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Midwest Dairy Association Continues Farmer Image Initiative with Demeter Communications as Counsel

The Midwest Dairy Association is continuing its *People Behind the Product*SM program into 2009 and announces it will again call on Demeter Communications for strategic counsel plus tactical implementation.

Midwest Dairy Association first teamed with Demeter Communications in 2006 when the farmer image initiative was newly approved by its board of directors. Together, they developed and consumer-tested messaging on animal care, sustainability and product safety. These messages are kept current based on consumer intelligence from Demeter Communications and findings from dairy checkoff funded research.

A strategically planned system of programs under the *People Behind the Product* banner helps dairy producers tell their story to community leaders, professional influencers and consumers about compassionate animal care, sustainable environmental practices, responsible production of high-quality, wholesome milk, and devotion to providing opportunities for future generations.

For more information about *People Behind the Product*, visit www.midwestdairy.com.

Demeter Communications provides distinctive and practical solutions for food, forestry and agricultural firms. Uniquely engaged throughout the food and fiber production chain, Demeter delivers superior communication results for audiences ranging from producers to consumers. Learn more about this outstanding marketing company at www.demetercommunications.com.

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