

CHECKOFF UPDATE

BUILDING TRUST AND DEMAND IN DAIRY

WHOLE MILK

RESEARCH SPEAKS VOLUMES

01 | DAIRY REACHES A MAJOR MILESTONE

The release of the 2025–2030 Dietary Guidelines for Americans and the passage of the Whole Milk for Healthy Kids Act mark an important milestone for the dairy industry — one that many organizations have worked toward for years.

What's the milestone? For the first time, dairy foods including milk, cheese and yogurt — at all fat levels — are encouraged, moving away from one-size-fits-all low fat recommendations.

This progress reflects decades of research. Over the past 20 years, more than 80 studies funded by the dairy checkoff have helped bring the health benefits of full fat dairy to the forefront.

While this is good news for the dairy industry, there is still work to be done. Checkoff staff will continue engaging with health professionals and school nutrition experts to share the science behind these updates and answer questions about how dairy foods at all fat levels support a healthy lifestyle.

WANT TO LEARN MORE?

The latest episode of the Your Dairy Checkoff Podcast explores these developments and what they mean for dairy farmers and the industry. Scan the QR code to listen.

A new handout is available to support discussions about adding whole and reduced fat milk to school menus. Scan the QR code to download and share with school contacts.



American Dairy Association Midwest

2800 Corporate Exchange Dr #260

Columbus, Ohio 43231

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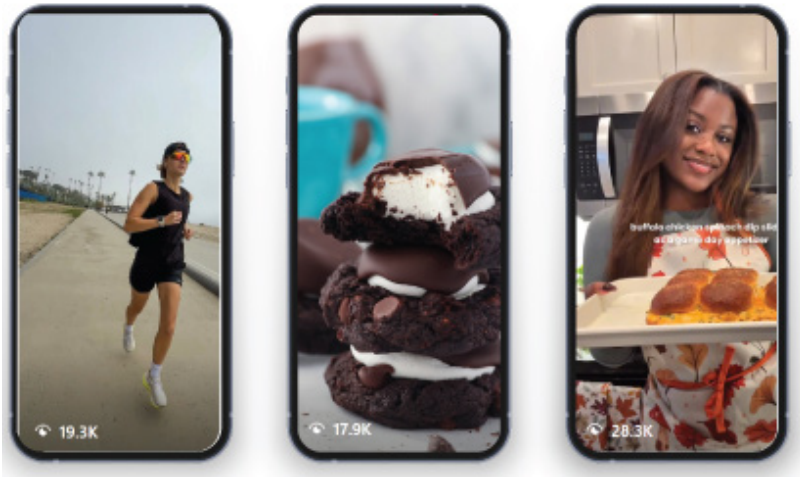
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**MAKING
EVERY
DROP
COUNT**



02 | 2025 INFLUENCER CONTENT REACHED MORE CONSUMERS

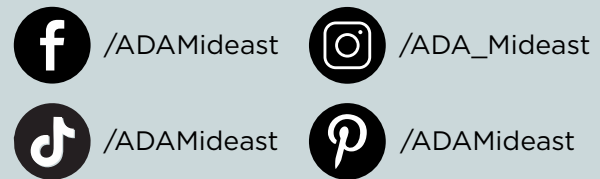
In 2025, ADA Mideast partnered with 12 influencers to further connect with consumers through trusted voices. Through recipe blog posts and Instagram and TikTok reels, these influencers shared authentic dairy-inspired content that highlighted how dairy fits into their daily routines and showcased creative ways to enjoy dairy foods. The content generated more than 7 million impressions, 7.56 million video views and more than 285,000 engagements.



03 | ADA MIDEAST'S DIGITAL PRESENCE GREW IN 2025

ADA Mideast significantly expanded its digital reach in 2025, with Facebook and Instagram content reaching 4.93 million users and generating more than 331,500 reactions. This increased visibility strengthens ADA Mideast's ability to connect with consumers, share the story of dairy and reinforce trust in dairy farming and nutrition.

ADA Mideast's website Drink-Milk.com also saw major gains, receiving 2.43 million visits and more than 3 million page views — an increase of over 1.78 million visits from the previous year.



