



**Dairy  
checkoff  
works!**



## Your dairy checkoff: Common goals unite industry



Today's dairy industry is united as never before, and the checkoff's strategic partnerships continue to produce results while opening new doors of opportunity.

Your checkoff investment received further validation in 2010 that the programs you lead help to achieve short- and long-term sales goals.

This is being accomplished, in large part, by working with partners and leveraging their investment ... in other words, attracting other people's money.

The checkoff continues to work with leading companies that are creating industry-wide ripple effects that benefit producers. For example, the success of McDonald's® McCafé® beverages motivated other restaurant chains to place more emphasis on specialty coffee offerings. The result was a 26 percent growth of specialty coffee in these quick-serve businesses, an area important to increasing fluid milk volume.

Cheeseburgers are a similar story. The entire category has increased competition and experienced sales growth equating to more than 300 million incremental pounds of milk in 2010.

Industry collaboration is being realized through the checkoff-led Innovation Center for U.S. Dairy®, which is working to protect and grow sales by working with and through the industry. The Innovation Center brings together U.S. dairy producer organizations, dairy cooperatives, processors, manufacturers and brands to collaborate and act on some of the most important issues facing the dairy industry. In doing so, there are more than 180 companies and almost 700 professionals from industry and beyond committed to advancing producer priorities.

Among the Innovation Center's many 2010 accomplishments is the completion of the first U.S. life cycle assessment for fluid milk. This is critical in advancing a science-based approach to sustainability that is recognized as a best practice around the world.

Moving forward, we'll maximize the research work of the Innovation Center through the creation of the Dairy Research Institute™ (DRI). Producers established the DRI as a way of

working with industry, academic and government partners on research-based dairy nutrition, product and sustainability efforts.

DRI's research is focused on reinforcing the importance of dairy's nutrient package in a healthy diet, creating good-tasting, reduced-sodium cheeses and supporting science dedicated to identifying the next generation of dairy ingredients.

Unlike efforts in the past, dairy producers are not turning this around alone. Dairy research continues to advance common interests by partnering with nonproducer resources. DRI has set an industry-wide funding goal for research and development on common priorities of \$100 million by 2013.

We also work with industry leaders in areas that help protect and enhance dairy's image with the public through an industry-wide issues monitoring and crisis preparedness program. In 2011, we'll continue to grow this effort through a broad-based dairy image effort that will engage others in the industry, along with partners and thought leaders. The initiative will work to build consumer confidence in dairy producers, dairy products and the dairy industry.

The success is occurring globally as well. The United States enjoyed a very strong year of exports, thanks to the work of the U.S. Dairy Export Council®, which is funded in part by the dairy checkoff.

U.S. dairy suppliers shipped 3 billion pounds of total milk solids overseas in 2010, accounting for nearly 13 percent of all the solids produced in the United States. Export value rose 63 percent to nearly \$4 billion with dairy consumption increasing among affluent populations in markets such as China, South Korea, Southeast Asia, the Middle East and Mexico.

We hope you'll review other 2010 highlights and updates in this annual report. And know that your national and local dairy checkoff staff remains committed on your behalf to maximizing your investment in ways that offer the greatest opportunity to grow dairy sales.

**Thomas P. Gallagher**  
Chief Executive Officer, Dairy Management Inc.™

# A MESSAGE TO OUR FELLOW DAIRY PRODUCERS

## Producers continue tradition of commitment to children's health

Children always have been – and always will be – a priority of the dairy checkoff. Since the formation of the National Dairy Council® (NDC) nearly a century ago, dairy producers have been committed to helping advance children's health and wellness.

Obviously, much has changed since NDC was created in 1915 in regards to children's health. Childhood obesity now is the nation's No. 1 public health issue, as researchers tell us that today's generation of children may be the first that won't outlive their parents.

Our checkoff investment is making a difference to reverse this troubling trend through school-based programs such as Fuel Up to Play 60 (FUTP 60). Schools are the ideal battleground – and solution – to helping combat childhood obesity because about 55 million kids attend school 200 days of the year. This translates to about 30 million school lunches being served each day across the country.

Historically, dairy's position in the school environment and our freedom to operate have been sound. But, challenges have arisen regarding school nutrition guidelines, including funding for government feeding programs. There are many voices in schools today, including some that express opposition to longtime cafeteria staples such as flavored milk and pizza. As dairy producers, we know it is critical to have a seat at the table for these conversations.

