

# JUNE DAIRY MONTH SUCCESS GUIDE

How to get involved with the promotion



## JUNE DAIRY MONTH: NFRA'S NATIONAL PROMOTION

A proven approach to promoting refrigerated foods for over 20 years

### WHY PARTICIPATE?

- Tap into peak refrigerated dairy food selling season
- Leverage ready-to-use promotional tools
- Join a proven industry-wide campaign
- Build your business while growing the category

### DESIGNED FOR EVERY MEMBER

Whether you're a retailer, manufacturer, sales agent, local association, or registered dietitian, NFRA provides the tools and resources to create an effective promotion at any scale.

### FIVE WAYS TO GET INVOLVED:

- 1. IN-STORE IMPACT:** Create profitable promotions with industry partners and eye-catching June POS materials
- 2. DIGITAL ENGAGEMENT:** Access ready-to-use content showcasing refrigerated dairy food benefits across your channels
- 3. CONSUMER OUTREACH:** Promote the Easy Home Meals \$10,000 sweepstakes to drive excitement
- 4. SOCIAL AMPLIFICATION:** Share NFRA's June content to connect with customers
- 5. INDUSTRY RECOGNITION:** Enter your best work in the Golden Penguin Awards

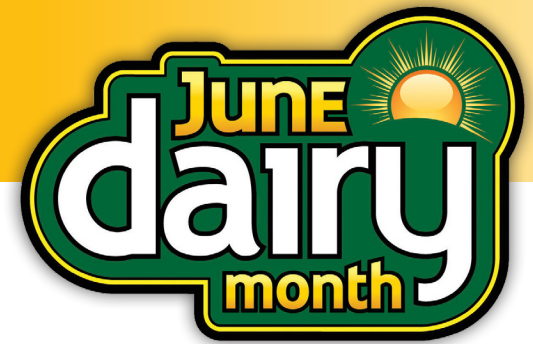
### FREE MEMBER RESOURCES

- Social media content package
- Consumer promotion toolkit
- Implementation guides



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Choose your path to success!



## RETAILERS

### ESSENTIAL STEPS

#### 1. PLAN YOUR PROMOTIONAL CALENDAR

- Connect with manufacturers and sales agents now
- Review participating brand opportunities
- Schedule in-store events and demos
- Plan display competitions

#### 2. MAXIMIZE IN-STORE IMPACT

- Order June POS materials
- Create themed endcap and display plans
- Schedule sampling events
- Set up cross-merchandising opportunities

### AMPLIFICATION STEPS

#### 3. DIGITAL & SOCIAL

- Promote \$10,000 sweepstakes
- Share Easy Home Meals content
- Highlight refrigerated dairy food benefits
- Feature participating brands

## MANUFACTURERS

### ESSENTIAL STEPS

#### 1. MAXIMIZE RETAIL PRESENCE

- Connect with retail partners early
- Plan promotional support
- Develop display recommendations
- Create merchandising guidelines

#### 2. BOOST BRAND VISIBILITY

- Feature June Dairy Month in your marketing
- Align social content calendar
- Plan special June promotions
- Support retailer initiatives

### AMPLIFICATION STEPS

#### 3. ENGAGE & MEASURE

- Track promotional performance
- Share success stories
- Enter the Golden Penguin Awards
- Document best practices

## SALES AGENTS

### ESSENTIAL STEPS

#### 1. COORDINATE PARTNERSHIPS

- Connect manufacturers with retailers
- Align promotional calendars
- Maximize co-marketing opportunities
- Plan display execution

#### 2. DRIVE EXECUTION

- Support POS placement
- Ensure promotional compliance
- Coordinate sampling events
- Monitor display implementation

## FOR ALL PARTICIPANTS

### QUICK WINS:

- Download June toolkit assets
- Order POS materials
- Start social media planning
- Submit entry for the Golden Penguin Awards

