

Dairy Checkoff's Success in Higher-Fat Dairy

Checkoff-funded research has contributed to the science that shows the value of dairy of all fat levels in the diet. National Dairy Council's milkfat research (58 studies over the last 20 years) has contributed to the scientific evidence that has been helping change the negative perception on consumption of **whole-fat dairy foods like milk, cheese and yogurt**, debunking historical food restrictions and furthering the important role dairy can play in a healthy diet.

PAST SUCCESS

Butter at McDonald's

On the heels of the *Time* "Eat Butter" article, informed by checkoff research, McDonald's made the bold change from margarine to butter across all 14,300+ restaurants to establish real food credentials with their consumers. Onsite checkoff dairy scientists led efforts alongside butter suppliers to roll out the transition to butter. This change yielded an incremental 500M milk pounds equivalent, created product innovation opportunities and featured the "Real Seal" in advertising. Shortly after, other restaurant chains, including Burger King and Jack-in-the-Box, followed by adding and promoting butter on their menus.

Whole-Fat Dairy in the Diet

Through NDC, the checkoff's research revealed that **whole-fat dairy foods such as milk, cheese and yogurt** can be part of a DASH diet (Dietary Approaches to Stop Hypertension) while maintaining the positive outcomes of DASH on blood pressure. NDC's funded study revealed that whole-fat dairy foods like milk, cheese and yogurt can be incorporated into the DASH (Dietary Approaches to Stop Hypertension) diet and maintain the positive outcomes of DASH on blood pressure and blood lipid biomarkers suggesting that dairy foods -regardless of the fat content- can be part of healthy dietary patterns.

Whole Milk Retail Sales

Since the checkoff's dairy fat research has been endorsed and adopted by health professional groups and other influencers, we have seen retail sales of whole milk take off, leading all other fat levels in the fluid milk category. Whole milk sales were \$4.8B in 2018 and have grown by \$280M over the last five years!

PRESENT WORK

Maintaining and Building

We remain focused on the fundamental areas of research, such as **childhood health, type 2 diabetes, heart disease, hypertension, whole fat dairy and proteins**, in order to maintain our important spot in the Dietary Guidelines.

Capitalizing on the whole milk growth segment, checkoff led the product development and launch of **Kroger's** latest product innovation-- an indulgent, flavored whole milk line, Primo Pastures. To-date, the product is doing well and has been getting positive consumer feedback.

FUTURE FOCUS

Minor milkfat components, a big opportunity to innovate

Milkfat contains "minor components" with growing scientific and consumer interest about their potential to provide different health benefits. NDC's research efforts will play an important role in identifying their potential health benefits, which ultimately could lead to new business opportunities for dairy foods with added nutritional value.

ABOUT YOUR CHECKOFF

The checkoff business plan is focused on programs and innovation that build sales of and trust in dairy. This means ensuring your perspective is shared and heard across the industry on topics and issues important to your dairy farm business. It also means helping consumers and dairy customers understand what you do, how you do it and why it matters.

2019 Dairy Checkoff's Percentage of Program Budget for Fat

