



Checkoff Updates

[Dairycheckoff.com](https://dairycheckoff.com)

U.S. 233 Billion Pound Powerhouse that Continues to Grow

TOTAL 1983: 120,671 BB Lbs.

TOTAL 2023: BB 233,891 Lbs.

+113,220 BB Lbs.

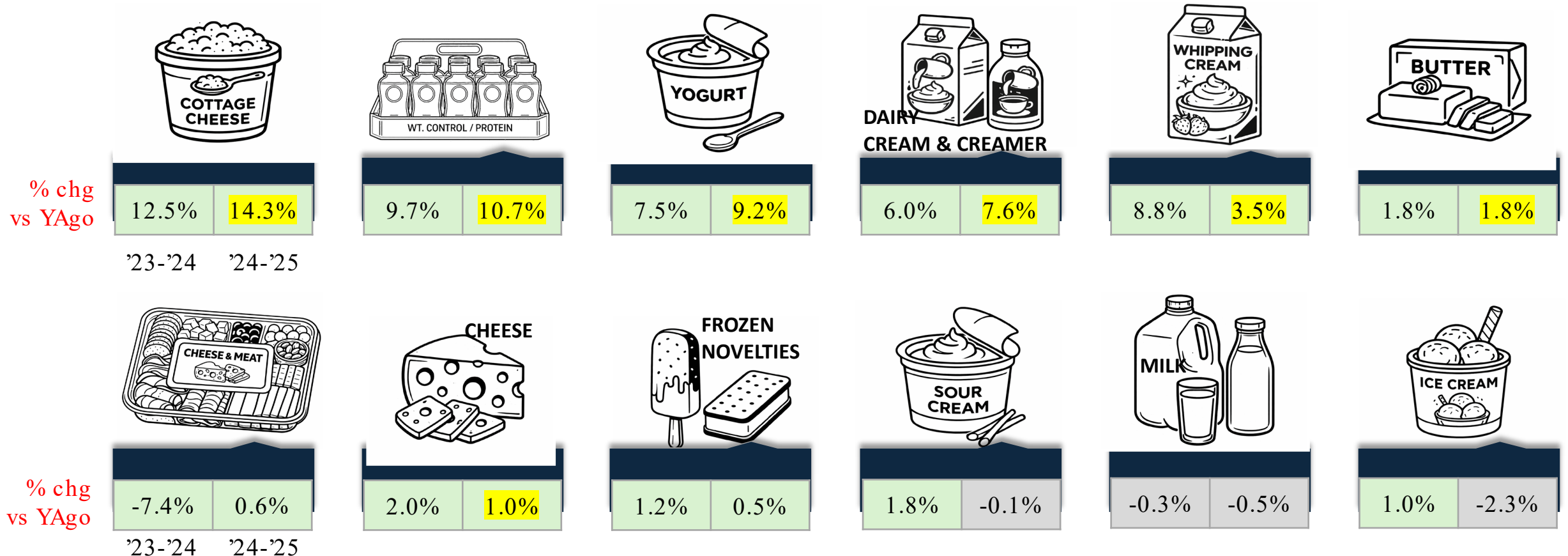


1985 1986 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022

Source: USDA, NMPF* Dairy demand measured as domestic disappearance and commercial U.S. exports

Nearly all dairy categories are seeing retail volume growth in '25

TOTAL U.S. RETAIL VOLUME GROWTH 2024 and 2025 % Change vs. Previous Year





Whole Milk for Healthy Kids Act of 2025 – Signed into law on January 14th

- Allows schools to offer whole, reduced-fat, low-fat, lactose-free and fat-free milk, flavored or unflavored.
- Excludes fluid milk from saturated fat compliance calculations for USDA meal pattern requirements.
- The Act does not set or change added-sugar limits for flavored milk nor include implications for yogurts.



