

YOUR CHECKOFF AT WORK TO BUILD TRUST



Bringing Dairy to Life!



Bringing Dairy to Life through... VIRTUAL FARM TOURS

ILLINOIS FARM FAMILIES TOUR WITH LENKAITIS HOLSTEINS
4,500 views

MINNESOTA DAIRY AMBASSADORS TOUR
80 students + families views

COBORN'S & BLUE DIAMOND DAIRY TOUR
9,900 views

HILDEBRAND FARMS TOUR
2,607 views

TRAILSIDE HOLSTEINS TOUR
3,900 views

164,974 VIEWS

VIRTUAL EVENTS

MOO AT THE ZOO VIRTUAL FIELD TRIPS
93,000 views

ADOPT A COW CALF CHATS
50,000 student views

MOO & BREW SAMPLING
987 views



70 DAIRY REFRIGERATION GRANTS awarded, serving nearly **200,000 INDIVIDUALS** impacted by the **COVID-19 PANDEMIC**



97 FARMERS ordered from the Promo Center reaching more than **55,500 CONSUMERS**

Building Trust through DAIRY-RELATED ONLINE CONTENT

6 INFLUENCERS
1.2 MILLION IMPRESSIONS



10 PODCAST EPISODES in partnership with registered dietitian

Leveraging **NFL PARTNERSHIPS** during **NATIONAL NUTRITION MONTH**



Mitchell Schwartz
147,900 IMPRESSIONS



Harrison Smith
128,100 IMPRESSIONS



Viktor the Viking
58,454 IMPRESSIONS

DEVELOPING DAIRY LEADERS

280 ENGAGE TRAINING ATTENDEES
5 INTERNS
15 DEAL PARTICIPANTS
35 DAIRY AMBASSADORS



YOUR CHECKOFF AT WORK TO BUILD SALES



Bringing Dairy to Life!

BUILDING COMMUNITY – HELPING COMMUNITIES DURING PANDEMIC

SUPPORTING MIDWEST SCHOOLS

- 516** schools received GENYOUth FUNDING
- 760** NUTRISTUDENTS DOWNLOADS from midwest school districts
- 1,550** SOFT SIDED MILK CRATE COOLER BAGS donated
- 198** MILK BARRELS donated

BUILDING DAIRY DEMAND THROUGH RETAIL AND FOODSERVICE

5 RETAIL AND FOODSERVICE PARTNERSHIPS

Coborn's • Hen House • Hy-Vee • Kum & Go • Pizza Ranch

DROVE SALES OF **1,529,252** POUNDS OF MILK

AND REACHED **5,872,000** CONSUMERS



WORKED WITH 29 FOOD BANKS TO NOURISH COMMUNITIES

\$500,000 donated to **29** MIDWEST FOODBANKS RESULTED IN

2,515,692 INCREMENTAL POUNDS OF MILK SOLD

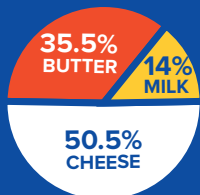


4,000 EDUCATIONAL KITS DISTRIBUTED in English and Spanish



91% of survey respondents REQUESTED MORE RECIPES

DAIRY PRODUCTS PURCHASED



Partnership with the GREATER CHICAGO FOOD DEPOSITORY distributed **251,905** INCREMENTAL POUNDS OF MILK SOLD

4,180 POUNDS OF MILK DISTRIBUTED

24,772 POUNDS OF CHEESE DISTRIBUTED

SHARING DAIRY RESEARCH AND INSIGHTS



13 MARKETPLACE AND CONSUMER INSIGHTS updates shared with **50+** INDUSTRY PARTNER ORGANIZATIONS resulting in **250+** VIEWS

108 COMPANIES used Institute of Dairy Ingredient Processing services

11 RESEARCH STUDIES working on **47** INNOVATION PROJECTS taking place across **5** UNIVERSITIES



Iowa State University



University of Minnesota



Kansas State University



South Dakota State University



University of Nebraska - Lincoln