

DAIRY PROMOTION



DMI DAIRY MANAGEMENT INC.™

CHECKOFF UPDATE

BUILDING TRUST AND DEMAND IN DAIRY



01 | CHECKOFF'S PIZZA STRATEGY FINDING SUCCESS IN INDONESIA & JAPAN

Your checkoff drives U.S. dairy sales worldwide by partnering with top chains to meet diverse tastes of pizza lovers around the world with unique, culturally relevant menu items. The checkoff has a partnership with Pizza Hut – the world's second-largest pizza chain – in each country, where we are seeing exciting innovations and marketing efforts driving consumption of pizza that uses U.S.-produced cheese. The success of Pizza Hut Indonesia and Japan highlights the importance of understanding and responding to local market dynamics while effectively promoting the value of U.S. dairy products.

EXPLORING INTERNATIONAL MARKETS

As the checkoff continues to explore international markets, particularly in Asia and the Middle East, it underscores the notion that growth in the dairy sector relies heavily on innovation, cultural relevance and nutritional education.

By fostering partnerships beyond the United States, the checkoff is not only ensuring our industry's competitive edge but contributing to the global dialogue around nutrition and sustainability. As these efforts evolve and expand, they will undoubtedly pave the way for even greater opportunities for U.S. dairy around the world.

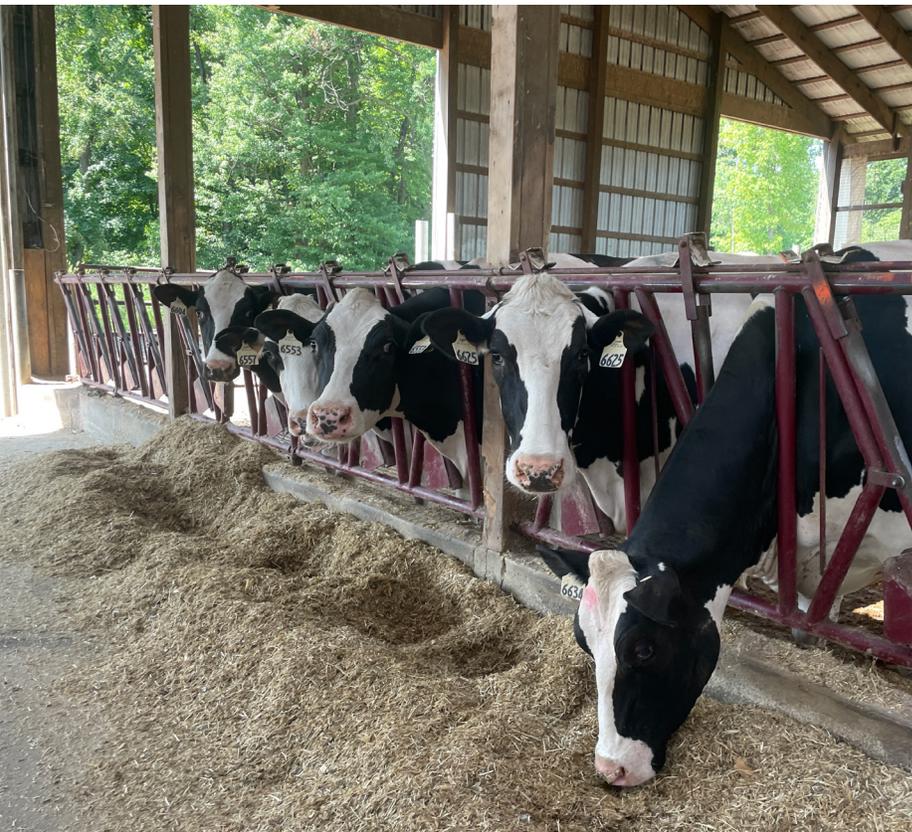
American Dairy Association Midwest

2800 Corporate Exchange Dr #260

Columbus, Ohio 43231

April 2025

CHECKOFF UPDATE



IN THIS ISSUE:

- 01 | International Pizza Strategy
- 02 | Ohio Cheese Campaign Success
- 03 | Record Dairy Consumption
- 04 | Built Like a Buckeye
- 05 | Checkoff Supports Milk50
- 06 | New Video Educates Consumers
- 07 | U.S. Dairy Exports
- 08 | Dairy Scholarships
- 09 | Checkoff at Spring Dairy Expo

**MAKING
EVERY
DROP
COUNT**



02 | 2024 OHIO CHEESE CAMPAIGN DELIVERS HIGHEST-EVER WEBSITE VISITS

For the third year in a row, the American Dairy Association Mideast's pop-up website ShopOhioCheese.com inspired consumers to purchase Ohio-made cheese! During November and December, the website garnered almost 195,000 visits and 221,500+ page views by more than 170,800 users - that's 9x more visits than last year!

