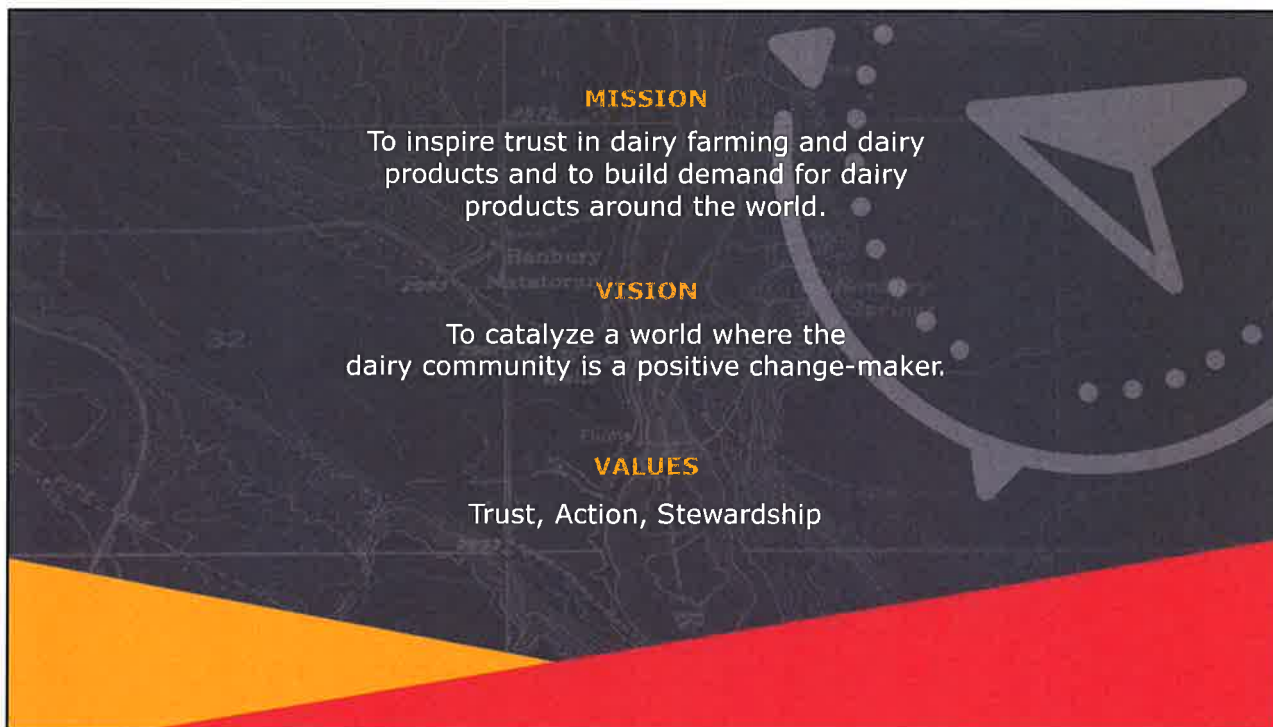
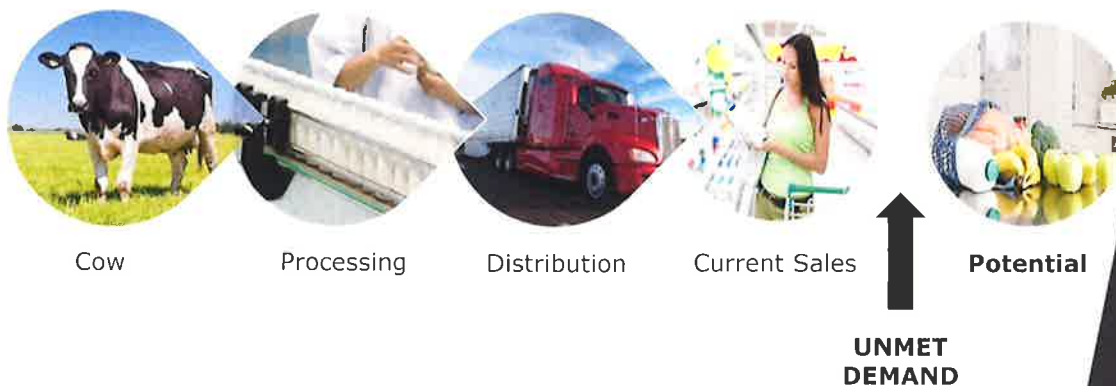


