

# CHECKOFF HIGHLIGHTS



**MAKING EVERY DROP COUNT**

A stay-the-course mindset only gets you so far. Your checkoff is always innovating — growing export markets, investing in new business segments, backing up health benefits with research — to build trust and increase demand for U.S. dairy products. Here are just a few highlights:

## INNOVATION IN THE DAIRYCASE

Checkoff has been working with leading milk processors to help revitalize the fluid milk category and increase milk sales.

- Through its innovation strategy, your checkoff has helped value-added products like high-protein, low-sugar and lactose-free milk products grow sales by \$1 billion over the past 5 years. That's more than all dairy alternative beverages combined!

## MAYO CLINIC EDUCATING ABOUT DAIRY'S BENEFITS

The dairy checkoff is in the midst of a 5 year collaboration with the Mayo Clinic, an important leader in the health and wellness space. Together we're creating nutrition and health education content for the scientific community, health and wellness professionals and consumers. You can see this content on the Mayo Clinic's website, on their podcast and in multiple sponsored webinars.



- Research initiatives are focused on how dairy foods, particularly whole milk dairy, impacts cardiovascular health and metabolic conditions. Other potential research areas include dairy's role on calm, sleep, digestive health and immunity.

## LACTOSE-FREE SCHOOL MILK

ADA Mideast was part of a checkoff-led pilot in Cincinnati schools that offered lactose-free shelf stable milk to students, reaching those who weren't drinking milk because of real or perceived lactose intolerance. Key findings of the pilot were that when students have the option to choose lactose-free milk, both milk selection and meal participation increase overall.

- The pilot was so successful that the school district will continue offering lactose-free milk, alongside existing milks, for the next school year. A business case is being developed to share with other schools for broader implementation.

## EXPORTING U.S. DAIRY

The growth of U.S. dairy exports — now equal to 16.5 % of domestic milk production, compared to just 5% in 2002 — is no accident. Your checkoff has played a big role in positioning our products on the global market through research, promotion and relationship-building efforts.



- Today, milk from 1 in 6 trucks leaving U.S. dairy farms ends up in products and ingredients sold overseas, making exports a vital growth path for farmers and processors alike. Serving as national checkoff board members, dairy farmers provide strategic guidance for U.S. Dairy Export Council programs.

## GROWING SALES VIA FOODSERVICE PARTNERS

Checkoff provides on-site scientists and marketing resources to domestic and international foodservice partners, like McDonald's, Taco Bell and Domino's, to drive innovation and dairy sales.

- For every dollar checkoff spends on partnerships, those leading restaurants invest 10x in advertising. This partnership strategy has resulted in sales of 7.5 billion milk equivalent pounds since 2008.



Visit [USDairy.com](http://USDairy.com) or [Drink-Milk.com](http://Drink-Milk.com) for more information

## ONLINE GROCERY SHOPPING

Your dairy checkoff program works with e-commerce giants like Instacart, Amazon and Kroger to drive more consumers to the “digital dairy aisle” while they do their online grocery shopping. Marketing campaigns encourage shoppers to add dairy to their carts and often link to curated lists of real dairy foods.

» A recent promotion with Kroger in the Cincinnati and Cleveland markets generated a return of \$30.70 in dairy sales for every \$1 invested by ADA Mideast.

## PROUD PARTNER OF OHIO STATE ATHLETICS

ADA 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.

» This fall, we are leveraging this partnership to promote chocolate milk! Through the NCAA NIL program, OSU Offensive Lineman Donovan Jackson is being featured in a campaign sharing how chocolate milk makes him “Built Like a Buckeye” and gives Ohio State fans a chance to win chocolate milk for year. The campaign, which includes a video, is being promoted with online ads and social media.



Proud Sponsor of Ohio State Athletics

## OFFICIAL BEVERAGE OF HIGH SCHOOL SPORTS

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

» Chocolate milk is promoted at OHSAA and WVSSAC state championship events via radio and online broadcasts, video boards, banners, announcements, fan engagement, and social media, reaching an estimated 2.5+ million people per year. In the 2023-24 school year, more than 2,200 student athletes enjoyed chocolate milk after competing and was sold at all 24 OHSAA state tournaments.



## SELLING MORE DAIRY IN SCHOOL CAFETERIAS

Fruit smoothies are more popular than energy drinks, flavored water, juices and soft drinks with Gen Z consumers. To capitalize on this, your dairy checkoff is promoting yogurt-based smoothies to schools and students. ADA Mideast offers smoothie equipment grants to schools and developed large-batch smoothie recipes that meet USDA guidelines.

» Schools that received the grants have reported that their yogurt consumption nearly doubled since adding smoothies to their menus!

## SUSTAINABILITY IS TOP OF MIND

Nearly one-third of consumers stopped buying a product because of negative environmental impact. The good news is dairy farmers have a sustainability story that runs deep, and your checkoff serves as a bridge to share those proof points with consumers.

» By 2050, the U.S. dairy industry has committed to reaching greenhouse gas neutrality while improving water use and quality, and we are well on our way to that goal! Checkoff conducts research on sustainability practices and shares those proof points with consumers.

## DAIRY IN THE NEWSFEED

Checkoff websites and social media platforms feature videos, articles, handouts, recipes and other powerful content to generate positive feelings about dairy. We’re teaming up with trusted farmers, influencers, partners and more to set the record straight on dairy’s health benefits and the responsible ways it’s produced.

» For over a decade, ADA Mideast has been producing award-winning videos that tell the story of Ohio and West Virginia’s dairy farming families – and they’re resonating with consumers! More than 80 million people see our content via our social media platforms.



## ADOPT A COW PROGRAM

More than 2,500 classrooms in Ohio and West Virginia participate in the Adopt a Cow Program to virtually adopt a dairy calf for their students! The free program gives students an inside look at a dairy farm and provides monthly updates on their adopted calf with corresponding curriculum.

» At the completion of the 2023-2024 school year, participating teachers said student knowledge of dairy grew by 76%.