



***New Directions:  
Meeting Unmet Demand  
Through Partnerships  
and Innovation***

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# Helping Grow the Dairy Business

- Dairy farmers' promotion investment:
  - Helps build demand of dairy products and ingredients
  - Works to increase demand by:
    - Providing consumers the products they want, when and where they want them
    - Developing strong partnerships
    - Positioning dairy as part of a healthy diet
    - Protecting and building the image of dairy producers and the industry



# Partnerships Produce Results!

- Nationally, the industry has invested \$4 for each checkoff \$1
  - Totaling \$50 million
- 25 processors active on projects
- 120 new product concepts tested
- 100 products went through taste and sensory testing



# SUDIA's Partnership Strategy- Innovation

- Expand the market for 8 ounce re-sealable plastic
  - Expand current distribution
  - Create new distribution
    - Schools
    - Universities – Current project
    - Retail
  - Flavored milk reformulation- current projects



# SUDIA's Partnership Strategy- Innovation

- Ensure success of current value-added products in the marketplace
  - Current project
- Explore revitalizing milk in multiserve containers



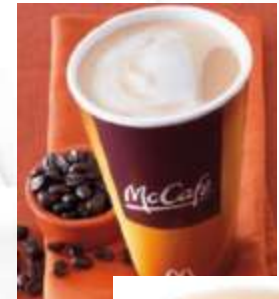
# SUDIA's Partnership Strategy- Innovation

- Create/expand availability of innovative lactose-free products
- Improve communications and information flow to processors and industry
  - Started an e-newsletter to processors
  - Speakers at conferences



# Foodservice Partnerships

- Increased sales by more than 1 billion pounds through foodservice partnerships
- Single-serve milk, cheese, yogurt
- New partnership with Domino's Pizza® will help spur the pizza category and drive cheese sales



# Dairy Ingredient Marketing

- New dairy ingredient products require 1 billion pounds more milk
- Partnerships with food and beverage manufacturers:
  - Increase dairy ingredient use
  - Showcase dairy's advantages to a healthy diet
  - Bring innovative dairy products to the marketplace



125 million lbs. U.S. milk



550 million lbs. milk



# Child Nutrition and Fitness Initiative

- Expands upon the commitment of dairy producers to child health and wellness
- Establishes lifelong dairy consumers
- Partners with the NFL to encourage healthy eating habits and 60 minutes of physical activity each day
- Seeking community partners



# Nutrient Rich Foods Coalition™

- Natl. Dairy Council a founding member
- The NRF Coalition ...
  - Comprises the five food groups
  - Helps build healthier diets by focusing on the total nutrients of food
  - Uses the 2005 Dietary Guidelines as a cornerstone for a healthy diet



# Health Professional Partnerships



- Build awareness of dairy's role in a healthy diet
- Provide science-based research supporting the recommended 3 servings of dairy per day
- Communicates to more than 250,000 health professionals



# Issues Management and Crisis Preparedness

- Prepares the industry to speak with one unified voice
- Conducts industry-wide training workshops to prepare for potential crisis situations

