



# Midwest Dairy 2024 Financials

## Midwest Dairy Program Expense Areas

*Total Expenses: \$25 Million*

**National Projects and Partnerships (25%)** – The 2.5 cent funding sent to Dairy Management Inc. for research & promotion and the United Dairy Industry Association fee, both a part of our membership commitment.

- **Dairy Experience (41%)** – consumer-focused programming and implementation of key components of the dairy checkoff's nationwide Unified Marketing Plan.
- **Sales – Demand (13%)** – Building dairy sales through retail, food service
- **Sales – Youth (1%)** – Drive dairy sales, including work with targeted school districts
- **Trust – Thought Leaders (7%)** – Relationship building with credentialed health and sustainability professionals to create dairy advocates
- **Trust – Adult (12%)** – The Undeniably Dairy platform and other marketing communications using third-party influencers to reach consumers
- **Trust – Youth (7%)** – 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 (6%)** – Product research through the Midwest Dairy Food Research Center and efforts focused on nutrition research and consumer insights.

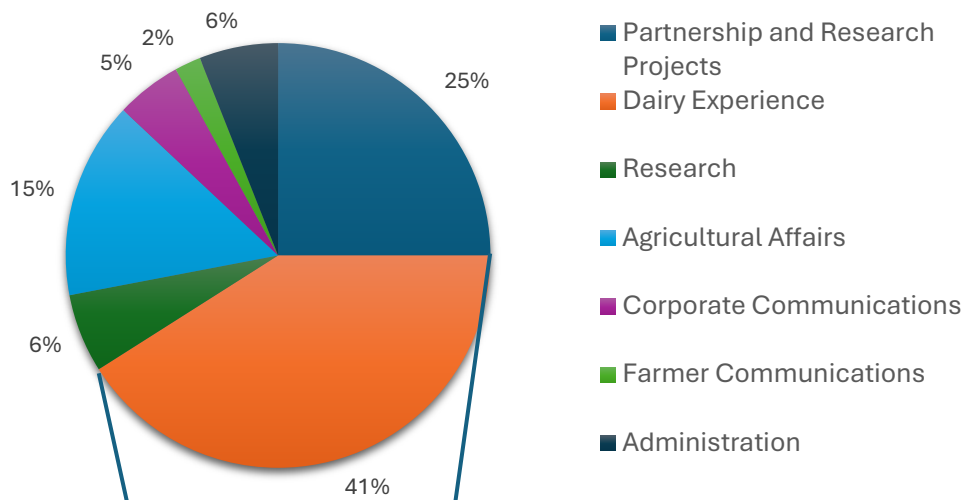
**Ag Affairs (15%)** – Leadership development with farmers and dairy ambassadors. Coalition-building with other ag groups and providing resources to support dairy farmers.

**Corporate Communications (5%)** – Positioning with stakeholders, distributing content through digital channels, and issues preparedness.

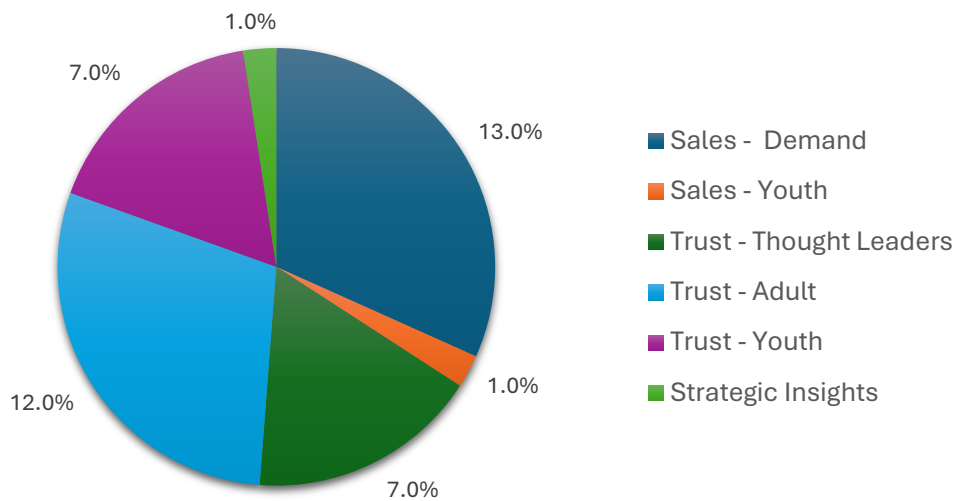
**Farmer Communications (2%)** – Communication with internal audiences, including farmer investors, board members, and employees.

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

## 2024 Expenses by Spending Category



## Dairy Experience Breakdown



# Midwest Dairy Program Income Areas

2024 Revenue by Division (\$000,000)

Total Revenue: \$24.7 Million

<b>Minnesota</b>	\$10.50	42.3%
<b>Iowa</b>	\$5.60	22.7%
<b>South Dakota</b>	\$4.70	19.0%
<b>Nebraska</b>	\$1.20	4.9%
<b>Illinois</b>	\$0.80	3.0%
<b>MoKan Division</b>	\$0.60	2.6%
<b>Ozarks</b>	\$0.40	1.8%
<b>North Dakota</b>	\$0.30	1.1%
<b>Interest and Other Income</b>	\$0.60	2.6%

