

2021 Year-to-Date Highlights

SALES

Checkoff partners Domino's, Taco Bell and McDonald's **grew overall sales between 3% - 6%** in 2021 (YTD through September).



Domino's met consumer needs with new **cheesy marinara** and **5-cheese dips** paired with parmesan or garlic twists.

Taco Bell launched the dairy-based Mountain Dew Baja Freeze and Quesalupa, which uses **7 times more cheese** than a taco.



McDonald's featured **McFlurries** in consumer promotions that grew additional dairy sales.



International pizza partners fuel U.S. cheese growth. Pizza Hut Malaysia has grown its **U.S. cheese use 33%** through consumer promotions and delivery, while Domino's Middle East introduced its **½ Kilo Cheese Pizza** with more than 1 pound of U.S. cheese per pizza.

Year-to-date, **U.S. dairy exports are up 12%** - on pace for another record year.

Fluid milk partners **launch/expand value-added milk offerings** from Darigold, Kroger and Shamrock Rocking Protein.



In e-commerce, **milk sales grew 24% and cheese sales by 16%** (thru October YTD versus previous year), fueled by our partnership activities with Amazon and Kroger.



TRUST

Undeniably Dairy's "Reset Yourself with Dairy"

campaign uses new, relatable content and channels to reach Gen Z with digital media, cultural influencers, outreach on 400+ college campuses and retail promotions, and is on track to reach 230 million impressions through January 2022.



Usdairy.com relaunch boosts **web-based search and positioning**, including top Google ranking, a 300% increase in recipe traffic and a 50% increase in overall users.

Fuel Up to Play 60 launched a fresh **new program and website**, driving



13,000 new downloads for its Student Zone App in less than one week, and more than 75,000 page views to the site.

Trust-building efforts in earned media, paid promotion of dairy stories, partnerships, gaming, and cultural influencer programs drove more than **873 million impressions** to date across multiple channels. This includes 280 million impressions advancing full-fat dairy research.



GLOBAL POSITIONING



Supported industry-wide projects on 200+ farms

of all sizes across the country to implement environmentally friendly management practices.

U.S. dairy participation at 26th United Nations Climate Change meeting to advance **dairy as part of essential and sustainable** food system.

Achieved 72 million impressions showcasing the **Innovation Center's 2020 U.S. Dairy Sustainability Report** that



highlights U.S. dairy's accomplishments in environment, food security, animal care and workforce development.

Year-to-date, more than **2.2 billion servings** of milk, cheese and yogurt distributed through Feeding America network.

