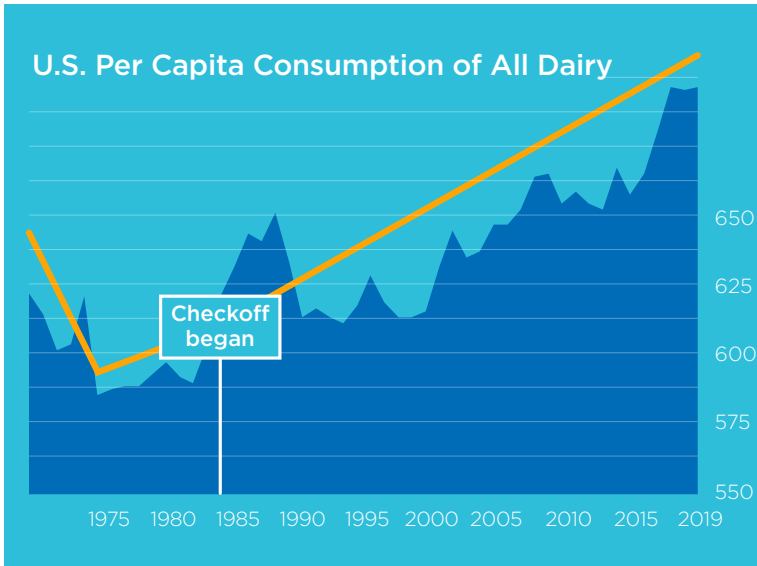


YOUR DAIRY CHECKOFF



The dairy checkoff program was created by dairy farmers to increase demand & help sell the

18 BILLION POUNDS OF SURPLUS MILK

that existed in 1983.

Since the dairy checkoff began in 1984, dairy consumption has grown by

73 POUNDS PER PERSON

& dairy farmers have experienced an annual growth in milk's commercial disappearance.

Source: USDA ERS Dairy Data 1975-2018; USDA ERS Food Availability 1958-1974
Total dairy reported on milk equivalent, milkfat basis

WHO WE ARE

Dairy farmers pay 15 cents and dairy importers pay 7.5 cents for every hundred pounds of milk they sell or import into a generic dairy product promotion fund – familiarly called the “dairy checkoff” – that Dairy Management, Inc. manages along with state and regional promotion groups, like the American Dairy Association Mideast. That money – with USDA oversight – is used to fund programs aimed at promoting dairy consumption and protecting the good image of dairy farmers, dairy products and the dairy community.



GROWING SALES

short- and long-term



TOTAL U.S. DAIRY SALES

2019 TOTAL U.S. DAIRY SALES
0.3% GROWTH

compared to 2018.

Total dairy commercial use
exceeded total milk production.

DOMESTICALLY,
2019 TOTAL DAIRY SALES
GREW 1.7%

compared to 2018.

Source: USDA total dairy reported on milk equivalent, total solids basis

U.S. & INTERNATIONAL PARTNERS

Checkoff foodservice partners in the U.S. — Domino's®, McDonald's®, Pizza Hut® and Taco Bell® — have grown dairy

1.3 BILLION LBS

between 2014 and 2019. This represents a

3% GROWTH RATE,

which is 3x the average growth rate
for quick-serve restaurants.

MORE THAN 64%

U.S. cheese growth in 2019
with Pizza Hut Asia Pacific.

New cheese uses include the Cheese Bomb Pizza® (Indonesia) that offers a crust surrounded by breaded mozzarella cheese balls with unique flavors that include salsa, BBQ and truffle; and Black Volcano Pizza® (Malaysia) with a charcoal-infused dough, 25 “poppable” crust bites with oozing string cheese and topped with crispy chicken bites.



FLUID MILK

94% OF U.S. HOUSEHOLDS PURCHASE FLUID MILK

10 new milk products launched in 2019 from checkoff partners that includes:

- Darigold® FIT
- Live Real Farms™ (DFA) Dairy — Plus Milk Blends
- Kroger — Private Selection™ Flavored Whole Milks
- Shamrock Farms® — Rockin' Refuel Protein™ Milks that is available in new channels

These new products stimulated other launches that were done with no additional checkoff investment.

