

DAIRY PROMOTION



CHECKOFF UPDATE

BUILDING TRUST AND DEMAND IN DAIRY



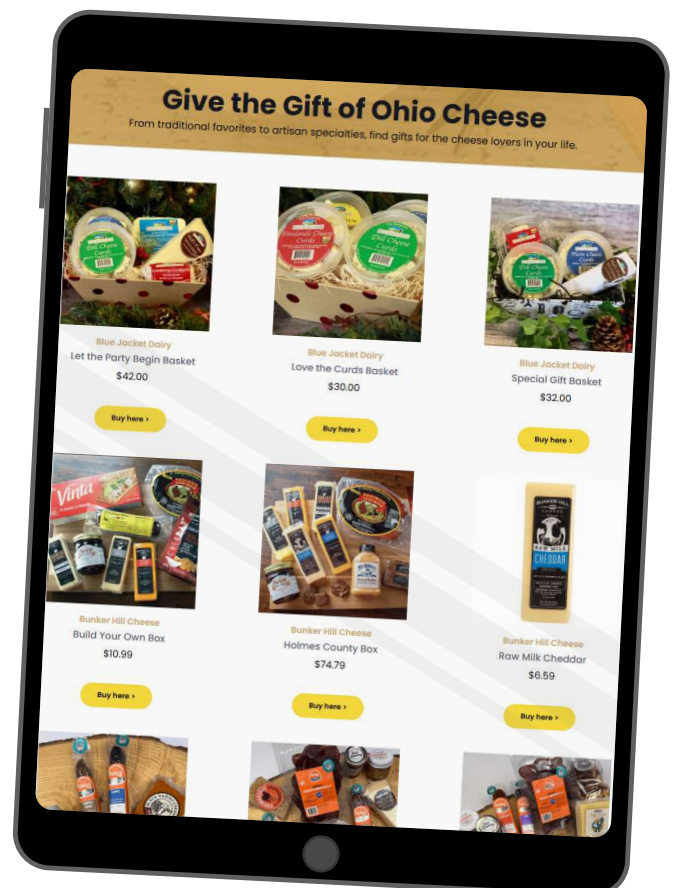
01 | PROMOTING OHIO CHEESE TO CONSUMERS

The American Dairy Association Mideast is encouraging shoppers to purchase Ohio-made cheese for their holiday entertaining and gift giving through its seasonal ShopOhioCheese.com promotion. This year, more cheesemakers than ever before are participating in the 2-month campaign!

The campaign is being promoted with targeted YouTube, search marketing and social media ads during the holiday season. Last year, these types of ads were seen by target audiences more than 15 million times and had 209,200 clicks, exceeding expectations. In fact, these ads drove 9x more visits than the previous year, and those participating reported increased website traffic and sales.

ShopOhioCheese.com also includes cheese pairing advice, cheese storage tips and a step-by-step guide to build a beautiful cheese board.

For a list of all Ohio cheesemakers, including those without online ordering capabilities, scroll to the bottom of the homepage.



American Dairy Association Midwest

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**MAKING
EVERY
DROP
COUNT**



02 | BUILT LIKE A BUCKEYE CAMPAIGN

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 once again leveraged this partnership to promote chocolate milk! Through the NCAA NIL program, OSU Quarterback Tavien St. Clair was featured in a campaign sharing how chocolate milk makes him “Built Like a Buckeye” and gave Ohio State fans a chance to win chocolate milk for year. The campaign, which included a video, was promoted with online ads and social media.

MEASURING SUCCESS

ADA MidEast ran a similar promotion last year with former OSU Offensive Lineman Donovan which reached more than 1.5 million people and exceeded engagement expectations! The campaign video received more than 231,600 views on social media, and there were nearly 188,500 sweepstakes entries. In addition, the 2024 Built Like a Buckeye campaign won the prestigious PR Daily award for best video communications in the nation!



03 | DAIRY'S ROLE IN THE FIRST 1,000 DAYS

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

THE FIRST 1,000 DAYS INITIATIVE

Checkoff is doubling down on one of the most critical windows of human development – the “First 1,000 Days” – with a multichannel strategy that positions dairy as essential for optimal brain growth and cognitive development from pregnancy through a child's second birthday.

During this time, a baby's brain grows from about 10,000 brain cells in the first month of pregnancy to a staggering 10 billion by the sixth month. Nutrition is a key driver of this incredible development, and dairy plays an important role thanks to brain-building nutrients including iodine and choline. In fact, dairy foods provide 7 of the 14 nutrients identified by the American Academy of Pediatrics as important for early brain development.

A MULTICHANNEL STRATEGY

The First 1,000 Days campaign is designed to meet today's parents where they are: in their social feeds, on trusted parenting platforms, through pediatrician offices, in WIC clinics and on digital search engines – all with content rooted in science, relevance and personal connections.

A cornerstone of this activation is partnerships with BabyCenter and What to Expect, two of the most widely-used parenting platforms in the U.S. The partnerships include dairy-focused articles, social media content, in-app promotions and expert video content.

Locally, ADA MidEast is targeting parents and health professionals in our region with resources and information about the First 1,000 Days. Across the nation, more than 60,000 pediatric care providers have been reached with information about dairy's contributions to maternal and childhood health.



04 | SMART SWAPS FOR SCHOOL MEALS

The dairy checkoff's new Smart Swaps program is helping schools meet updated nutrition standards while keeping dairy on menus.



The nationwide initiative offers 25 breakfast recipes that align with USDA guidelines and come with complete nutrient analysis, step-by-step photo guides, sample menus and training resources for school nutrition staff.

Recipes like Strawberry Pancake Yogurt Parfait and Broccoli, Egg & Cheese Pizza were tested and approved by more than 2,500 students! Locally, ADA Mideast is promoting the program to schools in Ohio and West Virginia.



05 | FARM TOURS FOR FUTURE HEALTH PROFESSIONALS

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 about 100 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.



06 | THE OFFICIAL BEVERAGE OF HIGH SCHOOL SPORTS

ADA Mideast's partnership with the Ohio High School Athletic Association and West Virginia Secondary School Activities Commission encourages student athletes to drink chocolate milk, the official beverage of high school sports.

Chocolate milk is promoted at 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 Ohio, student athletes also enjoy chocolate milk after competing and is sold at all 24 OHSAA state tournaments.

CONSERVATION RESOURCES FOR FARMERS

The Dairy Conservation Navigator, created by the dairy checkoff program, is an online resource hub providing science-based information on sustainable farming practices and technologies available to dairy farmers.

Explore the site at
www.DairyConservation.org

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