

# Your Dairy Checkoff

**MAKING EVERY DROP COUNT**



## Our Organization

The Dairy Alliance is the dairy farmers' product promotion organization representing over 1,100 dairy farm families in 8 Southeastern states,

including Alabama, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, and Virginia. Our market has close to 55 million consumers and continues to grow each year.

- Dairy farmers fund, set policy, and provide oversight and direction for the organization.
- Funded through the federal checkoff by dairy farmers in the Southeast states and dairy farmers in several other states whose milk is marketed in the Southeast.



Staff work locally in each of our eight states and across state lines with our headquarters based out of Atlanta, GA

## The value of being a member of the national dairy checkoff Dairy Management Inc. (DMI)

- Provides a Unified Marketing Plan that The Dairy Alliance can customize for the region.
- Investment in our region to drive national messaging to our large consumer base. Being a member of DMI adds additional dollars to the region.
- Southeast representation at the national level on Boards at Dairy Management Inc., U.S. Dairy Export Council (USDEC) and the Innovation Center for Dairy



- Stronger partnerships with food service partners, adding dairy to menus across the U.S., and collaborations with trusted healthcare providers such as the Mayo Clinic.



- Access to research and consumer trends that advance dairy's benefits to public health.

Of the 15 cents per hundredweight that dairy farmers invest in checkoff, 10 cents stay local and the remaining 5 cents goes to the National Dairy Promotion and Research Board.	10C	THE DAIRY ALLIANCE
	5C	DMI DAIRY MANAGEMENT INC.™

## Growing Milk Sales through our Goals

Our goal is to continue to grow milk volume sales in the Southeast. We do this through these four strategic priorities.

### 1 Southeast Dairy Transformation through Innovation

Facilitate new product and/or infrastructure innovations in the Southeast dairy category, seeking a potential differentiator for Southeast milk.

### 3 Build Trust & Reputation for the Dairy Industry as a source of nourishment and as an environmental solution

Improve the perception of dairy and the dairy industry among Gen Z and Millennial moms by 10% year over year in targeted programs.

### 2 Drive Volume Growth Through Value

Protect and grow fluid milk sales by 3% in targeted programs that show dairy's value to our Southeast consumers and customers.

### 4 Checkoff at Work

Strengthen perceived value of checkoff among farmer members by providing program progress, budgets, and direct support to farmers.

**ROI for Farmers:** For every dollar invested in Your Dairy Checkoff, the return to producers is over \$4  
*(verified by an independent analysis of the effectiveness of Dairy Checkoff Programs)*



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