

YOUR DAIRY CHECKOFF HIGHLIGHTS

SALES

Foodservice partners grew an additional **250 million pounds** (milk equivalent) in 2021



Foodservice partners **grew an average 3%** (milk equivalent percentage growth) since 2009, nearly double the national sales average of 1.7%

Domestic Foodservice partners grew average **2.2 billion pounds** (milk equivalent) each year since 2009

The checkoff's partnership with Domino's expanded into the Middle East in 2021, driving a **38% volume increase** in US cheese in its first year through the ½ Kilo Cheese and New Yorker pizzas



Milk and retail partners introduced **20 new products** in 2021; foodservice partners introduced 9 new products

International pizza chain partnerships grew **US cheese volume 13%** over the last two years

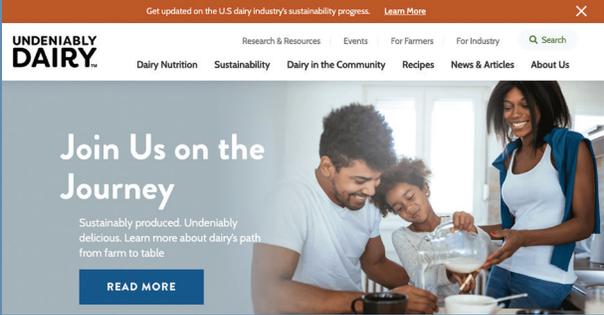


Overall, dairy exports account for **17% of US production**; exports set volume, value and percentage of production records in 2021



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TRUST



Visitors to usdairy.org **grew 90%** in 2021, compared to 2020

Online influencers generated **more than 200 million** consumer impressions to promote dairy's benefits around calm, immunity, energy and digestive health

GLOBAL POSITIONING



Achieved **50 million impressions** through dairy sustainability-focused digital campaign to reach sustainability and wellness thought leaders

Published 4 peer-reviewed nutrition research studies that **enabled new messages** on dairy's benefits around calm, immunity, energy and digestive health



E-commerce partnership resulted in **\$8 worth of dairy purchases** for every \$1 checkoff invested

Undeniably Dairy urged Gen Z to **Reset Yourself with Dairy**, resulting in a 2% increase in category awareness and seeing a 6% increase in "dairy is something that helps me find calm," a 5% increase in "dairy fits my lifestyle" and a 3% increase in "dairy is nutritious"



Provided research and secured support for **milk's essential 13 nutrients** (from 9) by adding iodine, potassium, selenium and zinc

Engaged **450+ farms** in projects aligned with the US Dairy Net Zero Initiative, supported by **\$10 million** each in partnership with Nestlé and Starbucks; and engaged 8 research institutions in the Dairy Soil & Water Regeneration project, funded by a **\$10 million grant** from the Foundation for Food & Agriculture Research