FUTP 60 helps us maintain and – in many ways – enhance our presence at schools. FUTP 60 is hailed by educators in more than 70,000 schools nationwide as a proactive response to childhood obesity, with dairy portrayed as part of the solution.

The checkoff's strategic partnerships also are helping to address concerns such as those directed



**Paul Rovey**  
Arizona dairy producer  
Chair,  
Dairy Management Inc.™

at pizza. We are working closely with Domino's Pizza® and its Smart Slice line of pizza that satisfies increasingly stringent nutrition guidelines without sacrificing taste.

However, the checkoff's positive impact on children's health doesn't stop there. Producers helped establish the Gen YOUth Foundation as a way of securing additional partners and funding to help schools implement more dairy/nutrition and physical activity solutions. FUTP 60 serves as the flagship of this effort.

Dairy's "healthy halo" was bolstered with the unveiling of the 2010 Dietary Guidelines for Americans (DGAs). Our place in the guidelines remains secure, as the federal government recommends consuming three servings of low-fat or fat-free dairy every day. Additionally, fat-free chocolate milk was classified in the DGAs as a "nutrient-dense" food, rather than "sugar-sweetened" beverage. These science-based recommendations are followed closely by school decision-makers, health professional leaders and those who purchase foods for government feeding programs.

On behalf of producers, NDC remained actively engaged in the nutrition guidance dialogue through a public comment process and educated thought leaders on dairy's important role in the diet.

And this brings us back to our focus on schools and why we had it right when we started touting dairy's benefits back in 1915. We continue to stress that what is good for children's health is good for the dairy industry.



**Ryan Anglin**  
Arkansas dairy producer  
Chair, National Dairy Promotion  
and Research Board



**Bill Siebenborn**  
Missouri dairy producer  
Chair, United Dairy  
Industry Association

## The dairy checkoff works to help you grow your business by:

- Forming lifelong dairy consumers
- Building powerful partnerships
- Providing long-term value for your checkoff investment

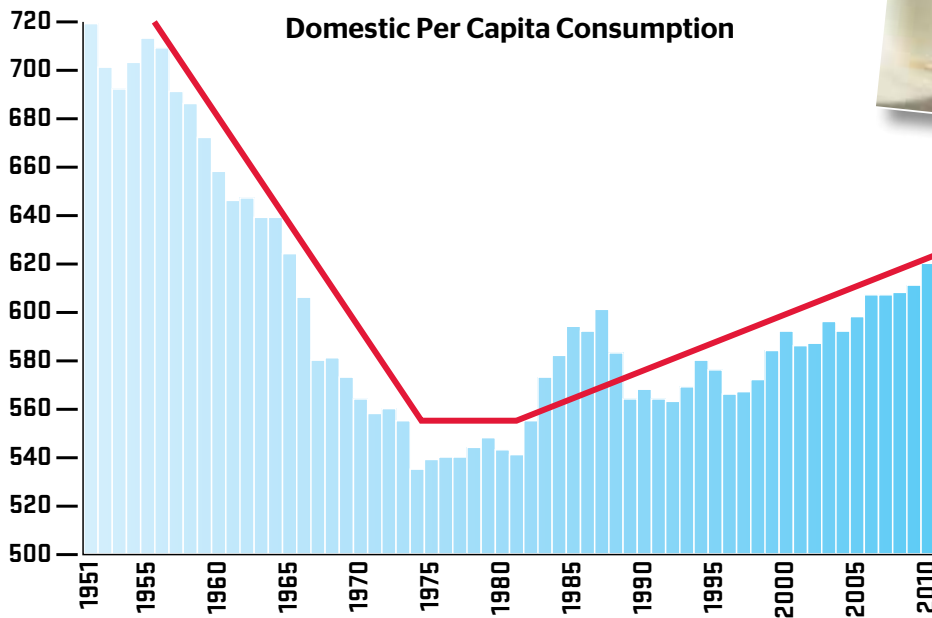
## Purpose

On behalf of U.S. dairy producers, drive increased sales of and demand for U.S.-produced dairy products and ingredients.

## Role

Work proactively – and in partnership – with dairy leaders and innovators to increase and apply knowledge that offers opportunities to grow short- and long-term sales.

## American dairy consumption continues to rise



The U.S. continues to be a growth market for dairy. Since 1981, consumption has increased an estimated 79 pounds per person.

