



## DMI annual report available at dairy checkoff website

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The 2011 Dairy Management Inc. annual report – featuring highlights of how the dairy checkoff helped impact sales of billions of additional pounds of milk – can be viewed in the “about us” section at [www.dairycheckoff.com](http://www.dairycheckoff.com).

The annual report – available in electronic viewing – provides an update of various dairy checkoff programs, including strategic partnerships with globally recognized companies such as McDonald’s and Domino’s Pizza.

The report also includes examples of industry collaboration through the checkoff-led Innovation Center for U.S. Dairy, which works to protect and grow sales by working through the industry.

Click [here](#) for online version.