

DAIRY PROMOTION

CHECKOFF UPDATE

BUILDING TRUST AND DEMAND IN DAIRY



01 | REACHING THE NEXT GENERATION OF CONSUMERS

Today's youth are dairy farmers' next generation of consumers. Reaching them now – with the right products in the right places, with the right messages – is key to keeping them for the long term.

CONNECTING ON SUSTAINABILITY

Gen Z (ages 10-23) represents 20% of the U.S. population and spends an estimated \$143 billion annually. To this generation, brands and industries – including dairy – should be sustainable to earn their business:

- 77% care about sustainability as a value
- 41% are willing to change their lifestyle to live in a more environmentally friendly way
- 67% have already changed their purchase behaviors

To reach this audience, the American Dairy Association Mideast created a new video "Meet Macy Conrad" which features a young dairy farmer who shares her personal thoughts on caring for the

environment and the dairy community's commitment to sustainability.

The video will be promoted through Streaming/Over-the-Top TV, where ads stream on devices like Roku, Amazon Fire TV, Apple TV and Smart TVs, allowing ADA Mideast to target their desired audience. The video is also being promoted via YouTube, social media and online video ads across mobile, tablet and desktop.

FEATURING YOUNG DAIRY FARMERS

Another way ADA Mideast is connecting with Gen Z and Millennials is by featuring young Ohio and West Virginia dairy farmers who have similar values and interesting hobbies off the farm. Two new profiles highlight 21-year-old Keaton Topp and 15-year-old Riley Shockey. In addition to helping on their family's farms, Keaton also owns a floral design company and Riley is a competitive high school soccer and basketball player.

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CHECKOFF UPDATE



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DAIRY MANAGEMENT INC.



02 | NEW VIDEOS OFFER GUIDANCE FOR FEEDING BABIES & TODDLERS

In a new video series, ADA Mideast teamed up with Ohio pediatrician Dr. Elizabeth Zmuda to provide tips and guidance for feeding babies between 6-12 months and feeding toddlers 12-23 months. The series is based on the latest Dietary Guidelines for Americans, which now include recommendations for those 23 months or younger.

Toddlers ages 12-23 months who no longer consume human milk or infant formula are encouraged to consume 1.5 to 2 servings of dairy foods per day. Dairy foods recommended for toddlers include whole milk, reduced-fat plain yogurt and reduced-fat cheese. Yogurt and cheese are also recommended as complementary foods for infants starting at around 6 months of age.

03 | PROMOTING OHIO CHEESE

To celebrate American Cheese Month and promote Ohio cheesemakers, ADA Mideast created a new video series showing cheese lovers how to build three different cheese boards.

The videos provide step-by-step instructions and a shopping list to create an “Ohio Swiss Board” featuring Swiss cheeses, an “Elevated Cheese Board” made with local artisan cheeses and a “Buckeye Cheese Board”

showcasing Ohio-made cheeses.

Ohio cheesemakers were also featured in GoEscape Midwest, a special edition of USA Today which highlights must-see sights, places and eats throughout the Midwest. ADA Mideast helped coordinate the feature, which showcases delicious experiences, like the Ohio Cheese Trail and recommendations for dozens of dairies, creameries and shops for tourists to visit.



04 | NEW PODCAST DISCUSSES CHECKOFF PROGRAMS

The dairy checkoff has launched a monthly podcast to showcase how its programs across the country are working to build trust and sales in dairy today's changing marketplace. Each episode of the Your Dairy Checkoff Podcast will be hosted by dairy farmers and industry experts discussing topics focused on milk in schools, innovative partnerships and research, Fuel Up to Play 60 and more. The first episode, available now, focuses on a key checkoff priority – Reaching Gen Z: The World of Gaming. **Scan the QR code to listen now!**



05 | CELEBRATING NATIONAL DAIRY MONTH

ADA Mideast uses social media to share dairy farmer stories, dairy's health benefits and dairy-centric recipes, as well as to encourage people to visit Drink-Milk.com.

NATIONAL DAIRY MONTH SWEEPSTAKES

To celebrate National Dairy Month, ADA Mideast hosted a 2-week sweepstakes resulting in more than 10,000 entries. The entrants' were able to opt-in to our monthly consumer digital newsletter, which now reaches nearly 23,500 people.