\*Note: 2010 estimated using total domestic disappearance/U.S. population of 308.7 million. Source: USDA-ERS.



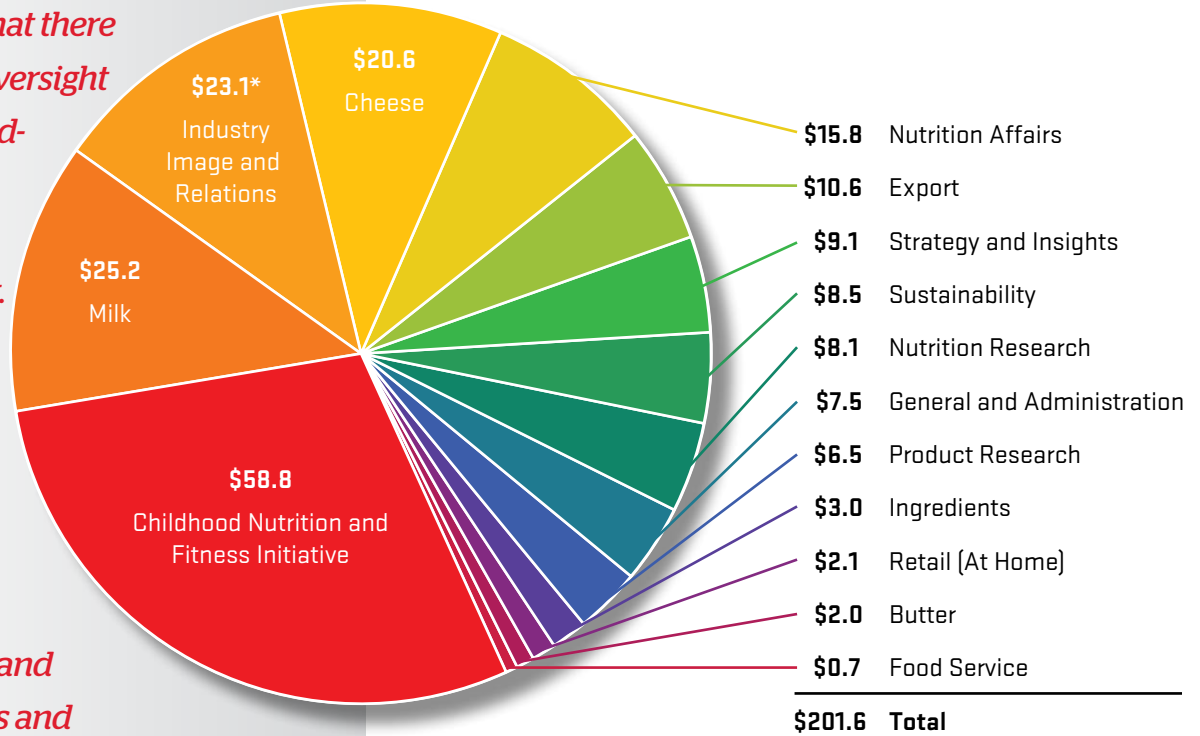
*“As a dairy producer who serves on our national board, I know firsthand that there is proper oversight and stewardship of our checkoff investment. National and local dairy checkoff producer leaders determine and direct plans and budgets to ensure our investment is used in the most efficient and responsible manner possible.”*

*used in the most efficient and responsible manner possible.”*

**– Allen Merrill,  
Parker, S.D.  
Treasurer,  
United Dairy  
Industry  
Association**



## 2010 Dairy Checkoff: Unified Marketing Plan Budget (all \$ in millions)



\*Includes issues management, crisis preparedness and farmer image

Annual dairy checkoff plans and budgets are determined and approved by the Dairy Management Inc.™ board of directors, composed of dairy producers from around the U.S. who share your commitment to the future of our dairy industry.

## Program Revenues/Expenses (all \$ in millions)

### Revenues

National Dairy Promotion and Research Board	\$95.0
United Dairy Industry Association	\$92.0
Redirection of previous year's funds from DMI	\$14.6

**Total Revenues** **\$201.6**

In addition, approximately \$20 million in United Dairy Industry Association state and regional funding and programming extends and complements national programming.

