



DMG DAIRY MANAGEMENT INC.™

# CHECKOFF DRIVEN FLUID MILK INNOVATION

Fluid milk is a powerhouse category found in 94% of American households delivering \$14B in sales. However, fluid milk consumption has been steadily declining for decades due to changing consumer preferences and the increasing availability of alternative beverages. **Your dairy promotion checkoff program has been working with leading milk processors to help revitalize the fluid milk category and increase milk sales.**

Checkoff partnered with Dairy Farmers of America®, Darigold®, fairlife®, Kroger® and Shamrock Farms® to offer consumer insights and expertise to inspire new thinking and investments in infrastructure, product development, packaging innovation and marketing of fluid milk.

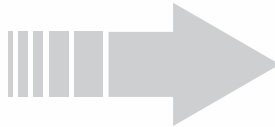
As a result of these partnerships, the beverages pictured below have been created - and their success has spurred other processors to create similar products on their own!

## CREATED WITH CHECKOFF SUPPORT

## CREATED INDEPENDENTLY AS A RESULT OF COMPETITOR SUCCESS



High Protein Milk



Flavored Whole Milk



Cold Brew with Milk

