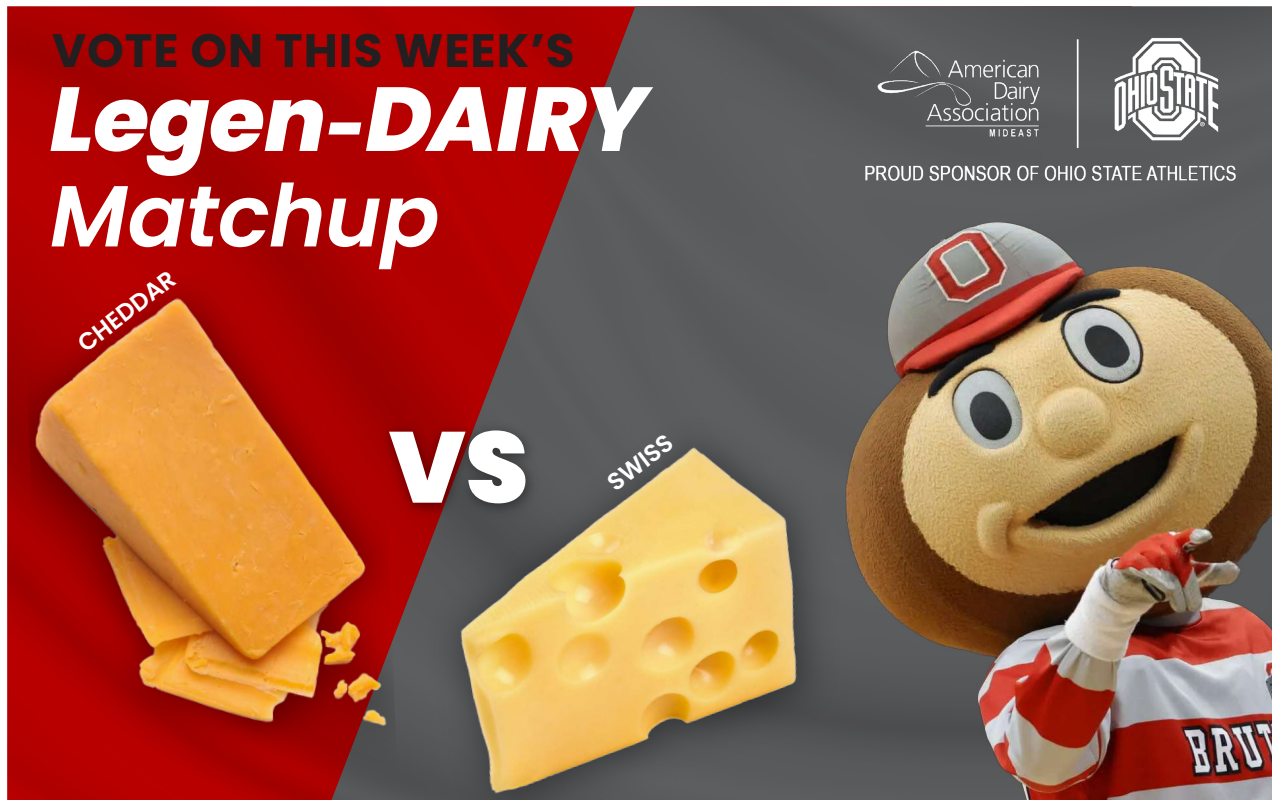


DAIRY PROMOTION

CHECKOFF UPDATE

BUILDING TRUST AND DEMAND IN DAIRY



01 | LEGEN-DAIRY MATCHUP CONTEST

The American Dairy Association Mideast is a proud partner of Ohio State Athletics, providing an opportunity to promote dairy to more than 150 million people via TV and radio broadcasts, digital marketing and social media throughout the year.

Most recently, ADA Mideast leveraged Ohio State Athletics' strong social media following to host a series of "Legen-DAIRY Matchups" between dairy foods on Facebook and Twitter.

Each week from mid-February to mid-March, Ohio State Athletics asked fans to vote for their favorite dairy food for a chance to win a pair of OSU athletic tickets and a dairy prize pack. The social media posts during the 5-week campaign reminded consumers that dairy foods are nutritious and delicious.