*“Our dairy checkoff investment is magnified and extended through our partnerships with leading companies such as McDonald’s, Domino’s, Pizza Hut and Lactaid.”*

**– Bob Kran,  
Freesoil, Mich.**



## Investing in partnerships that grow sales

Partnering with some of the nation’s best-known food and beverage companies brings significant resources and expertise to producer-funded marketing efforts. Together, we’re increasing immediate-, short- and long-term sales goals for U.S.-produced dairy products and ingredients.

### McDonald’s®



Year Two of the dairy checkoff’s three-year partnership with McDonald’s resulted in new products that moved hundreds of millions of additional pounds of milk. Thanks to checkoff support, the world’s largest restaurant chain unveiled Frappés, Real Fruit Smoothies, improved shakes and snack-size McFlurry® treats. Also new to the menu are hamburger-based Snack Wraps that feature a full slice of cheese and are popular with consumers because of their size and portability. In 2010, the checkoff invested \$5 million in this partnership, while McDonald’s spent *hundreds of millions* to develop and market these and other new products.

McDonald’s continues to experience success with its McCafé® menu – including milk-based beverages and specialty coffees – that has inspired other chains to focus on this business. The specialty coffee category grew nearly 3 percent in all quick-serve restaurants and 26 percent in chains where hamburgers are the key menu item.

#### Highlights:

- The national rollout of Frappés moved **100 million additional pounds of milk**.
- Real Fruit Smoothies, which use 1.2 ounces of low-fat yogurt per drink,

**resulted in 23 million new pounds of dairy.**

- Snack-size McFlurry treats have attracted new consumers to the category, resulting in a **124 percent lift in sales**.
- The checkoff has six employees on-site at McDonald’s corporate offices – the only product represented there – to provide dairy expertise and to work closely with menu management and U.S. dairy suppliers.



# STRATEGIC PARTNERSHIPS

## Domino's Pizza®



Your dairy checkoff has turned the pizza cheese category around with partners such as Domino's Pizza by using and promoting cheese as *the* critical ingredient for taste and quality. Domino's

cheese purchases for 2010 **increased more than 20 percent** from 2009, reversing a four-year decline in cheese sales.



The chain's latest introduction to its American Legends® line – its eighth – is the Wisconsin 6 Cheese pizza that is made with mozzarella,

provolone, Cheddar, feta, Parmesan and Asiago cheeses. A one-month national promotion resulted in a **12 percent increase** in cheese sales compared with a 2009 promotional period, and the Wisconsin 6 Cheese quickly became the third most popular pizza during the promotion. As a reminder, the American Legends line offers up to 40 percent more cheese than the traditional Domino's pizza.

In addition, the checkoff and Domino's continue their collaboration to increase the distribution of Domino's Pizza® Smart Slice, a line of tasty, kid-approved pizza that uses light and reduced-sodium mozzarella cheese, among other reduced-fat and reduced-sodium ingredients, to meet increasingly stringent school nutrition guidelines.

Domino's Smart Slice is available in more than 200 districts across the country and it was promoted through a combination of 50-plus school nutrition shows and industry conferences in 2010.

### Highlights:

- The chain's media/public relations plan for the launch of Wisconsin 6 Cheese in the fall garnered a record-setting 750 million impressions via TV, print and online media. In late 2009, Truttmann Dairy of Wisconsin was featured in the advertising campaign that highlighted the quality and sourcing of Domino's ingredients.
- Domino's continued its successful strategy of aggressive pricing to drive store traffic. Weeklong carryout promotions in June and November (large two-topping pizza for \$5.99) collectively required an additional 35 million pounds of milk during the promotion periods.



# STRATEGIC PARTNERSHIPS

## Pizza Hut®



Our work with Pizza Hut, the nation's largest pizza chain with more than 6,000 stores, also has helped revitalize pizza cheese. Pizza Hut used 30 percent more cheese in 2010 than it did in 2009.

The chain also drove sales with a value-pricing campaign that included its "Any Large Pizza \$10" summer promotion, which helped it post the highest gain in same-store sales and medium pizzas.

Its menu was further enhanced with the limited-edition launch of "Big Italy," which included 40 percent more cheese than the chain's traditional pizzas.

Pizza Hut looks to carry the momentum into 2011 with cheese-focused new product promotions including its Big Dipper pizza, Ultimate Stuffed Crust pizza and Garlic Parmesan Crust pizza.

## Pacific Rim

DMI has been working with the U.S. Dairy Export Council® and domestic cheese suppliers to encourage international franchisees, including Pizza Hut, Papa John's and Domino's, to source their cheese from the United States.