The 2-month Shop Ohio Cheese campaign was promoted with targeted Google Ads and social media ads on YouTube, Facebook, Instagram and Pinterest. These ads were seen by target audiences more than 15 million times and had 209,200 clicks, exceeding expectations. Participating cheesemakers also reported increased traffic to their websites and sales thanks to the campaign. Until the next promotion, the featured items on the website have been replaced with participating cheesemakers' logos and website links so that if consumers visit, they can still find Ohio cheese.



03 | AMERICANS REACH RECORD DAIRY CONSUMPTION

Americans are consuming record amounts of dairy products, led by surging demand for butter and cheese, according to newly released U.S. Department of Agriculture data. Per capita consumption of dairy products reached 661 pounds per person in 2023, an increase of 7 pounds over the previous year and matching the record set in 2021.

04 | BUILT LIKE A BUCKEYE WITH CHOCOLATE MILK

The American Dairy Association Mideast leverages its partnership with Ohio State Athletics to promote chocolate milk. In a recent promotion through the NCAA NIL program, OSU Offensive Lineman Donovan Jackson shared how chocolate milk makes him "Built Like a Buckeye" and gave Ohio State fans a chance to win chocolate milk for a year. Through online ads and social media, the campaign reached more than 1.5 million people and exceeded engagement expectations! The video received more than 231,600 views on social media, and there were nearly 188,500 sweepstakes entries. Go Bucks!

BUILT like a
BUCKEYE

DONOVAN JACKSON

OHIO STATE OFFENSIVE LINEMAN



Win **FREE**
Chocolate Milk
for a Year

ENTER NOW!



Proud Sponsor of Ohio State Athletics

05 | CHECKOFF SUPPORTS MILK50

DFA launched Milk50 by DairyPure, a first-of-its-kind real dairy milk that contains only 50 calories per serving with 75% less sugar than fat free milk. Milk50 contains the same key nutrients found in other dairy milks, including 9 grams of protein — significantly more than most plant-based beverages. Created in partnership with the national dairy checkoff program, this is another example of how DMI collaborates with industry leaders to revitalize the fluid milk category through value-added innovations.





06 | NEW VIDEO EDUCATES CONSUMERS

ADA Mideast filmed at Mengel Dairy in Big Prairie, Ohio, to create new videos and social media content to continue educating consumers about dairy farming. The video “Meet the Mengels” is being promoted on social media and complementary shorter videos are also being shared on TikTok and Instagram. Be sure to follow us on TikTok, Instagram and Facebook to see our latest videos!

07 | U.S. DAIRY EXPORTS HIT SECOND HIGHEST TOTAL EVER

Despite a slight drop overall, U.S. export value jumped 11% in December, putting year-to-date value up 2% to \$8.3 billion - the second highest of all time! U.S. cheese exports posted their 12th consecutive year-over-year gain in December, setting a record and pushing calendar-year cheese volume past half a million metric tons for the first time.

08 | DAIRY SCHOLARSHIPS

The National Dairy Promotion and Research Board, through Dairy Management Inc., annually awards up to eleven \$2,500 scholarships to eligible undergraduate students enrolled in college/university programs that emphasize dairy. Applications are being accepted through May 15 and can be found at dairycheckoff.com by searching “Scholarship Application.”



09 | CHECKOFF AT SPRING DAIRY EXPO

For more than a decade, ADA Mideast has been the proud sponsor of showmanship at the Spring Dairy Expo. This year’s showmanship contest boasted 122 competitors and showcased the bright future of Ohio’s dairy industry.

Your dairy checkoff also hosted their annual dinner during the Expo, serving Domino’s new Parmesan stuffed crust pizza and General Mill’s new YoBark to exhibitors.

Both of these product innovations were developed with checkoff support as part of our longstanding strategy of working with and through powerful partners to increase dairy sales.

Checkoff supports new product development with partners by providing consumer insights, concept development, package design and research and development support.

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

LEARN MORE ABOUT YOUR CHECKOFF INVESTMENT
AT DRINK-MILK.COM AND USDAIRY.COM