

# DAIRY PROMOTION

American Dairy Association  
MIDEAST

DMI DAIRY MANAGEMENT INC.™

# CHECKOFF UPDATE

*BUILDING TRUST AND DEMAND IN DAIRY*



## 01 | 2025 BUTTER COW DISPLAY DEPICTS A BUTTERY CONSTRUCTION SITE

For more than 60 years, the American Dairy Association Mideast has sponsored and coordinated the butter cow display at the Ohio State Fair on behalf of Ohio's dairy farmers. Each year a team of sculptors spend around 400 hours transforming 2,000 pounds of butter into a masterpiece that attracts more than 500,000 visitors and garners nationwide media attention.

This year the display had a cheerful message for fairgoers: "Pardon Our Dust!" Major renovations are underway across the fairgrounds, including in the historic Dairy Products Building, home of the butter cow. The iconic butter cow and calf were sporting butter hard hats and joined by three life-size butter construction workers: one operating a jackhammer, another studying blueprints, and a third talking into a two-way radio. The construction scene also included scaffolding, sawhorses, safety cones and a "Pardon Our Dust" sign - all sculpted in butter!

ADA Mideast chooses an icon or theme to feature in butter that is non-political, non-controversial and reflects optimism and broad audience appeal. Each year, the theme of the butter cow display is one of the best-kept secrets leading up to the fair. After the fair, the butter is recycled and refined into an ingredient used in a variety of non-edible products. The butter was donated in part by Dairy Farmers of America.

The Ohio State Fair was July 23 through August 3, 2025 at the Ohio Expo Center. While visiting the Dairy Products Building, visitors enjoyed a variety of Ohio-produced dairy foods including ice cream, Swiss cheese sandwiches and milk. Fair visitors also learned how Ohio's dairy farmers care for their cows, land and communities.

**American Dairy Association Midwest**

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Columbus, Ohio 43231

August 2025

# CHECKOFF UPDATE



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**MAKING  
EVERY  
DROP  
COUNT**





## 02 | PROMOTING DAIRY TO HEALTH PROFESSIONALS

The dairy checkoff works closely with trusted professional organizations within the health and nutrition sectors to equip practitioners (pediatricians, dietitians, etc.) with research-based information about dairy's health benefits. The focus includes promoting full-fat dairy, the value of 13 essential nutrients and supporting research in areas like children's health and nutrition.

Through this work, the checkoff has reached more than 80,000 health professionals and built partnerships with organizations like the Mayo Clinic and the American Academy of Pediatrics—helping ensure dairy remains integral to important health conversations.

Locally, ADA Midwest sponsors speakers at several high-profile health professional meetings throughout the year. This past April and May, ADA Midwest reached more than 1,000 pediatricians, physicians and registered dietitians about the importance of including dairy in the diet, specifically highlighting dairy's role in early child brain development. To further extend messaging about dairy's role in child nutrition, ADA Midwest created a free bulletin board kit for pediatrician offices and WIC clinics to display in their waiting rooms. Versions of the kit are also available in Spanish.



## 04 | SUPPORTING DAIRY IN SCHOOLS

ADA Midwest works in Ohio and West Virginia to keep dairy relevant and readily available in today's school lunch experience. One way your dairy checkoff program does this is by providing grants to schools.

For the 2025-26 school year, ADA Midwest awarded Fuel Up equipment grants to 77 schools, providing equipment with a combined value of \$154,000 to help them serve more dairy. Schools received either a Mobile Meal Cart to help ensure students have access to a healthy breakfast or a Healthy Start Smoothie Kit to expand or start a smoothie program.

Schools that receive grants tout increased dairy usage! In fact, in an analysis of 169 schools that were awarded equipment grants, total yogurt usage increased 120%, and 17 of these schools were new to serving yogurt. Annualized, these 169 schools now serve more than 1.14 million 4-oz servings of yogurt - up from 518,000 servings of yogurt!

The dairy checkoff has also played a leading role in piloting several new and exciting cafeteria program offerings, including hot chocolate milk, lattes, grab-and-go yogurt and other dairy-based menu items and snacks — all aimed at transforming the school milk experience and making dairy more convenient and accessible than ever.

