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
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.

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.

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.
Consumption of dairy foods as part of a well-balanced diet can have a positive impact on digestive health. A variety of nutrient-dense milk, cheese and yogurt options are widely available so Americans can select dairy foods to meet their nutrient needs, taste preferences and dietary restrictions, and move closer to meeting recommendations for healthy dietary patterns.

A PEDIATRICIAN’S RECOMMENDATIONS FOR FEEDING CHILDREN

Picky eating is part of normal development. This podcast is approved by pediatrician Dr. Elizabeth Mudan, MD, pro-vides tips and guidance for feeding children ages birth to 3 years by the Academy of Nutrition and Dietetics, American Academy of Pediatrics.

RECOMMENDATIONS FOR FEEDING CHILDREN

For more information visit Drink-Milk.com.

DIGESTIVE HEALTH & DAIRY RESOURCES

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.

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.

ADA Mideast reached about 29,000 doctors and dietitians by placing adveritorials in state health professional association journals. These ads highlighted the latest dairy nutrition science and helpful resources on Drink-Milk.com.
The dairy checkoff program was created by dairy farmers to 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 & 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 Mideast. 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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