



**JUNE**  
**dairy**  
month

**2024**



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*possibilities*

**Plan. Partner. Promote!**



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## June Dairy Month Promotion

*A proven approach to promoting  
refrigerated foods for over 20 years*

### An ALL Industry Effort for ALL NFRA Members

Bringing together all segments of the industry to promote the refrigerated category to consumers... in-store, online, and through traditional, digital and social media, as well as community events across the country.

#### The Goals

- Increase the Sales and Consumption of Refrigerated Foods
- Enhance the Overall Positive Sentiment about the Category
- Continue to tell the *Dairy...And Beyond* story
- Present the Modern Dairy Aisle – Innovative Products for Every Lifestyle

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# How You Can Participate and Benefit

Retailers, Manufacturers,  
Sales Agents, Local Associations



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## Many Ways for Your Company to Participate in the June Dairy Month Promotion

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Whether you are a retailer, manufacturer, sales agent or local association or you want to get involved on a small scale or large scale... NFRA has the tools and ideas to help you create an effective and profitable June promotion.

### Here is a sampling:

- Work with industry partners (retailers, manufacturers, sales agents and/or local associations) to create profitable in-store promotions during June.
- Decorate your retail environment and create warmth and excitement in the aisles with June-themed POS.
- Promote the Easy Home Meals Consumer Sweepstakes and link to it from your digital properties.
- Get social and utilize NFRA's June Dairy Month content on your social platforms to connect with your customers about the benefits of the refrigerated category.
- Go for the Gold and share all your fun and exciting June Dairy Month campaigns and events with the industry by entering the Golden Penguin Awards – multiple categories and easy online entry.

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# 12 Ideas for a Successful Promotion

Make this the best  
June Dairy Month yet!



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## 1 Cultivate Beneficial Partnerships

Retailers/wholesalers should connect with manufacturer, sales agents and/or local association partners to see what promotions they already have planned.

## 2 Promote and Leverage Brand Sponsors

The brands participating in NFRA's national program are already invested in doing national advertising throughout the month. Retailers/Wholesalers can leverage that exposure by promoting them in your ads, emails and in-store displays.

*For the most current list of participating brands, check out our [June National Program](#).*



## 3 Decorate Stores with June-themed POS

Eye-catching displays draw shoppers down the aisle. All NFRA members can purchase a variety of themed POS from NFRA. Try creating a contest among stores/divisions for the best display. **Check out new items for 2024!**

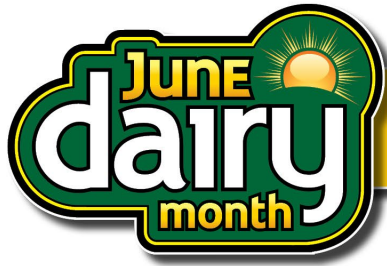
*Visit NFRA's [Online POS Ordering site](#) to see available items and to place your order.*



## 4 Promote the Easy Home Meals National Sweepstakes

The June Dairy Month \$10,000 Sweepstakes creates consumer excitement. We invite you to promote the Sweepstakes in your ads and on your website. Direct consumers to EasyHomeMeals.com to enter. One lucky winner will receive a \$1,000 Supermarket Gift Card and eighteen winners will receive a \$500 Supermarket Gift Card.

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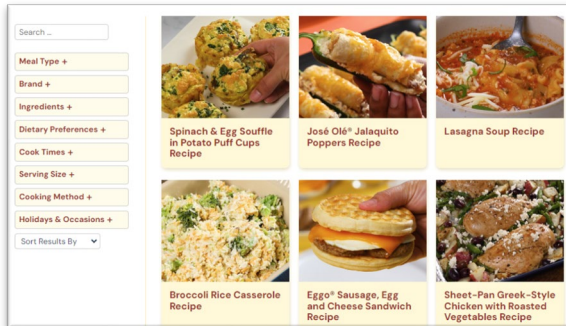


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## 5 Contribute to the Easy Home Meals Recipe Database

Reach out to NFRA’s marketing team to learn how your recipes can be featured on EasyHomeMeals.com!



## 7 Be a Social Media Influencer

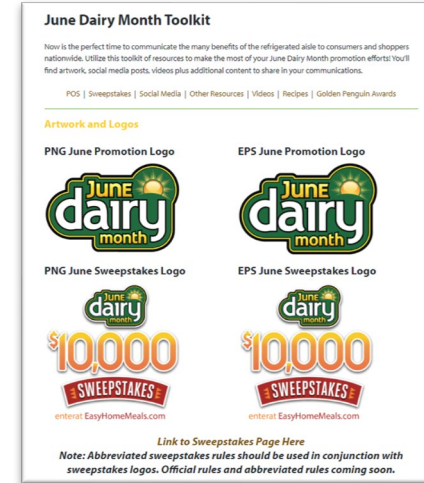
Providing information about the benefits of refrigerated foods and recipes to make meal planning easier, positions your company/store as an authority and influencer.

