



By identifying innovative partners that share your values and offer new opportunities, we can help U.S. dairy realize a positive future.



GROWING SALES
of dairy products



BUILDING TRUST
in dairy foods
and dairy farmers

Find us online
www.dairy.org

Contact your local dairy promotion organization
www.dairy.org/local-checkoff

Contact us at
talktothecheckoff@dairy.org
800-853-2479

DAIRY CHECKOFF

Dairy farmers appointed to the National Dairy Promotion and Research Board (NDB) and elected to the United Dairy Industry Association (UDIA) direct funding and lead the unified, strategic plan, with USDA oversight.

FOR MORE
INFORMATION

Updated Fall 2018

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

Executive Summary of the 2017 Annual Report

UNDERSTANDING YOUR

The dairy checkoff is your voice to build trust in and sales of dairy, funded by the nation's 40,000+ dairy farm families and those that import dairy into the U.S.

The checkoff takes a portfolio approach to its annual plan, using short-, medium- and long-term strategies aimed at driving consumer trust and sales.

BUILDING TRUST AND SALES

through a unified plan focused on the following:



GROWING CONSUMPTION

of dairy products through menu, product, packaging and marketing innovation via domestic and global partnerships



EXPANDING EXPORTS

to a target of 20% of annual U.S. production and increasing export value



CONVENING LEADERS

through the Innovation Center for U.S. Dairy to work together on pre-competitive issues and opportunities that enable U.S. Dairy to speak with a unified voice and build trust with consumers and stakeholders



SHARING DAIRY'S STORY

- responsibly produced
- locally driven
- nutrient rich
- real enjoyment

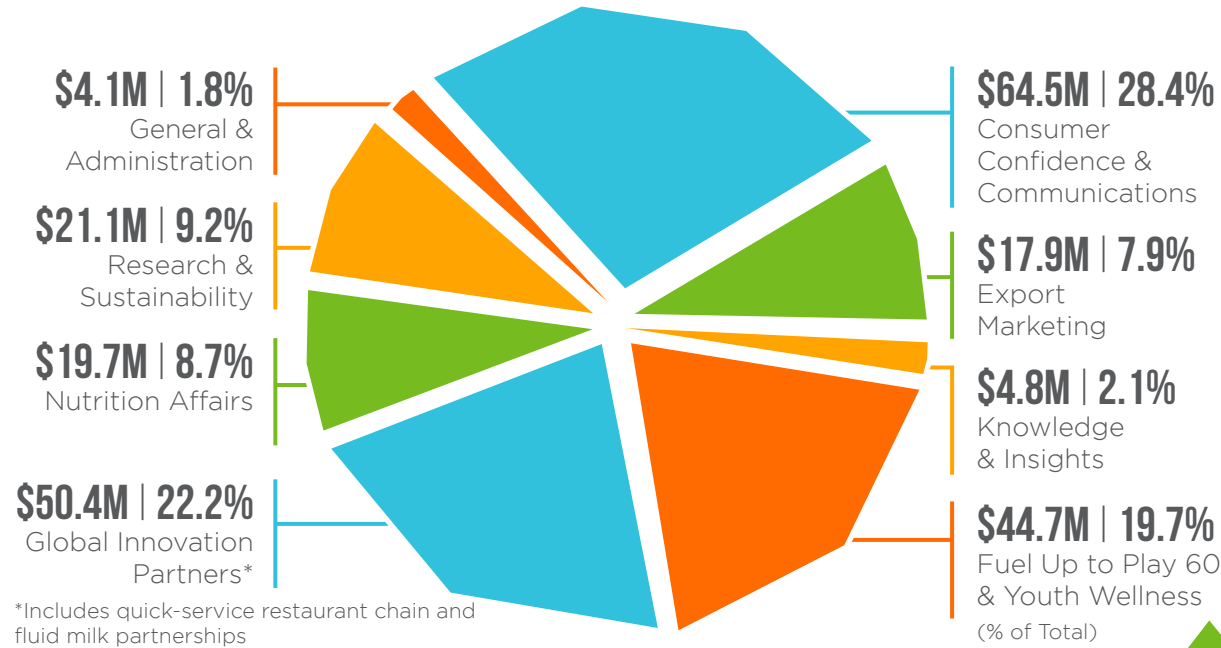


INVESTING IN RESEARCH

that reinforce dairy's commitment to nutrition, environmental sustainability and community impact

2017 TOTAL INVESTMENT: \$227.2M

Reflects both national and local Unified Marketing Plan funding

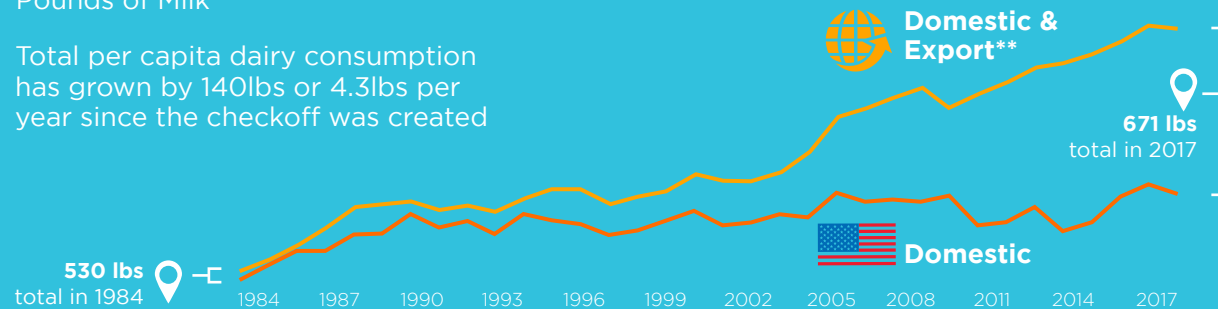


STEWARDSHIP YOUR INVESTMENT

TOTAL DAIRY CONSUMPTION PER CAPITA

Pounds of Milk*

Total per capita dairy consumption has grown by 140lbs or 4.3lbs per year since the checkoff was created



*Milk equivalent, total solids basis

**U.S. product exported per American

A MESSAGE FROM YOUR CHAIRS

The national dairy checkoff program aims to benefit America's 40,000 dairy farmers and other members of the dairy community by helping protect and grow trust and sales in dairy.

Key 2017 results included:

- Fluid milk partners continued to invest **millions** in new plants, facility upgrades and improvements to create, innovate, extend shelf life or offer shelf-stable milk options that people want
- Checkoff partner **McDonald's** expanded its **McCafé beverage line**, and today 90% of its specialty beverages feature dairy
- The **nation's largest pizza chain, Pizza Hut**, continued to use more cheese in more places, including its pan pizza, which **included 25% more cheese**
- Working through the U.S. Dairy Export Council, **dairy exports** in 2017 represented approximately **15% of total production**, compared to 4% in 1995 when the Council was created
- The **Innovation Center for U.S. Dairy** and national and local checkoff organizations **launched the Undenably Dairy campaign** to unify the community and proudly reintroduce dairy to consumers and thought leaders
- Continued to advance our commitment to **youth wellness** through Fuel Up to Play 60 and our **investments in dairy nutrition, product and sustainability research**

The dairy checkoff is making a difference for farmers and the U.S. dairy community today and in the future. And as farmer promotion leaders representing the checkoff on behalf of the nation's dairy farmers, **we want to hear from you.**

MARILYN HERSHEY
Chair, Dairy Management Inc.

NEIL HOFF
Chair, United Dairy Industry Association

BRAD SCOTT
National Dairy Promotion and Research Board