TELLING DAIRY’S STORY

SAVOUR ONTARIO—Passionately celebrating local culinary creations
I knew I wanted to share food with people, and learning how to cook and creating recipes was my way to share that and become part of people’s kitchens.

- David Rocco

Canada has such incredible ingredients, especially when it comes to cheese,” says David Rocco, celebrity chef, television host and author. “For me, it’s important to celebrate these great Canadian cheeses and let everyone know we have it all right here in our own backyard.”

Rocco grew up in an Italian household where food and the kitchen was always at the centre of their home.

“Mealtime was always about good food. Everyone sat at the table together and the kids and adults all ate the same meal,” Rocco says. “Looking back now, I realized how important this was—it was about inclusion where everyone spent time at the table together.”

This is an idea Emily Richards, celebrity chef, professional home economist and author, can resonate with. Richards started cooking with her grandmother and mother at a young age and always relished getting her hands into fresh dough and homemade pasta.

“It always brought so much joy being with them and creating delicious food,” Richards says. “I knew I wanted to share food with people, and learning how to cook and creating recipes was my way to share that and become part of people’s kitchens.”

It’s food stories like these that have become the backbone of Dairy Farmers of Ontario’s (DFO) culinary program, which aims to make dairy an inspired food choice among Canadians.

Branded under the tagline “Savour Ontario,” the program includes inspiring content, progressive partnerships and experiential activations throughout the coming year. Supporting local food, cuisine and events is at the heart of Savour Ontario.

Through a new culinary website, social media presence and culinary ambassadors, the dairy story will be told in a new way that appeals to millennials, cheese lovers, foodies, health and nutrition fanatics and just about anyone with an interest in culinary arts.

“There are great food stories across Canada, and great cheese producers who can compete with any of the great cheeses of the world,” Rocco says, who is also one of DFO’s Milk Calendar contributors. “There’s a whole new generation of cheesemakers that are worthy of global praise, and as Canadians, we need to make sure we’re their biggest supporters.”

By leveraging a shared value, Savour Ontario aims to build bridges between dairy producers, processors, chefs and consumers, says Kate Longmire, DFO’s director of marketing consumer programs.

“The Savour Ontario program is the vehicle that drives consumers to dairy, but a key component to the entire strategy is the partnerships we’re creating and the foundation we’re building for future growth,” she says.

The culinary program provides producers and the dairy industry with a direct connection to processors and retailers—creating partnerships, elevating consumers’ perception of dairy and inspiring families to put more dairy on the dinner table.

On the surface, Savour Ontario is the vehicle that showcases dairy’s versatility when it comes to culinary creations. It’s also an avenue to share real food stories with consumers in a way that makes dairy an inspired, relevant and relatable food choice for Ontarians.

“Dairy is a locally-produced craft product that is so versatile, and we’re bringing that to life through the various tools that make up the Savour Ontario program,” Longmire says.

But with the ultimate goal of growing the dairy market, behind the scenes, the program includes many comprehensive partnerships with likeminded key influencers to enhance the brand and bring dairy forward.

DFO has partnered with various players in the food and drink industry, including Restaurants Canada, Taste Canada, Culinary Tourism Alliance, LCBO, Longo’s and more. Partnerships with influencers help amplify the message, connecting the dairy industry and producers with end users.

Broken down, the strategy will include three key components—generating content related to culinary and nutrition, partnering with culinary experts and organizations and creating experiences for consumers through culinary events.

Dairy will come to life with a large online presence, as well as various culinary programs, such as the traditional 2020 Milk Calendar, meant to share dairy recipes and unique stories consumers hadn’t heard about until now.

Longmire says when creating the culinary program, it was important for it to integrate with DFO’s overall masterbrand to deliver value across the brand family.

“The culinary program also needed to be structured in a way that would allow us to collect data and measure success,” Longmire says. “The content program is designed to engage and capture the trust and loyalty of consumers, which is measured by subscriptions to program offers.”

SAVOUR ONTARIO:

Instagram
@savourontario

savourontario.milk.org

WWW.MILKPRODUCER.CA
PARTNERING WITH A WORLD-CLASS LEADER IN THE DRINK INDUSTRY

Throughout our 26-year history, Food & Drink magazine has enjoyed a strong relationship with Dairy Farmers of Ontario (DFO), showcasing healthy food and lifestyle choices for Ontarians,” says Julia Sousa, director of category marketing, marketing and customer intelligence at LCBO.

In partnership with LCBO, dairy will be featured in Food & Drink magazine through an eight-page holiday recipe guide insert polybagged in the holiday edition of the magazine, which distributes about a half a million copies to its readers.

