

2023 Expenses by Spending Category

\$25 Million Total Expenses

Where Your Checkoff Goes:

National Projects and Partnerships (27%) – The 2.5 cent funding sent to Dairy Management, Inc. for research and promotion and the United Dairy Industry Association fee, both part of our membership commitment.

Dairy Experience (43%) – Consumer focused programming and implementation of key components of the dairy checkoff's nationwide Unified Marketing Plan.

Sales - Demand (14.5%) – Building dairy sales through retail and food service.

Sales – Youth (3%) – Drive dairy sales including work with targeted school districts.

Global Positioning (6%) – Relationship building with credentialed health professionals to create dairy advocates.

Trust - Adult (10%) – The Undeniably Dairy platform and other marketing communication using third-party influencers to reach consumers.

Trust - Youth (8.5%) – Ag literacy programs to drive awareness of sustainable nutrition through programs to grow trust among youth and their parents.

Strategic Insights (1%) – Evaluating consumer attitude and behavior to measure trends in consumer trust.

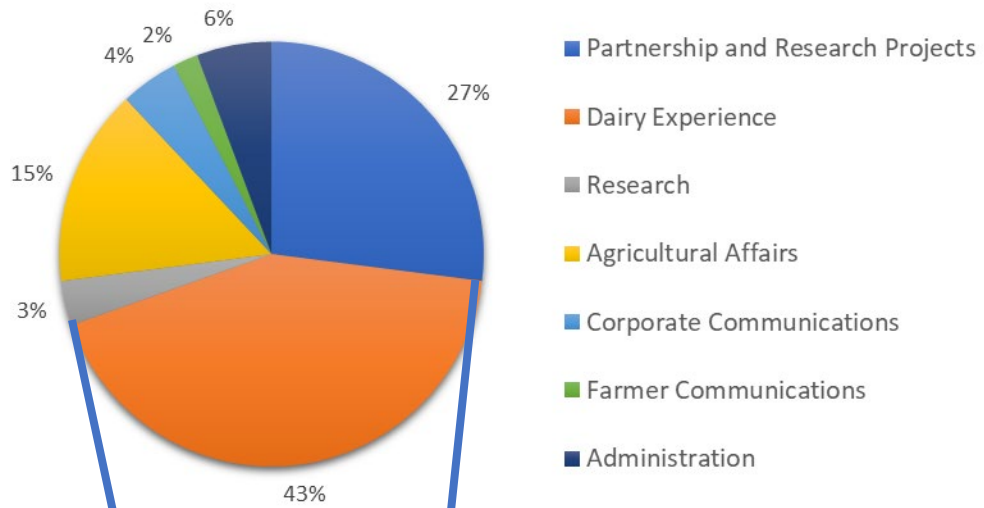
Research (3%) – Product research through Midwest Dairy Food Research Center and efforts focused on nutrition research and consumer insights.

Ag Affairs (15%) – Work building coalitions with ag groups focused on reaching consumers, dairy ambassadors, farmer leadership development programs, and work in environmental sustainability.

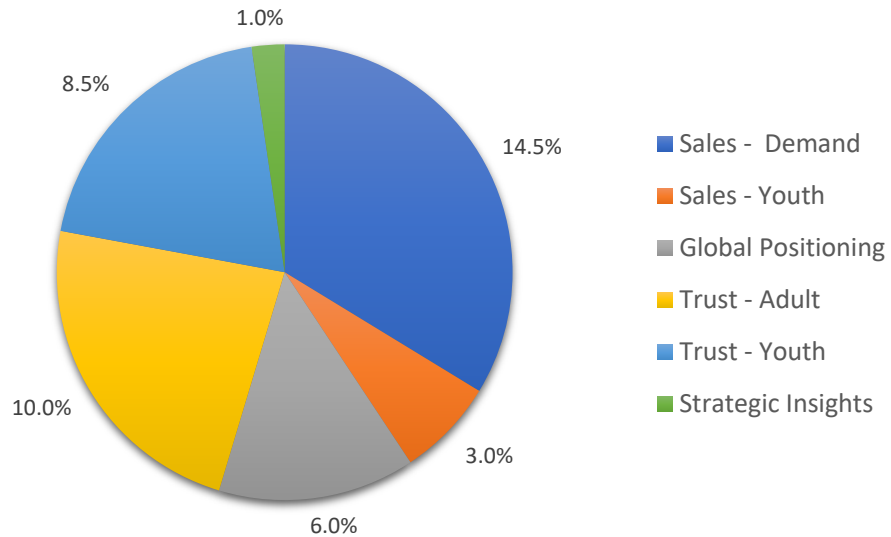
Corporate Communications (4%) & Farmer Communications (2%) – Positioning with stakeholders, distributing content through digital channels, and issues preparedness. Communication with internal audiences, including farmer investors, board members, and employees.

Administration (6%) – Includes the cost of our accounting and network infrastructure, as well as our governance of board costs.

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Dairy Experience Breakdown



Midwest Dairy is Funded by Farmers

2023 Revenue by Division

Total Revenue: \$25 million

Minnesota	\$10.3	42.1%
Iowa	\$5.6	23%
South Dakota	\$4.5	18.2%
Nebraska	\$1.3	5.2%
Illinois	\$0.7	3.1%
Mo-Kan Division	\$0.7	2.8%
Ozarks	\$0.5	2.0%
North Dakota	\$0.3	1.3%
Interest and Other Income	\$0.6	2.3%