TWITTER #BARNPARTY

ADA Mideast also hosted a Twitter party during National Dairy Month. The hour-long online conversation generated 3.2 million positive messages about dairy. The audience was largely Gen Z - 56% of those who used #BarnParty were women between 18-24.

DAIRY-FRIENDLY RECIPES

This year, ADA Mideast has partnered with 7 prominent national food bloggers to create new dairy-friendly recipes. The bloggers have a combined reach of about 3.22 million through their blogs and social media channels, and played a major role in encouraging their followers to participate in the Twitter #BarnParty.

In the first 6 months of 2021, the most popular recipes on Drink-Milk.com were:



GREEK YOGURT WAFFLES



STRAWBERRY MILK BUBBLE TEA



OVERNIGHT TRIPLE BERRY OATMEAL



EASY CHEESE QUESADILLAS



06 | NEW TACO BELL BEVERAGE MADE WITH DAIRY

Taco Bell recently unveiled its second frozen beverage featuring dairy at all participating U.S. locations, thanks to checkoff support. Dairy Management, Inc. scientist Mike Ciresi helped Taco Bell launch its second beverage featuring dairy, the Mtn Dew Baja Blast Colada Freeze®. It's made with real heavy cream plus pineapple and coconut flavors for a tropical taste. The drink builds off the success of last year's Pineapple Whip Freeze that used a similar dairy creamer.

OHIO DAIRY RECEIVES NATIONAL RECOGNITION

MVP Dairy, LLC of Celina, Ohio was named a U.S. Dairy Sustainability Award winner. ADA Mideast nominated them for this national award that honors exceptional dairy farms, dairy processors and others working to improve the wellbeing of people, animals and the planet.

ABOUT ADA MIDEAST

The American Dairy Association Mideast is proud to serve dairy farm families in Ohio and West Virginia. ADA Mideast is one of 15 state and regional dairy farmer-funded promotion organizations that work together as a federation with Dairy Management Inc. to grow sales, build trust and position dairy in a global food system.

HOW THE DAIRY CHECKOFF WORKS

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 money – with USDA oversight – is used to fund programs aimed at promoting dairy consumption and protecting the positive image of dairy farmers, dairy foods and the dairy community.

Locally, ADA Mideast is governed by a board of directors consisting of dairy farmers representing both cooperative and independent producers. The board also appoints one non-voting advisory director representing dairy processors and manufacturers. They provide accountability to the dairy farmers they represent, set policy, approve program direction and establish budgets. Greg Conrad, a dairy farmer from New Holland, Ohio, serves as the chairman.

2021 BOARD OF DIRECTORS

Bill Besancon

Wooster, Ohio

Donald Bickel

New Vienna, Ohio

Greg Conrad

Chairman

New Holland, Ohio

Lois Douglass

Secretary

Marshallville, Ohio

Greg Gibson

Bruceton Mills, WV

Larry Griffith

Bethel, Ohio

Mark Hoewischer

Vice Chairman

Mechanicsburg, Ohio

Lee Kohler

Baltimore, Ohio

Joe Miley

Treasurer

West Salem, Ohio

Russ Mehlman

Bellaire, Ohio

Heidi Rennecker

Smithville, Ohio

Ken Ruprecht

Butler, Ohio

Travis Thompson, DVM

Navarre, Ohio

John Wuebker

St. Henry, Ohio

Advisory Director - Dannon

Minster, Ohio

2020 ANNUAL REPORT

REVENUE

Producer Remittances	\$5,335,116
Other Income	57,965
Total Revenue	<hr/> \$5,393,081

EXPENSES

Growing Dairy Sales: • <i>Innovative Partnerships</i> • <i>Schools</i>	\$1,700,076
Building Trust: • <i>Youth Wellness & Fuel Up to Play 60</i> • <i>Consumer Communications</i>	2,108,670
Positioning Dairy in a Global Food System: • <i>Nutrition Affairs</i> • <i>Hunger Initiatives</i> • <i>Environmental Stewardship</i> • <i>U.S. Dairy Export Council</i>	785,213
Farmer Relations	208,307
Management & General	530,611
UDIA Membership	125,000

Total Expenses **\$5,457,877**

\$64,796 was used from reserves to fully fund our programs.



**SIGN UP TO RECEIVE OUR MONTHLY
CHECKOFF E-NEWS**

Drink-Milk.com/For-Dairy-Farmers