Domino's Australia and New Zealand have begun sourcing 100 percent of their cheese from the United States, in addition to Pizza Hut franchisees in several overseas markets. Papa John's International has begun ordering cheese from domestic sources.

The checkoff's goal is to attain 50 million incremental pounds of new cheese sales annually at the more than 3,900 national pizza outlets in the Asia Pacific Rim region.



## Lactose-free Dairy

Dairy producers are partnering with HP Hood and its Lactaid® brand – the category leader with more than 80 percent of all lactose-free dairy sales – to help grow fluid milk sales.

In 2010, the lactose-free fluid milk category grew by nearly 80 million incremental pounds, and there are hundreds of millions of pounds still to be had.



As part of the efforts, the dairy checkoff worked with Lactaid to develop [www.moovision.com](http://www.moovision.com), a social media program designed to begin and sustain a conversation with consumers who have lactose intolerance. MooVision seeks to change the perception of lactose-free milk with consumers who are actively searching for solutions and information.





## Reinforcing dairy's health and wellness benefits

The dairy checkoff's nutrition affairs and communications teams rely on sound science to inform consumers, health professionals and other thought leaders about dairy's nutritional benefits, or – when needed – to set the record straight following misleading or confusing information. Because of our science, our reputation and our relationships, the 2010 Dietary Guidelines kept its recommendation at three servings of dairy a day. These guidelines are used to make school and other feeding purchases, which is an important source of consumption for producers.

### Highlights:

- The new Dietary Guidelines confirm the importance of dairy in a healthy diet by maintaining the recommendation of three daily cups of low-fat or fat-free milk and milk products for those ages 9 and older. The Guidelines identify milk as

the No. 1 food source of three of the four nutrients that Americans are not consuming enough of: calcium, vitamin D and potassium.

Fat-free chocolate milk is classified as a nutrient-dense food that contains some added sugars.

- The National Dairy Council® (NDC) convened the Child Health and Wellness Forum among 11 of the nation's leading health, nutrition, school, government and nongovernment organizations. These organizations endorsed a common set of guiding principles for school nutrition and physical activity programs. They are developing plans to address the biggest barriers to improving child health and wellness with

real solutions and positive nutrition messages that include dairy recommendations.

- The nation's leading health and nutrition organizations (Action for Healthy Kids, American Academy of Family Physicians, American Academy of Pediatrics, American Dietetic Association, National Medical Association, National Hispanic Medical Association and School Nutrition Association) provided visible support via advertorials and patient education materials that recognize the importance of children and adolescents consuming milk, including flavored milk, to meet their daily intakes of dairy.
- NDC leveraged findings of the National Institute of Child Health and Human Development and the National Institutes of Health consensus statement, including that individuals with lactose intolerance should choose dairy first and that there are negative health consequences when eliminating dairy from the diet. NDC's health and wellness partners, newly trained experts and state and regional staffs conducted educational outreach efforts with health and nutrition professionals. The goal was to make dairy foods the first choice for people with lactose intolerance.



*“Our producer funds are creating a monumental shift in schools and the health and wellness of our children, thanks to Fuel Up to Play 60. This program is good for children – and we know that what’s good for children’s nutrition is also good for dairy.”*

**– Joan Smith, Sauquoit, N.Y.**



## Protecting, promoting dairy’s place in schools

Dairy is under attack at schools, so we need to work with partners to form a long-term program that keeps us in schools by providing healthy eating and physical activity to kids, including additional dairy products.

The National Dairy Council has partnered with the NFL and USDA on



Fuel Up to Play 60 – a set of long-term health and wellness solutions, including dairy consumption, that start in our nation’s schools. FUTP 60 encourages – and rewards – good nutrition (including dairy)

and physical activity among youth. Schools remain the best place to reach young people, as 55 million students go to school 200 days a year and 30 million lunches with milk are served every day. FUTP 60 is reaching 70,000-plus schools – more than two-thirds of all U.S. schools, representing three-quarters of all districts – and more than 36 million students.

Working with dairy processors and brand marketers is critical to giving kids the dairy products in the flavors, sizes and packaging they want. Kraft®, Domino’s, Leprino Foods and LALA all have contributed significant resources to FUTP 60 and will help bring even more resources to the public-private initiative. The dairy checkoff is working with the industry to accelerate new dairy product development to serve today’s schools.