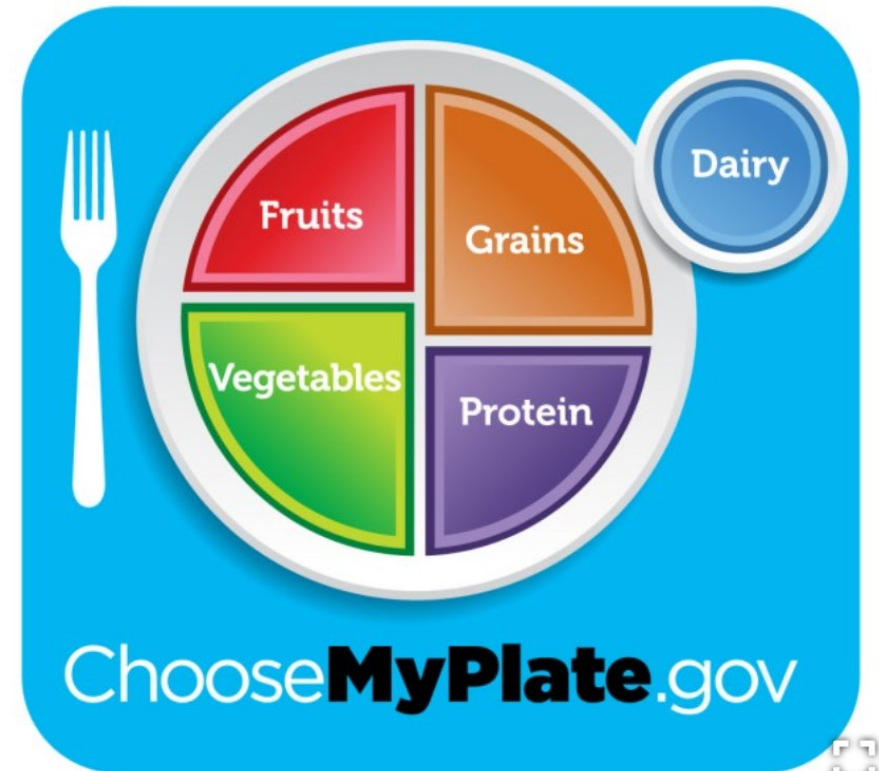
"Whether you're a Democrat or Republican, whole milk is a great thing," - President Trump

What are Dietary Guidelines for Americans?

When did they start?

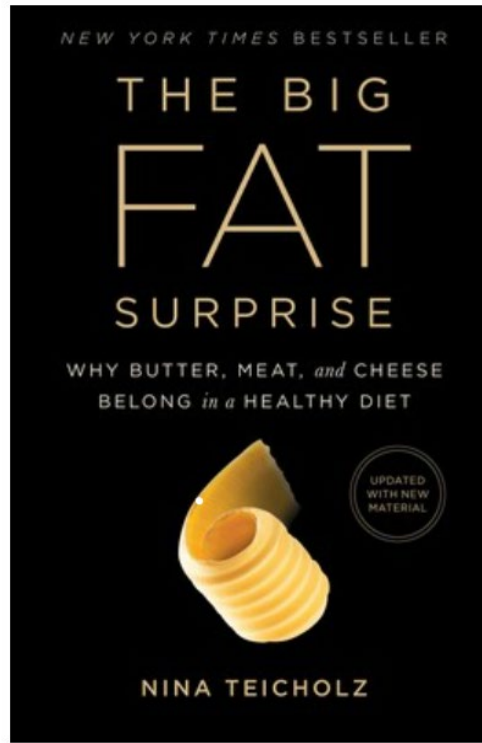
How have they changed?

[Healthy, Hunger-Free Kids Act of 2010](#) Signed by President Barack Obama on December 13, 2010.
Became part of Michelle Obamas “Let’s Move” initiative





