



Bringing Dairy to Life!

DATE: Monday, June 03, 2024

MEMO TO: Nebraska Dairy Industry Development Board

FROM: Corey Scott

SUBJECT: FY 2024 – 2025 Qualified Program Request

Midwest Dairy Association (Midwest Dairy) is a USDA Qualified Program pursuant to Section 1150.153 of the Dairy Research and Promotion Order. As a member of Dairy Management, Inc. (DMI), Midwest Dairy supports the national Unified Marketing Plan (UMP). The majority of the activities conducted by Midwest Dairy are local components of the UMP.

Midwest Dairy represents 4,000 dairy farm families to 41 million consumers across 10 Midwestern states, including Nebraska. Midwest Dairy's mission is to give consumers an excellent dairy experience.

Midwest Dairy requests funding from the Nebraska Dairy Industry Development Board (NDIDB) for the fiscal year 2024 – 2025 in an amount equal to the total checkoff and other revenue received by NDIDB, less NDIDB's administrative costs including board, fee collection, accounting, auditing and DAS assessment expenses.

Midwest Dairy will apply the funds received towards development of national UMP programs, and to implement local UMP programs benefitting Nebraska dairy producers. The program areas that are provided by Midwest Dairy include, but are not limited to:

Dairy Experience - Consumer-focused programming and implementation of key components of the dairy checkoff's nationwide Unified Marketing Plan.

- **Sales - Demand** – Building dairy sales through retail and food service industry partners doing business in Nebraska's communities.
- **Sales – Youth** – Drive dairy sales including work with targeted school districts within Nebraska.
- **Global Positioning** – Relationship building with credentialed health and sustainability professionals to create dairy advocates.

- **Trust - Adult** – The Undeniably Dairy platform and other marketing communication using third party influencers to reach consumers.
- **Trust - Youth** – Ag literacy programs to drive awareness of sustainable nutrition through programs to grow trust among youth and their parents
- **Strategic Insights** – Evaluating consumer attitude and behavior to measure trends in consumer trust.

Research - Product research through Midwest Dairy Food Research Center and efforts focused on nutrition research and consumer insights. Funds provided to University of Nebraska – Lincoln.

Ag Affairs - Work building coalitions with agricultural groups focused on reaching consumers, dairy ambassadors, farmer leadership development programs and work in environmental sustainability.

Corporate Communications & Farmer Communications – Positioning with stakeholders, distributing content through digital channels and issues preparedness. Communication with internal audiences, including farmer investors, board members, and employees.

In addition, Midwest Dairy will perform administrative services for NDIDB in accordance with paragraph 3 of the proposed Agreement between NDIDB and Midwest Dairy. The proposed Agreement is included in the June 2024 NDIDB board packet.