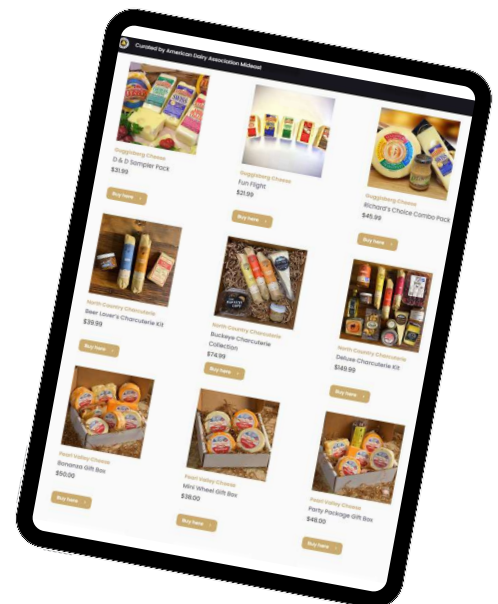
04 | 2025 OHIO CHEESE CAMPAIGN DELIVERS HIGHEST-EVER WEBSITE VISITS

ADA Mideast's seasonal ShopOhioCheese.com campaign achieved its strongest performance in five years, encouraging consumers to purchase Ohio-made cheese for holiday entertaining and gifting.

During November and December, the website received more than 267,000 page views. Digital advertising across YouTube, search and social media generated over 16.5 million impressions and 239,600 clicks, exceeding expectations and driving increased traffic and sales for participating cheesemakers.

A nationally distributed sponsored article featuring 11 Ohio cheesemakers secured 1,032 media placements, including the Los Angeles Times, San Francisco Chronicle, Miami Herald, The Cincinnati Enquirer and The Columbus Dispatch, reaching an audience of more than 131 million and creating visibility for Ohio cheese.

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.





05 | NEW VIDEOS EDUCATE CONSUMERS

To help consumers better understand dairy farming, ADA Mideast recently filmed new video and social media content at Cain Farms.

In “Meet Devin Cain,” viewers see how innovative technology helps dairy farmers care for their cows and produce high-quality milk. Another video, “Meet Dr. Allie Cain: Large Animal Veterinarian,” highlights the vital role veterinarians play as they work alongside farmers to maintain animal health and well-being.

The videos are being shared across ADA Mideast’s social media platforms and can also be viewed on Drink-Milk.com.

06 | REAL MILK EXTENDS ITS COMEBACK

Consumer demand for real dairy milk remains strong. While fluid milk sales held steady in 2025, plant-based beverage sales declined. Nutrition science has spoken, and consumer behavior is changing, too.

Data from Circana shows plant-based beverages made from almonds, oats and other ingredients fell 6% last year to 358.4 million gallons. Since peaking in 2021, plant-based beverage sales have dropped nearly 20%.

Milk increased its share of the combined dairy and plant-based beverage market for the fourth straight year, reaching 90.7% in 2025, up from 89.4% in 2021. While plant-based beverages remain in the marketplace, growing consumer awareness of dairy’s nutrition, value and familiarity continues to support strong demand for real milk.

07 | “DAIRY DOES MORE” CAMPAIGN LAUNCH

The dairy checkoff has launched Dairy Does More, a new national marketing platform designed to grow demand by reshaping how consumers think about dairy foods.

Developed by Dairy Management Inc. (DMI), the campaign builds on the Undeniably Dairy brand and highlights the many ways dairy supports health, performance and everyday enjoyment.

A key focus of the campaign is expanding how consumers think about when and how they enjoy dairy. Many people place foods into narrow categories — such as milk only being for kids or yogurt only for breakfast. Dairy Does More aims to break those assumptions by showcasing dairy’s versatility and encouraging consumers to enjoy it in more moments throughout the day.

The campaign launched nationwide March 2 with the tagline “So Many Reasons for Dairy.” It includes digital video ads, social media content and marketplace programs that state and regional checkoff teams can incorporate into local efforts.

Despite dairy’s strong presence in American diets, many consumers still fall short of the recommended three daily servings.

“This campaign is about building value for farmers by strengthening dairy’s place in consumers’ lives,” said Marilyn Hershey, Pennsylvania dairy farmer and chair of DMI. “When people understand all that dairy offers, they’re more likely to choose it more often.”



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