**Eat Butter.
Scientists
labeled fat the
enemy.
Why they were
wrong?**

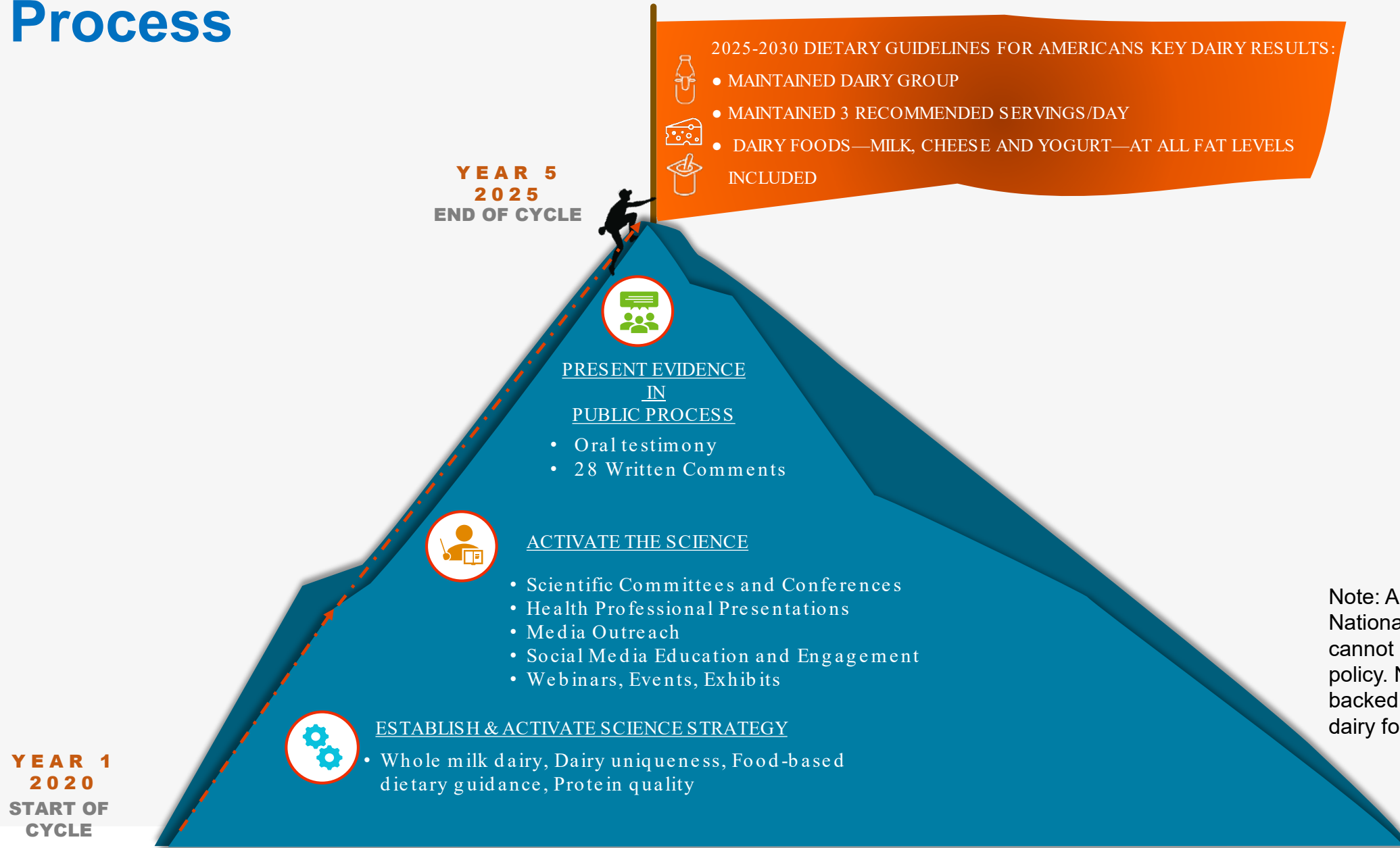


Argued, decades of low-fat dietary advice, demonizing saturated fats in butter, meat, and cheese, were based on flawed science and harmed public health, leading to epidemics of obesity and heart disease.



**Anyone know who this is?
What was he famous for?**

Dairy Farmer Investment in Science & Education in the DGA Process




Note: As a checkoff organization, National Dairy Council (NDC) cannot lobby or advocate for policy. NDC can provide science-backed, information on the role of dairy foods in the diet.

