

DAIRY PROMOTION

**MAKING
EVERY
DROP
COUNT**



CHECKOFF UPDATE

BUILDING TRUST AND DEMAND IN DAIRY



01 | THE 2026 OHIO STATE FAIR BUTTER COW DISPLAY CELEBRATES AMERICA 250

For more than 60 years, the American Dairy Association Mideast has sponsored the iconic butter cow display at the Ohio State Fair on behalf of Ohio's dairy farmers.

This year's display celebrated America's 250th birthday with some of the nation's most recognizable symbols. Sharing the cooler with the cow and calf were a majestic bald eagle, the Statue of Liberty, American and Ohio flags and an America 250 sign, all sculpted from 2,100 pounds of butter donated by Dairy Farmers of America.

The 2026 display also marked a milestone as the first butter cow to be showcased in the newly renovated Dairy Building. The updated space significantly enhanced the visitor experience with the addition of air conditioning, a new butter cow cooler positioned front-and-center for greater visibility and improved visitor flow and a brand-new kitchen that expands food preparation capabilities.

For more than a century, the butter cow has been one of the Ohio State Fair's most beloved traditions, helping draw an estimated 500,000 fairgoers through the Dairy Building each year and generating media attention across Ohio and the nation. Each year, the ADA Mideast selects a theme that is timely, engaging and connects with fairgoers across generations. In keeping with tradition, the theme remains one of the fair's best-kept secrets until the display is unveiled the day before the fair opens.

American Dairy Association Mideast

2800 Corporate Exchange Dr #260

Columbus, Ohio 43231

August 2026

CHECKOFF UPDATE



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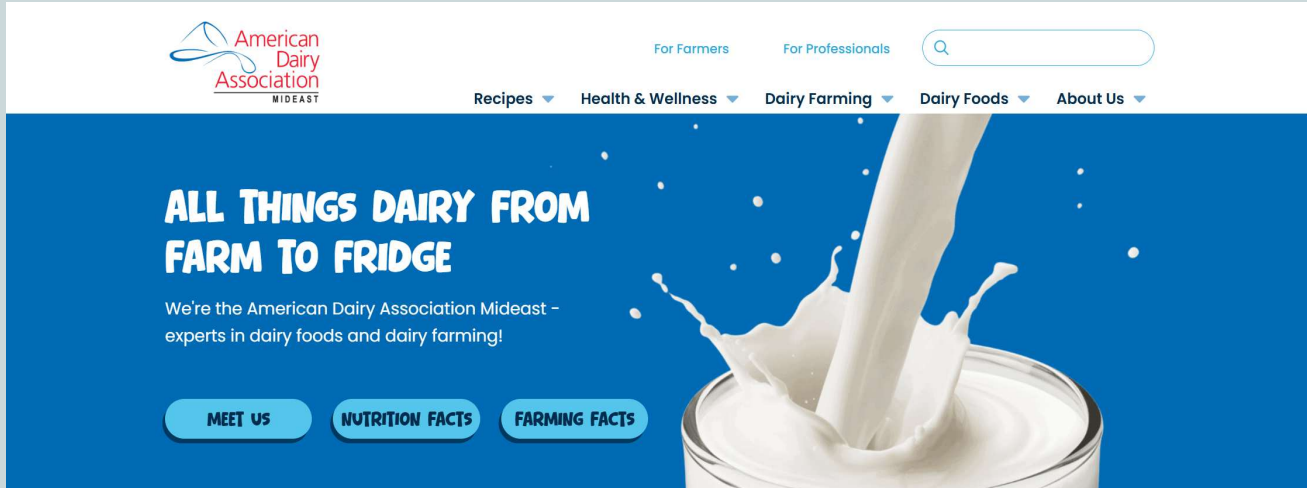
**MAKING
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American
Dairy
Association
MIDEAST

DMI
DAIRY MANAGEMENT INC.

02 | DRINK-MILK.COM HAS A BRIGHT NEW LOOK

The way consumers search for information is changing. Whether they're looking for answers about where their food comes from, how dairy farmers care for their cows or the nutritional benefits of milk, more people are turning to AI-powered search tools. That's why we recently refreshed Drink-Milk.com—to ensure credible, science-based information about dairy and dairy farming is easy to find wherever consumers are searching. The refreshed site continues to include a dedicated For Farmers section, where you can find information about your dairy checkoff investment, as well as downloadable resources and our promotion materials request form.



03 | DAIRY IN SCHOOLS

The 2025–2030 Dietary Guidelines for Americans recognize that milk, cheese and yogurt can fit into healthy eating patterns at all fat levels, reflecting the growing body of science supporting dairy's role in a balanced diet.

