

# BUILDING *Sales in Dairy*

## Short and Long-term

**DAIRY  
CHECKOFF  
works!**  
Dairy Management Inc.

### DAIRY SALES

**\$** Since the checkoff began in 1984, we have seen an average of 4.3 pounds of growth per capita consumption per year, or

**140 TOTAL POUNDS**

through 2017

### FLUID MILK



Checkoff partnered with fairlife to build a national fluid milk brand, achieving

**\$450 MILLION IN SALES**

For the past three years, fairlife has grown faster than the plant-based dairy alternative category

Ready-to-drink coffee has become a

**\$3 BILLION**

category that **GREW 12% IN 2017**, while milk in foodservice, led by the quick-serve restaurants and coffee segments, grew 1% in 2017



We work with partners to

**STIMULATE INVESTMENT**

in milk-based beverages, like Shamrock Farms' Cold Brew Coffee & Milk and McDonald's McCafé expansion



### PARTNERS



Checkoff partner Taco Bell has elevated dairy from a garnish to a "hero" by focusing on innovation with cheese, increasing dairy use by an average of

**8%**

in 2016 and 2017



**Domino's**

Since our partnership began in 2009, Domino's increased cheese use by

**1 BILLION POUNDS**

(milk equivalent)

Domino's is the #1 pizza company by sales, both in the U.S. and globally



**McDonald's**

In 10 years of partnership with McDonald's, their dairy use has grown by

**1.2 BILLION POUNDS**

or ~5% annual growth

They recently upgraded to a 30% larger white cheddar slice



Thanks to the checkoff's U.S. Dairy Export Council, U.S. dairy exports through the first six months of 2018 represented

**~16%**

of production, the largest percentage in history for the first half of the year,



As part of the "Put More Cheese in More Places" partnership plan, Pizza Hut increased the amount of cheese on pan pizzas by

**+25%**

requiring an additional 150 million pounds of milk yearly

U.S. cheese use at Pizza Hut Asia-Pacific has increased by

**+29%**

### DAIRY EXPORTS

# BUILDING *Trust in Dairy*

**DAIRY  
CHECKOFF  
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## 10 YEARS OF BUILDING TRUST

**100+** companies and organizations advance dairy's social responsibility goals

**25** dairy cooperatives and company CEOs representing

**60%** of U.S. milk supply aligned behind Undeniably Dairy and the launch of the U.S. Dairy Stewardship Commitment

## 98% OF U.S. MILK SUPPLY

is from dairy cooperatives and processors enrolled in the National Dairy FARM Animal Care Program, which is supported by top customers including McDonald's, Walmart and Starbucks.

**1<sup>ST</sup>** animal welfare program to be globally recognized as ISO\*-compliant

\*International Organization for Standardization



## UNDENIABLY DAIRY

Proudly reintroducing dairy and unifying the dairy community with

**MORE THAN 300**

- dairy co-ops
- manufacturers
- organizations
- foodservice leaders

participating in this campaign and reminding consumers of their dairy love

Sharing dairy's commitment  
**Responsibly produced**  
**Nutrient rich**  
**Locally driven**  
**Real enjoyment**

With more than

**4+ BILLION IMPRESSIONS**

and growing, campaign content is moving targeted consumers from "conflicted health seeker" to "dairy lover" and decreasing purchase intent for dairy alternatives by

**14%**

## YOUTH WELLNESS



Fuel Up to Play 60 has helped increase breakfast participation in schools, resulting in a total cumulative milk increase of

**1.2 BILLION POUNDS**  
since 2010



Our pilot partnership with Discovery Education increased positive perceptions of dairy farmers by introducing

**1.3 MILLION STUDENTS**

to farming via virtual tours, with kids showing interest in technology, sustainability and milk's journey from farm to table