

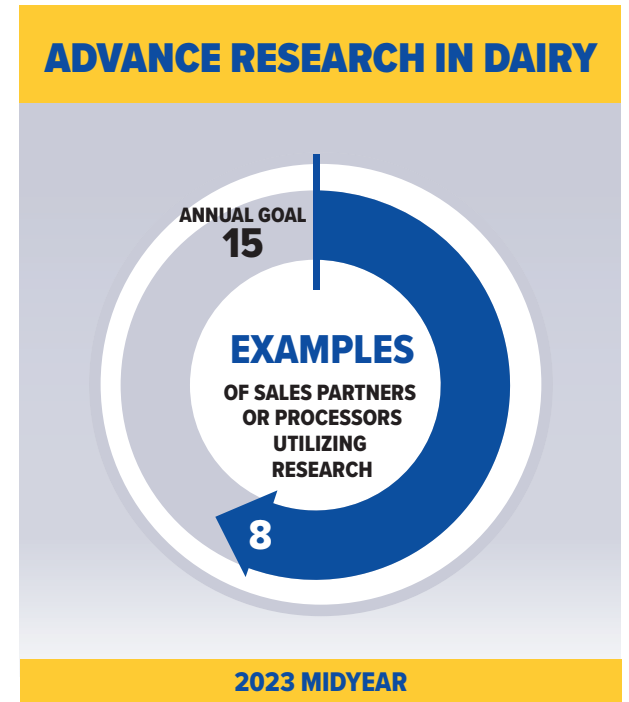


SCORECARD

BUSINESS OBJECTIVES

MIDYEAR 2023

Results for 3-year goals are showing progress through midyear of this last year of the 3-year plan.

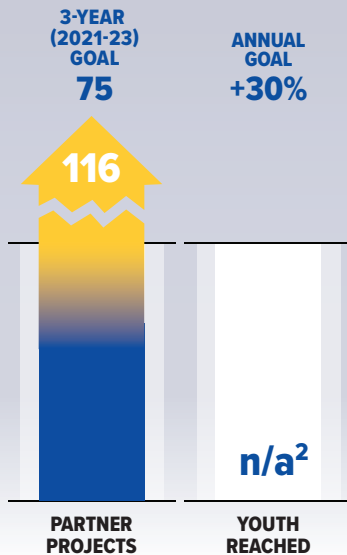


GROW TRUST IN DAIRY

Thought Leadership



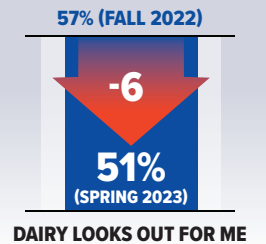
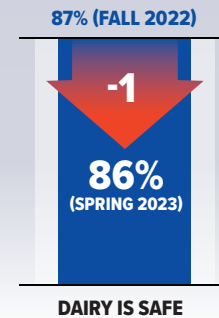
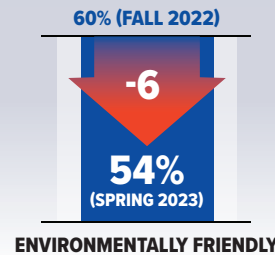
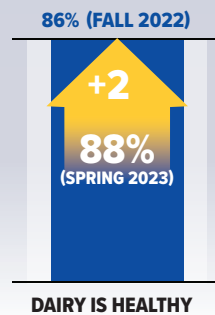
Youth



Change in Consumer Sentiment Measured via Attitudes, Awareness & Usage Survey

Compared to yearend 2022 survey results

ANNUAL GOAL FOR ALL IS +2 POINTS



2023 MIDYEAR

¹ Sales results are reported by the equivalent pounds of milk required to make specific dairy products. ² Increase will be calculated at yearend.



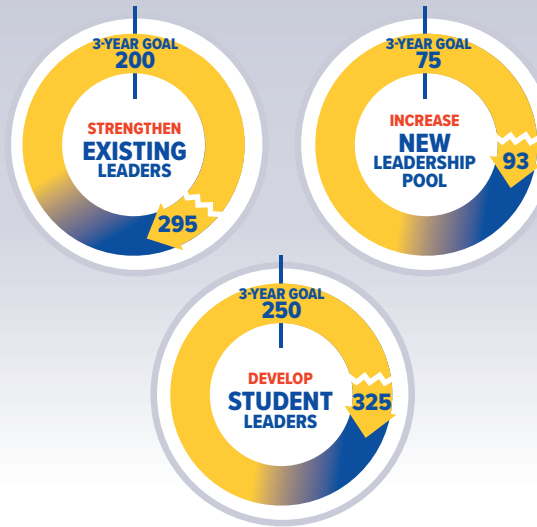
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FOUNDATIONAL OBJECTIVES

MIDYEAR 2023

Results for 3-year goals are showing progress through midyear of this last year of the 3-year plan.

