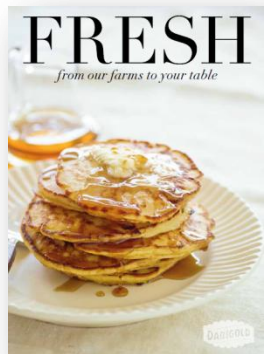


## EXPERIENCE DARIGOLD

*Dedicated to enhancing our customers' lives every day, first in quality, taste, value and service. Farmer-owned and trusted since 1918.*

# Marketing NW Awards – Direct Marketing Campaign



Darigold FRESH V4 “Culture”  
*from our farms to your table*

Darigold is a farmer-owned cooperative which began in 1918. Our products are local and FRESH! Darigold’s mission is getting these products from our farms to the table. Our producers take great pride in producing the highest quality dairy products. We are one of the nation’s largest agricultural cooperatives. Darigold is the brand under which we produce a full line of dairy products for wholesale, retail, and foodservice customers.

The enclosed materials support why we believe Darigold should receive the Marketing NW Award for Direct Marketing Campaign. It would make our farmer/owners proud to win this award.

# Key Objectives

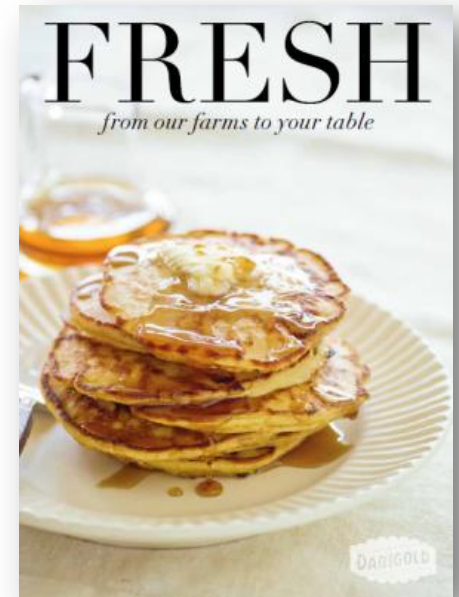
Darigold FRESH magazine builds overall Darigold brand awareness.

Meet the Farmer-Owners in the Darigold cooperative

Learn about Darigold products and processing

Meet the culinary professionals who use Darigold products

Find and enjoy delicious recipes made with Darigold products



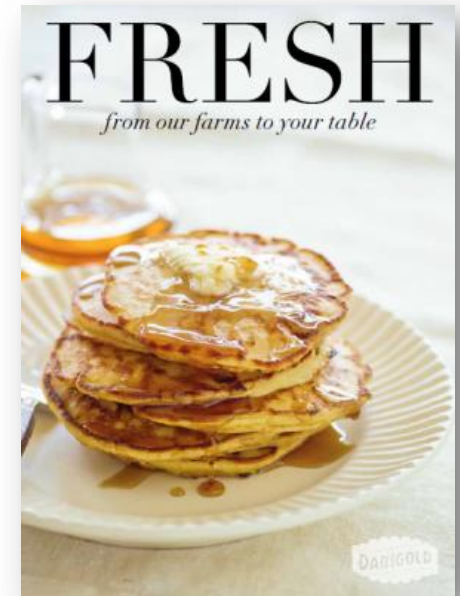
# Campaign Synopsis

In 2008 Darigold published the first volume of FRESH magazine. We wanted to produce another cookbook. But after guidance from several reliable food industry sources, it became clear that there was movement away from cookbooks in favor of a magazine format with stories and recipes included - on the order of Bon Appétit or Gourmet magazines. The decision was made to produce FRESH magazine; it highlighted local farmers, with a focus on Darigold products. Branding was tertiary and subdued. The acceptance of FRESH magazine has been phenomenal. As a result, Darigold has gone on to product three more volumes.

FRESH V4 published in September 2011. The focus in this issue is on 'culture'. We start with the culture of our dairy farm families and their animals. From the farm, we move to our processing plants where we culture milk to make cottage cheese, buttermilk, sour cream and cheddar cheese. We finish with stories and recipes featuring customers on the west coast who prepare meals using our cultured Darigold products.

# The Making of FRESH Magazine video

Please view the video that is uploaded with our submission as well as enclosed on a thumb drive in the mailed packet.



FRESH magazine focuses on three vehicles for reaching Darigold customers and consumers

# Primary Target: Food Service Professionals

FRESH magazine will be given to attendees of 70 foodservice shows in 17 western and mid-western states. The estimated reach is 20,000 food professionals. Our exhibit décor features visuals from the magazine with on-site prepared food samples from FRESH V4 recipes.

