

Checkoff Update



DMA DAIRY MANAGEMENT INC.



Building Trust in Dairy Foods and Farmers

ADA Mideast kicked off National Dairy Month and celebrated World Milk Day by releasing a new video *Why Dairy Farmers Love What They Do*. In the video, nine dairy farm families from Ohio and West Virginia share why they love what they do – caring for their cows, working with their families, creating jobs for their communities and providing safe, delicious dairy foods for their neighbors.

To answer common questions about calf care, ADA Mideast teamed up with Dr. Fred Gingrich, a veterinarian and Executive Director of the American Association of Bovine Practitioners. The new video *Calf Care with Dr. Fred Gingrich* explain the various ways dairy farmers care for their calves to ensure that they are happy and healthy every day of their lives.

New farmer profiles and videos were also featured during a special June Dairy Month Twitter Party, hosted by ADA Mideast and 10 highly-followed food bloggers. In addition, dairy-centric recipes, cooking tips and dairy facts were shared during the hour-long online conversation, generating 4.5 million positive messages.

ADA Mideast recognizes dairy farmers have a strong voice within their communities and provides materials to help them tell their story at county fairs, farm tours and other local events. Several new resources have recently been added to the Drink-Milk.com promotion catalog including new posters, banners, brochures and giveaway items that feature Undeniably Dairy, address common questions, explain milk's journey from farm to fridge and highlight fun dairy facts.



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Dairy Checkoff Update



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Increasing Dairy Sales Through Powerful Partnerships

Your checkoff continues to grow U.S. dairy sales through domestic and international foodservice and dairy cooperative partnerships.

Successes include the introduction of five new pizzas that use U.S. cheese in Pizza Hut locations throughout Asia Pacific and the recent cheese-centric product launch in KFC's Caribbean and Latin America markets.

The dairy checkoff is also exploring domestic opportunities with retailers and ecommerce leaders focused on innovation, product assortment, merchandising, marketing and more.

The checkoff's partnership with McDonald's continues to drive sales. Last year, the chain invested more than \$300 million in equipment and marketing support for the McCafe specialty beverage relaunch — more than 90% of those beverages use dairy! Dunkin, Burger King and Panera also launched new espresso beverages in 2019.

Checkoff is also partnering with four fluid milk partners to drive sales through innovative products. This includes:

DFA: Whole-fat smoothies and new products

Dairygold: Fit Milk, with new packaging and robust marketing plan

Kroger: Whole-fat premium flavored milk products in retail, foodservice and club stores

Shamrock Farms: Single-serve milk products in retail, foodservice and club stores



Reinforcing Dairy's Role in a Healthy Diet

Checkoff-funded investments in dairy research continue to provide factual data points to U.S. dairy's story and further build trust and credibility with thought leaders, including health professionals, academia, public health officials and environmental leaders.

Current topics are:

Nutrition Research: Including whole-fat dairy, child nutrition, cardiometabolic health and protein

Product Research: Including exports, consumer benefits and food safety

Environmental Research: Including manure and emissions management, manure product development, life cycle assessment, farming practices and technology.

Locally, ADA Mideast leverages this science-based evidence with thought leaders in Ohio and West Virginia to demonstrate dairy's essential role in a healthy lifestyle and sustainable food system.

ADA Mideast also highlights dairy's health benefits during speaking engagements, meetings and other events with nutrition leaders, with the goal for them to recommend milk, cheese and yogurt to their constituents.

To further build advocates for dairy, ADA Mideast also annually hosts farm tours for thought leaders to provide an in-depth look at on-farm practices and a better understanding of milk's journey from "farm to fridge."



Promoting Milk and Dairy Foods Through School Programs



ADA Mideast partners with the Ohio High School Athletic Association and West Virginia Secondary School Activities Commission to encourage student athletes to Fuel Up with Chocolate Milk, the official beverage of high school sports.

Through these partnerships, ADA Mideast reaches student athletes and sports fans with more than 35 million positive chocolate milk messages each year.

In Ohio, chocolate milk is provided to the student athletes competing in OHSAA Championship events on behalf of Ohio's dairy farm families. As part of this year's State Boys Basketball Championship, ADA Mideast was recognized for 10 years of partnership during the OHSAA Circle of Champions Program.



To increase dairy sales, ADA Mideast awards dairy farmer-funded grants to schools to help add dairy to their menu. An innovative way to do this is through high school coffee bars, which follow USDA guidelines. Coffee-like beverages such as mochas, lattes and cappuccinos (all made with milk) and other items like hot chocolate (also made with milk), yogurt-based smoothies and grab-n-go breakfast items are often sold.

For example, Mayfield High School in Ohio received a Fuel Up to Play 60 grant to open a coffee bar in their school. In just 4 months, Cat's Coffee Bar served 229 gallons of more milk compared to the same time period the previous year — that's 13.5 gallons of milk a week! Also, in that same time frame, 1,554 more breakfasts were sold.

2019 BOARD MEMBERS

The American Dairy Association Mideast Board of Directors consists of dairy farmers representing both cooperative and independent producers. The Board also appoints one non-voting advisory director representing dairy processors and manufacturers.

Bill Besancon

Wooster, Ohio

Donald Bickel

New Vienna, Ohio

Zack Bosslet

Advisory Director
Minster, Ohio

Rob Bouic

Milford Center, Ohio

Greg Conrad

Treasurer
New Holland, Ohio

Greg Gibson

Bruceton Mills, WV

Larry Griffith

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Robert Hartline

Marietta, Ohio

Mark Hoewischer

Secretary
Mechanicsburg, Ohio

Lee Kohler

Baltimore, Ohio

Joe Miley

West Salem, Ohio

Charles Moellendick II,

Vice Chair
Pleasantville, Ohio

Heidi Rennecker

Smithville, Ohio

Earl Stitzlein

Chair
Loudonville, Ohio

John Wuebker

St. Henry, Ohio

The board members set policy and approve program direction and budgets to help increase sales and demand for dairy products and protect the image of dairy foods and farmers.

Programs focus on building trust and sales in dairy foods, creating lifelong dairy consumers and advancing innovation through partnerships with industry leaders.

ADA Mideast is one of 16 state and regional dairy-farmer funded promotion organizations that work with Dairy Management Inc., which manages the national dairy checkoff program and is funded by the United Dairy Industry Association (UDIA) and the National Dairy Promotion and Research Board (NDB).

2018 ANNUAL REPORT

Revenue

Producer Remittances	\$5,152,330
Other Income	284,877
Total Revenue	<hr/> \$ 5,437,207

Expenses

Integrated Communications	\$1,635,759
Youth Wellness	1,361,610
National Programs	1,388,082
Management & General	624,561
Nutrition Affairs	278,857
Innovation Initiatives	286,119
UDIA Membership	125,000
Total Expenses	<hr/> \$5,699,988

\$262,781 was used from reserves to fully fund our program



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drink-milk.com/for-dairy-farmers

