



IDFA Social Media Toolkit for Dairy Innovator Dialogues

This toolkit includes suggested content for use on your social media platforms—primarily Facebook, Twitter, LinkedIn, and Instagram—to promote IDFA Dairy Innovator Dialogues. Please customize the text as you see fit, but please remember to include links to the accompanying blog or YouTube video where appropriate.

When posting, please also be sure to use the hashtag #DairyInnovates. Thank you!

IDFA's Dairy Innovates Webpage and Social Handles

- Dairy Innovates URL: <https://www.idfa.org/dairyinnovates>
- Twitter: [@dairyIDFA](https://twitter.com/dairyIDFA)
- LinkedIn: <https://www.linkedin.com/company/idfa>
- Instagram: <https://www.instagram.com/dairyidfa/>
- Facebook: <https://www.facebook.com/dairyIDFA/>

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Dairy Innovator Dialogues: Ep. 3: Jeff Kaneb, Hood LLC

- YouTube Link: <https://youtu.be/UEoJOd5-eKq>
- IDFA Blog: <https://www.idfa.org/news/dairy-innovator-dialogues-jeff-kaneb-of-hp-hood>
- About the Episode:
 - o Jeff Kaneb, chief operating officer at HP Hood, sat down with Michael Dykes, D.V.M., president and CEO of IDFA, to discuss HP Hood's history of innovation and diversification, consumer preferences, sustainability, and the exciting future for the dairy industry in this episode of Dairy Innovator Dialogues. HP Hood was founded in 1846 by Harvey Perley Hood, and run as a family-owned operation. The business was bought by the Kaneb family in the 1990s, and still operates today as a family-run business. Kaneb said that a lot has changed in just the past 24 years.

Sample Tweet:

In Ep.3 of @dairyidfa's Dairy Innovator Dialogues, @michaeldykesdc sits down w/ @hphood COO Jeff Kaneb to discuss consumer preferences, sustainability, and the exciting future for the dairy industry #DairyInnovates Watch the full episode:

<https://youtu.be/UEoJOd5-eKq>

(Please download [this high resolution image](#) to accompany your tweet)

Sample Facebook/LinkedIn Post:

In Ep.3 of IDFA's Dairy Innovator Dialogues, HP Hood COO Jeff Kaneb sits down with IDFA President and CEO Michael Dykes, D.V.M., discuss consumer preferences, sustainability, and the exciting future for the dairy industry #DairyInnovates

Watch full the full episode here: <https://youtu.be/UEoJOd5-eKg>

(Please download [this high resolution image](#) to accompany your social media posts)

Quotes from Jeff Kaneb episode for your use

"Probably the most significant source of growth has been in long shelf life, specialty dairy, and dairy alternatives. And that's been a big part of our growth

"It's definitely based on the consumer. The consumer has been changing for the past several years the way that they consume food, the way they think about food. And so the pace of change and consumer tastes has definitely accelerated, and we think that's an opportunity where innovation is welcomed by the consumer, and we think that's a great opportunity for us and for everybody in the industry."

About Dairy Innovator Dialogues

Dairy Innovator Dialogues is a video and multimedia series presented by IDFA that goes behind the scenes with today's most innovative dairy leaders and companies. Each episode of Dairy Innovator Dialogues, hosted by IDFA President & CEO Michael Dykes, demonstrates how U.S. dairy is leading the world in sustainable business practices, applying data and technology to solve multiple challenges, and connecting with today's consumer at a deeper, more meaningful level than any other category within the food and beverage industry.