

2026 DMI PROFORMA SPEND BY PRIORITY

**MAKING
EVERY
DROP
COUNT**

**your
DAIRY
CHECKOFF**
Dairy Management Inc.

	<u>2025 Budget</u>	<u>2026 Proforma</u>	<u>YOY Incr/(decr)</u>
DMI Program Investment by Priority			
Innovation (WII)	\$ 28.3	\$ 27.9	\$ (0.4)
Export	32.7	32.2	(0.5)
<i>USDEC Funding</i>	25.0	24.8	(0.3)
<i>International Partners</i>	6.8	6.6	(0.3)
<i>Global Dairy Platform (GDP)</i>	0.9	0.9	-
Reputation	30.5	32.1	1.6
Sustainability	10.8	9.8	(1.0)
<i>Research & Initiatives</i>	5.2	4.5	(0.7)
<i>F.A.R.M</i>	3.3	3.3	-
<i>Innovation Center</i>	1.5	1.2	(0.3)
<i>Newtrient</i>	0.8	0.8	-
Farmer Relations & Outreach	1.8	1.9	0.1
Strategic Intelligence	5.5	5.3	(0.2)
Impact Funding	10.3	10.3	-
Planning & Facilitation	1.5	1.4	(0.1)
Total DMI Program Investment by Priority	\$ 121.4	\$ 120.9	\$ (0.5)