

Your Dairy Checkoff: First-Half 2021 Highlights

SALES

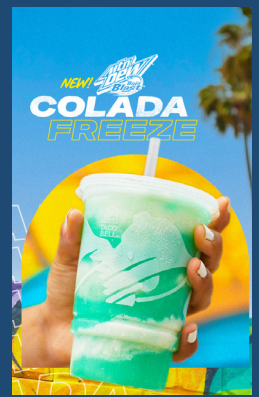
Launched **Amazon Fresh** smoothie page, which drove increased consumer engagement with dairy.



U.S. dairy export volume **grew 13%** (through May 2021 milk solids equivalent) compared to same period in 2020, and total value grew 18%



Taco Bell partnership launched new dairy-based **Mountain Dew Baja Blast Colada Freeze**, featuring a tropic-infused dairy cream



Launched “Detroit-Style Pizza” using **50% more cheese** than traditional hand-tossed pizza with Pizza Hut® U.S.

Domino's Japan launched the Jumbo Pizza and Pizza Rice Bowl, which both feature U.S. cheese; the partnership



has **doubled its U.S. cheese use** since it started in 2019

Pizza Hut Asia Pacific's **U.S. cheese use has grown 136%** since 2016



through menu innovation and expertise to drive delivery and takeout growth

22 million

video views through Gen Z "Beat the Lag" gaming initiative



Reached **236 million** during **Earth Month**

to share U.S. dairy's sustainability story



Influencer partnerships with potential **reach of 100 million people** to share dairy farm and "deliciousness" facts

Discovery Education Virtual Farm Field trip views grew **nearly 500%** from April to May 2021 with educators stating students were more knowledgeable after participating

Recipes shared at usdairy.com gained traction with a nearly **300% increase** in Gen Z and Millennial traffic seeking food and cooking trend info



\$10 million grant

awarded from the Foundation for Food & Agriculture Research to advance science and data in support of sustainability and the U.S. Dairy Net Zero Initiative (NZI)



Identified first farm in NZI **Dairy Scale for Good** pilot, with financial support from Nestlé, to learn how farms can get to net zero greenhouse gas emissions faster

Participated in **UN Food Systems Summit**

to share dairy's vital role in sustainable food systems



10th anniversary of the Innovation Center for U.S. Dairy's **U.S. Dairy Sustainability Awards** that has honored nearly 80 dairy farms, businesses and organizations for excellence in sustainability



U.S. Dairy Sustainability Awards
Innovation Center for U.S. Dairy