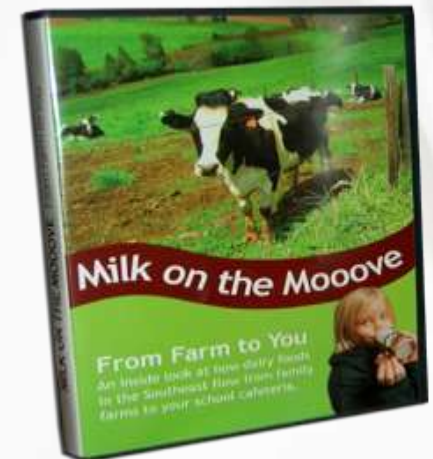


# Partnerships to Promote Image

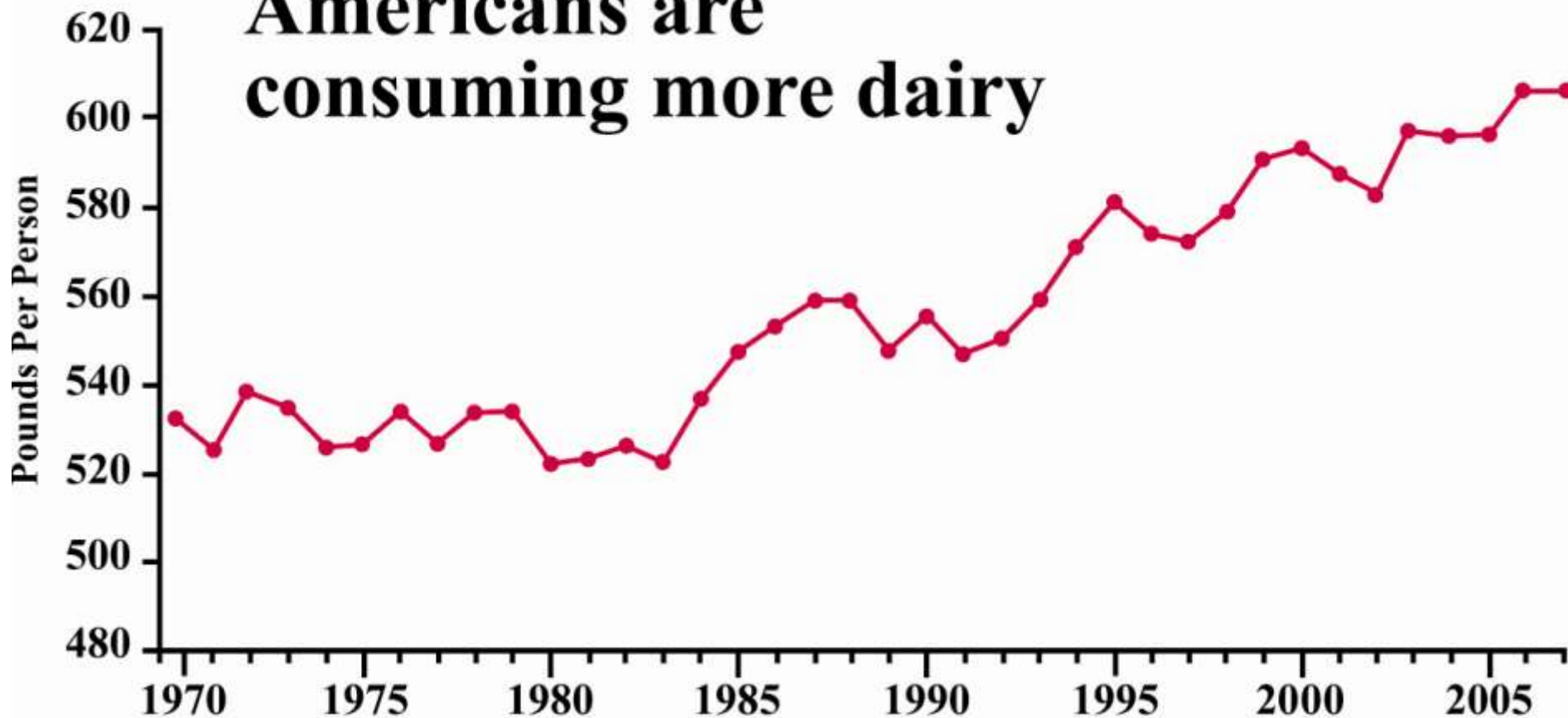
- New: “Telling Your Story”
  - To assist producers in creating positive outreach to their communities
  - Local speaking engagements
  - Customized presentations
- Dairy Farmer Spokesperson Network; [www.dairyfarmingtoday.org](http://www.dairyfarmingtoday.org)
- New: Farm Tour Guide
- New: Farm-to-Table Video



DAIRY CHECKOFF WORKS!



# Americans are consuming more dairy



*Since the national dairy checkoff began, per capita consumption of total milk has climbed to 605<sup>P</sup> pounds today, compared to 522 in 1983, when the national dairy checkoff was created. "Total milk" is the milk that goes into all dairy products.*

*<sup>P</sup>Preliminary*

*(Source: USDA, milkfat basis)*