Excerpts from FRESH will be featured in Broadliners, a quarterly foodservice magazine targeting Food Services of America, SYSCO and US Foods. FRESH will also be highlighted in Front Burner, a vehicle used by the Washington Chef's Association. And, copies of FRESH are distributed to chefs through various culinary professional organizations.

# Food Service Show Sampling

General Shows:

Pancakes w/Orange Buttermilk Syrup



Dad's Cottage Cheese Pancakes  
Recipe featured in  
"Culture Comfort", p. 40



Orange Buttermilk Syrup  
Recipe featured in  
"Gifts from the Heart", p. 82



# Food Service Show Sampling



## Key Shows:

grilled romaine lettuce and flank steak  
with buttermilk dressing

## Buttermilk Dressing

Recipe featured in “Sound Bites”,  
Roche Harbor story p.64

# Food Service Show

## Fall 2011 Exhibits



FSA Food Service  
Seattle Show



Sysco Food Service  
Intermountain Show

# Secondary Target

## Retail & Foodservice In-store Promotions

URM (retail)/Washington Dairy Products Commission

“Meet Your Local Farmer” promotion

Incentive: Buy 4 dairy items and get a “free” copy of Darigold FRESH magazine. 2,000 copies ordered

Fred Meyer (retail)/ Washington Dairy Products Commission

“Butter Up For the Holiday’s” promotion

Incentive: Buy 2 pounds of butter and get a “free” copy of Darigold FRESH magazine. 1,500 copies ordered

Cash & Carry (wholesale food service)

“Daigold is Best” promotion

Incentive: None

All customers will receive a “free” copy of Darigold FRESH while supply lasts. 15,000 copies ordered

Online:

# Tertiary Target

Darigold connects with consumers through the Darigold website ([www.darigold.com](http://www.darigold.com)) Our online microsite and enables consumers to purchase copies of all four volumes of FRESH magazine. Our October E-newsletter will announce FRESH V4 with a link to the microsite order page.

