

Checkoff Update



Undeniably Dairy is Resonating with Consumers

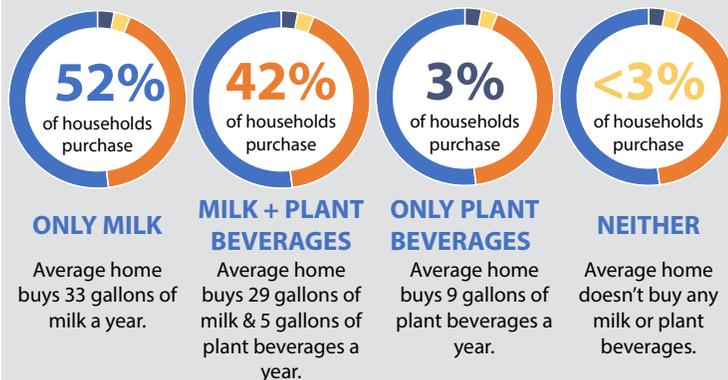
Since Undeniably Dairy's conception two years ago, 300+ dairy and food companies have embraced participated in the campaign to help achieve checkoff's goal of increasing public trust in dairy farming and dairy foods.

Results are showing that the campaign is doing just that - resonating with consumers and changing perceptions related to trust in dairy farmers and how they care for their land and animals. Checkoff surveyed consumers before Undeniably Dairy launched and again in June 2019. They found:

- +6** percentage point increase to 41% of consumers trusting farmers take care of the land.
- +8** percentage point increase to 38% of consumers trusting farmers treat cows humanely.
- +5** percentage point increase to 31% of consumers trusting dairy as superior to plant-based proteins.

Echoing similar sentiment, recently released data shows that real milk continues to be a top choice among consumers, despite what many news outlets have been reporting.

In fact, 94% of all U.S. households purchase real milk.





Merry Christmas

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Dairy Checkoff Update



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New Dairy Education Resources Created for Schools

Two years ago, your dairy checkoff program partnered with Discovery Education to teach kids in grade 5-8 classrooms nationwide about modern dairy farming and the dairy foods they love.

Discovery Education is a leader in education content and resources, and distributes resources directly to schools through their robust network of educators. Through a virtual field trip, 360 video and images, classroom guides and lesson plans that highlight dairy's innovation and connection to science and technology, **nearly 2.5 million students to date have learned about dairy farming.**

The newest additions to the Discovery Education classroom resources are a STEM lesson plan and illustrated video demonstrating some of the surprising ways dairy farmers are investing in sustainable farming practices. Aptly titled "Converting Poop to Power," the new bundle explores how dairy farmers and scientists have invented creative, eco-conscious practices like converting cow manure to a renewable natural energy source.

Your dairy checkoff program and Discovery Education are amplifying the new bundle through a targeted marketing rollout to educators through January.

DOWNLOAD the
RESOURCES

[DiscoverUndeniablyDairy.com](https://www.discoverundeniablydairy.com)



