

WHOLE FAT SCIENCE

DRIVING SALES & BUILDING TRUST FOR U.S. DAIRY

Your dairy checkoff invests in research and promotion programs designed for greater impact.

**MAKING
EVERY
DROP
COUNT**

**your
DAIRY
CHECKOFF**
Dairy Management Inc.

\$34.68

RETURN

**On Each
\$1 Spent**

More than 80 checkoff-funded studies on whole milk and whole milk dairy foods over the past two decades have helped educate consumers on the health benefits and nutritional value of full-fat dairy.

FLUID INNOVATION

\$6.39

RETURN

**On Each
\$1 Spent**

Checkoff-funded research is helping drive milk innovation such as ultra-filtered, lactose-free, reduced-sugar and high-protein options that consumers are seeking.

THAT'S YOUR CHECKOFF AT WORK

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Dairy Management Inc.

Source: Capps, O. 2024. Evaluating the Effectiveness of DMI Investments in Domestic Food Service Partnerships, Value-Added Milk, Whole Fat Science, and Dairy Exports.

Calculations are based on 2024 figures, the most recent available data set.

PARTNERSHIPS

\$7.87
RETURN
On Each
\$1 Spent

Your checkoff team collaborates with leading restaurant partners, including Domino's, McDonald's and Taco Bell, to innovate and highlight dairy across menus, driving sales nationwide.

EXPORT STRATEGY

\$9.30
RETURN
On Each
\$1 Spent

Since U.S. Dairy Export Council was formed by checkoff in 1995, exports have grown tenfold to represent 17% of domestic milk production and position U.S. dairy as a major global player.