## Highlights:

- Growing NDC-sponsored breakfast programs that include dairy, such as “Breakfast in the Classroom,” “Grab-n-Go Breakfast,” “Breakfast on the Bus” and “Second Chance Breakfast” to help ensure that students get a nutrient-rich meal, including dairy, to start their day.
- More than 90 processors have reformulated their flavored milk to be lower in sugar and calories, while still delivering the taste kids want as part of an industry-wide initiative the checkoff convened.
- Working with Domino’s to develop a healthier pizza, the chain’s Smart Slice, which uses tasty, reduced-fat cheeses

(along with a healthier crust and sauce) and also meets increasingly restrictive school nutrition guidelines.

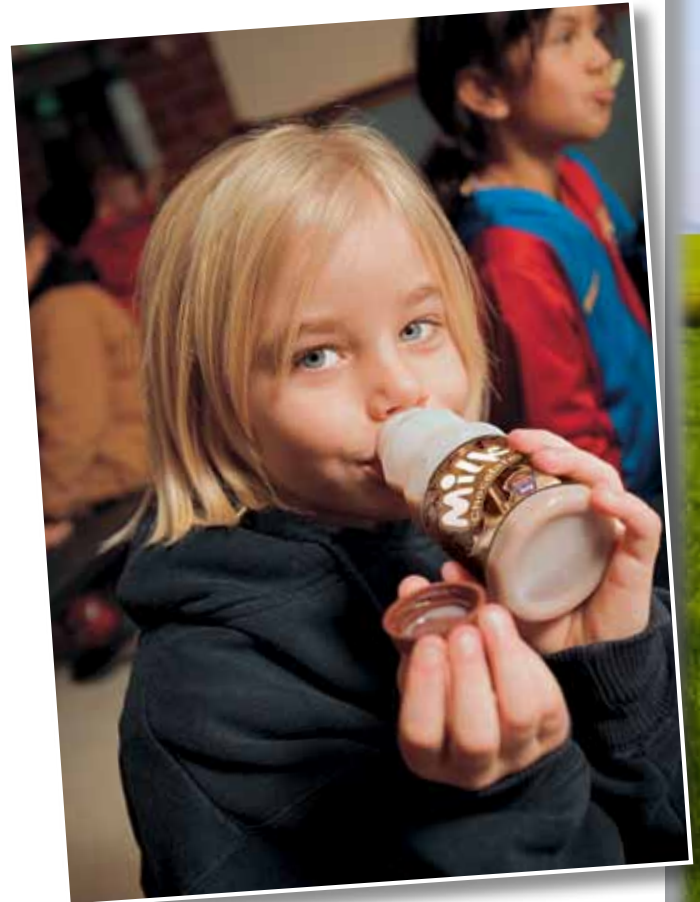


## The Gen YOUth Foundation



The Gen YOUth Foundation extends dairy producers’ investment in helping combat childhood obesity. It is a nonprofit organization initially developed by NDC that will bring in additional resources and work with schools, communities and business partners to help create lasting changes. Fuel Up to Play 60 is the flagship program of Gen YOUth.

Gen YOUth is governed by a high-profile board of directors that spans multiple fields of expertise, including agriculture, health and nutrition, sports and fitness, media, education and the culinary arts – all to improve youth wellness, which also benefits producers.



## Aligning industry resources behind producer priorities



The Innovation Center for U.S. Dairy® continues to provide a forum for the industry to collaborate pre-competitively on priorities – set by producers – that affect the entire industry. It was formed in 2008 as a natural extension of the checkoff business plan to influence other segments of the value chain beyond the farm gate. The Innovation Center helps foster innovation, collaboration and education through the work of operating committees that support industry priorities: food safety, health and wellness, sustainability, globalization, consumer confidence, and research and insights.



The Innovation Center, which aligns the collective resources of the industry, is governed by a board of directors representing 32 U.S. producer organizations, dairy cooperatives, processors, manufacturers and brands. Innovation Center companies allocated more than 61,000 hours of staff time and expertise to Innovation Center

work in 2010, with an estimated value of more than \$7 million.

### Highlights:

- **Sustainability:** The Innovation Center conducted the first national life cycle assessment (LCA) for fluid milk, advancing a science-based approach to sustainability that is now recognized as a best practice around the world. This work was essential in giving the industry the data to help tell its story and set the record straight on dairy's environmental impact.
- **Globalization:** The landmark Bain study has served as a critical strategic guide for the U.S. industry to address the impacts of globalization on domestic and international trade. The study was aimed at strengthening and addressing fundamental barriers to U.S. global competitiveness, as well as seizing upon an anticipated shortfall of global supply.

