

# DAIRY PROMOTION



**DAI** DAIRY MANAGEMENT INC.™

# CHECKOFF UPDATE

## 01 | EDUCATING HEALTH PROFESSIONALS ON THE LATEST DAIRY RESEARCH

As a result of ongoing nutrition research, dairy foods continue to be highlighted as a key source of nutritional value. As a result, milk is recognized for 13 essential nutrients, versus the 9 nutrients previously documented. And most recently, 9 nutrients have been identified as essential in yogurt (increased from 7), and 8 nutrients as essential in cheese (increased from 6)!

This new information creates even more opportunity for health professionals to recommend milk, cheese and yogurt as part of a healthy diet.

For example, the American Academy of Pediatrics named 14 nutrients as critical in early brain development from pregnancy to a child's second birthday. Dairy foods provide 7 of these nutrients, making it an excellent solution for both prenatal and child nutrient needs, as well as setting the stage for a lifetime of wellness.

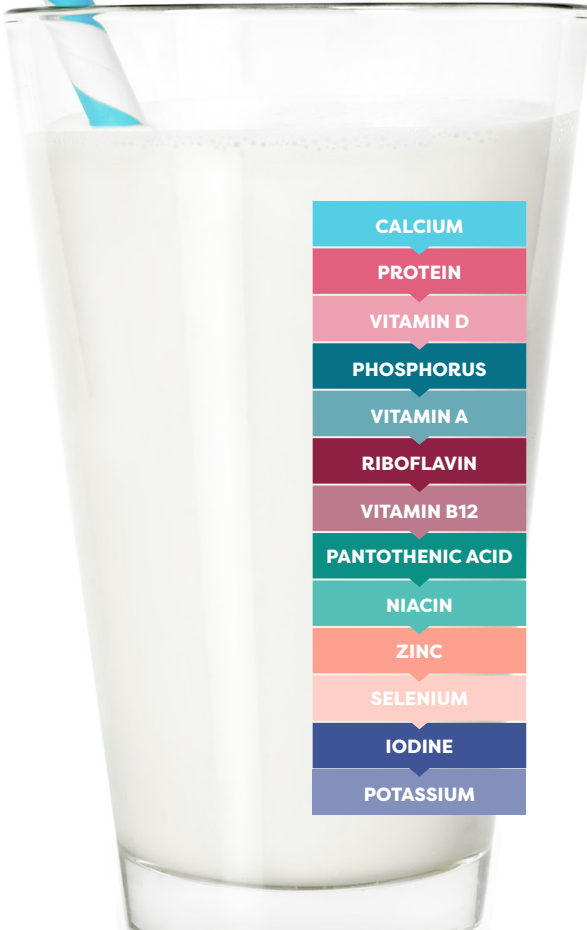
Recognizing that this may be new news to health professionals and parents, your dairy checkoff is educating pediatric health care providers with evidenced-based science, as well as providing contemporary dairy wellness messaging to reach parents.

In Ohio and West Virginia, ADA Mideast has been highlighting this research, along with the key nutrients in dairy, with the state chapters of the American Academy of Pediatrics, American Academy of Family Physicians, Academy of Nutrition & Dietetics and WIC, as well as The Ohio State University School of Nursing.

**SEE THE LATEST DAIRY RESEARCH AT [USDairy.org](https://usdairy.org)**



CALCIUM	NIACIN
PROTEIN	RIBOFLAVIN
PHOSPHORUS	SELENIUM
VITAMIN B12	IODINE



CALCIUM
PROTEIN
VITAMIN D
PHOSPHORUS
VITAMIN A
RIBOFLAVIN
VITAMIN B12
PANTOTHENIC ACID
NIACIN
ZINC
SELENIUM
IODINE
POTASSIUM



CALCIUM	PANTOTHENIC ACID
PROTEIN	ZINC
PHOSPHORUS	SELENIUM
VITAMIN B12	IODINE
RIBOFLAVIN	

**American Dairy Association Mideast**

2800 Corporate Exchange Dr #260

Columbus, Ohio 43231

JULY 2023

# CHECKOFF UPDATE



## IN THIS ISSUE:

- 01 | Educating Health Professionals on the Latest Dairy Research
- 02 | Farm Tour for Future Dietitians
- 03 | Checkoff Supports “Healthy School Milk Commitment”
- 04 | Chocolate Milk at OHSA Championships
- 05 | Driving Dairy-Focused Menu Innovation

**MAKING  
EVERY  
DROP  
COUNT**







## 02 | FARM TOURS FOR FUTURE DIETITIANS

Educating the next generation of health professionals, who will ultimately influence consumers about healthy eating, continues to be a priority for your dairy checkoff program. ADA Mideast provides educational sessions and on-farm experiences for collegiate food and nutrition programs to reinforce dairy's important role in the diet.

Each year, ADA Mideast takes dietetic students and their professors from Ohio and West Virginia universities to local dairy farms to learn how dairy farmers care for their cows and protect the environment. Students also gain a better understanding of dairy's nutritional benefits to help them recommend dairy to their future clients and address common misconceptions. Surveys following the farm tours and educational sessions indicate that these future health professionals feel positive about dairy foods and farming.

This spring, ADA Mideast conducted dairy farm tours for West Virginia University, Bowling Green State University, Youngstown State University, Case Western Reserve University, Ohio University and Miami University. More will be planned for the fall.

## 03 | CHECKOFF SUPPORTS THE "HEALTHY SCHOOL MILK COMMITMENT"

The International Dairy Foods Association (IDFA), representing America's milk processors, announced their Healthy School Milk Commitment, which pledges school milk options with no more than 10 grams of added sugar per 8-ounce serving. Through the National Dairy Council, the checkoff has worked closely with IDFA as they crafted this commitment to make flavored and white milk an even more attractive choice for students and school administrators. This is a significant step forward in continuing to ensure that dairy and especially milk is accessible to children in schools.