Landmark PURE Study Finds Protective Effects of Full-Fat Dairy Foods

JOURNAL ARTICLE

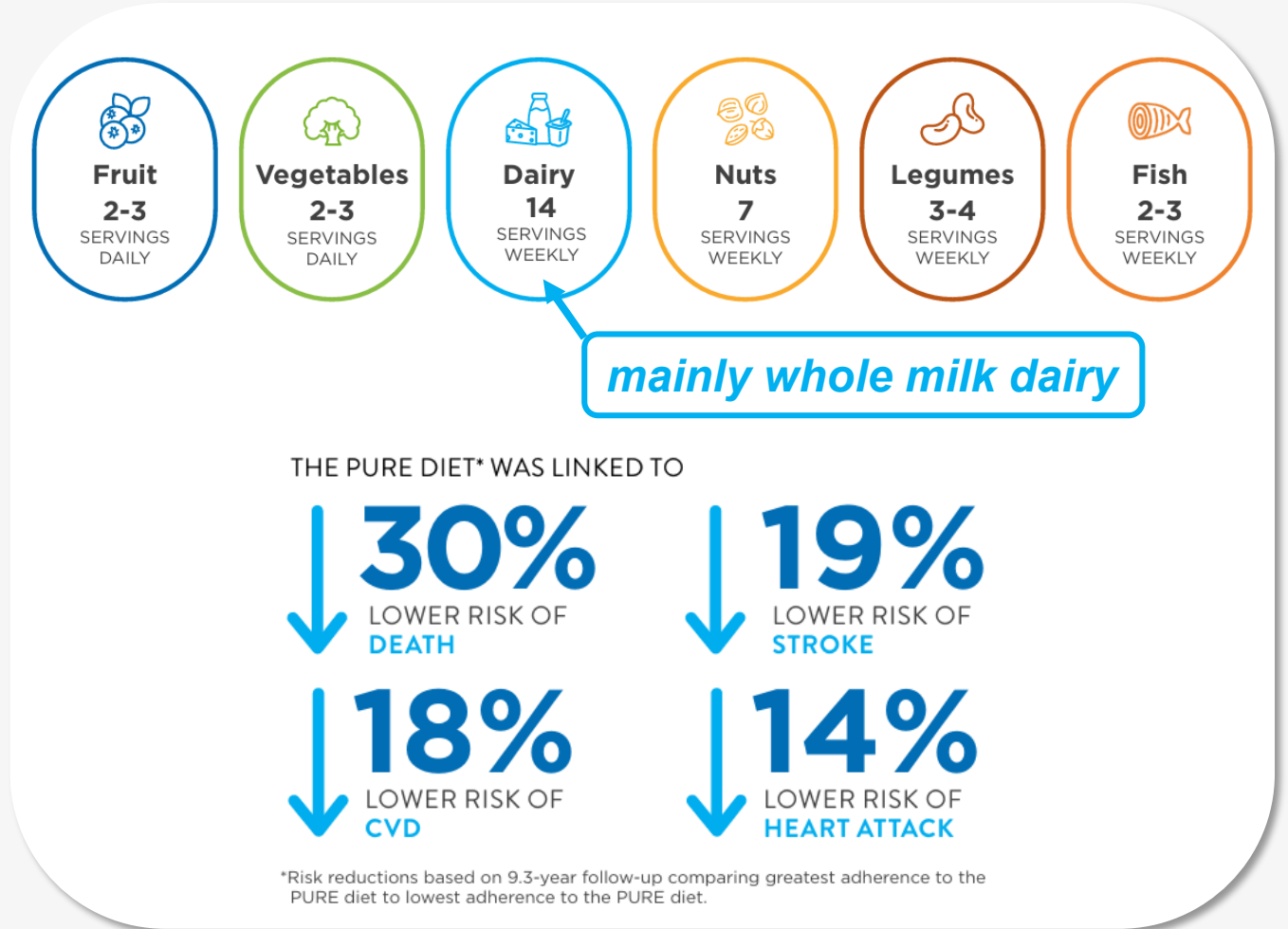
Diet, cardiovascular disease, and mortality in 80 countries

Andrew Mente , Mahshid Dehghan, Sumathy Rangarajan, Martin O'Donnell, Weihong Hu, Gilles Dagenais, Andreas Wielgosz, Scott A. Lear, Li Wei, Rafael Diaz ... [Show more](#)

[Author Notes](#)

European Heart Journal, Volume 44, Issue 28, 21 July 2023, Pages 2560–2579, <https://doi.org/10.1093/eurheartj/ehad269>

Published: 06 July 2023 **Article history** 



- Prospective Urban Rural Epidemiology (PURE) cohort
- n = 244,597 from 80 countries
- 6 food groups linked to reduced risk of CVD, heart attack, stroke & mortality

*Risk reductions based on 9.3-year follow-up comparing greatest adherence to the PURE diet to lowest adherence to the PURE diet.