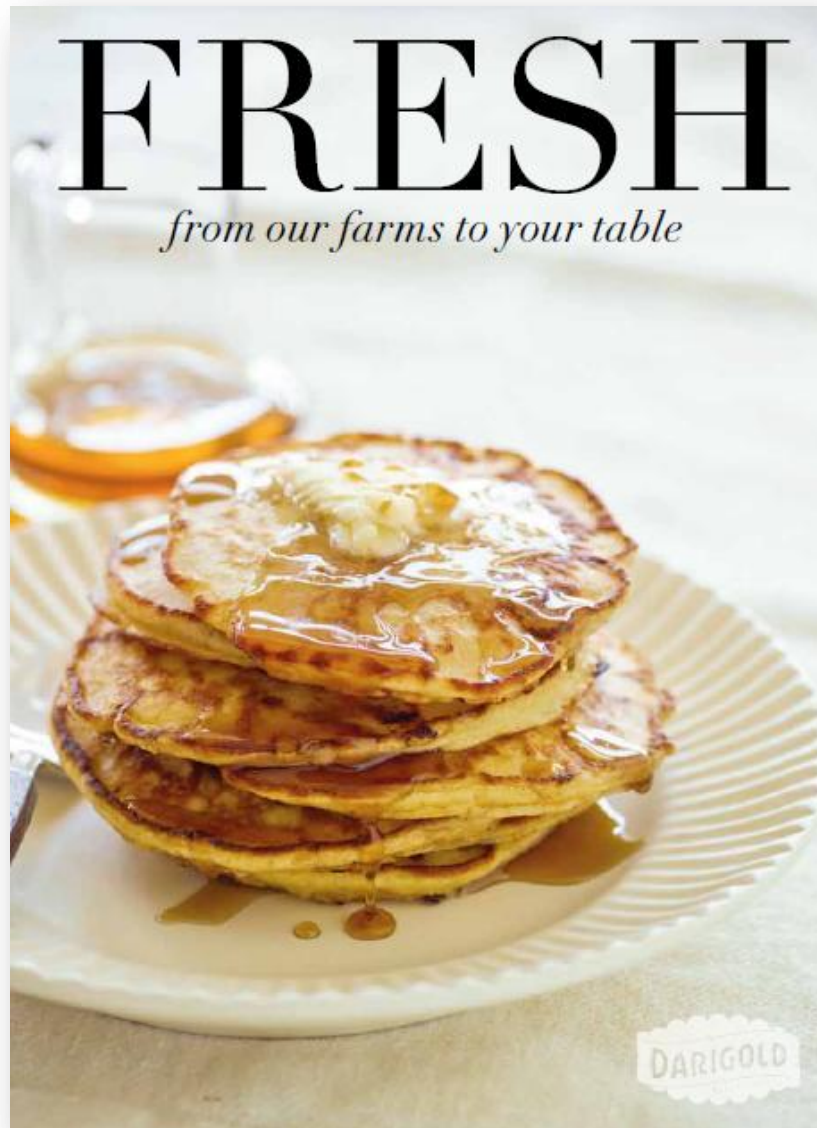


FRESH V4 microsite



October 2011 E-newsletter





Culture

**Volume 4 September 2011**

A photograph of three brown cows with white faces and bellies, standing in a barn. They are looking directly at the camera. The cow in the center has a yellow ear tag with the number 3349. The cow to its right has a yellow ear tag with the number 3349. The cow to the far right has a yellow ear tag with the number 3380. They are standing behind a dark wooden fence. The background is slightly blurred, showing the interior of the barn.

*Meet the Cows*

# Cow Culture

THESE GIRLS ARE GOOD LOOKING, BUT THERE'S MORE TO A HEALTHY COW  
THAN DOE EYES AND A PRETTY SMILE. HERE'S A GLIMPSE OF  
WHAT GREAT DAIRY PRODUCERS KNOW ABOUT THEIR COWS.

