

YOUR DAIRY CHECKOFF HIGHLIGHTS

Driving Innovation that Grows Sales & Identifies New Opportunities



Checkoff-funded foodservice, retail and fluid milk partnerships led to 12 new products in 2024. Partnerships with the largest burger (McDonald's) and pizza (Domino's) and quick-serve restaurant chains continue to **deliver results through innovation**. McDonald's launched Grandma McFlurry, Domino's launched New York Style Pizza. Your dairy checkoff uses partnerships to capitalize on U.S. households spending more money on meals outside the home.

National Dairy Council continues collaboration with Mayo Clinic to explore research and consumer

outreach that **improves public health and advances dairy's benefits**, including the role full-fat dairy may play in cardiovascular and metabolic conditions.



U.S. cheese exports soared in 2024, growing 17%. For the first time, cheese exports crossed the **1 billion-pound** mark. Key markets in Mexico, Japan and South Korea powered this growth.



International foodservice partners deliver on short-term volume and long-term opportunities for U.S. cheese growth. Pizza Hut Indonesia launched Cheese Overflow, where U.S. mozzarella is poured over the chain's pizza, pasta or chicken dishes and then flame torched. This has been so well-received that the campaign was extended and has been the **best performing limited-time offer ever**.



U.S. Dairy
Export Council

Ingredients | Products | Global Markets

DairyCheckoff.com

**MAKING
EVERY
DROP
COUNT**

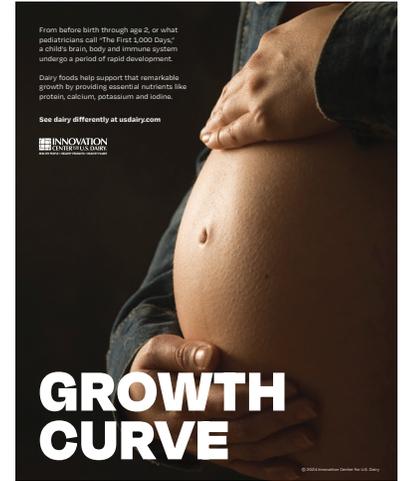
**your
DAIRY
CHECKOFF**

YOUR DAIRY CHECKOFF HIGHLIGHTS

Advancing Dairy as a Solution
for Consumers & Society

The first 1,000 days of a baby's life - encompassing pregnancy through the child's second birthday - is a critical period for brain development. During this time, a baby's brain grows from about 10,000 brain cells in the first month of pregnancy to a staggering 10 billion by the sixth month. **Seven of the 14 nutrients that are critical to early brain development are found in dairy.**

Given the growing body of science around cognitive development, these insights were shared with more than **60,000** pediatricians and pediatric caregivers across the country in 2024.



"See Dairy Differently" continues to bring dairy's sustainability and nutrition story to life through advertising creative and media placements in high-profile outlets. The campaign has garnered more than **46.8** million impressions in 2024.

Build awareness of how the
checkoff is increasing sales
and trust of U.S. dairy.

Dairycheckoff.com launched in September 2024 to more effectively communicate the full national and local impact of the dairy checkoff to farmers and importers.

A one-stop shop for farmers to find out what the dairy checkoff is doing on their behalf. Visitors can find information on programs, listen to the podcast, read the latest news, connect with board members and more. To date, over **19,000** people have visited the site.