- **Consumer Confidence:** This operating committee has completed a collection of positive, consumer-tested messages that industry can use proactively in its marketing and communications to promote dairy with a common voice. Organizations are encouraged to use the messages, key insights and communication tools available on [www.usdairy.com](http://www.usdairy.com) in their communications and to share examples of their activation with the Innovation Center.
- **Research and Insights:** This committee brought together eight retailers that are working on new strategies for improving innovation and merchandising to drive increased dairy sales by focusing on dairy as part of meal solutions for shoppers.



- **Health and Wellness:** Partnering with Milk-PEP and The International Dairy Food Association, the Health and Wellness Committee brought together industry members, state and regional promotion representatives, school food service directors and nutrition professionals to learn why schools eliminate flavored milk, and how to head off or reverse these bans.

## Dairy Research Institute



Producers founded the Dairy Research Institute in 2010 to strengthen the industry's access to and investment in the technical research needed to drive innovation and grow sales. Through DRI, the industry works with academic, government and commercial partners to:

- Establish priorities and efficiently invest resources
- Conduct pre-competitive research in dairy nutrition, products and applications
- Invest in technical research to support the industry's sustainability commitment

DRI intends to grow investment in dairy to \$100 million by 2013 in order to accelerate the pace of innovation and increase demand for products. In 2010, the combination of DRI-directed and partner-directed funds toward common research goals was more than \$40 million. Dairy producers invested \$13 million.

In 2010, DRI-funded research in the areas of nutrition, product and sustainability led to more than 40 studies or review papers published in respected scientific journals and presentations at scientific and industry meetings.

### Highlights:

- Demonstrating that adequate intakes (three to four servings a day) of dairy foods potentially can reduce the risk of developing heart disease and diabetes, improve metabolic health and positively affect body composition

- Showing that milkfat differs from other saturated fats by demonstrating consumption of cheese and other dairy products does not increase the risk for heart disease

- Conducting research aimed at reducing fat and sodium in natural and processed cheese – without impacting taste or safety – to help consumers maintain this healthful part of their diets



- Developing key insights on emerging milk protein opportunities for food and beverage manufacturers and dairy processors
- Researching ways to improve the flavor, aroma and performance of whey ingredients that lead to new consumer-packaged goods such as protein beverages, bars and other foods



*“Investing in research is critical for our long-term future. This science helps prove the importance of dairy in the diet, fosters dairy innovation that meets consumer needs and leads to marketing claims that help keep our industry successful and competitive.”*

**– Ron Shelton, Greeley, Colo.**

## Building momentum for U.S. dairy worldwide

Worldwide demand for U.S.-produced dairy products is on the rise, driven by the commitment of U.S. dairy suppliers to service international markets and thanks to the efforts of the U.S. Dairy Export Council® (USDEC), funded in part by producers.

In 2010, the U.S. exported nearly 13 percent of its production – the equivalent of 25 billion pounds of milk. And there remain another 7 billion pounds of additional unmet global demand for the U.S. industry to capture.

## 2010 Export Trade Data

Total value of U.S. dairy exports	<b>\$3.71 billion</b>
Total lbs. U.S. milk solids exported	<b>3.04 billion</b>
Percent U.S. milk production exported	<b>12.8%*</b>
Percent of U.S. whey proteins exported	<b>55%</b>
Percent of U.S. skim milk powder/nonfat dry milk exported	<b>47%</b>
Percent of U.S. butterfat exported	<b>7.9%</b>
Percent of U.S. cheese exported	<b>3.7%</b>

\*Total milk solids

Founded in 1995, the USDEC represents the export trade interests of more than 100 processor, dairy cooperative and export trading companies. Through market development programs that help build demand for U.S. dairy products, resolve market access barriers and advance trade policy goals, the USDEC helps the U.S. industry increase its global competitiveness.



*“Worldwide demand for dairy products is increasing and collaborative efforts led by the U.S. Dairy Export Council help meet those needs. Being a part of the worldwide market has a tremendous impact on the U.S. dairy industry.”*

– Lynn Ramsey, Emory, Texas

Dairy consumption is increasing among affluent populations in markets such as China, South Korea, Southeast Asia, the Middle East and Mexico. In these markets, local milk producers and traditional international suppliers cannot keep pace, thus creating an opportunity for the U.S. dairy industry.



