DMi **DAIRY MANAGEMENT INC.™**

Dairy Checkoff's Success in Youth Wellness

The world's youth are American dairy farmers' next generation of consumers. Reaching them now – with the right products in the right places, with the right messages – is key to keeping them for the long term.

PAST SUCCESS

National Dairy Council

Since 1915, NDC has been a staple in schools through its nutrition education work. Our credible, science-based research, along with strong national partners, thought leader efforts, and the relationships of the local dairy councils have helped maintain dairy's relevance in school wellness. Dairy science successes include support for the 2005 Dietary Guidelines, which achieved 3 servings a day (up from 2).

Schools Meals Mean More Milk

National Dairy Council's research and support have helped thousands of schools improve their school meal offerings and number of meals served – which include dairy. Since 2010, NDC's school efforts including Fuel Up to Play 60 (see below) have increased move an incremental 1.2 billion pounds of fluid milk through schools (plus more yogurt and cheese). The checkoff has demonstrated the value of offering low-fat chocolate and flavored milks to their students. The checkoff also partnered with Domino's to develop the Smart Slice pizza for schools that delivers more cheese, meets the school nutrition guidelines and has had a strong catalytic impact on improving the quality of the overall school pizza category. Smart Slice is now being served in over five thousand schools.

PRESENT WORK

Fuel Up to Play 60

National Dairy Council teamed up with the National Football League, with support from USDA, to develop Fuel Up to Play 60 (FUTP 60), the nation's premier in-school health and wellness initiative. FUTP 60 provides students with access to more nutritious foods (including dairy) through school breakfast and summer feeding, as well as more physical activity. In almost ten years, the program has reached over 38 million kids in 73,000 schools. Research shows that FUTP 60 students are more likely to consume dairy. Our partnership with Discovery Education telling the farm-to-table story through interactive curriculum and video has reached over 2M students in the classroom and 35M+ through social impressions.

GENYOUth

The checkoff founded GENYOUth raises money and other resources in support of youth wellness, with FUTP 60 as its primary beneficiary. Those dollars add to and take the place of farmer funding in programs that advance farmers long-standing commitment to youth, while the foundation generates awareness and interest from influential companies and organizations. When we raise contributions from non-checkoff partners, they are used to increase breakfast participation and promote sustainable nutrition messages to students. Since 2010, GENYOUth has raised almost $81 million in cash ($35M) and in-kind services ($46M).

FUTURE FOCUS

New Opportunities and New Recognition

We're finding new ways to provide students – our future consumers – with modern, great-tasting, nutritious dairy products in schools through efforts including menu development, promotion of smoothies and 1% flavored milk. A pilot program in a Virginia elementary school using milk dispensers increased daily milk consumption by 52% while cutting down on packaging waste. We are focusing more heavily on delivering more sustainable nutrition messaging and telling more of the farmer story with youth, connecting them to where their food comes from. We're also reaching out to influential leaders to show them what dairy farmers are doing for America's youth and engaging them to tell our story on our behalf.

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.

Youth Wellness

■ Youth Wellness   ■ Total 2019 Program Budget

12.49%