

# YOUR DAIRY CHECKOFF HIGHLIGHTS

Driving Innovation that Grows Sales & Identifies New Opportunities



Partnerships with the largest burger (McDonald's), pizza (Domino's) and Mexican (Taco Bell) quick-serve restaurant chains continue to **deliver results through dairy innovation.** This year, McDonald's

launched the Grandpa McFlurry, Domino's introduced the 5-Cheese Mac & Cheese and relaunched the New York Style Pizza, and Taco Bell launched the Cheesy Street Chalupas.



National Dairy Council continues its 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.



International foodservice partners deliver on short-term volume and long-term opportunities for U.S. cheese growth.

Pizza Hut Indonesia launched Cheese Overflow, across all menu items to deliver the **best performing limited-time offer ever.**



Dairy exports have grown **10 times** since United States Dairy Export Council was formed in 1995. Today, exports represent 17 percent of total U.S. production.



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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 **35,000** pediatricians and pediatric caregivers across the country.



"See Dairy Differently" has garnered over **2.02 million total impressions** with thought leaders and consumers to shift the narrative and grow public understanding of US Dairy's sustainability practices.

Building Science &  
Proof of Dairy's Role as  
Sustainability Solution



Checkoff is partnering with top retail food brands like Starbucks and

Nestlé to secure funding for pilot projects and research aimed at reinforcing the shared commitment to the environment. In 2023 and 2024, **\$24 million** of partner funding was secured.

The checkoff-funded Innovation Center for U.S. Dairy and the Foundation for Food & Agriculture Research jointly **developed the Greener Cattle Initiative** as the first multi-partner, international research consortium dedicated exclusively to mitigating enteric methane emissions from cattle. This initiative includes stakeholders from across the dairy and beef value chains and supporting nonprofit organizations.

