

2020: Making an Impact During Uncertain Times

Your dairy checkoff is building sales and trust in dairy

SALES



7-pound
increase in per
capita dairy
consumption

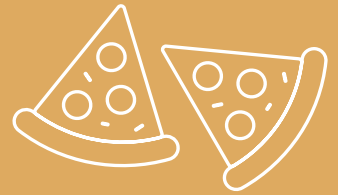
(Source: USDA 2019 data)



11 new
product/promotion
launches through
foodservice



Average pizza servings
**grew more
than 10%**
among checkoff pizza partners



1000+ cold bags were
provided to OH and WV schools
to help them serve school meals
to 85,000+ students



2020 U.S. exports
up 10% over 2019



Since 2009, ADA Mideast has awarded
\$3.1+ million in grants to 1,445 OH and
WV schools to add more dairy to their menus



Online milk* sales
grew 122%
vs. 2019

(*refrigerated; Source: IRI e-market insights)

Visit USDairy.com or Drink-Milk.com for more information
Updated March 2021





ADA Mideast reached **108+ million** people with positive dairy messages via social media and Drink-Milk.com

21,000 stores participate in Subway partnership with Undeniably Dairy to support food insecurity



110 million additional pounds fresh milk directed to Feeding America



9% increase in trust for dairy farmers among consumers after seeing Undeniably Dairy content

BUILT WITH CHOCOLATE MILK

150+ million chocolate milk messages were shared through ADA Mideast's partnership with Ohio State Athletics



12.5 million organic video views via a pilot project aiming to share dairy's sustainability story with Gen-Z through the game Minecraft



3,100 Schools in OH and WV participated in Fuel Up to Play 60



By partnering with OHSAA and WVSSAC, ADA Mideast reached **950 schools** about the benefits of drinking chocolate milk



DGA recommends **3 servings** of dairy/day in Healthy U.S. and Healthy Vegetarian eating plans



74% of U.S. milk production adopts Innovation Center's U.S. Dairy Stewardship Commitment



\$30 million in external support for Net Zero Initiative

Raised awareness of U.S. dairy's global presence in sustainable food systems

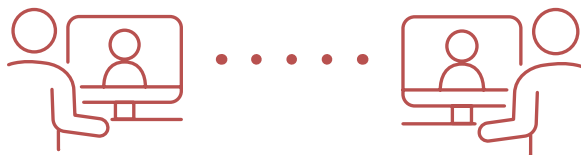


U.S. Dairy Export Council opens **U.S. Center for Dairy Excellence** in Singapore to grow export sales



Dairy 2030 initiative creates roadmap for transformative change

41 National Dairy Council peer-reviewed **articles published**



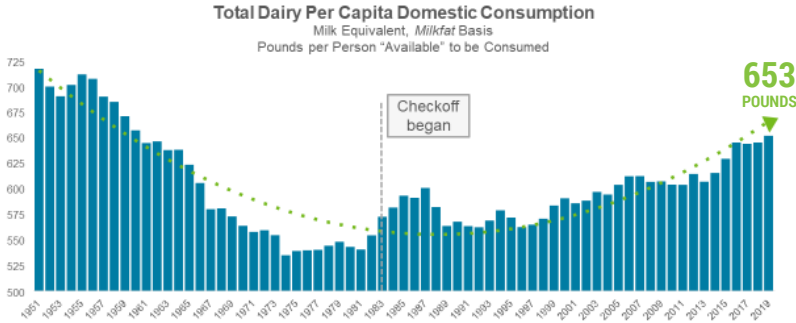
ADA Mideast virtually shared dairy's health benefits at 50+ meetings, reaching **2,500+ health professionals** in OH and WV



ADA Mideast hosted **10 dairy farm tours** for OH and WV dietetic students to learn more about milk's journey from farm to fridge

Your Dairy Checkoff

THE U.S. CONTINUES TO BE A GROWTH MARKET FOR DAIRY



Source: USDA ERS. Note: This measure is a proxy for consumption as it does not consider food waste. Excludes exports.

The dairy checkoff program was created by dairy farmers to increase demand and help sell the **17 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** and dairy farmers have experienced an annual growth in milk's commercial disappearance.

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 Midwest. 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.



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