The successful Milk Revitalization Alliance shares category insights and drives action at top 25 retailers, including Amazon, with MilkPEP, state and regional checkoff organizations and milk processors.

DAIRY EXPORTS



The farmer-founded U.S. Dairy Export Council is celebrating its

25TH YEAR

SINCE 1995,

Annual export value has increased by more than

500%

Annual volume has grown by more than

550%

BUILDING TRUST



DAIRY INNOVATION

28 DAIRY COMPANIES —

representing 68% of the U.S. milk production — have adopted the U.S. Dairy Stewardship Commitment that serves as U.S. dairy's social responsibility pledge to consumers. The Stewardship Commitment provides a foundation for U.S. dairy to measure and report its sustainability progress against a common set of priorities and metrics — individually and in aggregate.

MORE THAN 120 MEMBER

companies and organizations are part of the Dairy Sustainability Alliance®. Representatives include dairy farmers, co-ops, brands, retailers, academia, NGOs, and government leaders.

The Alliance brings stakeholders together to learn about, provide input into and accelerate progress for U.S. dairy.



YOUTH WELLNESS

Through the checkoff-founded Fuel Up to Play 60 program that promotes in-school healthy eating and physical activity efforts

3M+ STUDENTS NATIONWIDE

nationwide were reached with national sustainable nutrition messages and activities.

5.2 MILLION ADDITIONAL POUNDS OF MILK

were used for school breakfast programs.

MORE THAN \$9.2 MILLION

in financial contributions and in-kind resources were secured from organizations to support the checkoff's youth wellness priorities.

FUTP60 grants help purchase equipment for schools to add more dairy foods to their menus.

ADA MIDEAST HAS AWARDED 2.93M SINCE 2009.

Chocolate milk is the official beverage of OHSAA and WVSSAC. Through these partners,

35 MILLION CHOCOLATE MILK MESSAGES

are shared with student athletes and fans annually.

ADA Mideast is also a Proud Sponsor of Ohio State Athletics generating

150M MORE CHOCOLATE MILK IMPRESSIONS.



BUILT WITH
CHOCOLATE MILK



BUILDING TRUST



HEALTH PROFESSIONAL ENGAGEMENT

National and local dairy council professionals continue to reach health professionals and other thought leaders to share dairy's sustainable nutrition story.

On average, ADA Mideast attends

50+ HEALTH PROFESSIONAL

meetings and hosts

15+ DAIRY FARM TOURS

each year for future dietitians to reinforce dairy's role in sustainable nutrition.

54 NUTRITION RESEARCH PROJECTS

26 SCIENTIFIC PRESENTATIONS

were done in 2019, reaching 13,000+ influencers.

National Dairy Council's partnership with Feeding America contributed to more than

200 MILLION POUNDS OF MILK

distributed through food banks nationwide.



CONSUMER CONFIDENCE

Since Undeniably Dairy's inception,

300+ DAIRY AND FOOD COMPANIES

have helped advance public trust in dairy through participation in the campaign.

This includes **800 MILLION+** impressions to reach U.S. consumers and have contributed to

9% INCREASE

in trust of dairy farmers among customers since 2017 and

7% INCREASE

in target consumers' belief that dairy is good for me and my family.

In 2020, the campaign will share dairy's sustainable nutrition story, emphasizing dairy farmers' commitment to the environment and the unmatched nutrition of dairy foods.

ADA Mideast uses social media to encourage people to visit DRINK-MILK.COM which features:

MORE THAN 30 VIDEOS

that highlight best practices on cow care, environmental responsibility, milk safety and dairy food nutrition.

40 DAIRY FARM FAMILIES

from Ohio and West Virginia are also featured on the website along with downloadable resources, recipes, articles and more!

On average, ADA Mideast connects with

18 MILLION CONSUMERS

on social media each year about dairy foods and farming.



Spring 2020