

8 WAYS YOUR DAIRY CHECKOFF WORKS!



1 Consumer Confidence

Building trust in dairy foods and farmers

To maintain and grow dairy sales, and to protect the industry's freedom to operate, it is essential to connect consumers to where their food comes from and strengthen their trust in dairy foods and farmers. The dairy checkoff works to build consumer confidence by demonstrating how dairy farmers care for their cows, protect the land and responsibly produce safe and nutritious dairy foods.



2 Dairy Nutrition

Reinforcing dairy's role in the diet

ADA Mideast works with those who influence others about healthy eating, like registered dietitians, school nutrition directors, pediatricians and school nurses, so that they become advocates for dairy and recommend milk, cheese and yogurt as part of a healthy diet. ADA Mideast also educates highly-followed food bloggers about the importance of including dairy in their recipes and blogs.



3 Fuel Up To Play 60

Creating lifelong dairy consumers

Fuel Up to Play 60 is an in-school health and wellness program, created by the NFL and National Dairy Council, to empower students to be active and eat healthy foods, including dairy. Through FUTP60, ADA Mideast works with schools in Ohio and West Virginia to create new dairy consumption opportunities and build lifelong dairy consumers.



4 Chocolate Milk

Fueling student athletes

ADA Mideast partners with the Ohio High School Athletic Association and West Virginia Secondary Schools Activities Commission to encourage student athletes to Fuel Up with Chocolate Milk, the official beverage of high school sports in both states. To extend this message, ADA Mideast enlisted the help of Ohio State sports analysts Jim Lachey and Ron Stokes to star in videos touting chocolate milk's benefits. The videos air during high school championship games and broadcasts, as well as during Ohio State football and basketball game broadcasts and coaches shows.

• HERE'S HOW •

- Drink-Milk.com and UndeniablyDairy.org feature videos, articles, graphics, downloadable handouts and other powerful content to generate positive feelings about dairy.
- The dairy checkoff's social media platforms create an ongoing conversation with consumers to dispel dairy myths and share dairy-friendly recipes, dairy farming facts and science-based dairy nutrition information.

• HERE'S HOW •

- During speaking engagements, meetings and other events, nutrition leaders and food bloggers receive current dairy nutrition science and learn about dairy's health benefits from ADA Mideast staff.
- Dairy farm tours hosted by ADA Mideast provide thought leaders and food bloggers a first-hand look at on-farm practices and a better understanding of milk's journey from "farm to fridge."

• HERE'S HOW •

- Since 2009, ADA Mideast has awarded more than \$2.75 million in FUTP60 grants to more than 1,200 schools to add new dairy items to their menus. Schools that received grants in 2017-18 reported increased yogurt sales of 28.2%.
- To help today's youth lead healthier lives, ADA Mideast partners with the Cincinnati Bengals and the Cleveland Browns to deliver FUTP60 to more than 3,600 schools.

• HERE'S HOW •

- To help student athletes, ADA Mideast developed a series of dairy-friendly sports nutrition fact sheets with tips on what to eat and drink before, during and after the game. The series is available on Drink-Milk.com.
- Chocolate milk is promoted at OHSAA and WVSSAC state championship events with field signage and banners, scoreboard graphics and videos, program ads and loud speaker announcements. At select events, chocolate milk is provided to the participating student athletes.



Foodservice Partners

Driving dairy sales and inspiring others

The dairy checkoff partners with influential food companies, like McDonald's, Domino's and Taco Bell, to drive dairy sales and create a catalytic effect in the marketplace. For example, McDonald's has switched from margarine to butter in their 14,000 stores, which utilizes an additional 700 million pounds of milk equivalent annually. Others, like Bob Evans and Burger King, were inspired to do the same, creating more sales for dairy.



Milk Innovation

Revitalizing the fluid milk category

To reinvent the milk experience for today's consumers and reverse the decades-long sales decline, the dairy checkoff is strategically partnering with 7 companies that are leaders and innovators in the milk and beverage arena. These partners are committed to revitalizing the fluid milk category and are investing more than 15x that of checkoff to develop innovative products that address consumers' changing lifestyles and needs.



Innovation Center

Leveraging collective power of dairy

The Innovation Center for U.S. Dairy, which was founded by the dairy checkoff, is a forum of dairy farmers and dairy companies that collaborate pre-competitively on industry-wide efforts to ensure an economically viable and socially responsible dairy community from farm to table. The forum allows dairy farmers to ensure their priorities are understood and addressed by the entire dairy value chain.



Dairy Exports

Growing dairy sales through exports

The U.S. Dairy Export Council, primarily supported by the dairy checkoff program, represents the global trade interests of dairy farmers, processors and cooperatives, ingredient suppliers and export traders. Since 1995, USDEC has helped create an international market for dairy and today, 15% of U.S. milk production - or 1 in 7 tanker trucks - is sold overseas in products and ingredients.

• HERE'S HOW •

- Checkoff provides on-site scientists and marketing resources to foodservice partners to drive innovation and dairy sales. For example, DMI helped Taco Bell create the "Quesalupa" which utilizes 5x more cheese than a regular taco and moved more than 60 million pounds of milk equivalent during its limited-time promotion.
- For every \$1 the checkoff invests with its foodservice partners, they invest at least \$10. In fact, in the last 5 years, DMI's foodservice partners have spent \$7.5 billion on dairy-focused advertising.

• HERE'S HOW •

- To help grow the overall milk category, DMI provides support and insights to help its partners create new products such as Fairlife. Sales for this ultra-filtered, higher protein/lower sugar milk neared \$242 million, or roughly 368 million pounds of fluid milk, in the past year.
- On-site scientists, funded by checkoff, help brands develop and test new milk and milk-based beverages. For example, DMI recently helped Kroger launch innovative, first-to-market Cold Brew Tea Lattes, made with over 60% milk.

• HERE'S HOW •

- To unite the dairy community on common goals, the Innovation Center established 6 priority areas: food safety, health and wellness, research and insights, globalization, sustainability and consumer confidence.
- The Innovation Center engages more than 1,000 individuals representing 450 companies to address barriers and opportunities to foster innovation and dairy sales.

• HERE'S HOW •

- To help U.S. suppliers enter and remain in overseas markets, USDEC trade specialists work to resolve policy and regulatory issues that hinder market access and competitiveness for U.S. dairy products.
- USDEC provides market insights, global trend data, promotional assistance and tools for US dairy suppliers to leverage, along with their own investments, to move more dairy around the world.



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