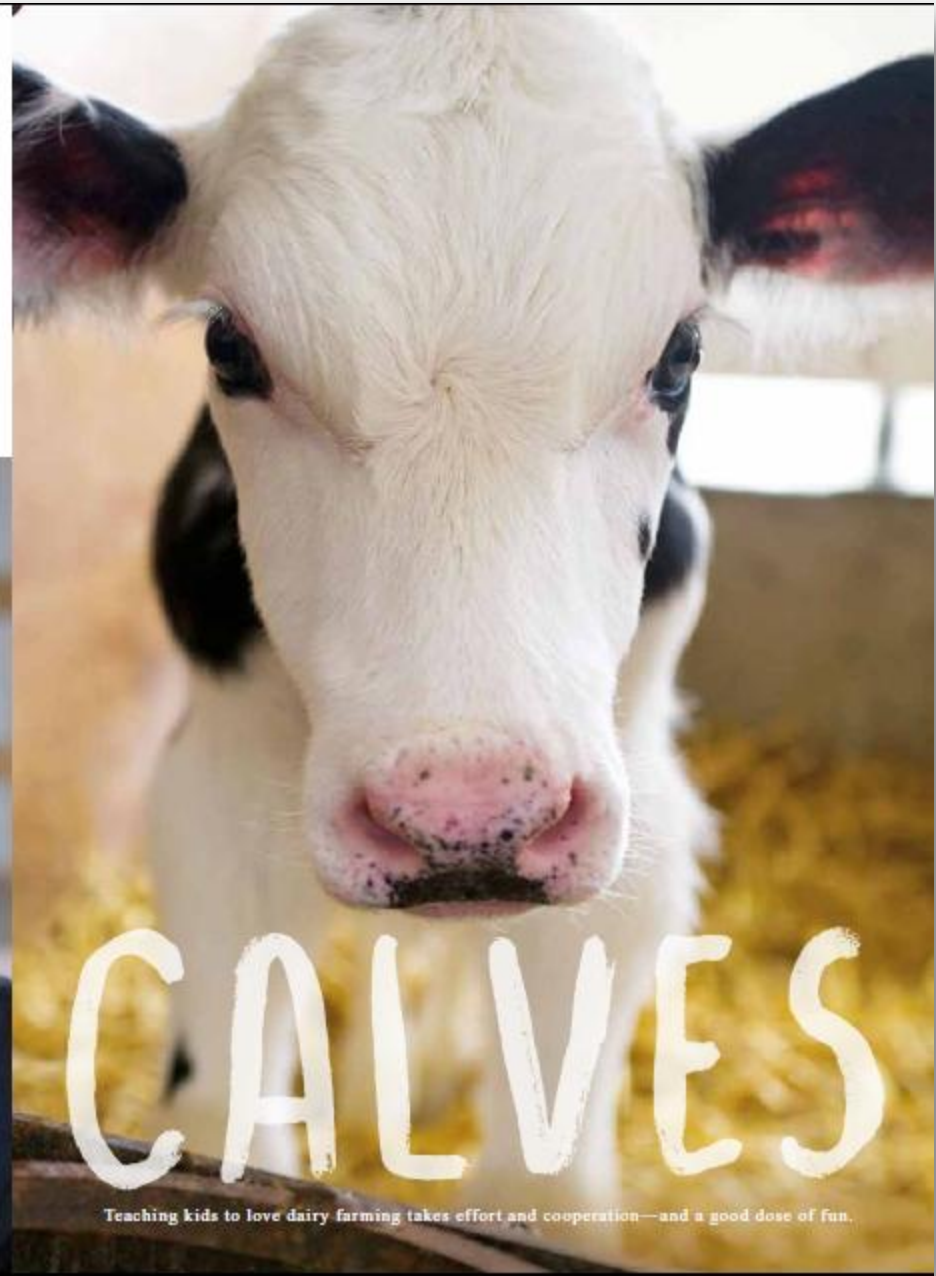


# *Meet the Kids*

KIDS +



16 PAGES



CALVES

Teaching kids to love dairy farming takes effort and cooperation—and a good dose of fun.

*See Our Process*

KEEPERS

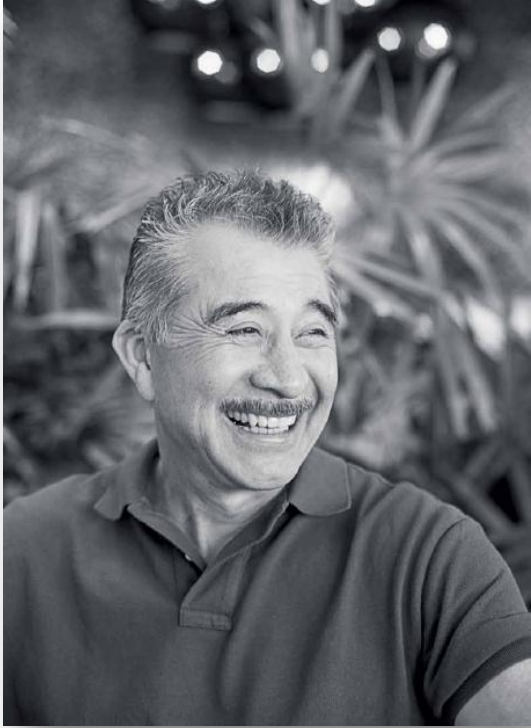
OF THE

*CURD.*





# *Meet our Culinary Professionals*



# *Enjoy Our Recipes*



# Media Outreach

# TRENDLAND

ART CULTURE DESIGN FASHION MUSIC PHOTOGRAPHY

SHOP

NEWSLETTER PAPERMODE CONSULTING

 search... Q

Antwerp

VISIT OUR WEBSITE!