Effective June 8, the USDA's Interim Final Rule allows schools to offer whole and 2% milk at breakfast, building on the earlier passage of the Whole Milk for Healthy Kids Act, which restored these options at lunch. To help dairy farmers and advocates stay informed, a new handout is available that outlines the updated school milk offerings and menu options, making it easy to share the latest information with schools and communities.

WANT TO LEARN MORE?

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.



SCAN TO DOWNLOAD

04 | SIX MONTHS OF YEAR-OVER-YEAR EXPORT GROWTH

Year-over-year (YOY) U.S. dairy exports grew 8% in March in milk solids equivalent (MSE) terms, as cheese and butterfat continued to drive volume. It was the sixth straight month of YOY growth and MSE volume was the highest since May 2022.

Exports started the year blazing hot, with volume rising nearly 11% in the first quarter. U.S. Dairy remains extremely well-positioned to meet expanding global nutritional needs.

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



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05 | ADOPT A COW PROGRAM FOR SCHOOLS

This past school year, more than 155,000 students across the ADA MidEast region connected with an Ohio dairy farm through the Adopt A Cow program. Throughout the year, classrooms followed the growth of a calf, learned how dairy farmers care for their animals and discovered where their milk comes from through interactive lessons, photos and videos.

Registration for the 2026–2027 Adopt A Cow program is now open through Jan. 31, 2027. Enroll by Sept. 1 to get mailed a welcome packet. If you know a teacher who would enjoy bringing dairy farming into the classroom, encourage them to sign up at DiscoverDairy.com/Adopt-A-Cow/ to bring dairy farming into their classroom!

06 | PROMOTING DAIRY AT STATE NUTRITION MEETINGS

ADA MidEast recently connected with health professionals across Ohio and West Virginia at state nutrition meetings by sponsoring speakers, exhibiting and sharing evidence-based dairy nutrition science.

At the Ohio Academy of Nutrition and Dietetics Annual Conference, the keynote speaker highlighted research on dairy's fat flexibility and role as a key source of iodine, an essential nutrient for infant brain development. ADA MidEast's Anna Busenburg was also named Ohio's Registered Dietitian of the Year at the conference.

ADA MidEast engaged attendees at the West Virginia School Nutrition Association Conference, featuring dairy recipes that align with new school meal guidelines. At the West Virginia Academy of Family Physicians and the Academy of Nutrition and Dietetics annual meetings, speakers shared emerging research on how fermented dairy foods support gut health.



07 | EDUCATING FUTURE HEALTH PROFESSIONALS

The American Dairy Association MidEast is helping future health professionals and thought leaders build a stronger understanding of dairy nutrition and modern dairy farming. Through in-person and virtual educational programs, dietetic interns learn about dairy's nutritional benefits, current research and common misconceptions about dairy foods.

Students also connect directly with dairy farmers through farm tours and conversations, gaining firsthand insight into how milk is produced and the care that goes into raising dairy cows.

Most recently, ADA MidEast engaged with students from Ohio University, Columbus State, Miami University and University Hospitals. These experiences help ensure future health professionals have accurate, science-based information about dairy foods as they educate and advise 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 12 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.

2026 BOARD OF DIRECTORS

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

Anton Henry

Versailles, Ohio

Pam Herron

Salem, Ohio

Paul Keener

Jeromesville, Ohio

Joe Miley

Treasurer
West Salem, Ohio

Mike Rufener

Mogadore, Ohio

Joe Shockey

Ravenswood, WV

Jim Steiner

Sterling, Ohio

Emily Van Winkle

West Mansfield, Ohio

John Wuebker

St. Henry, Ohio

2025 ANNUAL REPORT

REVENUE

Producer Remittances	\$5,564,268
Other Income	\$151,193
Total Revenue	\$5,715,461

EXPENSES

Reputation: • <i>Consumer Marketing</i> • <i>Experiential Activations</i> • <i>In-School Programs</i> • <i>Thought Leader Programs</i>	\$3,535,340
Innovation: • <i>Growth Partnerships</i>	564,460
Sustainability: • <i>Environmental Stewardship</i>	242,280
U.S. Dairy Export Council	365,018
Farmer Relations	292,995
Management & General	465,823
UDIA: • <i>Membership</i> • <i>Supplemental Funding</i> • <i>Planning & Facilitation</i>	125,000 118,351 79,970

Total Expenses	\$5,789,237
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\$73,776 was used from reserves to fully fund our programs.



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CHECKOFF E-NEWS**

Drink-Milk.com/subscribe/

