



VPP Beef Niche Market Cow earns a premium - BCS #3

DQC
Dairy Quality Center
a Division of Agri-Education, Inc.

BEEF TRIM



Unworthy of selling into the VPP Beef Niche Market - BCS #1

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Southwest Region

What is Your Super Bowl Brand?

The 2014 Super Bowl is past but there are memorable moments that stay with us. The entire event is billed as entertainment while in reality it is one of the nation's most viable and successful business brands. For example, is it the football game or the ads that leave the most vivid impressions?

Do you recall the 2013 Super Bowl Ad, "So God Made a Farmer" by Paul Harvey? What part of that message sticks with you? Is it the image of perseverance of the people and their commitment to livestock and family? Did it influence your belief in the brand? (Dodge) This year one popular ad for the Super Bowl was "Puppy Love" sponsored by a brewing company. The simple message involved a frisky puppy, Clydesdales, and people, filling viewers with warm fuzzy feelings. Do you know the sponsors name?

Why is it that a message built on actions and no words can trigger an attitude in the heart that remains long after the football game is over? A "heart message" registers and leaves lasting impressions. What type of lasting impression is made when animal activist groups release undercover animal abuse videos? The heart messages are clear but - they build fear and anger in the hearts and minds of dairy product consumers!

The Dairy Quality Center is anxious to partner with a dairy that wants to develop a heart message. We would express what you are feeling or what you want to share to respond to attacks from the anti-dairy crowd. The DQ Center knows you have a message -- can we partner to promote your brand? Contact us at 800-553-2479 or dqc@agri-ed.com.

What would be our goal? How about the Cheerios ad during this year's Super Bowl? The feel-good message was evident when the daughter used a Cheerio to represent her desire for a puppy to match up with the parents' happiness about an upcoming baby brother. Result? . . . Cheerios is building their brand!

Does your milk market know that your dairy participates in a third party, veterinarian verified, quality assurance program? Is this fact part of their brand? How are they communicating your heart with consumers? What is your milk market doing to promote your heart message to their clients? Keep in mind everyone has a brand.

The DQ Center's VPP Program includes more than animal welfare; it embraces your attitude about safe and high quality milk. It supports animal health, it strengthens your ability to express your feelings and concerns. The DQ Center Audit reinforces your concern for your employees and builds a high quality dairy beef marketing program all as a part of your brand. The VPP Certification assures your customers that you want to produce high quality dairy beef. Your heart attitude earns a premium for your beliefs. Are you earning premiums for your attitude from your milk market? The DQ Center would like to be your partner to earn such a premium. Contact us.

Marketing quality or brand development is in your nature - you do it each and every day. What brand message would you promote to a Super Bowl of consumers? Keep it simple, accurate and remember the heart strings. We believe in you.

To view the "So God Made a Farmer" Ad go to: www.youtube.com/ and type in **So God Made a Farmer 2013 Super Bowl**.

To view the "Puppy Love" Ad go to: www.youtube.com/ and type in **Puppy Love 2014 Super Bowl**.

To view the "Gracie" Ad go to: www.youtube.com/ and type in **Cheerios 2014 Super Bowl**.

