



## Wisconsin Dairy Producers Featured in Super Bowl “Essential” Workers Ad

For the last 11+ months, thousands of people have trudged on, providing Americans with products, services and hope. American farmers have continued to feed the rest of the world. Farmers provide countless products that folks take for granted every day and is one of the often considered "thankless" occupations.

Before the 2021 Super Bowl, a heartfelt 3-minuted ad entitled "Essential" displayed a dozen various heroes of the pandemic. The Hughes Family from Pittsville, WI was featured in the ad. Presented as a "tribute and celebration of the people who are essential that kept life going though the pandemic," Sunsett Dairy of Pittesville, WI represented American's farmers.

Stephanie and Alan Hughes and their three sons own and operate Sunsett Dairy and are IPS customers. Alan's cousin, who was the creative director for the spot, asked if they would participate in the video.

The Hughes saw being in the ad as an opportunity. “In farming and agriculture, when we have an opportunity to speak on behalf of farmers and on behalf of agriculture, we never say no,” Stephanie said. “It’s important that people know where their food comes from and how agriculture works. There’s such a disconnect from consumer to farmer so we want to just get that grey area filled in a little bit more.”