Export value rose 63 percent and volume 40 percent in 2010.

### Highlights:

- Exports were equivalent to nearly 13 percent of U.S. milk production in 2010, up from 9.3 percent in 2009 and 11 percent in 2008.
- The ration of milk powder, dry whey and cheese sold offshore was the highest ever in 2010. Nonfat dry milk powder exports rose 55 percent from 2009; shipments to Southeast Asia, the largest regional market for U.S. milk powder, more than doubled.
- With strong business in Mexico, South Korea, Japan and the Middle East/North Africa, U.S. cheese exports jumped 60 percent to 383 million pounds.
- Overseas sales of U.S. whey proteins in 2010 were 997 million pounds, up 29 percent, driven primarily by shipments to China and Southeast Asia.

## Building consumer understanding of dairy

As part of ongoing efforts to help maintain and build consumer confidence in the U.S. dairy industry, the checkoff provides resources and training to help producers proactively share their story on how they care for their animals and the environment, and how they are contributing to the local economy and community, while producing wholesome, nutritious milk.



This includes [www.dairyfarmingtoday.org](http://www.dairyfarmingtoday.org) and the *Telling Your Story* public relations and communications program that features:

- **Connect With Your Community** – helps producers develop communications plans to maintain and build the image of their farm within their community
- **Capture the Crowd** – helps producers write and give presentations to schools and community groups
- **Control the Questions** – offers coaching and tips on answering media questions and giving interviews
- **myStory** – helps producers effectively engage in one-on-one and small group situations
- **myDairy** – provides social media tools to help producers tell the positive story of their farm and the industry and counter inaccurate or uninformed online commentary



*“Protecting and enhancing the image of producers and our products is vital to us. The checkoff works hard to close the gap between consumers and our industry, while ensuring confidence in the food we produce. That helps ensure a brighter future for our industry.”*

Since March 2008, more than 5,400 dairy producers and 2,500 allied industry members have participated in training offered by national and local dairy checkoff staff.



## Issues management, crisis preparedness protect dairy's image

The checkoff is committed to helping protect dairy, including an industry-wide network that helps address misinformation in the marketplace through a comprehensive issues management system. In 2010, milk quality and safety, plus the nutritional benefits of chocolate milk, were among the many issues the national and local checkoff staff addressed.

Crisis preparedness remains a key producer priority. The dairy checkoff has a “best in class” system that is shared and implemented across the dairy value chain. The checkoff led three regional crisis drills in 2010 that engaged many sectors of the industry, focusing on hypothetical scenarios ranging from animal disease outbreaks to the intentional tampering of dairy products. Among the participating organizations were the Food and Drug Administration, Department of Homeland Security, Federal Bureau of Investigation, U.S. Department of Agriculture and the Centers for Disease Control and Prevention.



– Arlene Vander Eyk, Visalia, Calif.

# ADDITIONAL RESOURCES

## Board of directors and DMI officers

Dairy Management Inc. is funded by the National Dairy Promotion and Research Board (NDB) and the United Dairy Industry Association (UDIA). The DMI board of directors is composed of dairy producers from the boards of NDB and UDIA. Board members provide oversight of all checkoff activities and ensure proper use of checkoff funds.

## Local, state and regional dairy promotion organizations

Find contact information here for your local dairy promotion organization. Representatives from each organization can provide you with information about dairy checkoff promotion programs, locally and nationally.

## Learn more on the Internet

To learn more about how your dairy checkoff investment helps build dairy demand, visit our checkoff-funded websites. These sites show how we are reaching consumers, health professionals and the media about the advantages of consuming U.S. dairy products.



### Dairy Farming Today

<http://www.dairyfarmingtoday.org/Pages/Home.aspx>



### Dairy Response Center

<http://www.dairyresponse.com/>



### Fuel Up to Play 60

<http://www.fueluptoplay60.com/>



### Innovate with Dairy

<http://www.innovatewithdairy.com/Pages/Home.aspx>



### Innovation Center for U.S. Dairy

[usdairy.com](http://usdairy.com)



### Moovision

<http://www.moovision.com/>



### National Dairy Council

<http://www.nationaldairycouncil.org/Pages/Home.aspx>



### U.S. Dairy Export Council

<http://www.usdec.org/home.cfm?navItemNumber=82205>

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