



ACTION FACTS

DFC MARKETING & NUTRITION NEWS

November 2014

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Celebrate this Holiday with Canadian Cheese

All You Need Is Cheese (AYNIC) Holiday campaign is in full swing and marketing initiatives will be well underway in over 600 stores from December 1 to 30. The objective of the campaign is to incite consumers to buy Canadian cheese and demonstrate the variety of Holiday recipes that incorporates Canadian Cheese.

A cleverly designed Holiday recipe booklet which folds to become a gift box is distributed in stores and as newspaper inserts to consumers across Canada (excluding Quebec). The booklet features six delicious Holiday recipes and invites consumers to discover a complete collection of 30 recipes at allyouneedischeese.com/holiday. The recipes are grouped into themes that suggest specific moments of Holiday pleasure: Casual & Convivial, Let it Snow (family-oriented), Winter Warmth (romantic), RSVP (celebration time) and Spur of the Moment.

For further details on the campaign and recipes, visit allyouneedischeese.com/holiday.

Objectives

- Increase sales of Canadian cheese during the Holiday period.
- Convey to consumers that Canadian cheese is a source of pleasure during this special season.

Target Audience

Woman aged 25-54, with or without kids, who enjoy entertaining and/or love to cook.

Market: National (excluding Quebec)

Overview

- In-store sampling demos in over 350 stores
- In-store media via four shelf-ads with tear off recipe in over 600 stores
- Six promotional videos lasting 10-15 seconds each on digital media.
- AYNIC Magazine back page ad
- Rebate offers on the Checkout 51 application that allows consumers to earn cash backs when they buy groceries.



Send us your comments and suggestions!
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Canadian Cheese Steals the Spotlight this Holiday



This holiday, DFC invites consumers to sit down, relax and tune in to W Network, HGTV Canada, The Food Network and Global to watch Canadian cheese steals the spotlight. As part of its AYNIC campaign, DFC recently partnered with Shaw Media and Corus to integrate TV segments and TV spots to promote Canadian cheese as the perfect pairing during their holiday themed programming.

From December 1 to 21, viewers who tune to watch holiday movies on W will see television and radio show host Josie Dye commenting on the variety of Canadian cheese. She will demonstrate how versatile cheese can be with their favorite

holiday foods. Viewers who also tune in on HGTV Canada, Food Network or Global, will be presented with four "Holiday Inspiration" spots encouraging consumers to incorporate Canadian cheese into their holiday meals.

Objective

To showcase the versatility of Canadian cheese.

Target audience

Woman aged 25-54, with or without kids, who enjoy entertaining and/or love to cook.

Market: National (excluding Quebec)

Overview

- TV segments on W Network will be features during popular timeslots dedicated to holiday movies airing Thursday, Friday and Saturday evenings.
- During 60 seconds TV segment, Josie will be testing out delicious holiday recipes featuring Canadian Cheese. She will also tell viewers why cheese is the classy alternative to those old boring snacks and how it is the perfect meal for unexpected guests.
- Four different scenarios that highlight Canadian cheese as a must in holiday meals will be created by Shaw.



100% Canadian Milk Symbol Contest

DFC invites consumers to participate in the LOOK FOR THIS SYMBOL TO WIN! contest. Between November 4 and December 10, consumers are encouraged to look for and take a picture of dairy products bearing the 100% Canadian Milk symbol for a chance to win over \$10,000 in prizes. Three grand prizes, each consisting of one year's worth of dairy products, will be attributed to lucky winners. To prompt consumers to enter the contest, various marketing initiatives, as well as additional support from partnered processors, are underway during that period. Those who wish to participate can do so by visiting www.dairygoodness.ca/100-percentcanadian-milk/win-free-dairy to register and upload their photo.

Objective

Increase awareness and drive sales of products bearing the 100% Canadian Milk symbol.

Target Audience

Consumers aged 18 and over

Market: National (excluding Quebec)

Overview

Media efforts focused in Toronto, Edmonton and Vancouver

Marketing support:

- Direct mail: Sent to 350,000 households in proximity to grocery retailers.
- Transit shelters in select locations close to grocery retailers.
- 10-sec. radio spots (running from Nov. 17-30)
- Promoted posts on Twitter, Facebook and digital banners.



