

# YOUR DAIRY CHECKOFF HIGHLIGHTS

Driving Innovation that Grows Sales & Identifies New Opportunities

Checkoff launched a new partnership with Raising



Cane's to drive dairy-focused menu innovation that will **increase dairy opportunities** throughout the day through sandwich, beverages and sides innovation

National Dairy Council announces collaboration with Mayo Clinic to explore



research and consumer outreach that **improves public health and advances dairy's benefits**, including the role full-fat dairy may play in cardiovascular and metabolic conditions



Working through checkoff-employed food scientists, partner Taco Bell rolled out a **dairy-based creamer** used in coffee and cold-whipped drinks - and relaunched the checkoff-created Grilled Cheese Burrito that features **10 times the amount of dairy** vs. a traditional taco

Globally, U.S. dairy set record export levels in 2022 (through November) with export growing 4 percent compared to 2021 data; in all, exports today represent **18 percent of total U.S. production**



U.S. Dairy Export Council.

Ingredients | Products | Global Markets

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## Advancing Dairy as a Solution for Consumers & Society

Checkoff's "Dairy Dream Team" of chefs, recipe



developers, "foodies," gamers and lifestyle influencers delivered nearly **80 million impressions** and jump-started the "butter board" craze that became a viral sensation, generating coverage from major news and entertainment outlets

A partnership with gamer "Mr. Beast," one of the most subscribed-to YouTube personalities, led to a video and Minecraft game touting farmers' environmental stewardship and animal care practices following his visit to a dairy farm - the video had **more than 3 million views** and thousands of comments within 24 hours



"Reset Yourself with Dairy" targeted Gen Z to show how dairy fits within their personal lifestyles; content led to **more than 526 million impressions** to raise awareness around relevant dairy wellness benefits



## Building Science & Proof of Dairy's Role as Sustainability Solution



Checkoff continued its role of convener and secured funds that help farmers and dairy industry advance continuous improvement to help meet 2050 Environmental Stewardship Goals by establishing science-based proof points that help sets the record straight about dairy's part in a sustainable food system

- **70 partner organizations** engaged in environmental research and implementation
- **Nearly \$38 million** in grants and partner support to the U.S. Dairy Net Zero Initiative
- To date, **388 dairy farms** involved in environmental research to support goals