NDC ENGAGEMENT WITH HEALTH AUTHORITIES



American Academy
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN™

eat right. Academy of Nutrition
and Dietetics



 American
Diabetes
Association®

Tufts
UNIVERSITY

Gerald J. and Dorothy R.
Friedman School of
Nutrition Science and Policy
**FOOD AND NUTRITION
INNOVATION INSTITUTE**



 **UC DAVIS**
Innovation Institute
for Food and Health

**NATIONAL
ACADEMIES** Sciences
Engineering
Medicine

The 2025 DGAs Promote 8 Core Messages:

Dairy Included



Eat the Right Amount for You



Prioritize Protein Foods at Every Meal



Consume Dairy



Incorporate Healthy Fats



Eat Vegetables & Fruit Throughout the Day



Focus on Whole Grains



Limit Highly Processed Foods, Added Sugars & Refined Carbohydrates



Limit Alcoholic Beverages

Dairy is Valued Across Lifespan

The guidance repeatedly reinforces full-fat dairy options in age-specific sections:



Infants and toddlers: Full-fat yogurt and cheese are identified as nutrient-dense complementary foods.



Children: Full-fat dairy supports energy needs and brain development.



Adolescents: Dairy provides calcium and vitamin D critical for achieving peak bone mass.



Pregnant and lactating women: Dairy contributes key nutrients to support maternal and infant health.



Older adults: Dairy helps meet higher needs for protein, calcium, vitamin D and vitamin B12, even as calorie needs decline.

Childhood Health: School Milk Strategy

Build a Business Case

Demonstrate the operational, financial, and nutritional feasibility of offering whole and 2% milk in school meal programs.

Collaborate with Key Stakeholders

Engage school nutrition thought leaders, processors, and school districts to explore opportunities and build support for introducing higher-fat milk options in schools.

Educate & Equip the Field

Develop accessible educational materials and best practices informed by evolving nutrition standards and pilot insights for school nutrition professionals, processors and dairy councils.

Potential Regulatory Shifts

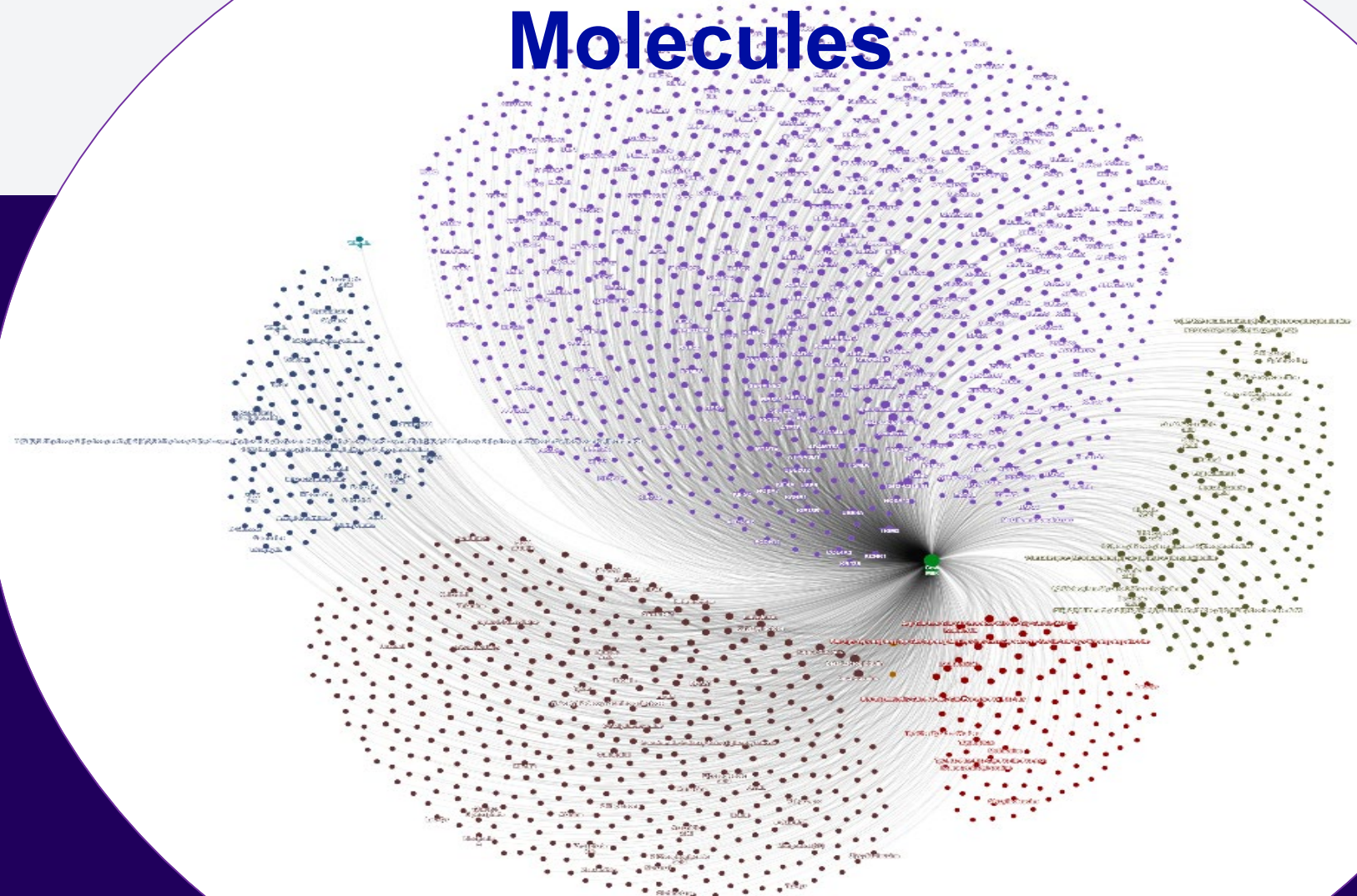
Monitor federal and state developments to ensure DMI/NDC and industry partners are positioned for future market opportunities.



