

# SCORECARD 2024-2026

YEAREND 2025



## BUSINESS OBJECTIVES

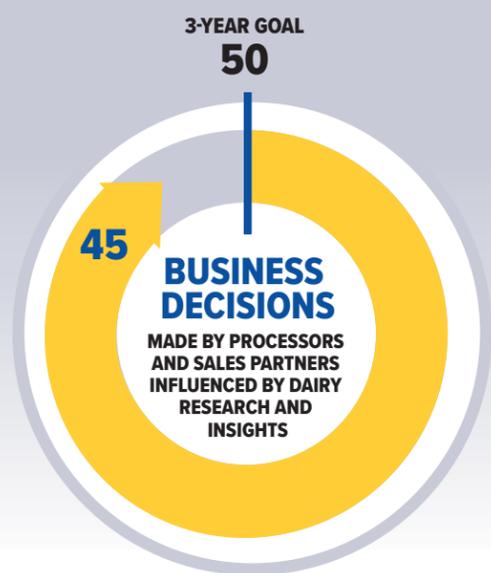
### INCREASE DAIRY SALES



Incremental Pounds of Milk Sold<sup>1</sup>

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

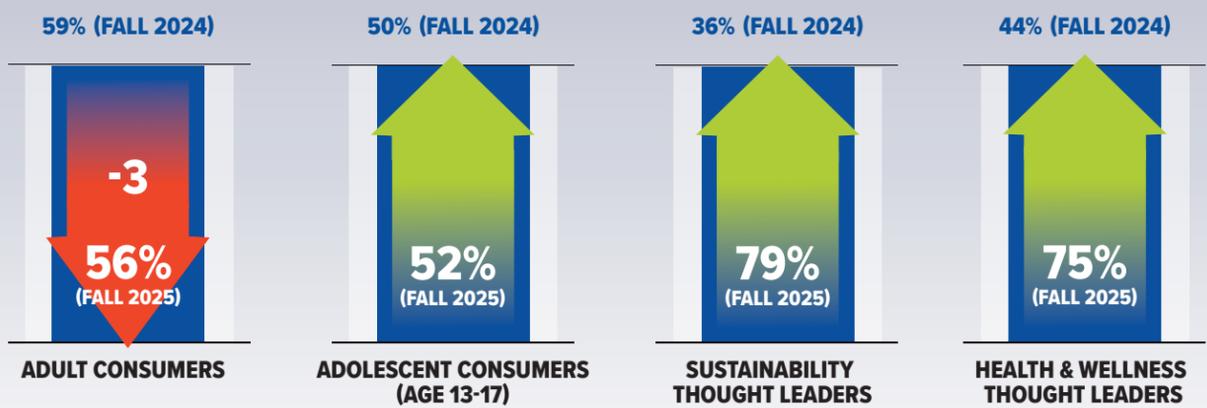
### ADVANCE RESEARCH IN DAIRY



### GROW TRUST IN DAIRY

#### Increase Positive Perception of Dairy's Environmental Sustainability

3-YEAR GOAL FOR EACH IS +3 PERCENTAGE POINTS



# SCORECARD 2024-2026

YEAREND 2025

## FOUNDATIONAL OBJECTIVES

### CREATE DAIRY CHECKOFF ADVOCATES

ANNUAL GOAL  
15% INCREASE



FARMERS AS SUPPORT/ADVOCATE

3-YEAR GOAL  
100%



MEETING WITH IDENTIFIED PROCESSORS

3-YEAR GOAL  
100%



MEETING WITH INFLUENTIAL DECISION-MAKERS

### DEVELOP FARM & COMMUNITY LEADERS FOR DAIRY

3-YEAR GOAL  
50 FARMERS



CULTIVATE LEADERSHIP SKILLS

3-YEAR GOAL  
650 TRUSTED DAIRY VOICES



PROVIDE COMMUNICATION TRAININGS

### 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