**LEARN MORE ABOUT YOUR CHECKOFF INVESTMENT  
AT [DRINK-MILK.COM](http://DRINK-MILK.COM) AND [USDAIRY.COM](http://USDAIRY.COM)**



## 05 | ADOPT A COW PROGRAM FOR SCHOOLS

The Adopt a Cow program connected more than 164,000 students in the ADA Mideast region to an Ohio dairy farm for the 2024-2025 school year.

Specifically for grades 3-5, the Adopt a Cow program is an exciting, year-long experience for the classroom to get an inside look at dairy farming and is free for teachers. In Ohio and West Virginia, classrooms are virtually paired with a calf from an Ohio dairy farm. Throughout the program, teachers receive progress updates, calf photos, student activity sheets, suggested lessons that follow Common CORE standards and even opportunities to write letters to the calf and farmer!

To cap off the experience, ADA Mideast helped host a 30-minute live chat where more than 1,000 classrooms had a chance to “meet” their adopted calf and learn about calf care, submitting questions and sharing positive comments!

Registration is now open for the 2025-2026 school year through September 15. Encourage teachers you know to sign up by visiting [DiscoverDairy.com/Adopt-A-Cow/](https://DiscoverDairy.com/Adopt-A-Cow/)

## 03 | DAIRY AT FOOD BANKS

To encourage families to choose dairy foods, ADA Mideast created a video for the Greater Cleveland Food Bank to play on their in-facility TV monitors. The video, which includes both English and Spanish captions, highlights dairy’s nutritional benefits, lactose-free options and storage tips. The video has been made available to other food banks throughout the country via the Dairy Nourishes America toolkit, which was developed by Feeding America and the Innovation Center for U.S. Dairy to increase access to nutritious dairy foods for people facing food insecurity.



SCAN TO WATCH



## 06 | WE ARE FAMILY PROMOTION DRIVES SALES

ADA Mideast supported a national promotion with Walmart.com and Dollar General to encourage families to purchase dairy. The campaign, called “We are Family,” targeted shoppers with relevant, personalized messages which were seen in-store and digitally across apps, websites and social media, when grocery planning and shopping were top of mind, ultimately driving sales.

ADA Mideast’s investment in the promotion resulted in 1.3 million incremental pounds of milk sold in the Ohio and West Virginia area. Overall, the campaign resulted in a .94% sales lift across all retailers and 1.55% at Walmart. The promotion also generated 52,889 new buyers in the dairy category! A similar campaign with Walmart.com and Costco is running now through Sept. 30.

## DOMINO’S KEEPS DELIVERING FOR FARMERS

Checkoff’s long-standing partnership with Domino’s Pizza has led to a 43% increase in cheese use since 2008! Domino’s new Parmesan Stuffed Crust Pizza is one example of how the checkoff is supporting partners through innovation to drive overall dairy sales with consumers!

# 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.

## 2025 BOARD OF DIRECTORS

### **Joel Albright**

Willard, Ohio

### **Bill Besancon**

Vice Chairman  
Wooster, Ohio

### **Donald Bickel**

New Vienna, Ohio

### **Frank Burkett**

Canal Fulton, Ohio

### **Greg Conrad**

Chairman  
New Holland, Ohio

### **Lois Douglass**

Secretary  
Marshallville, Ohio

### **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

# 2024 ANNUAL REPORT

## REVENUE

Producer Remittances	\$5,546,613
Other Income	\$218,448
Total Revenue	<hr/> \$5,765,061

## EXPENSES

Reputation: <ul style="list-style-type: none"><li>• <i>Consumer Marketing</i></li><li>• <i>Experiential Activations</i></li><li>• <i>In-School Programs</i></li><li>• <i>Thought Leader Programs</i></li></ul>	\$3,621,336
Innovation: <ul style="list-style-type: none"><li>• <i>Growth Partnerships</i></li></ul>	654,551
Other National Programs: <ul style="list-style-type: none"><li>• <i>US Dairy Export Council</i></li><li>• <i>Impact Funding</i></li><li>• <i>Planning &amp; Facilitation</i></li></ul>	492,826
Sustainability: <ul style="list-style-type: none"><li>• <i>Environmental Stewardship</i></li></ul>	253,990
Farmer Relations	242,037
Management & General	474,732
UDIA Membership	125,000
<b>Total Expenses</b>	<b>\$5,864,472</b>

\$99,411 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)