What's New

Proving Dairy's Uniqueness

Milk Molecules



Health & Wellness Growth Spaces

ENERGY



MARKET:
\$30.3B, 5.26%

PHYSICAL PERFORMANCE



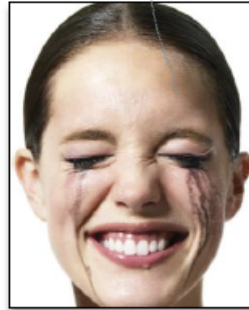
MARKET:
\$24.8B, 5.96%

SKIN HEALTH



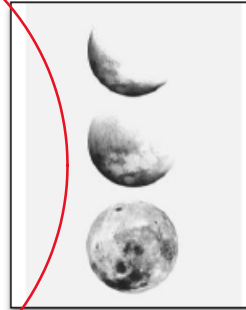
MARKET:
\$32.7B, 5.33%

**MENTAL/
EMOTIONAL H&W**



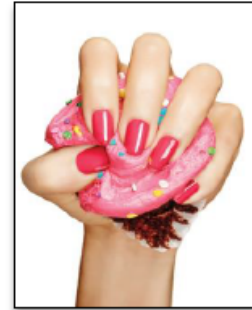
MARKET:
\$1.9B, 9.27%

SLEEP



MARKET:
\$1.8B, 6.56%

WEIGHT MANAGEMENT



MARKET:
\$38.2B, .94%

BONE HEALTH



MARKET:
\$23.6B, 10.49%

ORAL HEALTH



MARKET:
\$9.8B, 2.25%

VISION



MARKET:
\$2.4B, 2.62%

**JOINT HEALTH/
MOBILITY**



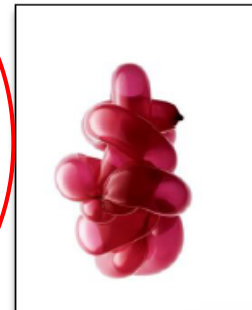
MARKET:
\$1.4B, 7.07%

HAIR & NAIL HEALTH



MARKET:
\$11B, 3.79%

**DIGESTIVE
ISSUES**



MARKET:
\$32.2B, 5.05%

HYDRATION



MARKET:
\$1.7B, 8.01%

IMMUNITY



MARKET:
\$963.5M, 1.77%

DMI has Sized Opportunity Landscapes:

