

## 2022 Expenses by Spending Category

\$24.8 Million Total Expenses

### Where Your Checkoff Goes:

**Partnership & Research Projects (28%)** – Funding for UDIA membership agreement and the Unified Marketing Plan including research and U.S. Dairy Export Council.

**Dairy Experience (42%)** – Strategic initiatives to reach consumers working with partners that are executed across the organization.

**Sales - Demand (11%)** – Initiatives focus on increasing retail and food service dairy sales.

**Sales - Youth (5%)** – Projects to build dairy sales in schools.

**Global Positioning (5%)** – Includes relationship building and communications with key thought leaders and health professionals on nutrition and sustainability topics.

**Trust - Adult (12%)** – Programs to build confidence in dairy, including influencer presentations and farm tours; traditional and social media; and thought leader communication support.

**Trust - Youth (8%)** – Projects to build trust inside and outside schools, leveraging environmental sustainability and wellness messages to reach youth.

**Strategic Innovation (1%)** – Resources to improve relationship management and increase program success rates along with measurement processes to gauge the impact of strategic plan in the regional marketplace.

**Research (4%)** – Covers process innovation and growth through support for export, processor, and manufacturer collaboration, market development research, and retail consultation. Support dairy product research through the Midwest Dairy Foods Research Center.

**Agricultural Affairs (15%)** – Work concentrated on building coalitions with agriculture groups focused on reaching consumers, farmer leadership development programs, and work in environmental stability.

**Farmer Activation (6%)** – Includes efforts to engage farmers with consumers using the Promotion Center and farm tours.

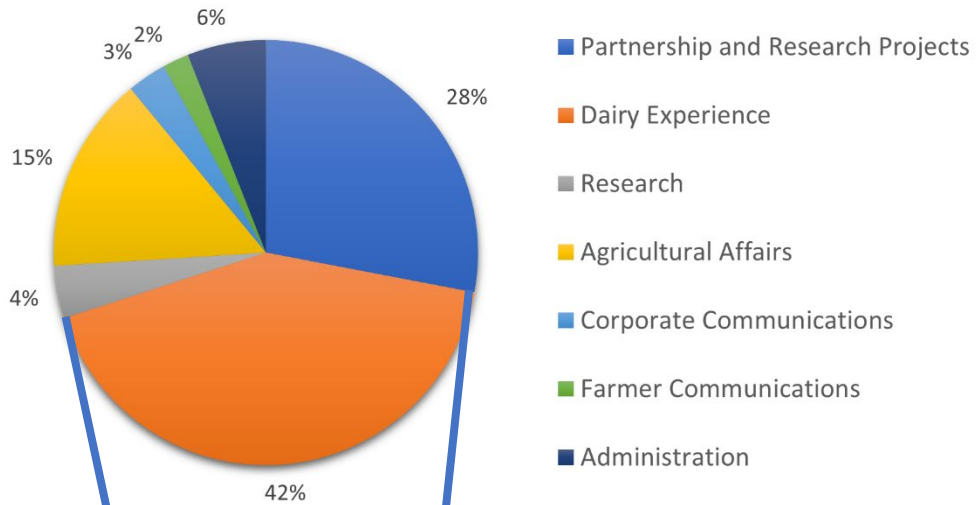
**Other Agricultural Affairs (9%)** – Includes scholarships, state agriculture coalition programs, Cooperative and Processor Support (CAPS), princess programs, the Dairy Ambassador program, leadership development, and sustainability efforts.

**Corporate Communications (3%)** – Provides overall reputation management for the organization; farmer communications, including various newsletters and reports targeted at dairy farmers to raise awareness about checkoff value, MidwestDairy.com; social media amplification, communications training; and issues/crisis management.

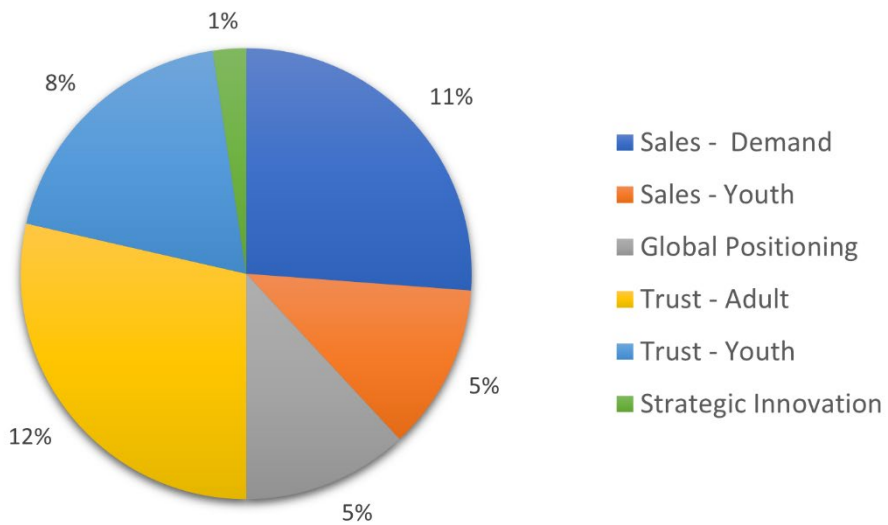
**Farmer Communications (2%)** – Includes funds for the Dairy Promotion Update newsletter, other publications, and farmer annual meetings.

**Administration (6%)** – Includes board expenses; audit; legal fees; and staff expenses of accounting, administrative, and computer network staff.

## 2022 Expenses by Spending Category



## Dairy Experience Breakdown



# Midwest Dairy is Funded by Farmers

2022 Revenue by Division

**Total Revenue: \$24.9 million**

|                                  |        |       |
|----------------------------------|--------|-------|
| <b>Minnesota</b>                 | \$11.0 | 44%   |
| <b>Iowa</b>                      | \$5.5  | 22%   |
| <b>South Dakota</b>              | \$4.0  | 16.5% |
| <b>Nebraska</b>                  | \$1.3  | 5%    |
| <b>Illinois</b>                  | \$0.8  | 3%    |
| <b>Mo-Kan Division</b>           | \$0.7  | 3%    |
| <b>Ozarks</b>                    | \$0.6  | 2.5%  |
| <b>North Dakota</b>              | \$0.3  | 1%    |
| <b>Interest and Other Income</b> | \$0.7  | 3%    |

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