



Welcome to the MGA FOCUS!

These are bi-monthly publications focusing on what matters to you.

Each FOCUS will contain a featured article that has valuable information for you and your business.

Below you will find an ad from one of our featured partners as well as upcoming advertisers.

If you want to be featured in the MGA FOCUS respond to this email or call 417-831-6667 and ask for Cory.

Hiland Dairy- Protein Powered Punch

Hiland Cottage Cheese Delivers a *Protein-Powered Punch*

Cottage cheese is an excellent source of high-quality protein. This fresh dairy product known for its small curds and savory, creamy taste has had a resurgence in popularity with athletes, keto-dieters, and those wanting a quality high-protein food source. One cup of cottage cheese can offer 24 grams of protein – clearly making it a protein powerhouse!

24
grams
of protein



Snack or Side?

Hiland Cottage Cheese can be both! Consumers can bake it, mix it, whip it, top it, or just grab a spoon and eat it — there are so many ways to enjoy this versatile, delicious, protein-packed goodness. Hiland offers recipes and coupons so consumers can add some to a savory salad or serve it as a side dish to make any meal healthy and complete.

No longer a bland diet food, cottage cheese is a versatile, nutritious, tasty snack food or meal staple. Hiland's cottage cheese is sought after and requested by shoppers.

Hiland Cottage Cheese always has consistent flavor, it's one of the best. I have to drive 30 miles to get Hiland, but it is always worth the drive!

- Carla M.

Hiland Cottage Cheese is the best tasting and I refuse to buy anything else.

- Cindy K.

Hiland Cottage Cheese has protein that helps a body feel fuller longer, calcium for healthy bones and teeth, phosphorous — an essential energy source, selenium — which reduces the risk of depression, and B vitamins that help with metabolism and healthy blood cells.

Consumer's Go-To Protein – To Go!

Power-packed nutrition that's always ready to go? **Yes, please!** Hiland now offers single-serve cups that are loaded with protein and offers “out the door in a flash” convenience. Five flavors and two plain for on-the-go options!



Locally Made.
Naturally Delicious.™



For fun recipes using cottage cheese, check out The Hiland Home blog at thehilandhome.com.



Protein pack your toast with Hiland Cottage Cheese

Give your shoppers the variety they crave with Hiland's new flavored cottage cheese! Perfect for taking their protein on-the-go in convenient 5 oz. packages.



Locally Made.
Naturally Delicious.™

Learn more about partnering with Hiland Dairy at HilandDairy.com/Retailers.

Legislative Halfway Recap

While it is hard to believe, the legislative session is just about at the halfway point. While the halls are busy this week and legislators rush from committee meeting to meeting, next week the building will pause as both chambers recess for Legislative Spring Break. This session has been more productive than last year, when both chambers paused session from mid-March to late April due to the onset of the COVID-19 pandemic, making it difficult for a majority of legislation to not cross the finish line. However, this session has also seen its fair shares of disruption from the House taking a break for a week due to a COVID outbreak, to the Senate cancelling session three weeks ago due to a winter storm that blanketed the entire state in snow.

This session, the MGA has continued to have a presence in the Capitol with legislative visits from Ball's Food Stores and Schnucks Markets, with more grocers scheduled to come to the Capitol throughout the remainder of the session. Some of the MGA priorities we have discussed with legislators included Wayfair (internet sales tax), Covid Liability and Representative Cody Smith's HB 726, which modifies provisions relating to the state minimum wage rate.

The Missouri Grocers Association has consistently supported a fair and level playing field across all segments of the industry. We will continue to push for a fair and level playing field as internet sales continue to evolve. HB 554, Sponsored by Representative J. Eggleston has passed through committee and is on the informal perfection calendar where it is expected to be brought up on the House floor for debate and discussion this week before Spring Break.

To read more about the individual bills [click HERE](#)

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