

YOUR DAIRY CHECKOFF HIGHLIGHTS

The dairy checkoff program works to build sales and trust in dairy. The following highlights some of our progress 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.

Checkoff's new partnership with Raising Cane's will drive dairy-



focused menu innovation to **increase dairy opportunities** throughout the day through sandwich, beverages and sides innovation.

National Dairy Council announces collaboration with Mayo Clinic to explore research and consumer outreach that



improves public health and advances dairy's benefits, including the role full-fat dairy may play in cardiovascular and metabolic conditions.

Globally, U.S. dairy set record export levels in 2022 (through November) with export growing 4% compared to 2021 data; in all, exports represent **18% of total U.S. production**.



U.S. Dairy
Export Council
Ingredients | Products | Global Markets



Working through checkoff-employed food scientists, partner Taco Bell rolled out a **dairy-based creamer** used in coffee and cold-whipped drinks - and relaunched the checkoff-created Grilled Cheese Burrito that features **10 times the amount of dairy** vs. a traditional taco.

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

**MAKING EVERY
DROP COUNT**



A partnership with gamer **“Mr. Beast,”** one of the most subscribed-to



YouTube personalities, led to a video and Minecraft game touting farmers' environmental stewardship and animal care practices following his visit to a dairy farm – the video had **more than 3 million views** and thousands of comments in 24 hours.

ADA Mideast generated more than **150 million impressions** about dairy farming and food as a result of social and traditional media, influencer programs, Drink-Milk.com and online promotions.



More than **2,800 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.



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



“Reset Yourself with Dairy” targeted Gen Z to show how dairy fits within their personal



lifestyles; content led to **more than 526 million impressions** to raise awareness around relevant dairy wellness benefits.

Checkoff's “Dairy Dream Team” of chefs, recipe developers, “foodies,” gamers and lifestyle influencers delivered

nearly **80 million impressions** and jump-started the **“butter board” craze**

that became a viral online sensation.



ADA Mideast also partners with social media influencers and food bloggers to reach our target audiences on social media. Last year, their dairy-centric Instagram reels and TikToks had more than **2 million views and over 60,500 engagements.**

ADA Mideast's partnership with Ohio State Athletics potentially reaches more than **150 million people** with chocolate milk messages during football and basketball seasons. Fans were reached through TV and radio broadcasts, digital marketing and social media.



PROUD SPONSOR OF OHIO STATE ATHLETICS

70 partner organizations engaged in environmental research and implementation.

Nearly \$38 million in grants and partner support to the U.S. Dairy Net Zero Initiative.



To date, **388 dairy farms** involved in environmental research to support goals.

Checkoff continued its role of convener and secured funds that help farmers and dairy industry advance continuous



improvement to help meet **2050 Environmental Stewardship Goals** by establishing science-based proof points that help set the record straight about dairy's part in a sustainable food system.



To influence the next generation of health professionals, ADA Mideast works with professors at **8 universities** to reach dietetic students about milk's journey from farm to fridge.

ADA Mideast uses social media to reach a variety of audiences including young adults and parents of young children with positive dairy messages.

Last year, social media efforts garnered more than **66 million impressions and 7.8 million engagements.**

Through virtual or in-person presentations and exhibits, ADA Mideast reached more than **3,300 nutrition thought leaders** in Ohio and West Virginia about dairy's health benefits.

ADA Mideast reached more than **33,000 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.



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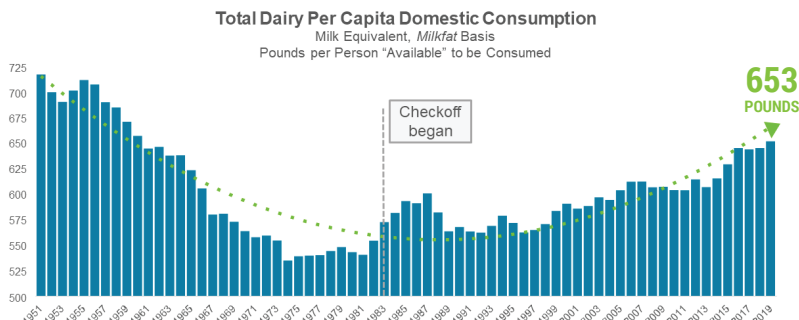


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YOUR DAIRY CHECKOFF

THE U.S. CONTINUES TO BE A GROWTH MARKET FOR DAIRY



Source: USDA ERS. Note: This measure is a proxy for consumption as it does not consider food waste. Excludes exports.

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.



Updated March 2023

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MAKING EVERY DROP COUNT

American Dairy Association
MIDEAST