



It's time to get REAL®

**National Dairy Producers Conference
April 2013**

Needed now more than ever

- **REAL® Seal launched in 1970s due to imitation cheese**
- **Use limited to dairy products, pizza**
- **Today a host of plant-based dairy imitators**
- **Their use as ingredients expanding**



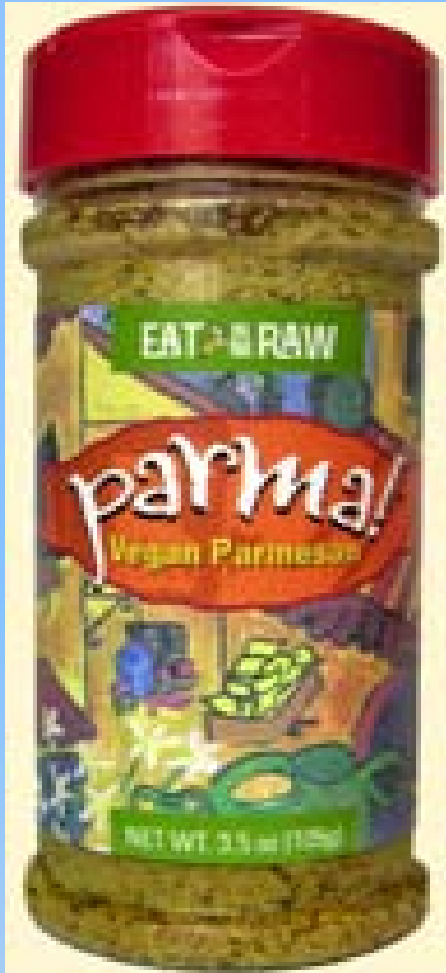
Your competition for space in the Dairy Case



Your competition for space in the frozen case



Your competition on store shelves



Consumers and the REAL® Seal

- 91% Consumer Awareness
- 78% Know what it is
- 93% say very/somewhat useful



What are we going to do

- Reconnect with and introduce the REAL® Seal to consumers
 - Reconnect with Moms
 - Introduce to men & women ages 21- 44



Revamped the Website



Welcome all dairy processors,
manufacturers and food service
operators

to the REAL® Seal site, the home for obtaining your REAL® Seal certification. We designed this site with you in mind. You can download the REAL® Seal contract and certification, apply for re-certification and send us any comments or requests.

Contact Information

REAL® Seal Agent
2060 Glacier Circle
Cross Plains, WI 53528
Phone: (888) 273-7325
Fax: (608) 798-1464
E-mail: info@realseal.com

Dairy Management Inc.
10255 W. Higgins Road, Suite 900
Rosemont, IL 60018-5616
Phone: (847) 803-2000
Fax: (847) 803-2077



©2006 WMMB, Inc.

Important Links

[Certification Application Instructions](#)
[Download Instructions](#)
[Re-Certification Information](#)

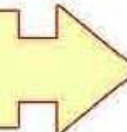
AMERICA'S DAIRY FARMERS:

Investing In Your Family's Future

America's Dairy Farmers want to remind you that dairy products deliver both value and nutrition for you and your family. **Find out how** they are investing in our future and how you can support their efforts.

Consumers

If you are a consumer looking for dairy product information, please follow this link to our main site.



Revamped the Website

[The REAL® Difference for Consumers](#) [The REAL® Difference for Marketers](#) [Who Can Use the REAL® Seal](#) [Contact REAL®](#)



The REAL® Difference!

Quality matters ... to you, and to America's dairy farmers.
It's important to know where your dairy products come from.

The REAL® Seal is the only assurance that what you are buying is made with the wholesome goodness of U.S.-produced cow's milk. When you buy products with the REAL® Seal, you can trust that you are buying true products or foods made with dairy in the U.S.

For U.S.-produced dairy foods, look for the REAL® Seal. To learn more about what the REAL® Seal means to consumers, what products currently use the REAL® Seal, or what it can mean to businesses using the REAL® Seal; simply click on the links on the tool bar above.



[REAL® Nutrition](#)



[American Dairy Products](#)



[Buying Guide](#)

[The REAL® Difference for Consumers](#) [The REAL® Difference for Marketers](#) [Who Can Use the REAL® Seal](#) [Contact REAL®](#)

Social Media

facebook®



You Tube



What are we going to do

- Reconnect with and introduce the REAL® Seal to consumers
 - Reconnect with Moms
 - Introduce to men & women ages 21- 44
 - **Introduce it to kids**



Name Me Contest



What are we going to do

- Reconnect with and introduce the REAL® Seal to consumers
 - Reconnect with Moms
 - Introduce to men & women ages 21- 44
 - Introduce it to kids
- **Expand the uses and users**



Expand Uses/Users

- **352 users**
 - Dairy Manufacturers
 - Pizza Manufacturers
 - Distributors
 - Retailers
- **10,293 different products**
 - Dairy products
 - Pizza



Expand Uses/Users



On Frozen Meals Containing Dairy



Fast Food Chains, Restaurants



Dairy Ingredients



Domestic & Export Markets



Dairy Product



What is ahead

- Fully implement Consumer program in May
- Launch REAL® Seal User program in July



Thank you!

Questions?