1



2

Role of Dairy Checkoff




dairy west

3

Dairy Checkoff is **Not**


- ⊘ A policy, regulatory or legislative organization
- ⊘ A lobbying group
- ⊘ Accountable for milk prices


dairy west

4

History – early years


1913
Dr. E.V. McCollum discovered vitamin A in milk fat
 Called attention to milk's nutritional benefits

1915

National Dairy Council (NDC)
 Created to educate on dairy's health benefits


1924
IDA Reference
 First media reference to Idaho Dairymen's Association

1940
American Dairy Association (ADA)
 Dairy farmers founded ADA across the U.S. to promote U.S. milk products.

1969
IDPC
 Idaho Dairy Products Commission written into ID State Code


1970

United Dairy Industry Association (UDIA)
 Merger of NDC and ADA


1975
IDPC joins UDIA
 Local funding shared nationally. In 1976, IDPC was incorporated




5


Promotion History: 1970


 Est. 1915

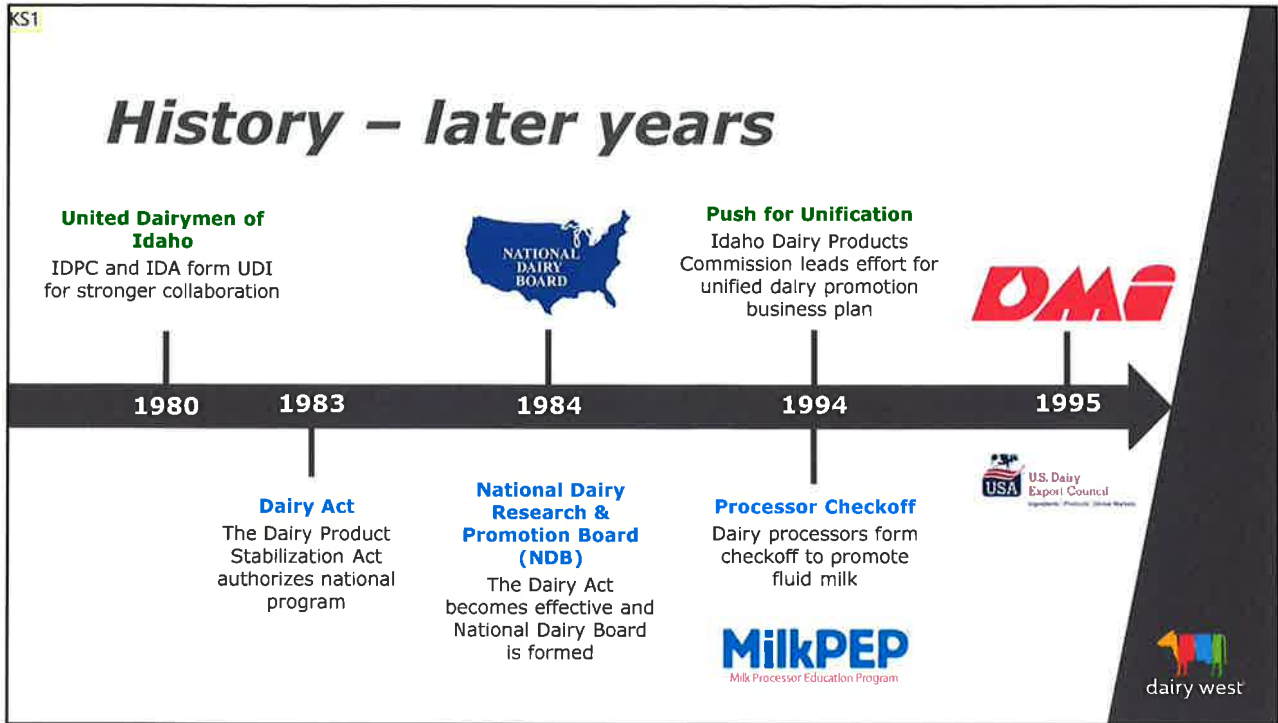


40 + State/Regional organizations est. beginning 1940

