

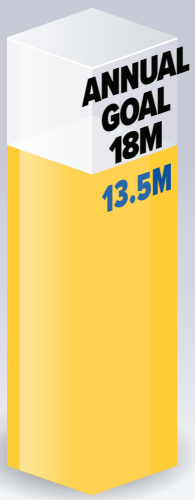
SCORECARD 2024-2026

YEAREND 2024



BUSINESS OBJECTIVES

INCREASE DAIRY SALES



Incremental Pounds of Milk Sold¹
Compared to 2023 Sales

¹ Sales results are reported by the equivalent pounds of milk required to make specific dairy products.

ADVANCE RESEARCH IN DAIRY



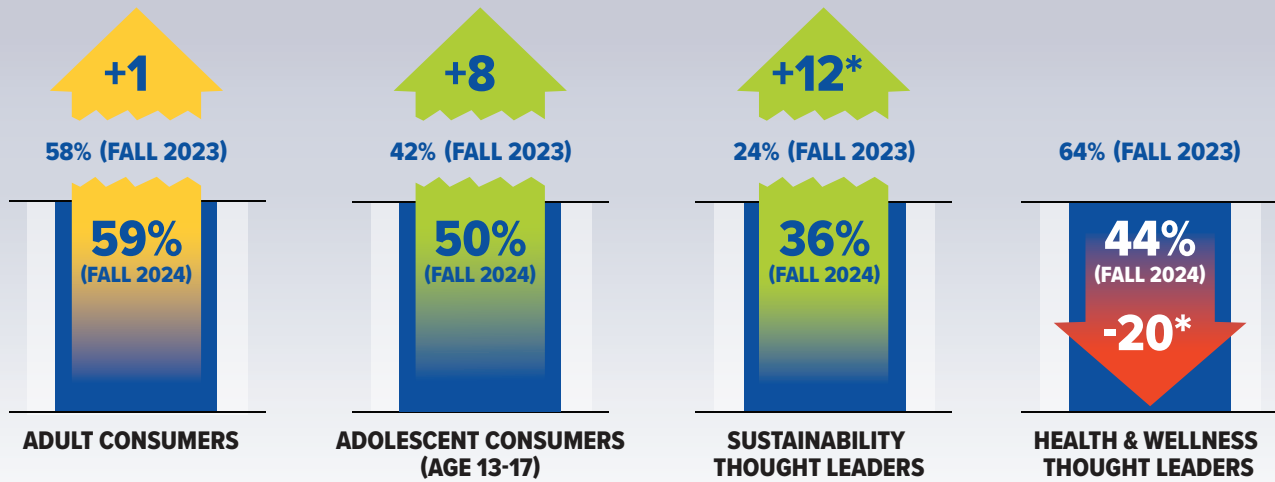
BUSINESS DECISIONS
MADE BY PROCESSORS AND SALES PARTNERS INFLUENCED BY DAIRY RESEARCH AND INSIGHTS

GROW TRUST IN DAIRY

Increase Positive Perception of Dairy's Environmental Sustainability

Compared to yearend 2023 survey results

3-YEAR GOAL FOR EACH IS +3 PERCENTAGE POINTS



*As result of survey methodology improvements, these results may be exaggerated from the prior year's survey.

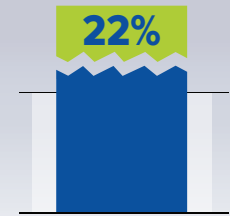
SCORECARD 2024-2026

YEAREND 2024

FOUNDATIONAL OBJECTIVES

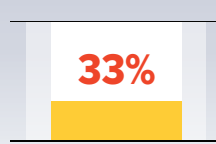
CREATE DAIRY CHECKOFF ADVOCATES

ANNUAL GOAL
15% INCREASE



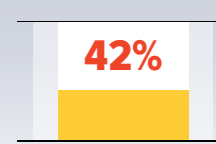
FARMERS AS SUPPORT/ADVOCATE

3-YEAR GOAL
100%



IDENTIFIED PROCESSORS

3-YEAR GOAL
100%



IDENTIFIED INFLUENTIAL DECISION-MAKERS

DEVELOP FARM & COMMUNITY LEADERS FOR DAIRY

3-YEAR GOAL
50 FARMERS



3-YEAR GOAL
650 TRUSTED DAIRY VOICES



ENHANCE MIDWEST DAIRY EMPLOYEE CULTURE

The Gallup Q12 Engagement Mean score reflects the average score of 12 items that Gallup research has consistently found to measure employee engagement as linked to business outcomes.

3-YEAR GOAL
4.20+
MEAN SCORE