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BIG BIKE Tour

For the second consecutive year, DFC's team of dietitians was the presenting and main sponsor of the Big Bike Tour in Canada and "La Marche du Coeur" in Quebec. The two fundraising campaigns of the Heart and Stroke Foundation consisted of 800 events across the country from April to October 2014. As part of the Get Enough campaign, DFC took part in 12 events in the following cities: Kelowna, Edmonton, Ottawa, Winnipeg, Victoria, Guelph, Halifax, Toronto, Calgary, Quebec, Gatineau and Montreal. Dietitians met with more than 2,500 participants, distributed 2,369 milk cartons after the races and encourage participants with cow bells during all Big Bike events across Canada.

Participants seemed very happy to meet with DFC's dietitians and exchange on the myths surrounding milk: "It's so nice to be able to speak to people from Dairy Farmers, there is so much to learn and glad to get it right from the source!" (Female, aged 24). DFC board member Sid Atkinson was in attendance at the Toronto event. Many participants mentioned that the dairy farmer onsite added a personal touch and elevated the experience for the participants as they had a greater appreciation for farmers and the work involved on a dairy farm: "It was great to have a real dairy producer here, really made a real connection for me between the milk that we drink and how it's produced" (Female, aged 44).

Objective

To promote dairy products' role in healthy eating habits.

Target Audience

Consumers aged 18 and over

Market: National

Other activities in all Big Bike events across Canada

- Assisting in team building and warm up by providing large milk cartons and branded mats for pre-race activity.
- Celebrating the journey and encouragement through cow bell placement on bikes.

Get Enough Helper App Recap

Smartphones owners have been using the *Get Enough Helper App*, and it shows! Since its launch in April 2014, donations to Heart and Stroke Foundation, Colorectal Cancer Association of Canada and Osteoporosis Canada have been pouring: our goal of 50,000\$ have been reached for each of the three causes in November! The Get Enough Helper App is a fun and interactive tracking tool to help measure oneself's daily servings for each of the four food groups in Canada's Food Guide based on user's age and gender. The application provides recipes and nutritional tips to help users live a healthier lifestyle. So far, the Get Enough Helper App has already helped over 56,000 people track what they eat.

If you haven't downloaded the app yet, we encourage you, your family and friends to do so by going to getenough.ca/app to try the app and start tracking your daily servings for each of the four food groups in Canada's Food Guide.

Objectives

- To promote dairy products' role in healthy eating habits.
- Educate Canadians about the multiple health benefits of milk products.
- Encourage consumers in a fun and interactive way to track their daily servings.

Target Audience

Consumers, aged 18 and over

Market: National, including Quebec



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Calling Out Nominees for the Sustainability Award

DFC invites you to mark the dates to participate in the 2015 Dairy Farm Sustainability Award. **Nominations will start from December 1 through March 6.**

Sponsored by DeLaval Canada, the Award recognizes dairy farmers across Canada who produce milk in a highly sustainable way. The Dairy Farm Sustainability Award is awarded to Canadian dairy farmers who have adopted environmentally sustainable practices that are also financially viable. The practices adopted by the farmers must also bring social benefits to Canadians and future generations.

This year's winner will receive a trophy and a prize of \$2,000 during DFC's Annual General Meeting in beautiful Vancouver, BC in July 2015.

DFC, as well as your provincial organization, will keep you informed of all the details in the upcoming weeks.



Organic Cheeses Marry Organic Wines Seminar



On October 9, DFC cheese expert David Beaudoin hosted a seminar called *Organic Cheeses Marry Organic Wines* at the Manteo Resort and Hotel in Kelowna, BC. Located on the beautiful shores of Okanagan Lake, the event was sold-out with 48 people in attendance.

Participants expressed positive feedback after the seminar and thoroughly enjoyed their time being there. They said that the event was entertaining, fun, full of learning and discoveries! The *Alfred Le Fermier* from [fromagerie la Station de Compton](#) was a big hit. Many attendees had never tasted such a unique cheese and they also loved blue cheeses with Ice wine; such pairing actually converted some people to blue cheese!

This seminar was a great opportunity to introduce more great cheese made from 100% Canadian milk to people from the Okanagan Valley.

Objective

Allow consumers to discover and taste new cheeses.

Target Audience

25 to 54 year old adults who enjoy cooking and entertaining at home.

Market: British Columbia



Please note that there is no upcoming events for the month of December. Stay tuned for DFC's events and sponsorships to come in January 2015.



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