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**

- High Protein Milk
- Flavored Whole Milk
- Cold Brew with Milk

**CREATED INDEPENDENTLY AS A RESULT OF COMPETITOR SUCCESS**

- [Fairlife Ultra](#)
- [Darigold Fit](#)
- [Kroger Kid Builder](#)
- [Horizon Organic High Protein](#)
- [Ultra](#)