

Midwest Dairy Program Expense Areas

Total Expenses: \$24.5 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 (12%)** – 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 (11%)** – 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 (3%)** – Evaluating consumer attitude and behavior to measure trends in consumer trust

Research (5%) – Product research through the Midwest Dairy Food Research Center and efforts focused on nutrition research and consumer insights.

Ag Affairs (16%) – Leadership development with farmers and dairy ambassadors. Coalition-building with other ag groups and providing resources to support dairy farmers.

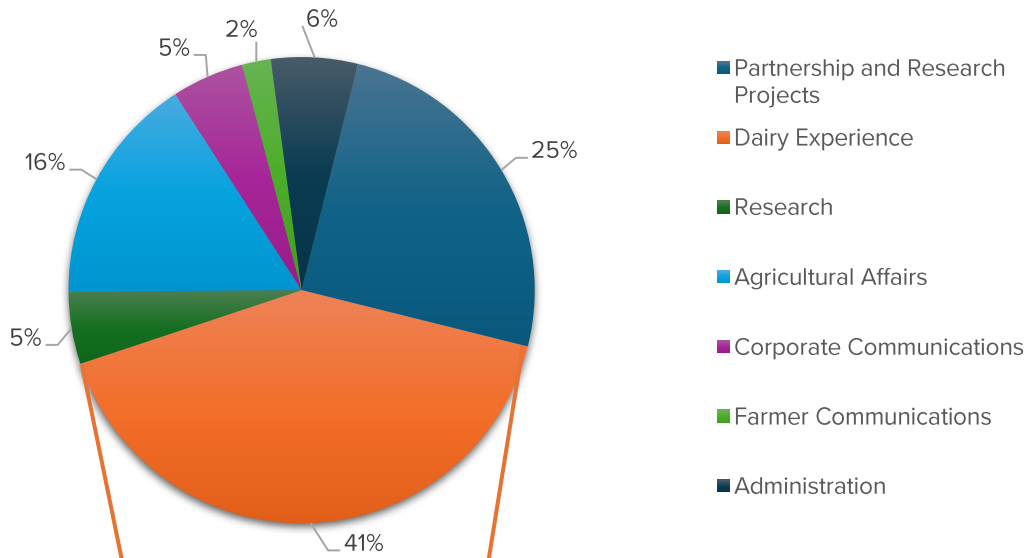
Corporate Communications (5%) – Positioning with stakeholders, distributing content through digital channels, and crisis and issues preparedness.

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

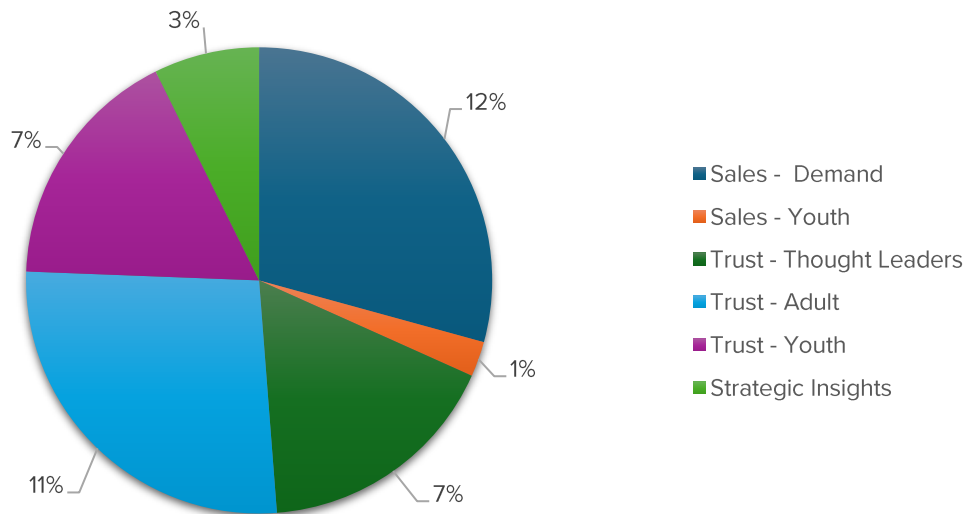
Administration (6%) – Includes the cost of our accounting and network infrastructure, as well as our governance of board costs.