BELGIUM'S CAPITAL OF COOL

**coolcapitals.com**

Darigold  
FRESH  
Featured  
10/08/11



Balmain S/S 2012



Hussein Chalayan S/S 2012



# TRENDLAND

## FRESH MAGAZINE BY DARIGOLD FARMS

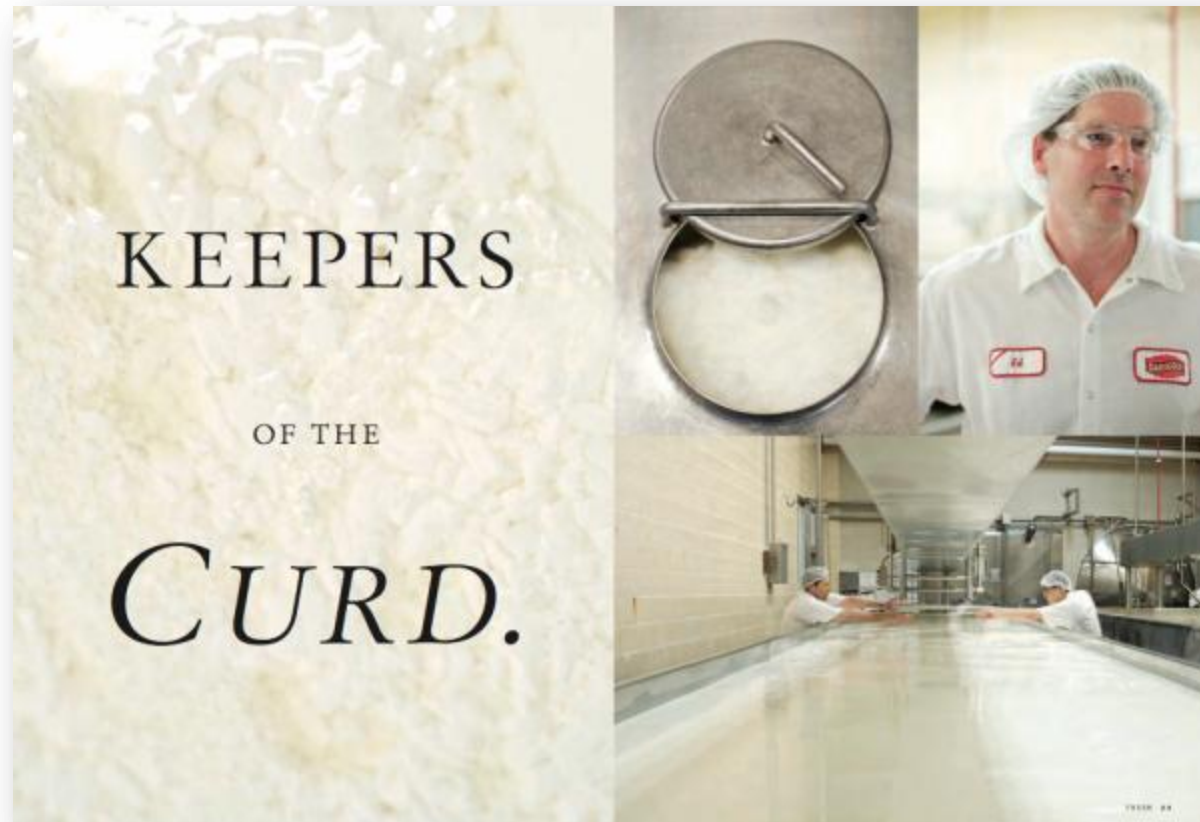
By [Ani Tzenkova](#) 07 Oct 2011 @ 11:55 am | *Categorized*  
[FEATURED](#), [FOOD](#), [MAG](#) | [BLOG](#) | [WEB](#), [PHOTOGRAPHY](#)





Recently we were sent an issue of [Fresh Magazine](#). I had never heard of it before, but it quickly drew me in. The magazine merges two worlds that we love at Trendland, **Food** and **Photography**. But perhaps what makes it most appealing is the concept behind this publication sponsored in full by **Darigold Farms**.

Four years ago Northwest farm Darigold gave [Armstrong Studios](#) a *carte blanche* to produce a magazine that encompassed the farms philosophy. A pretty rare opportunity, if you ask me. Armstrong Pitts Studios created Fresh magazine from a thought that a single image could not convey Darigold's commitment to delivering the highest quality product.



“From the start, I wanted to feature the real hero of the company – the cows,” says E.J. Armstrong. “We approached this project differently than most as we wanted to ensure the vision was consistent from start to finish. The whole studio was involved.” In addition to shooting each volume cover-to-cover, the studio managed the entire creative process. Assembling a team of designers, food writers as well as staffing a print production manager to be on press to ensure accurate color reproduction.



It is an all around mouthwatering pleasure looking through this publication. Whether it is for a bit of culinary inspiration, to enjoy beautifully styled photographs or to read about farm culture the magazine holds a timeless relevance that is worth collecting.



# TRENDLAND



## FRESH

from our farms to your table



One of things that surprised me most about this product was that behind this beautifully curated and produced love project by a photo studio was a huge dairy mogul's desire to market itself in a highly aesthetic manor. I would love to see more of this kind of marketing from huge corporations.

A large glass jar with a green lid is filled with pickles and a white liquid. To the right, a red plastic basket lined with red and white checkered paper is filled with fried pickles. A small metal cup of dipping sauce sits in the basket. The background is a light, neutral color.

WARNING:  
may cause  
PICKLE CRAVINGS  
before noon.

#### fried pickle chips

1 jar (500 g) pickles  
1 pinch cayenne pepper  
2 cups cornmeal  
1/2 cup flour  
1 cup oil  
1/2 cup white vinegar  
1/2 cup white sugar  
1/2 cup white salt  
1/2 cup white pepper  
1/2 cup white salt

For pickles, add to a large mixing bowl along with cayenne pepper. Combine flour and sugar in a separate bowl, add pickles and shake to coat. Shake off excess flour, using a shaker. Dip each pickle in the vinegar/sugar/salt mixture, then fry in oil at 350°F until golden. Remove from oil and drain. Serve hot.

11/10 34

# Darigold's Corporate Gift 2011 Holiday Season

# BEST of FRESH

## “Ladies of the Field”

### 2012 Calendar



Ms April She's going to her first FAIR. Now the real work starts. . .

...



Ms May Looking this good is practically a full time job. . . . .