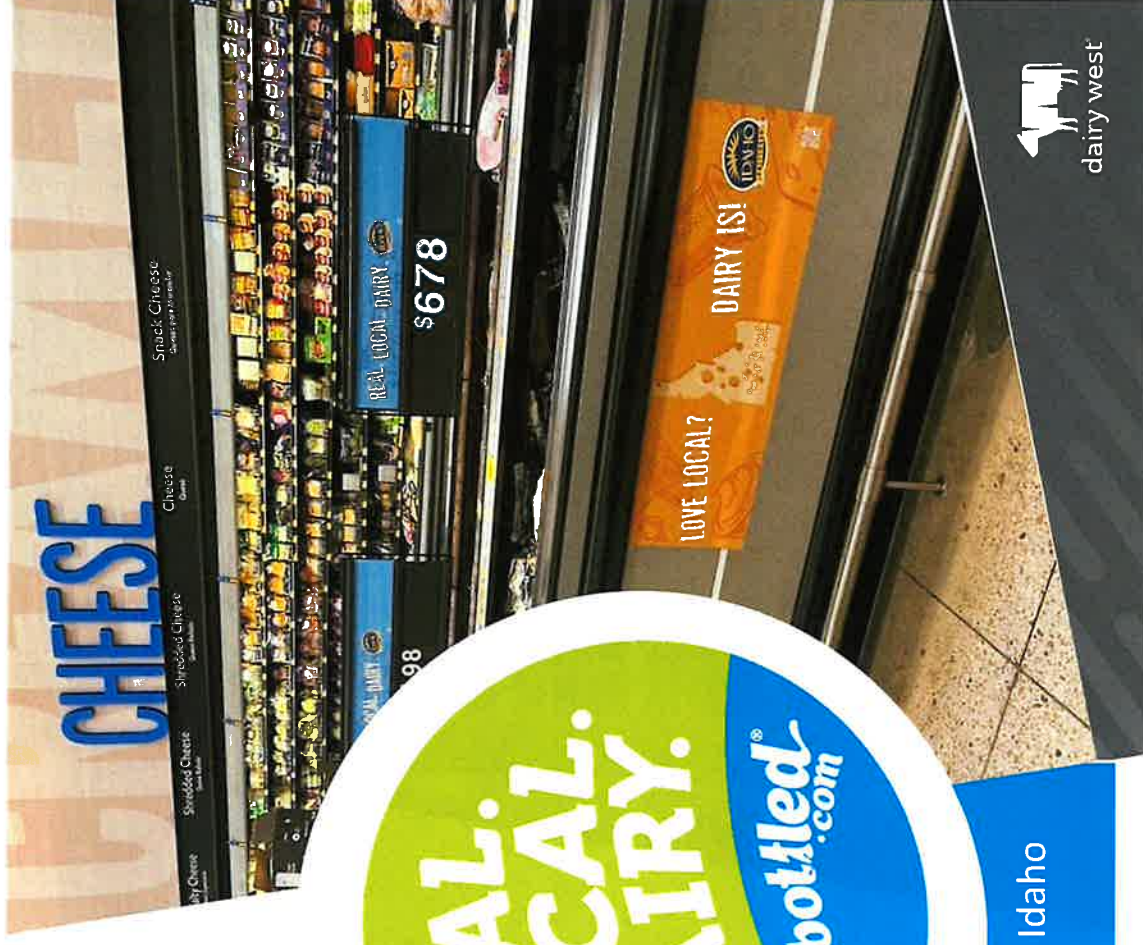
- Root cause determined to be high-volume and workforce limitations
- Developing innovative solutions to address both causes



Leveraging Local Story

DEPARTMENT OF AG PARTNERSHIP

- Increased dairy signage in stores during Idaho Preferred Month
- Did you know? Up to 80 dairy items in grocery store are made locally here in Idaho
- **Real. Local. Dairy.** message used to spotlight local products



RESULT: AWARENESS

Real Local Dairy Messaging in 24 Walmart stores throughout Idaho for the month of September and beyond.

Attachment 1
March 9, 2023

The Perfect Duo

IDAHO WINE COMMISSION PARTNERSHIP

- Promotional materials in cheese case promoting local wines
- Wine neck tags promoting local cheeses
- QR code takes customers to Wine & Cheese Matchmaker website
- Local cheeses at Savor Idaho



Attachment 1
March 9, 2023

Foodservice Partners

+3%

Average partner milk equivalent pounds % growth in foodservice since 2012, 3x national sales average of 1%



+2.3B

Average incremental milk pounds per year in foodservice since inception of partnerships



+7.6B

Milk equivalent pounds in 2022 across the big 3 Foodservice partners, McDonald's, Taco Bell and Dominos



9

New foodservice partner products in 2022



Attachment 1
March 01, 2023

Looking Into the Future

Continue e-commerce investments

Retail Promotions:

- Store Sales contest incentivizing retail employees to promote local dairy
- Expand Idaho Preferred partnership

Food shows

- Support local processors marketing efforts to expand sales opportunity



Attachment 1
March 9, 2023

Thank you!

KARIANNE FALLOW, CEO

DAIRY WEST

KFALLOW@DAIRYWEST.COM



dairy west®

Attachment 1
March 9, 2023