Dairy farmers and importers appointed to the National Dairy Promotion and Research Board (NDDB) and elected to the United Dairy Industry Association (UDIA) by their local promotion organizations, direct funding and lead the unified, strategic plan, with USDA oversight. All NDDB and UDIA board members serve on the DMI Board.

Find us online
www.dairy.org
Facebook
Dairy Checkoff Farmer Group

Contact your local dairy promotion organization
www.dairy.org/local-checkoff

Contact us at
talktothecheckoff@dairy.org
800.853.2479

The dairy checkoff program is your voice to build sales and trust for dairy, funded by the nation’s 36,000-plus farm families and those that import dairy into the U.S.

RESEARCH + PROMOTION
The checkoff takes a portfolio approach to its annual plan, using short-, mid- and long-term strategies aimed at driving sales and trust in dairy.
A MESSAGE FROM YOUR CHAIRS

The national dairy promotion and research program benefits farmers, importers and other members of the dairy community by helping protect and grow sales and trust in dairy.

Key 2018 results included:
- Foodservice partners such as McDonald’s, Domino’s, Taco Bell and Pizza Hut invested $1.5 billion in dairy-related advertising.
- Fluid milk partners developed innovative milk and beverage products with Dairy Farmers of America, Darigold, Kroger and Shamrock Farms.
- U.S. dairy exports represented nearly 16% of total U.S. milk solids production, a 1.2% increase compared to 2017.
- The Innovation Center for U.S. Dairy launched the U.S. Dairy Stewardship Commitment that allows dairy to voluntarily document and demonstrate improvements in areas that impact trust: animal care, environmental stewardship and community contributions.
- National Dairy Council research grew cheese, powder and other dairy sales globally.
- Fuel Up to Play 60, now in 73,000+ schools, increased student access to nutritious foods, including dairy. One partnership offered an additional 1.3 million meals across 11 states through portable breakfast/salad bar cart donations.
- Targeted consumers exposed to Undeniably Dairy digital/podcast stories were 12% more likely to agree that farmers care for their land, and 25% more likely to agree that farmers treat cows humanely.

Your dairy checkoff makes a difference for farmers and U.S. dairy today and in the future. As your farmer promotion leaders, we want to hear from you.

MARILYN HERSHEY
Dairy Management Inc.

NEIL HOFF
United Dairy Industry Association

BRAD SCOTT
National Dairy Promotion and Research Board

REPORT TO CONGRESS
Between 1996-2016, there is a positive association between dairy promotion program expenditures and consumer demand for dairy products.

$1 farmer contribution to the checkout has an aggregate all-dairy benefit-cost ratio of $4.78 in marketing and promotion value.

Source: USDA Annual Report to Congress

THE U.S. IS A GROWTH MARKET FOR DAIRY
U.S. Per Capita Consumption of All Dairy

Source: USDA ERS Dairy Data 1975-2018; USDA ERS Food Availability 1950-2014
Total dairy reported on milk equivalent, milkfat basis

Share dairy’s story
by reaching and engaging consumers and stakeholders to tell our story of responsible and local production, nutritious rich foods and real enjoyment of all things dairy.

Building sales & trust
through a unified plan focused on research and promotion, partnerships and collaboration

Growing consumption
of milk and dairy foods through menu, product, packaging and marketing innovation with domestic and global partners.

Expanding exports
to a target of 20% of annual U.S. milk production and increase export value.

Convening leaders
through the Innovation Center for U.S. Dairy to work together on shared opportunities and challenges that help U.S. dairy speak with a unified voice and build trust.

Investing in research
that reinforces dairy’s commitment to nutrition, product and environmental improvements as part of sustainable food systems.

Building trust
through a unified plan focused on research and promotion, partnerships and collaboration

GROWING CONSUMPTION

EXPERTING EXPORTS

CONVENING LEADERS

INVESTING IN RESEARCH

SHARING DAIRY’S STORY

STEWARDING YOUR INVESTMENT

2018 TOTAL INVESTMENT: $233M
Reflects both national and local Unified Marketing Plan funding

2% General & Administration
32% Consumer Confidence & Integrated Communications
3% Strategic Intelligence
18% Sustainable Nutrition & Research
9% Export Marketing
18% Youth Wellness
18% Domestic & International Partners

(% of Total)