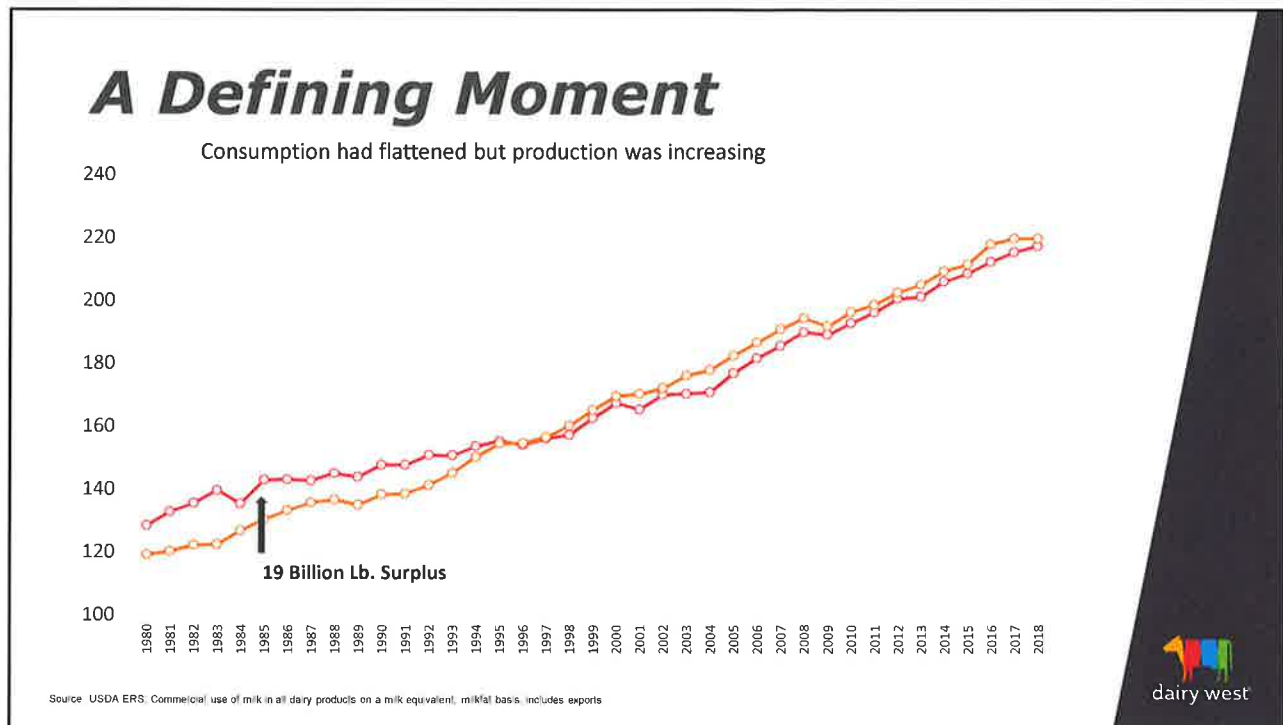

 United Dairy Industry Association



6



7



8

Slide 7

KS1 We could animate this slide if you would like? After the first bullet, we could go to the next slide, show the chart and then come back to this and continue animating...

Kristi Spence, 2/17/2020

Promotion History - 1995



United Dairy Industry Association
16 State and Regional Promotion Organizations






National Dairy Research and Promotion Board
37 National Dairy Board Members Appointed by the Secretary of Agriculture




DAIRY MANAGEMENT INC.™
AMERICAN DAIRY ASSOCIATION® NATIONAL DAIRY COUNCIL® U.S. DAIRY EXPORT COUNCIL®




9

History – continued evolution


Innovation Center
The Innovation Center for US Dairy is created by DMI to bring the supply chain together



Dairy West Formed
Dairy West is created and IDPC becomes its first member




2008 **2012** **2016** **2018**




GenYOUth
Improves nutrition and physical activity for youth through public/private partnerships