## 04 | CHOCOLATE MILK AT OHSAA CHAMPIONSHIPS

Chocolate milk continues to be the official beverage of high school sports in Ohio and West Virginia. As a partner of the Ohio High School Athletic Association and West Virginia Secondary School Activities Commission, the American Dairy Association Mideast is inspiring student athletes to power their potential with chocolate milk in more than 950 schools.

Chocolate milk is also promoted at OHSAA and WVSSAC state championship events via video boards, banners, announcements and fan engagement, as well as during radio broadcasts and online streaming opportunities.

At select championship events, chocolate milk is provided to participating student athletes, like the recent OHSAA championships for boys volleyball, baseball, softball, boys tennis, and track and field.



## 05 | DRIVING DAIRY-FOCUSED MENU INNOVATION

Checkoff partners with some of the biggest foodservice names in the world to create more dairy-friendly menu items and find new ways to get even more dairy in front of consumers - both here and around the globe. With the help of checkoff food scientists, our strategic partners introduced 21 new dairy-centric products in 2022.

### TACO BELL'S GRILLED CHEESE BURRITO

The Grilled Cheese Burrito, whose creation was supported by a dairy checkoff food scientist and quickly gained iconic status with Taco Bell fans, has become a permanent menu item. The burrito features 10 times the amount of dairy vs. a traditional taco with a blend of mozzarella, cheddar and pepper jack cheeses in addition to reduced-fat sour cream and a final layer of grilled cheese around the tortilla.

### MCDONALD'S OREO FRAPPE

The much-requested Oreo Frappé is back at McDonald's for a limited time this spring and summer after a nearly 8-year hiatus. The frozen coffee beverage was developed with DMI support and the expertise of onsite dairy scientist Divya Reddy.

### NEW PARTNERSHIP WITH RAISING CANE'S

The chicken category is the fastest growing QSR segment and a recent survey identified Raising Cane's and Chick-fil-A as top Gen Z's favorite restaurant brands. 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. Cheese, of course, is a perfect match waiting to happen with Raising Cane's. Our checkoff team already has provided the chain with insights and menu innovation ideas that stretch beyond the chicken sandwich and into other possibilities.

### DOMINO'S LOADED TOTS

With the support of the dairy checkoff scientists, Domino's launched their new Loaded Tots with melty cheese and mouthwatering toppings. The tots are available in three varieties including Melty 3-Cheese covered with mozzarella, Cheddar, provolone, and creamy Alfredo sauce, Cheddar Bacon topped with mozzarella, Cheddar, garlic Parmesan sauce and smokey bacon and Philly Cheese Steak adorned with a blend of mozzarella and Cheddar cheese, creamy Alfredo sauce, tender slices of steak, onions and green peppers

# ABOUT ADA MIDEAST

The American Dairy Association Mideast is proud to serve dairy farm families in Ohio and West Virginia. ADA Mideast is one of 15 state and regional dairy farmer-funded promotion organizations that work together as a federation with Dairy Management Inc. to grow sales, build trust and position dairy in a global food system.

## HOW THE DAIRY CHECKOFF WORKS

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 money – with USDA oversight – is used to fund programs aimed at promoting dairy consumption and protecting the positive image of dairy farmers, dairy foods and the dairy community.

Locally, ADA Mideast is governed by a board of directors consisting of dairy farmers representing both cooperative and independent producers. The board also appoints one non-voting advisory director representing dairy processors and manufacturers. They provide accountability to the dairy farmers they represent, set policy, approve program direction and establish budgets. Greg Conrad, a dairy farmer from New Holland, Ohio, serves as the chairman.

## 2023 BOARD OF DIRECTORS

### **Bill Besancon**

Wooster, Ohio

### **Donald Bickel**

New Vienna, Ohio

### **Frank Burkett**

Canal Fulton, Ohio

### **Greg Conrad**

Chairman

New Holland, Ohio

### **Lois Douglass**

Secretary

Marshallville, Ohio

### **Greg Gibson**

Vice Chairman

Bruceton Mills, WV

### **Larry Griffith**

Bethel, Ohio

### **Allen Hartschuh**

Bloomville, Ohio

### **Anton Henry**

Versailles, Ohio

### **Paul Keener**

Jeromesville, Ohio

### **Barb Lang**

Big Prairie, Ohio

### **Joe Miley**

Treasurer

West Salem, Ohio

### **Mike Rufener**

Mogadore, Ohio

### **Emily Van Winkle**

West Mansfield, Ohio

### **John Wuebker**

St. Henry, Ohio

# 2022 ANNUAL REPORT

## REVENUE

Producer Remittances	\$5,332,962
Other Income	72,985
Total Revenue	<hr/> \$5,405,947

## EXPENSES

Growing Dairy Sales: •Partnerships •Dairy Innovation	\$1,499,570
Building Trust: •Youth Wellness & Fuel Up to Play 60 •Consumer Communications	2,474,668
Positioning Dairy in a Global Food System: •Nutrition Affairs •Environmental Stewardship •U.S. Dairy Export Council	802,707
Farmer Relations	251,589
Management & General	541,927
UDIA Membership	125,000

**Total Expenses** **\$5,695,461**

*\$289,514 was used from reserves to fully fund our programs.*



**SIGN UP TO RECEIVE OUR MONTHLY  
CHECKOFF E-NEWS**

**[Drink-Milk.com/For-Dairy-Farmers](https://Drink-Milk.com/For-Dairy-Farmers)**

