

# GROWING U.S. DAIRY EXPORTS TO NOURISH THE WORLD

USDEC envisions a future where the United States is the global dairy supplier of choice and the benchmark for quality, innovation and sustainable nutrition. Against a backdrop of rising global population and food production systems increasingly under stress from changing climate, the U.S. dairy industry is poised to step up to nourish the world.

All USDEC departments are working hand-in-hand to tell the U.S. dairy sustainability story, build demand for U.S. dairy, eliminate trade barriers and accelerate U.S. dairy supplier success in international markets. Below is a brief recap of USDEC 2024 activities—examples of how the organization is helping to drive demand and lay the groundwork for a vibrant U.S. dairy industry.

## DEFENDING—AND EXPANDING—U.S. MARKET ACCESS

Kept **markets open** for dairy exporters despite trade barrier threats in approximately 20 export markets, including Mexico.



Worked to level the playing field for U.S. exporters by advancing tariff cut proposals in the UK, China and Taiwan while securing a **6% tariff suspension** on certain milk powder products in the UK.



Defended over **\$70 million** of U.S. milk powder exports to Colombia against a baseless countervailing-duty case.

Fought to maintain global markets for cheese exporters and secured landmark protections for **common names** like “parmesan” in Chile and Singapore.

## BUILDING DEMAND FOR U.S. CHEESE

Held **4,900 demo days** supporting **1,900 SKUs** across **2,181 retail and e-commerce stores in 12 countries**, increasing sales **146%** on average. Supported **330 foodservice operators** in efforts to initiate/increase their U.S. cheese usage. Implemented **2,523 promo days** to support the launch of **175 new menu items**.



Assisted **118 U.S. supplier companies** to help grow their cheese export sales.

Gained **44,160 new global social media followers**, increasing the total follower count to **347,613**, and reached a potential audience of **21 million** with the U.S. cheese story.



Trained **4,881 graduates** (to date) across the trade, retail and foodservice sectors in **9 markets** through the USA Cheese Specialist™ Certification Program.

## PROMOTING U.S. DAIRY INGREDIENTS



Grew demand for U.S. dairy ingredients through **90 educational events** for global customers, students and influencers.



Reached over **18,000 followers** with solution-driven innovation messaging on Think USA Dairy's LinkedIn B2B page, over a **65% audience increase**.

Engaged with **52 member companies** and **178 individual member representatives** through marketing activities, events and meetings providing a range of strategic information and technical and consultative support.

## INCREASING MARKET ACCESS

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Resolved more than **500 technical and regulatory questions** from members.



Made nearly **1,230 updates** to the *USDEC Export Guide*, a comprehensive reference providing market access requirements for **90 countries** with simplified and streamlined presentation of complex information.



Supported the release of **41 detained containers** valued at more than **\$5 million**.

Analyzed **311 foreign draft regulations** that could restrict U.S. exports, commenting on 42.

## ENSURING DAIRY'S ROLE IN GLOBAL FOOD SYSTEMS

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Strengthened U.S. dairy's reputation as a respected and authoritative voice in global policy setting by actively influencing key decisions at **21 multilateral, UN and Codex global policy meetings**; advocating for U.S. dairy interests at **18 international dairy and USDEC partner meetings**; and showcasing U.S. dairy perspectives at **16 side events** at major forums (including the UN Climate Change Conference and UN Environmental Programme).

Influenced **16 international standards** and proposals by providing input during multilateral processes.

Coordinated and supported U.S. dairy farmer participation in **5 high-visibility international forums** amplifying U.S. dairy sustainability leadership.

## CEMENTING USDEC'S REPUTATION AS THE SOURCE FOR GLOBAL DAIRY TRADE ANALYSIS

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Provided critical insights to dairy stakeholders via **104 industry presentations** on global market dynamics, trends and forecasts.



Authored more than **65 reports** on U.S. and global dairy conditions for USDEC members, including the first comprehensive State of the Industry covering the entire dairy sector.

## PROVIDING STRATEGIC INSIGHTS

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Consulted with USDEC members on **112 occasions** to provide insights on key issues affecting their businesses.



Surveyed **12,000 international consumers** and interviewed **780 decision-makers** across the global dairy supply chain.



Published **12 new reports** for USDEC members on business-relevant topics, including consumer attitudes and behaviors, production and applications of the whey complex and next-generation dairy ingredients.

Had **11 direct engagements** with market leaders in key export categories leveraging USDEC member expertise in our Strategic Insights studies to drive competitive advantage for U.S. dairy.