Identified Trends Growth Spaces for Fluid Milk and Milk-Based Beverages

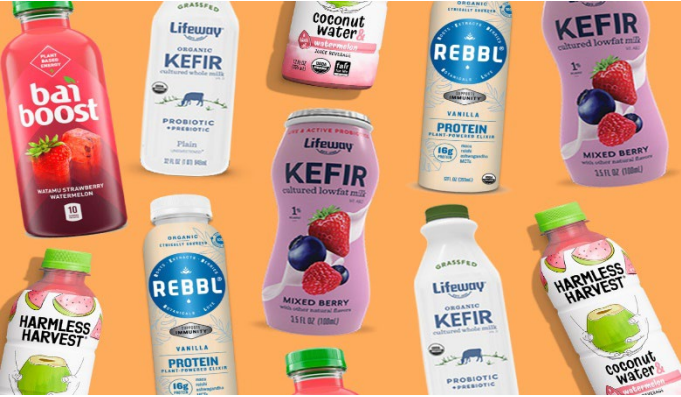
Health & Wellness



\$350B



Beverages



\$100B



Food Service



\$240B

Now 2025 Domestic Partnership Highlights

Taco Bell Churro Chillers Queso Crisp Shell Test



Domino's Stuffed Crust Pizza Launch



5 Cheese Mac & Cheese



New Partner Outreach



General Mills – National Launch



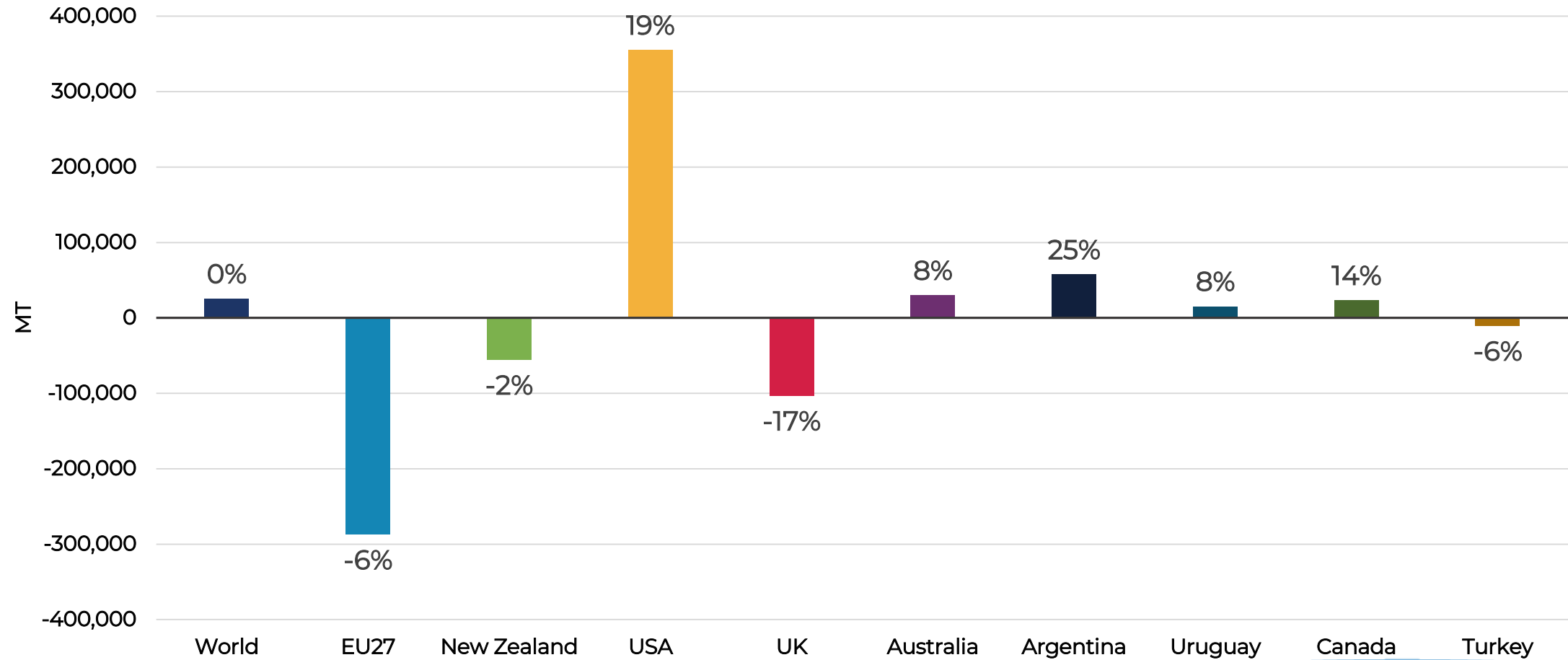
Next

Global brands drive cheese use in 5 key markets

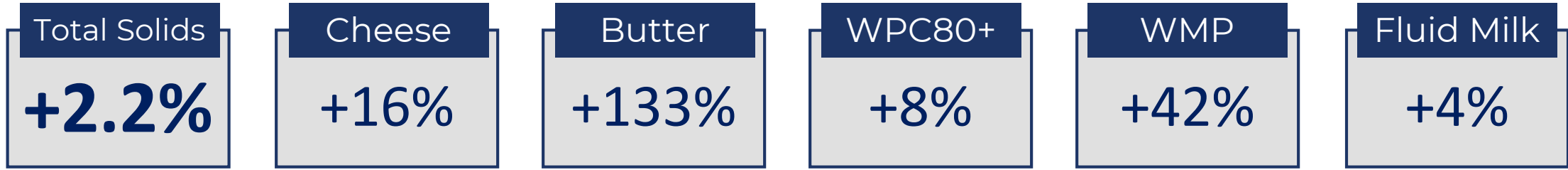