*NFRA has sample posts and messaging, infographics, videos and recipes available that you can include in your e-newsletters, throughout social media and on your website. Our [June Toolkit](#) is available on [NFRAweb.org](#).*



## 6 Compete for Golden Penguin Awards

Gain national recognition as an industry leader in promotion and marketing. Enter NFRA’s [Golden Penguin Awards](#) competition – choose from many categories focused on effectively using different marketing vehicles.



## 8 Utilize and Leverage the June Dairy Month Brand

Provide a consistent look in your advertising for easy consumer recognition by using the June Dairy Month logo and theme.

*Visit NFRA’s [June Toolkit](#) to download the June logo for your website, flyers, circulars, and other communications.*

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### Share NFRA's Content, Recipes and Posts on your Social Media Platforms

Easily take your promotion to the next level by using NFRA's template social media posts found in the [June Toolkit](#).

*Follow the Easy Home Meals [Facebook](#), [Instagram](#), [X](#), [Pinterest](#), [YouTube](#), [TikTok](#) and website for recipes and stories that you can re-share on your own social channels, newsletters, and communications.*

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### Have RDs and Social Media Directors Connect with NFRA

Provide NFRA with the contact information for your social media directors and registered dietitians (RDs) so we can easily share content and maximize consumer interest and engagement in the June promotion, as well as your brand.

*Please contact NFRA about contributing content throughout the year.*

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### Engage Customers through Community Initiatives

Engage your customers around a common cause. Consider doing a food drive, fundraising drive or volunteering in the community. Promote the event to your local media to gain extra exposure for your organization.



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### Host In-Store Events and Demos

In-store events like contests and giveaways engage consumers at the point of purchase. Demos are proven to increase trial and sales. Plan your special June event and draw more shopper attention to the aisle.

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# NFRA's Consumer Outreach During June

June National Program  
PR Campaign Activations



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## NFRA's National June Efforts

NFRA and sponsoring manufacturers and retailers participate in a National Program with impactful promotional elements to reach consumers.

### National Program Elements

- AdAdapted offers a mobile-first media partnership including shoppable video, multi-retailer/multi-product e-comm campaigns, and improved audience profiling
- Gets branded products on consumer lists and in e-comm carts
- Paid promoted post on Easy Home Meals channel(s)
- Brand-specific custom vertical video
- Extensive Social Media Influencer program dedicated to June Dairy Month messaging
- \$10,000 June Dairy Month [Consumer Sweepstakes](#)



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## 2024 Dairy...And Beyond PR Campaign Activations

*NFRA's comprehensive, year-round public relations campaign enhances the June promotion through new and engaging activations to reach consumers.*



- The Easy Home Meals consumer website connects with large consumer audiences about June and Dairy...*And Beyond* messaging.
- The Easy Home Meals social media platforms, influencer content and a consumer e-newsletter fuel positive conversations and drive inspiration for refrigerated-based meal solutions.
- Media partnerships and outreach including, a virtual media tour (VMT), press release, and interactive landing page with recipes, the VMT video, and infographics.
- The June Toolkit is available online and emailed to NFRA members, providing a guide to utilizing all of NFRA's June promotion resources.

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# Golden Penguin Competition

Go for the Gold!

Honoring the best marketing and  
merchandising in the industry



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**Whether your efforts are big or small, there is a category to fit your promotion!**



## **Online Entry... Engaging Categories**

### **In-Store Display**

Creative and effective use of signage, visuals, props, etc., promoting June Dairy Month.

### **In-Store Event**

Events in support of June Dairy Month – may include demos, shopping sprees, celebrity appearances, remote radio/TV broadcast, etc.

### **Community Involvement**

In-store or out-of-store event supporting a community/public service or charitable cause (food drive, fundraising, volunteer service).

### **Social Media Campaign**

A sustained campaign promoting June Dairy Month – utilizing at least two forms of social/digital marketing, including: website, blog, emails, apps, Facebook, X, Pinterest, YouTube, Instagram or other social platforms.

### **Private Brand Campaign**

A sustained campaign promoting a private brand(s) during the promotion period utilizing at least two forms of digital print communications or in-store execution.

### **Retail Dietitian Wellness Program**

A sustained wellness campaign created by a Retail Dietitian and using at least two forms of digital/print communication and/or in-store or online execution.

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## Honoring the Best Marketing and Merchandising Efforts in Support of June Dairy Month



### Overall Marketing Campaign

A sustained marketing campaign promoting June Dairy Month – utilizing at least four forms of advertising, digital communication, print communication or in-store execution.

