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**

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