DEVELOP FARM & COMMUNITY LEADERS FOR DAIRY

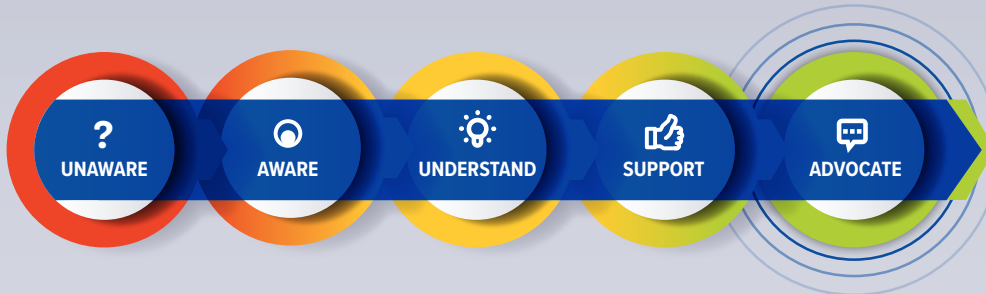


ENHANCE MIDWEST DAIRY EMPLOYEE CULTURE

Gallup Q12 scores reflect the status of 12 items that Gallup research has consistently found to measure employee engagement as linked to business outcomes.

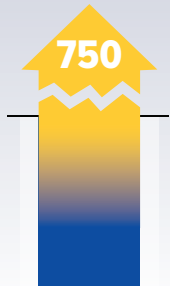
Item	Description	Score	Change (2023 over 2022)
Q1	I know what is expected of me at work.	4.31	↑.02
Q2	I have the materials and equipment I need to do my work right.	4.14	↓.11
Q3	At work, I have the opportunity to do what I do best every day.	3.73	↓.14
Q4	In the last seven days, I have received recognition or praise for doing good work.	3.94	↓.35
Q5	My supervisor, or someone at work, seems to care about me as a person.	4.33	↓.15
Q6	There is someone at work who encourages my development.	3.94	↓.19
Q7	At work, my opinions seem to count.	3.57	↓.31
Q8	The mission or purpose of my organization makes me feel my job is important.	4.32	↓.07
Q9	My associates or fellow employees are committed to doing quality work.	4.29	↓.11
Q10	I have a best friend at work.	3.69	↑.26
Q11	In the last six months, someone at work has talked to me about my progress.	4.69	↑.21
Q12	This last year, I have had opportunities at work to learn and grow.	4.20	↓.15

CREATE DAIRY CHECKOFF ADVOCATES



Farmer attitudes about dairy checkoff's value can be illustrated across a continuum.

3-YEAR (2021-23) GOAL
300



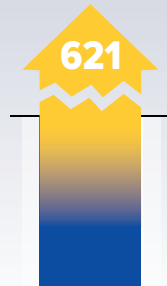
FARMERS MOVED TO AWARE OR UNDERSTAND

3-YEAR (2021-23) GOAL
300



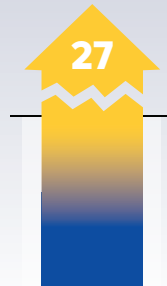
FARMERS MOVED TO SUPPORT OR ADVOCATE

3-YEAR (2021-23) GOAL
491



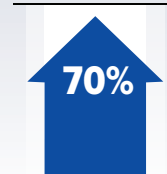
FARMERS STAYED AT SUPPORT OR ADVOCATE

3-YEAR (2021-23) GOAL
25



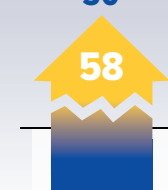
PROCESSOR ACTIVATIONS

3-YEAR (2021-23) GOAL
100%



INFLUENTIAL DECISION MAKERS

3-YEAR (2021-23) GOAL
30



DIVERSITY & INCLUSION ACTIONS

These are baseline mean scores on a 5 point scale.

Midwest Dairy's Engagement Index was 57%—compared to U.S. Average Engagement Index of 23% for the same timeframe.