#### Subcategories:

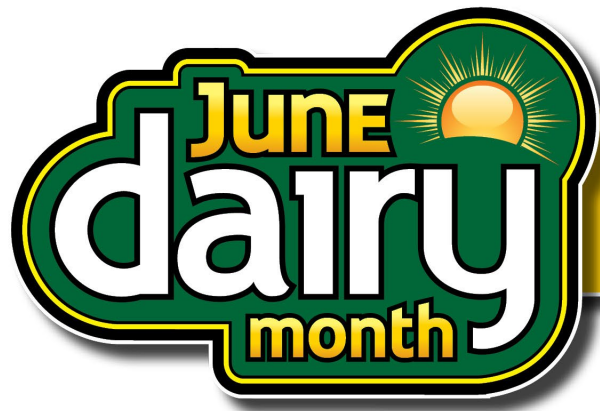
- Retailers
- Wholesalers
- Manufacturers
- Sales Agents
- Manufacturers
- Associations

### Top Marketer Awards

A special group of awards recognizing the Best of the Best! The highest scoring entry in each of the Overall Marketing Campaign subcategories will be named the Top Marketer. This group of winners will be announced during the Awards Luncheon at the NFRA Convention.

*All entries must be submitted online. Visit [NFRAweb.org](https://www.nfra.org) for more information.*

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# June-Themed Point of Sale

Add Excitement to the Aisles!



www.EasyHomeMeals.com





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## Point of Sale – Simply click and order online!



NFRA offers a wide variety of unbranded, June Dairy Month-themed POS/POP items for your local promotions.

### June Dairy Month Balloons

Green 11" round latex balloons with white logo that does not blur or fade when inflated.

**Members:** \$40

(pkg. of 100)

**Non-Members:** \$80

(pkg. of 100)

Qty. per package:

100



### Plush Cow

This super soft, black and white cow plush stands 7" tall and weighs less than 4 oz. Hand wash only, air dry.

**Members:** \$9

**Non-Members:** \$18

Sold individually



### June Dairy Month Fan

Tissue paper fan includes a cardboard insert announcing June Dairy Month. Fan measures 25" when open. Golden yellow and light green fans are available; you choose the color.

**Members:** \$7 each

**Non-Members:** \$14 each

Sold individually



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### June Dairy Month Header

The four-color header measures 36" x 6" and is printed on white vinyl. Includes a 1/2" strip of low-tack adhesive on the top and bottom for easy attachment to any surface.

**Members:** \$6 each

**Non-Members:** \$12 each

Sold individually



### June Dairy Month Door Blades

The 4" x 24" door blade is printed on two sides and directs customers to EasyHomeMeals.com. Packaged with 2 suction cup clips per blade.

**Members:** \$48 (pkg. of 15)

**Non-Members:** \$96 (pkg. of 15)

Qty. per package: 15



### June Dairy Month Garland

Golden yellow and green garland is made of tissue paper and stretches to 12 feet when fully extended. Complements the tissue fan. You choose the garland color.

**Members:** \$5 each

**Non-Members:** \$10 each

Sold individually

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### June Dairy Month Wobblers

The four-color wobbler is printed one-sided on flexible white plastic and measures 4 1/2" x 9". A pressure-sensitive adhesive strip on the T provides secure attachment to the shelf track.

**Members:** \$42 (pkg. of 25)  
**Non-Members:** \$84 (pkg. of 25)

Qty. per package: 25



### June Dairy Month Static Clings

The June Dairy Month static cling measures 5" x 5" and can be used on any glass or window.

**Members:** \$27.50 (pkg. of 25)  
**Non-Members:** \$55 (pkg. of 25)

Qty. per package: 25

### Cow Print Pennant Banner



This dairy-themed cow print pennant banner is 11" x 12'. Each banner contains 12 pennants on string. Sold individually

**Members:** \$5  
**Non-Members:** \$10

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### Penguin Pencils

White background with black penguins imprinted on pencil.

**Members:** \$42 (pkg. of 144)

**Non-Members:** \$84 (pkg. of 144)

Qty. per package: 144



### Easy Home Meals Pens

Bold red and silver pen with comfort touch finish and stylish tip. Promotes the EasyHomeMeals.com website. Black ink.

**Members:** \$18 (pkg. of 20)

**Non-Members:** \$36 (pkg. of 20)

Qty. per package: 20



### Plush Penguin

This adorable, plush penguin stands 8" tall. A cuddly friend for all age groups. Machine washable.

**Members:** \$9 each

**Non-Members:** \$18 each

Sold individually

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### June Dairy Month Corner Clings

The June Dairy Month corner door cling measures 8.5" x 8.5" x 12" and can be used on any glass or window.

**Members:** \$50 (pkg. of 25)  
**Non-Members:** \$100 (pkg. of 25)

Qty. per package: 25



### June Dairy Month Twirly Whirllys

Twirly whirllys hang 24" long & 1-1/4" wide and attached dangles are 6" x 6" with the June Dairy Month logo printed on both sides.

**Members:** \$6.25 (pkg. of 5)  
**Non-Members:** \$12.50 (pkg. of 5)

Qty. per package: 5



### June Dairy Month Stickers

Fun June-themed logo and farm animal stickers.

**Members:** \$5 (pkg. of 4 sheets)  
**Non-Members:** \$10 (pkg. of 4 sheets)

Qty. per package: 4 sheets of 11  
Total stickers: 44



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