

FACT SHEET

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MAXIMIZING YOUR CHECKOFF DOLLARS

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AS DEDICATED AS PRODUCERS ARE AND AS HARD AS THEY WORK TO PRODUCE QUALITY PRODUCTS,

Dairy MAX works hard to promote your product! It is our responsibility to effectively and efficiently work on your behalf to promote and protect the position of dairy foods and the image of dairy producers throughout our territory. Promoting the nutritional value and generating sales of dairy foods is our primary objective, sometimes to do that we also have to protect against media and activist claims that disparage the environmental impact and farm practices of the dairy industry. Dairy MAX uses a variety of methods to promote your product and protect the image and reputation of the dairy industry.

Dairy MAX's role is to spread unified marketing program services in our region and then boost their impact with additional local dollars to broaden the reach throughout New Mexico, Texas, western Oklahoma and southwest Kansas.

DAIRY MAX WORKS TO HELP GROW DAIRY SALES BY:



- Using sound science to educate the public and further support dairy's role as part of a healthy diet
- Building powerful partnerships to increase demand for and sales of dairy foods and ingredients
- Building consumer awareness of dairy foods
- Protecting and building the image of dairy producers, dairy foods and the dairy industry through ongoing issues and crisis management programs

Dairy producers, through their checkoff investment in research and promotion, are forming lifelong dairy consumers. To accomplish this goal, we have broken our programming into several areas:

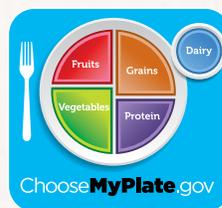
TOOLS FOR SCHOOLS

Lifelong dairy consumers are established through positive experiences students have with wholesome dairy foods. Dairy MAX works with schools to create a positive dairy experience, while increasing dairy sales.

Our staff of professionals work with schools to increase the availability and consumption of milk, cheese and yogurt through school breakfast, lunch, after-school snack and summer feeding programs. Innovative changes at school including Breakfast in the Classroom, smoothies at lunch or adding a cheese stick during after-school snacks contribute to increased sales and the creation of a lifelong consumer base.

The Dairy MAX School Marketing team accomplishes our goals through in-school programs like Fuel Up to Play 60. More than 8,000 schools across Dairy MAX's territory have joined the movement to increase student access to nutrient-rich foods, like low-fat and fat-free dairy foods, and get 60 minutes of physical activity every day.

HEALTHY LIVING



The new MyPlate icon reinforces dairy's prominent place on people's tables and in their diets.

The shape may have shifted from pyramid to plate, but the message remains the same: dairy is an important part of every meal. MyPlate clearly draws attention to low-fat and fat-free milk, cheese and yogurt, and dairy stands out as an essential part of a healthy eating plan. Low-fat and fat-free milk, cheese and yogurt are nutrient-rich, and whether they are in the glass or on the plate, the dairy group contributes essential nutrition to every meal.

The Dairy MAX Health & Wellness Team actively uses MyPlate and its Spanish equivalent MiPlato to remind Americans how to eat a well-balanced diet. It is shared via media outreach efforts such as TV segments and social media as well as promoted with our key health professionals such as physicians and dietitians.

OVER >>

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POWERFUL PARTNERSHIPS

Our programs are geared to utilize partners, who can use our research and insight and bring additional value to the money you have invested, and in turn, increase demand for and sales of dairy foods and ingredients.



- The 3-Every-Day™ of Dairy nutrition-based marketing and education program has the support of powerful retail and manufacturing partners who use it to sell more dairy by communicating the health benefits of three servings of milk, cheese or yogurt as part of a daily diet.
- Dairy checkoff-funded efforts contribute to significant consumer marketplace dairy innovations, such as Lactaid®, Greek yogurt, Domino's® Smart Slice™ Pizza, Domino's® Stuffed Cheesy Bread and McDonald's® Angus Deluxe burgers. The Angus Deluxe includes two slices of cheese.
- Partnerships with McDonald's®, Subway®, Wendy's®, Burger King®, Sonic® Drive-In, and others have led to the introduction of white and chocolate milk in plastic, single serve bottles in more than 70,000 restaurants across the nation.
- Dairy MAX has partnered with Baylor University and the Texas Hunger Initiative to further research the impact breakfast programs have on school age children. The study will track the relation between nutrient intake and test scores, absenteeism/tardiness. The study will include dairy foods including low-fat and fat free flavored milk.

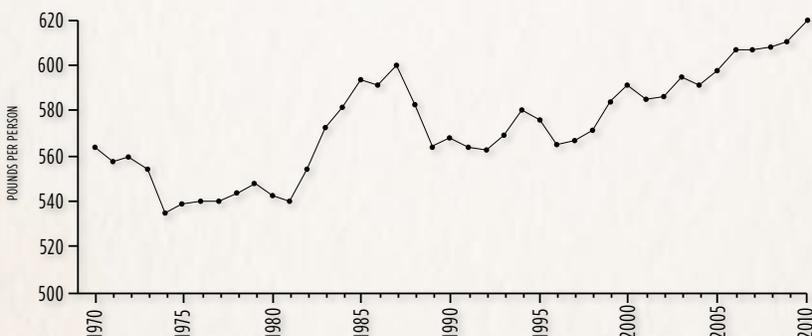
CONSUMER IMAGE AND INDUSTRY RELATIONS

When the public has a positive image of dairy producers and the dairy industry, consumer research indicates it can help maintain consumer confidence in U.S.-produced dairy foods and ingredients. Dairy MAX staff helps support dairy producers through communications tools, training and other efforts that help dairy producers tell their story to the public. Our staff monitors a wide array of issues on a daily basis and manages a network to counter activists. We also respond to media and consumer questions to maintain and build the good reputation of dairy among consumers.



YOUR CHECKOFF WORKING AT DAIRY MAX

The checkoff works. Per capita total dairy consumption has increased by more than 15 percent since 1983, when the dairy checkoff started. Today, the average person consumes more than 605 pounds of dairy foods on a total solids basis, compared to 522 in 1983. (Source: USDA data)



AMERICANS ARE CONSUMING MORE DAIRY

- Increasing long-term sales of dairy foods.
- Highlighting the importance of dairy nutrition research.
- Promoting dairies positive role in the diet through nutrition education.