U.S. Exports Gaining Market Share From Competitors

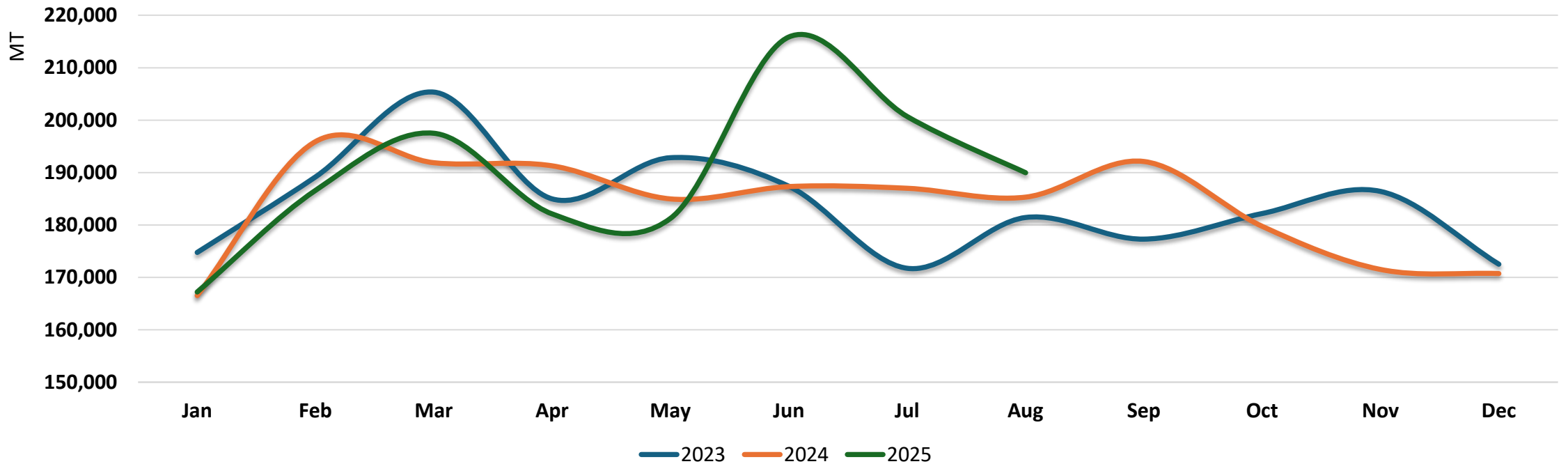
Change in Global Dairy Trade 2019-2024
(Milk Solids Equivalent)



U.S. Exports Continue Grow Amidst Global Challenges



U.S. Dairy Exports by Month
(30-Day Months, Milk Solids Equivalent)



Source: NMPF-USDEC, Trade Data Monitor

Your Dairy Checkoff Newsletter

- 1st and 3rd Wednesdays of the month
- Keeps You Up To Date On Dairy Promotion, Partnerships, Product Innovations, Exports and Research
- Sign Up For The Your Dairy Checkoff Newsletter