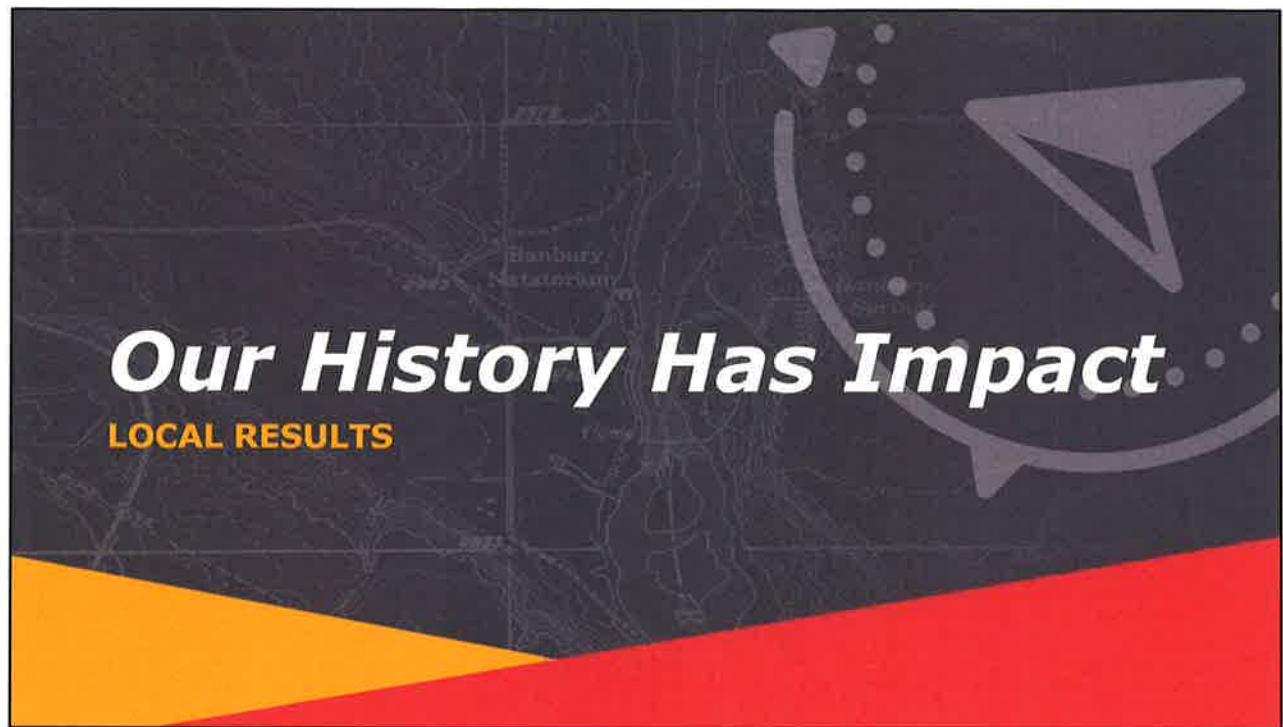
Newtrient
Newtrient is formed to drive positive change in the use and management of dairy manure



Utah Dairy Commission joins Dairy West



10



13

KS2

25 years
PER CAPITA GROWTH

Exports = 16% of production

2019
2.5% DOMESTIC SALES GROWTH

3 Billion incremental school breakfasts

\$100 Million
External investment to advance dairy farmer priorities

The background of this slide is orange and red with a pattern of diagonal lines and a large yellow sun in the top right corner.

14

Slide 14


KS2 If you like the way this is displayed, you can delete the next slide. I took out "other people's money" and replaced with "external investment" I also didn't add the FUTP60 attribute and I kept off the 1 voice. For this audience, I didn't think it was necessary.

Kristi Spence, 2/17/2020


Youth Wellness - 2019

Fuel Up to Play 60

Grant funding to activate healthy eating and physical activity initiatives.




63 Schools
Received funds




\$215,682
Total awarded grant funds

School Nutrition

Grant funding to increase access to and consumption of healthy foods.




76 Schools
Received funding




\$171,160.98
Total awarded grant funds

Farm to School


Connecting students to where their food comes from through virtual farm tours.