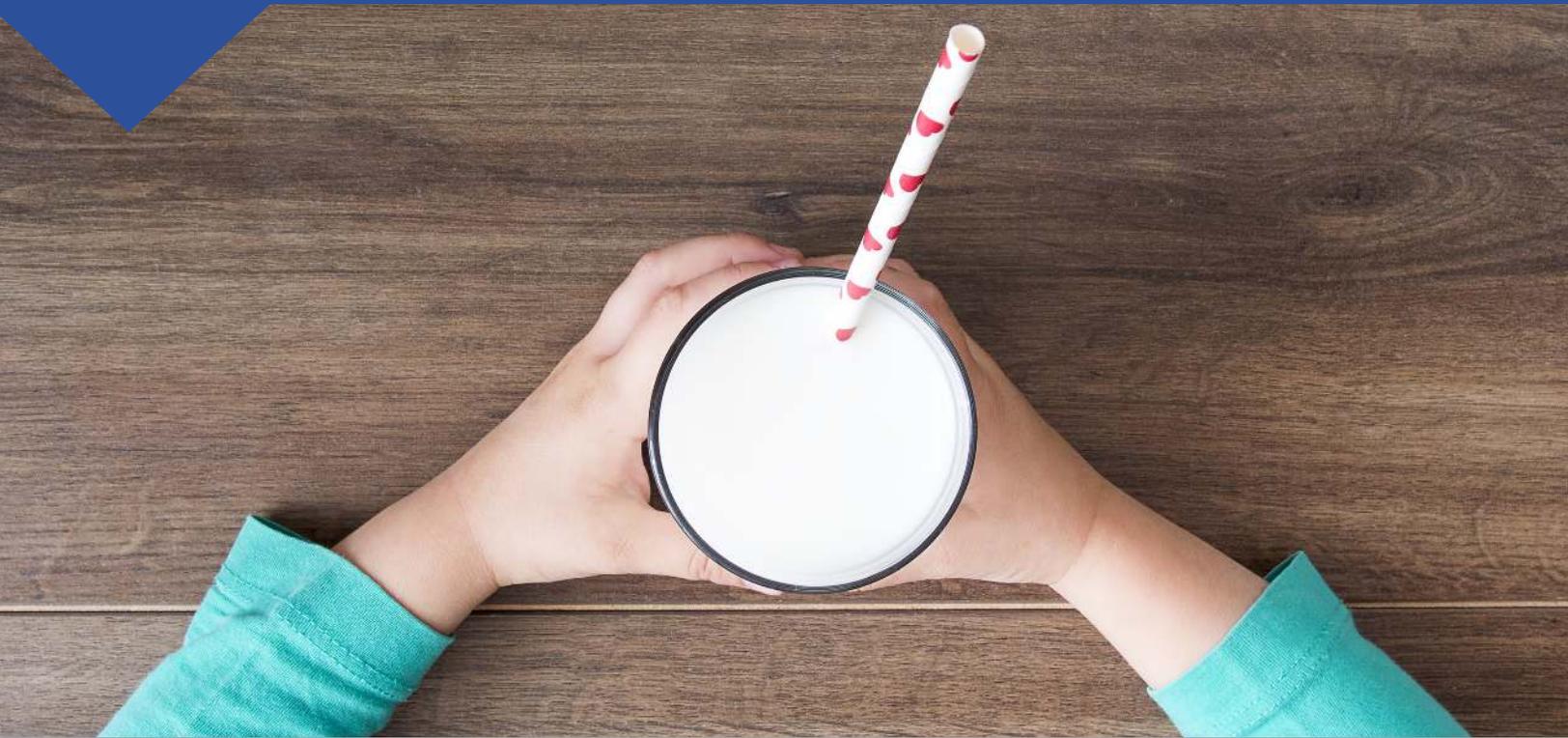
Creating Lifelong Milk Drinkers

This year marks the 10th anniversary of the dairy farmer-funded student health and wellness program Fuel Up to Play 60. The program, **which is in 3,600 schools in Ohio and West Virginia**, encourages students to eat healthy foods, including dairy, and be active for 60 minutes a day.

Locally, ADA Mideast partners with the Cleveland Browns and Cincinnati Bengals to promote the program. NFL Player Ambassadors Christian Kirksey (Cleveland Browns) and CJ Uzomah (Cincinnati Bengals) are featured in videos used in school and on social media to encourage kids to eat breakfast and help promote dairy.

The 2019 Fuel Up to Play 60 Student Ambassador Summit was hosted in Cleveland this past June. The four-day summit brought together **264 students and 124 educators from 45 states, making it the largest summit to date.** Attendees exchanged ideas and deepened their knowledge of dairy and agriculture by attending panel discussions featuring industry experts and a farm tour.

ADA Mideast also partners with the Ohio High School Athletics Association and West Virginia Secondary School Activities Commission to encourage healthy lifestyles and build trust among youth. Chocolate milk continues to be the official beverage of high school sports in Ohio and West Virginia and beginning this fall, ADA Mideast extended MilkPEP's "Built with Chocolate Milk" campaign to further inspire student athletes to power their potential with chocolate milk.



Dairy Research is Packing a Nutritious Punch

Through the National Dairy Council (NDC), your dairy checkoff continues to invest in science-based, peer-reviewed nutrition research and serve as a credible resource to health professionals, academic, public health and governmental leaders nationwide.

Checkoff remains focused on fundamental areas of research, such as childhood health and the benefits of dairy foods to overall health in order to maintain dairy's core position in the Dietary Guidelines.

From 2018 to today, NDC **completed 19 research projects** to grow sales for cheese, powder and other dairy products globally, **published 30+ scientific papers** to reinforce/strengthen dairy's role in nutrition, health and environmental research, and **gave 120 presentations** featuring research findings and outcomes to thought leaders worldwide.

Locally, ADA Mideast attended **100+ health professional meetings** and **hosted 30+ dairy farm tours** for future dietitians to reinforce dairy's role in a healthy diet.

For the first time ever, beverage recommendations have been identified for children ages 0-5. In a recent report, the Academy of Nutrition and Dietetics, American Academy of Pediatric Dentists, American Academy of Pediatrics and American Heart Association all recommend milk and water as "go-to" beverages for children. The table below summarizes the recommendations.

These organizations advise avoiding 100% fruit juice and plant-based non-dairy milks, because they are not nutritionally equivalent to dairy milk.

Beverage Recommendations 0-5 Years Old*

	1-2 years	2-3 years	4-5 years
Water	1-4 cups	1-4 cups	1.5-5 cups
Milk	2-3 cups *whole milk	≤2 cups *skim/lowfat milk	≤2.5 cups *skim/lowfat milk
100% Juice	≤0.5 cup	≤0.5 cup	≤0.5-0.75 cup
Plant Beverages	not recommended		
Sweetened or Caffeinated Beverages	not recommended		

*0-12 months should drink only breast milk or infant formula. Add ≤1 cup of water a day from 6-12 months.