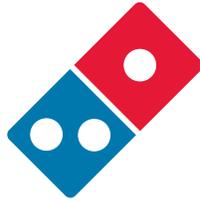


2022 CHECKOFF HIGHLIGHTS

The dairy checkoff program works to build sales and trust in dairy. The following highlights some of our progress this past year to grow new opportunities for domestic and international sales, advance U.S. dairy's position in a global, sustainable food system, and build trust with the next generation of consumers.

SALES

Foodservice partners grew an additional **250 million pounds** (milk equivalent) in 2021.



Foodservice partners **grew an average of 3%** (milk equivalent percentage growth) since 2009, nearly double the national sales average of 1.7%.

Domestic foodservice partners grew an average of **2.2 billion pounds** (milk equivalent) each year since 2009.

Checkoff's partnership with Domino's expanded into the Middle East in 2021, driving a **38% volume increase** in U.S. cheese in its first year through the 1/2 Kilo Cheese and New Yorker pizzas.



Milk and retail partners introduced **20 new products** in 2021; foodservice partners introduced 9 new products.

International pizza chain partnerships grew **U.S. cheese volume 13%** over the last two years.



Overall, dairy exports account for **17% of U.S. production**; exports set volume, value and percentage of production records in 2021.



Visit USDairy.com or Drink-Milk.com for more information

MAKING EVERY DROP COUNT



Undeniably Dairy urged Gen Z to **Reset Yourself with Dairy**, resulting in a 2% increase in category awareness and seeing a 6% increase in “dairy is something that helps me find calm,” a 5% increase in “dairy fits my lifestyle” and a 3% increase in “dairy is nutritious.”



Online influencers generated **more than 200 million** consumer impressions to promote dairy’s benefits around calm, immunity, energy and digestive health.

 E-commerce partnership resulted in **\$8 worth of dairy purchases** for every \$1 checkoff invested.

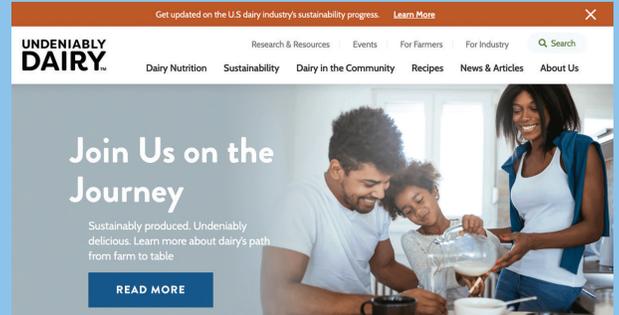


PROUD SPONSOR OF OHIO STATE ATHLETICS

ADA Mideast’s partnership with Ohio State Athletics reached **144+ million people** with chocolate milk messages during football and basketball seasons. Digital efforts throughout the year resulted in 4 million impressions



ADA Mideast generated about **133 million impressions** across multiple channels as a result of social and traditional media, influencer programs, Drink-Milk.com and online promotions.

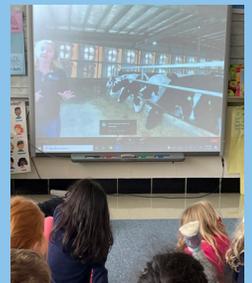


Visitors to USDairy.org **grew 90%** in 2021, compared to 2020.

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



More than **2,100 Ohio and West Virginia classrooms** virtually adopted an Ohio dairy calf for their classroom through the Adopt A Cow program. They received monthly updates on their calf and corresponding lesson plans.





Achieved **50 million impressions** through a dairy sustainability-focused digital campaign to reach sustainability and wellness thought leaders.

Published 4 peer-reviewed nutrition research studies that **enabled new messages** on dairy's benefits around calm, immunity, energy and



ADA Mideast hosted **7 dairy farm tours** for dietetic students and their professors to learn more about milk's journey from farm to fridge.

Engaged **450+ farms** in projects aligned with the US Dairy Net Zero Initiative, supported by **\$10 million** each in partnership with Nestlé and Starbucks; and engaged 8 research institutions in the Dairy Soil & Water Regeneration project, funded by a **\$10 million grant** from the Foundation for Food & Agriculture Research.

Through virtual or in-person presentations and webinars, ADA Mideast reached nearly **1,500 nutrition thought leaders** in Ohio and West Virginia about dairy's health benefits.

Provided research and secured support for **milk's essential 13 nutrients** (from 9) by adding iodine, potassium, selenium and zinc.

The collage features several educational materials:

- FEEDING little ones**: Recommendations for feeding children, including sections for 0-6 months, 6-12 months, and 12-24 months.
- DIGESTIVE HEALTH & DAIRY**: A science summary on the connection of dairy foods as part of a well-balanced diet.
- INFLAMMATION & DAIRY**: A science summary explaining that dairy is an anti-inflammatory diet and listing dairy and inflammation science summaries.
- CAN DAIRY HELP LOWER INFLAMMATION? VIDEO & BLOG**: A resource explaining why it's important to care about inflammation and how dairy can help.
- TAMING THE FLAME: DAIRY & INFLAMMATION RECORDED WEBINAR**: A resource discussing dairy's role in reducing inflammation.

ADA Mideast reached about **29,000 doctors and dietitians** by placing advertorials in state health professional association journals. These ads highlighted the latest dairy nutrition science and helpful resources on Drink-Milk.com.