Last year's social media campaign with Ohio State Athletics garnered more than 500,000 impressions and thousands of engagements including likes, comments and shares.



American Dairy Association Mideast

2800 Corporate Exchange Dr #260

Columbus, Ohio 43231

April 2023

CHECKOFF UPDATE



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 American
Dairy
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MIDEAST

DMS DAIRY MANAGEMENT INC.™



02 | MORE SCHOOLS OFFERING YOGURT-BASED SMOOTHIES

Serving smoothies made with yogurt is a great way to increase dairy consumption at school, and it helps schools attract new students to their breakfast and lunch programs.

To help schools add yogurt-based smoothies to their menus, ADA Mideast offers smoothie equipment grants to Ohio and West Virginia K-12 schools. To date, ADA Mideast has awarded 139 grants for the 2022-23 school year. All of these grant recipients have not previously offered smoothies - so that's more yogurt on the menu!

To further assist schools, ADA Mideast developed several large-batch smoothie recipes that meet USDA guidelines and meal pattern requirements. These recipes, along with complementary countertop signs, are provided to the grant recipients as part of a toolkit.

03 | MORE SCHOOLS OFFERING HOT CHOCOLATE MADE WITH MILK

Heating chocolate milk to serve as hot chocolate is a great way to increase milk consumption at school, and it helps schools attract new students to their breakfast and lunch programs.

This winter, ADA Mideast provided 72 school districts, encompassing 326 buildings in Ohio and West Virginia, with hot chocolate merchandising kits. Only 84 of these buildings previously offered hot chocolate made with milk - that's an increase of 242 schools!



04 | OHIO STATE ATHLETES PROMOTE DAIRY ON SOCIAL MEDIA

Your dairy checkoff program continues to work with a variety of social media influencers to reach young adults with positive dairy messages and ultimately inspire purchase.

This past fall, ADA Mideast engaged seven Ohio State collegiate athletes - both men and women from a variety of sports - through the NCAA NIL program to promote dairy. The athletes posted original content on their personal Instagram and Tik Tok accounts showing how they authentically include dairy foods in their everyday life. Their content received 76,000 views and a lot of positive engagement.

ADA Mideast plans to continue working with collegiate athletes in 2023 to reach more Gen Z consumers.

05 | CHECKOFF LEADERSHIP ELECTED FOR 2023

The American Dairy Association Mideast Board of Directors recently elected their 2023 officers during their annual re-organization meeting. The Board provides accountability to the dairy farmers they represent, sets policy, approves program direction and establishes budgets.



Greg Conrad, Chair
New Holland, OH



Greg Gibson, Vice Chair
Bruceton Mills, WV



Lois Douglass, Secretary
Marshallville, OH



Joe Miley, Treasurer
West Salem, OH

Greg Conrad and Bill Besancon of Wooster, OH were re-elected to represent ADA Mideast on the United Dairy Industry Association board. Lois Douglass will continue to serve on the National Dairy Promotion and Research Board per her USDA appointment. Conrad, Besancon and Douglass also serve on the Dairy Management Inc. board.

06 | RECORD YEAR FOR U.S. DAIRY EXPORTS

For the third consecutive year, the U.S. dairy industry set a record for the volume of dairy products exported on a milk solids equivalent basis, with the current record now surpassing 2.4 million metric tons! That's the equivalent of over 40 billion pounds of raw milk, or 18% of the U.S. milk supply. Perhaps even more impressive, for the fifth time in the last six years, U.S. exports grew by more than domestic consumption.

This success has been made possible in part by the checkoff-funded U.S. Dairy Export Council, which works with processors, trading companies and others to enhance global demand and market access for U.S. dairy products and ingredients on behalf of U.S. dairy farmers.

To learn more about global dairy markets, visit [USDEC.org](https://usdec.org)

OHIO DAIRY RECEIVES NATIONAL RECOGNITION

To help share dairy's environmental progress story, checkoff recently worked with Scripps, the largest ABC news affiliate, on a profile of Ohio dairy farmer Evan Barton. Barton will be producing renewable energy from cow manure to help power Amazon trucks. His anaerobic digester will capture methane and convert it into renewable natural gas.