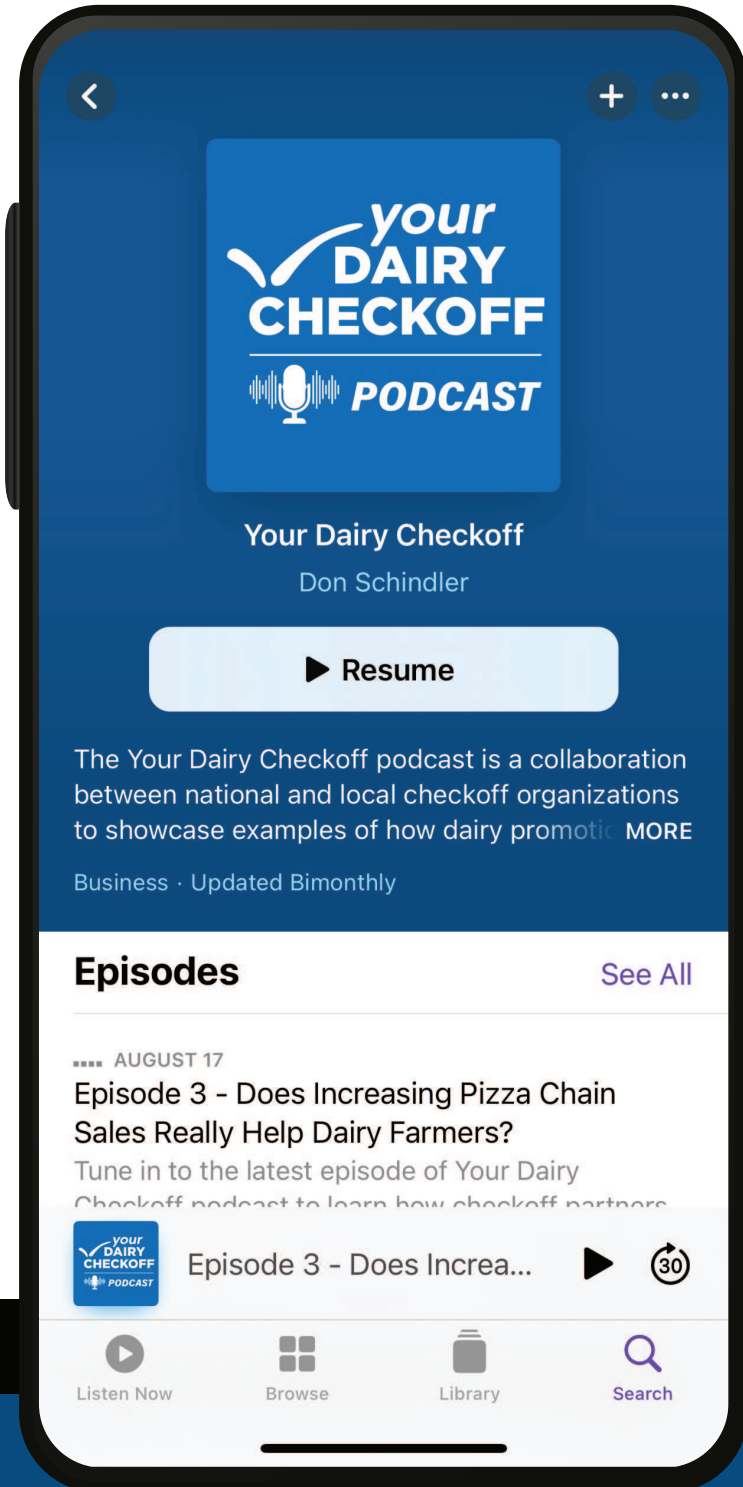


CHECKOFF LAUNCHES MONTHLY PODCAST



The *Your Dairy Checkoff* podcast is a collaboration between national and local checkoff organizations to showcase examples of how dairy promotion programs are working together to build dairy sales and consumption as well as consumer trust in today's changing marketplace to maximize dairy farmers checkoff investment.

Each episode will be hosted by dairy farmers or industry experts. Listeners will hear dairy farmer conversations on local, national, and global dairy promotion including consumer research, dairy nutrition, science, and issues updates. Farmers will help guide the selection of topics through listener feedback.

HOW TO LISTEN

You can listen by visiting our episode page and clicking on a specific episode's play icon. This option works best if you are sitting at your computer. If you prefer to listen "on the go" with your phone, you can search for *Your Dairy Checkoff* podcast on your favorite podcast platform or subscribe on Apple Podcasts, Spotify or wherever you get your podcasts.