40 Schools



134 Classrooms
held a virtual tour



3454 Students
reached



15

Health Professionals

Continuing Education Events



POPULAR TOPICS

- Sustainable Food Systems
- Sports Nutrition Symposium
- Eating Patterns for Diabetes
- Prioritizing Taste & Health
- Pediatric Nutrition
- Heart Disease
- Gut Health
- Added Sugars Friend or Foe
- Fad Diets to Intuitive Eating

FARM TOURS



6 Universities



138 HP Students



150 Physician Assistants



1,244 Health Professionals





Experience

On a 5 star scale, all education events recieved a 4.5 or higher







54% had not been on a farm before

92% reported their feelings toward dairy farming were more positive after tour

38% were more likely to consume more dairy based on tour experience

16

Trust Building

- **Hunger Initiatives**
- **Farm Tours**
- **Industry Leadership**
- **Retail Activations**




17

Workforce Development

BUILD DAIRY: **—————>** **INNOVATION:**

- Western Dairy Center Directorship
- 9 regional Universities
- 70 students
- 30 faculty
- 13 processors

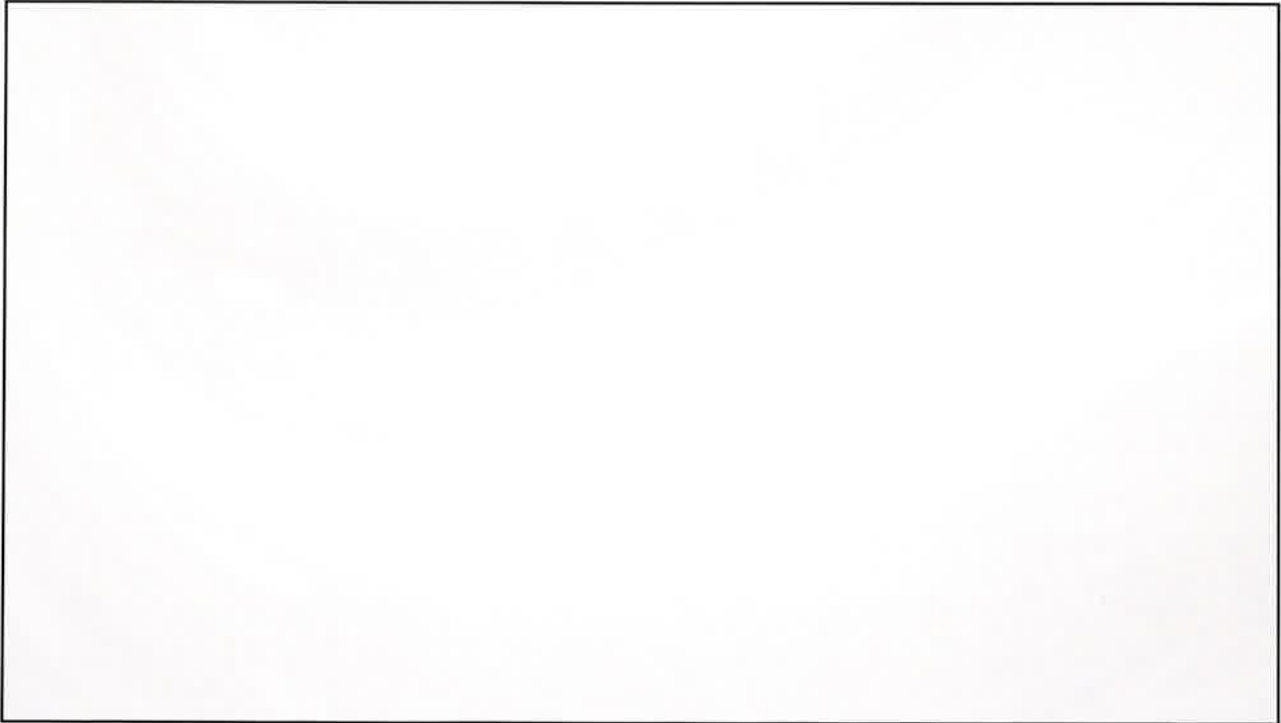
- New markets for milk, dairy products & other ingredients
- Creative B2B & B2C thinking



18



19



20

Strategic Objectives

- Develop Dairy Advocates
- Partnerships for the Impact
- Financial Stewardship
- Brand Leadership
- Employer of Choice



21

The Future

- YOUR QUESTIONS UNBOTTLED
- SUSTAINABLE NUTRITION
- YOUTH WELLNESS
- SCHOOL NUTRITION
- PRODUCT INNOVATION
- RETAIL FOODSERVICE
- EXPORTS



unbottled.

22