Sousa says the partnership aligns perfectly with Food & Drink’s brand promise to supporting local food culture and spotlighting the quality and talent of Ontario’s producers and artisans.

“Whether featuring local dairy offerings in our recipes or introducing our followers to must-visit cheese shops in local counties, we are always committed to helping our audience learn about the culinary landscape in our own backyard,” Sousa says. Food & Drink is also hosting a new web series to uncover some of Ontario’s finest local food and drink experiences, including dairy.

“LCBO is a leader in the drink industry, so the partnership between LCBO and DFO was a perfect match,” says Kate Longmire, DFO’s director of marketing consumer programs.

Partnering with a likeminded partner, such as LCBO, aligns with DFO’s culinary strategy, Longmire says. It’s a way for DFO to make strategic partnerships with other brands in order to amplify the dairy story.

“We are proud to continue championing the Ontario dairy industry through compelling and inspiring content and to expand the partnership through new integration opportunities, including partnering on our new web series,” Sousa says.

To watch LCBO’s web series titled Five Stops: A Food & Drink original series, visit lcbo.com/5stops.

COVER STORY

The 2020 Milk Calendar

Over the last 43 years, the Milk Calendar has been a true Canadian staple in many family kitchens across the country, capturing Canada’s varied tastes and food trends as they evolved throughout the years. In 2020, the Canadian tradition will continue.

With recipes such as cauliflower puttanesca pasta with Canadian asiago, grilled asparagus and burrata spring salad and orange scented cheesecake with cranberry clementine sauce, the calendar represents modern food trends and more prominently, Canadian dairy.

“I use Ontario dairy every day when feeding my family and creating recipes,” says Emily Richards, celebrity chef, professional home economist, author and Milk Calendar contributor. “I wanted to showcase how easy it is to include dairy in recipes for everyday and special occasions.”

With inspiration on every page, the 2020 Milk Calendar will encourage home cooks to explore dairy in new ways, elevating dinner planning and bringing family members to the table every evening.

Used to support Dairy Farmers of Ontario’s (DFO) Savour Ontario program, the Milk Calendar is a legacy advertising vehicle for dairy that has achieved notable household penetration among Canadians, says Kate Longmire, DFO’s director of marketing consumer programs.

Building on the success of last year’s calendar, DFO will be working with eight culinary ambassadors, including Ontario Cheese ambassador Afrim Pristine, Vikram Vij, David Rocco, Abbey Sharp, Emily Richards, Brad Long and Anna Olson—all with an important message to share with consumers.

“Ontario has a diverse and fantastic selection of local foods,” says Andrew Bullis, milk test kitchen chef, food stylist and Milk Calendar contributor. “We’re lucky to live in a province that has so many producers who care about the

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As a food stylist, Bullis often finds himself working on other people’s recipes—making flat or bland dishes come to life and sharing those culinary creations and dairy’s limitless possibilities with consumers.

“Ontario dairy is a great staple to have on hand to create delicious meals for family and friends,” Richards says. “The versatility it provides is endless among sweet and savoury dishes.”

These chefs and influencers shared their love for cooking with dairy in the pages of the 2020 Milk Calendar.

Partnering with these influencers not only helps co-promote the Milk Calendar and drive new subscriptions and traffic to the culinary website, but DFO’s strategic approach to distributing the calendar will allow marketing staff to effectively measure dairy producers’ return on investment from the culinary program.

“We’ve developed an enhanced promotion and distribution strategy for the 2020 Milk Calendar that allows the calendar to get into the hands of those who want it and promotes cooking with dairy in a way that hasn’t been done before,” Longmire says. “We’re looking forward to sharing the results with producers in the coming months.”

**PROMOTION**
- Ontario newspapers;
- *Food & Drink* magazine;
- *MENU* magazine;
- *Canada’s 100 Best* magazine;
- Social media;
- Google advertising;
- Digital display campaign;
- Community social campaigns;
- Email marketing;
- savourontario.milk.org website;
- Contributor promotion;
- Partnership promotion;
- Media/influencer promotion.

**DISTRIBUTION**
- Home deliveries by signing up for a calendar;
- Longo’s grocery stories and Grocery Gateway;
- *MENU* magazine;
- *Milk Producer* magazine;
- Royal Agricultural Winter Fair;
- National Women’s Show;
- Holiday Fair in the Square;
- Ontario cheese shops;
- Culinary community activations.

**MILK CALENDAR CONTRIBUTORS**

Abbey Sharp  Afrim Pristine  Andrew Bullis  Anna Olson  Brad Long  David Rocco  Emily Richards  Vikram Vij

608,000 calendars printed and distributed in Ontario

232,000 calendars distributed nationally