Please note: All financial figures are rounded to the nearest digit.

2025 Expenses by Spending Category



2025 Dairy Experience Breakdown



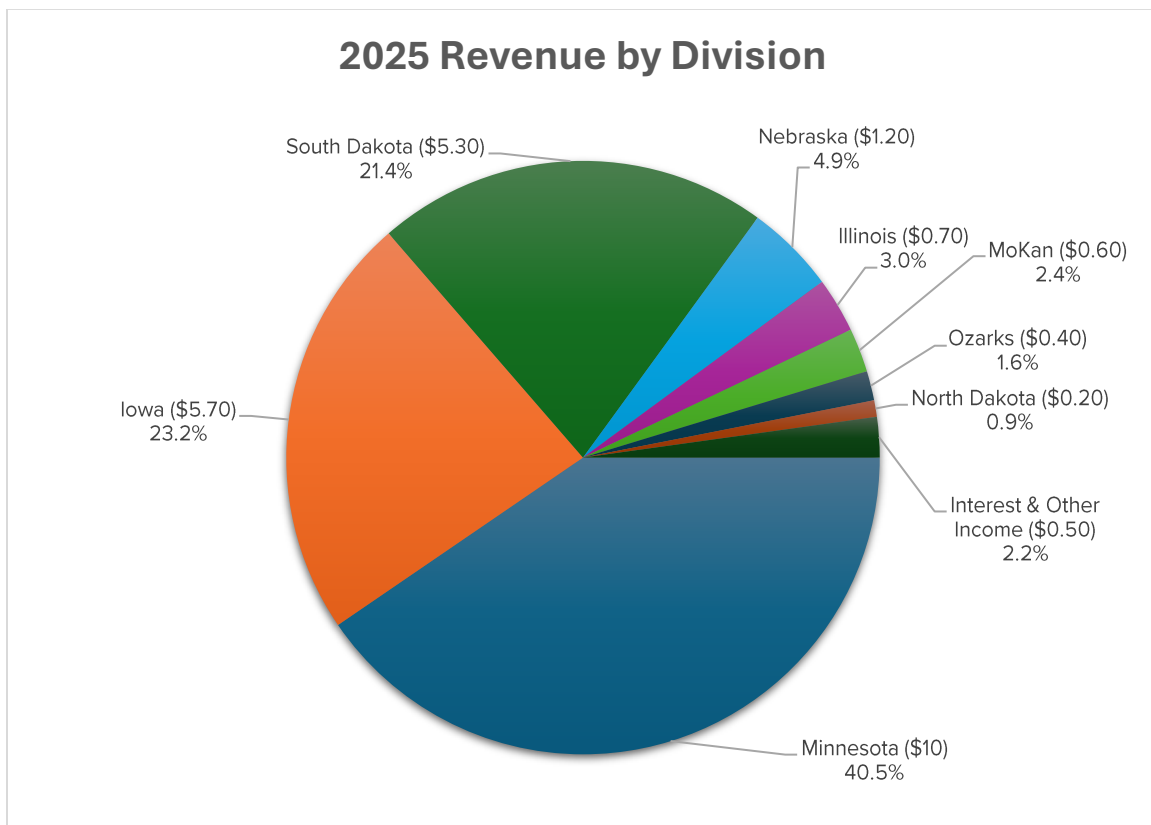
Please note: All financial figures are rounded to the nearest digit.

Midwest Dairy Program Income Areas

2025 Revenue by Division (\$Millions)

Total Revenue: \$24.6 Million

Minnesota	\$10.0	40.5%
Iowa	\$5.7	23.2%
South Dakota	\$5.3	21.4%
Nebraska	\$1.2	4.9%
Illinois	\$0.7	3.0%
MoKan Division	\$0.6	2.4%
Ozarks	\$0.4	1.6%
North Dakota	\$0.2	0.9%
Interest and Other Income	\$0.5	2.2%



Please note: All financial figures are rounded to the nearest digit.