NDC & KERRYGOLD
QUALITY MILK AWARDS

Teagasc Milk Quality Conference
4th December, 2013

Zoë Kavanagh, CEO
The National Dairy Council
WHY?

Objective:
– To recognise Excellence & Showcase the world class quality of Irish dairy products to consumers
– To reward & recognise the Irish Family Farm model

Industry Reputation:
- Underpins our brand values
- Leverages Brand Heritage
- Sustainability
- Connects consumer with dairy products
- Develops brand ambassadors for Irish dairy products
NDC & Kerrygold Quality Milk Awards: Activity Review

Launch ➔ Judge ➔ Reward
Promote Promote Promote

TV
- TV3 Farm Visits
- 6 x 2min Peak Viewing
- Awards feature Ireland AM

Digital
- Finalist Videos
- Facebook Fan base
- Independent.ie?

Print
- IFJ x 4 weeks
- 14 Finalist Features
- Awards Coverage
- Overall Winner Profile
- Irish Times
- Independent
- Examiner
- Extensive local press

RADIO
- Countrywide Promo Stings
- Countrywide Awards feature
- Regional Radio
- ?
14 Outstanding Finalists from 8 Counties & 11 Co-ops

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<thead>
<tr>
<th>Name</th>
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<th>Company</th>
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<tbody>
<tr>
<td>Glenn</td>
<td>Chapman</td>
<td>Glanbia Inch</td>
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<tr>
<td>John</td>
<td>O'Gorman</td>
<td>Glanbia Ingredients Ireland</td>
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<td>Kevin</td>
<td>Bourke</td>
<td>Tipperary Co-op</td>
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<td>Conor</td>
<td>Molony</td>
<td>Centenary Thurles Co-op</td>
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<td>Richard &amp; Nora</td>
<td>Fitzgerald</td>
<td>Dairygold Co-op</td>
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<td>Noel &amp; Anne</td>
<td>Jennings</td>
<td>Bandon Co-Op</td>
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<td>McCarthy</td>
<td>Barryroe Co-op</td>
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<td>Thomas</td>
<td>Mahon</td>
<td>Arrabawn Co-op</td>
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NDC & Kerrygold QMA Finalists - Their stories..

Richard & Nora Fitzgerald (Mon 7th Oct)

David Boland (Tues 8th Oct)

Edward Fitzgerald (Wed 9th Oct)

John McCarthy (Thurs 10th Oct)

Denis Collins (Fri 12th Oct)

Glen Chapman (Mon 14th Oct)
Denis Collins Video
Mums favourite show ranked 2nd most watched programme on TV3

Soap based in an Agricultural Community delivering good environment for the QMA Finalists Story VTs

Emmerdale’s Vital Statistics
- On average 286,800 Adults watch the show
- Delivers a 25% share of Adults and over a 1/3 of the mums viewing over the time segment
QMAs Support

NDC & Kerrygold QMA Finalist VT Series – In break to Emmerdale

Positioned last in the in break to Emmerdale (Mon 7-Fri 11 & Mon 14th Oct)
Total GRPs & Reach 20 HK+CH GRPS reaching of 618k adults & 404k HKs

NDC & Kerrygold QMA TV3 Ireland AM Editorial Segment

Broadcast on 22nd October with feature on NDC & Kerrygold QMA Ceremony from the RDS
(segment length: 4.37)
Viewership: Adult: 42k/HKs:29k
QMA Finalist VT Series – Inbreak to Emmerdale
QMA Ireland AM Editorial Segment
Facebook Posts

National Dairy Council
Here’s a lovely interview with our top dairy farmers, the national winners of the NDC & Kerrygold Quality Milk Awards, from RTE Radio One’s Countrywide:

Best Dairy Farmer in the Country
Sinead Egan went to Effin, Co. Limerick to meet Edward Fitzgerald and his family who won the NDC national prize for best dairy farm.

National Dairy Council
County Limerick farm wins top national prize for Dairy Farming excellence! With 14 finalists commended, read the national results of NDC & Kerrygold Quality Milk Awards 2013 here!

National Prize for Top Dairy Farmer Awarded!
The 2013 winners of the national prize for our best dairy farm are Edward & Olivia Fitzgerald, from Toberness, Effin, Kilmallock, Co. Limerick. The Fitzgeralds, who supply the milk from their farm to...

National Dairy Council
The countdown is on to find our dairy farmer for 2013. Fourteen finalists have been short listed for the NDC & Kerrygold Quality Milk Awards. http://bt.ly/199TDgh Check out TV3 each evening this week just before 7PM to meet some of this year’s finalists – a celebration of Irish dairy farming excellence.

NDC News 130917 | NDC & Kerrygold Quality Milk Awards 2013 | Finalists Announced
Fourteen dairy farms have been short-listed as national finalists for the 2013 National Dairy Council & Kerrygold Quality Milk Awards. The competition,...

<table>
<thead>
<tr>
<th>Likes</th>
<th>Shares</th>
<th>People Reached</th>
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<tbody>
<tr>
<td>9</td>
<td>1</td>
<td>2,321</td>
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Campaign Reach – PR Evaluation - €160,000

Ireland’s best dairy farmers unveiled at NDC & Kerrygold Quality Milk Awards

Edward and Olivia bring proud history to top prize

Irish Examiner

Awards viewed as ‘the Sam Maguire of Irish farming’
Campaign Reach – PR Evaluation - €160,000

The Irish Times

Limerick dairy farmer is cream of the crop

Edward Fitzgerald has just been awarded the ‘Sam Maguire of farming’

Tipperary Star

2013 NDC & Kerrygold Quality Milk Awards

Fitzgerald farm pours out success

2013 NDC & KERRYGOLD MILK AWARDS
Est Campaign Reach – TV & On Line

QMA VT Emmerdale placement delivered 20 HK+CH TVRS with an cumulative impacts reach of 618k adults along with 404k hkprs seeing our message.

An est. 42k adults & 29k housekeepers the segment on Ireland AM with 26% of Mum share of viewing to the show. Estimated value of segment based on RTE Nov CPT €6,691 - TV3 NDC Spot Cost Equivalent : €4,173.

Facebook posts reach 2.3k Facebook users and achieved a total of 6 Likes and one post was shared within community.
THANK YOU