

WISCONSIN DAIRY

CHECKOFF DOLLARS

2021



WHEN IT COMES TO INCREASING DEMAND FOR WISCONSIN DAIRY PRODUCTS, **YOUR CHECKOFF DOLLARS CHECK ALL THE BOXES.**

Your checkoff dollars help drive demand in multiple ways. With your help, Dairy Farmers of Wisconsin is able to create partnerships with popular restaurants and large food organizations. This helps increase both consumption and demand of Wisconsin dairy products, not to mention greatly increase sales as well. Checkoff dollars also help educate the youth in various school programs, teaching them the importance of dairy in their diet and how to live a healthy lifestyle.

The programs funded by checkoff dollars are responsible for the creation of better dairy products across the board and help towards the bright future of America's Dairyland.

SINCE 1984, ANNUAL PER
CAPITA DAIRY CONSUMPTION
HAS INCREASED BY

71 POUNDS

source: USDA/ERS



(582 pounds in
1984 to 653
pounds in 2019)

WISCONSIN DAIRY FARMS HELP
FUEL THE STATE'S ECONOMY AT
THE RATE OF MORE THAN

\$86,000 PER MINUTE



DAIRY CONTRIBUTES MORE TO WISCONSIN'S ECONOMY

THAN CITRUS TO FLORIDA
OR POTATOES TO IDAHO

\$45.6
BILLION

\$4
BILLION



IDAHO
POTATOES

\$7.2
BILLION



FLORIDA
CITRUS



WISCONSIN
CHEESE

EVERY COW IN
WISCONSIN GENERATES

\$36,000

in economic activity per year





01 **RESTAURANT**



02 **RESEARCH & EDUCATION**



03 **PUBLIC RELATIONS & MARKETING**



04 **IN-STORE**

RESTAURANT

Dairy Farmers of Wisconsin partner with dozens of major restaurant chains like Cousins Subs®, McDonalds®, Pizza Hut, and Domino's to help drive consumption of Wisconsin dairy products. These partnerships have exceeded billions of dollars in Wisconsin Cheese sales, and not to mention, further increased the demand as well.



01

RESTAURANT

WORKING CLOSELY WITH RESTAURANTS TO REACH RECORD SALES.

Wisconsin cheese curds make up 18% of all side orders at Cousins Subs; that's

700 POUNDS

OF CURDS EACH DAY



IN 2019, A&W SOLD OVER

7 MILLION

POUNDS OF WISCONSIN CHEESE CURDS

which lined up end to end would equal 2 round trips from Milwaukee to Green Bay.



TRENDING WISCONSIN

CHEESES ON U.S. PIZZA MENUS

+66.7%
Cheddar

+57.1%
Mozzarella

+33.3%
Provolone



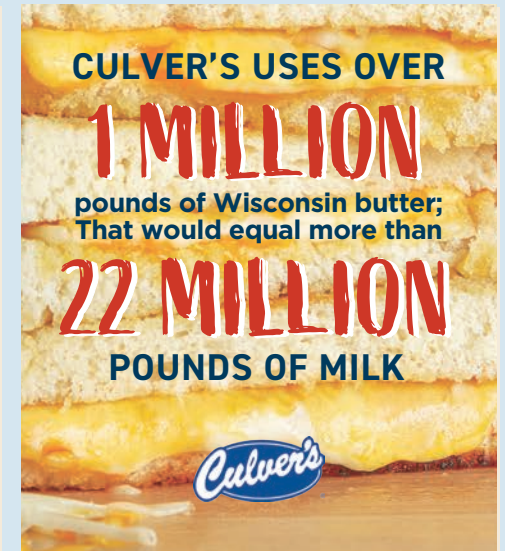
CULVER'S USES OVER

1 MILLION

pounds of Wisconsin butter; That would equal more than

22 MILLION

POUNDS OF MILK



Cousins' cheese usage increased over 12% in 2019, and required over

60 MILLION

POUNDS OF WISCONSIN MILK



88%

OF COUSINS SUBS
HAVE WISCONSIN
CHEESE IN THEM



WISCONSIN CHEESE

DRIVES PRICE PREMIUM



BURGERS FEATURING
WISCONSIN CHEESE COMMAND A
9% PRICE PREMIUM

COUSINS USED OVER
5.5 MILLION
POUNDS OF WISCONSIN
CHEESE IN 2019



WISCONSIN MILK USAGE
AT CULVER'S IS UP

15%

SURPASSING 250
BILLION POUNDS



Giordano's

GIORDANO'S PIZZA
SHOPS USED OVER

6 MILLION

POUNDS OF WISCONSIN
CHEESE IN 2019



CULVER'S SOLD OVER
7 MILLION
HALF PINTS OF WISCONSIN MILK IN 2018



RESEARCH & EDUCATION

Dairy Farmers of Wisconsin's educational programs help kids to build sound, lifelong eating habits and teach them how to stay strong and healthy with dairy through programs like Fuel Up to Play 60. And their other programs, like the Center for Dairy Research, ensures Wisconsin Cheese maintains its unparalleled quality and remains the best cheese in the world.



03

RESEARCH & EDUCATION

MAKING THE BEST EVEN BETTER.

Thanks to innovative practices, the environmental impact of producing a gallon of milk in 2017 shrunk significantly involving

21% LESS LAND

31% LESS WATER

20% SMALLER CARBON FOOTPRINT

21% LESS MANURE than it did in 2007

New product development in cheese is up

43% SINCE 2016



(Innova U.S. introductions)

DISCOVERY FARMS

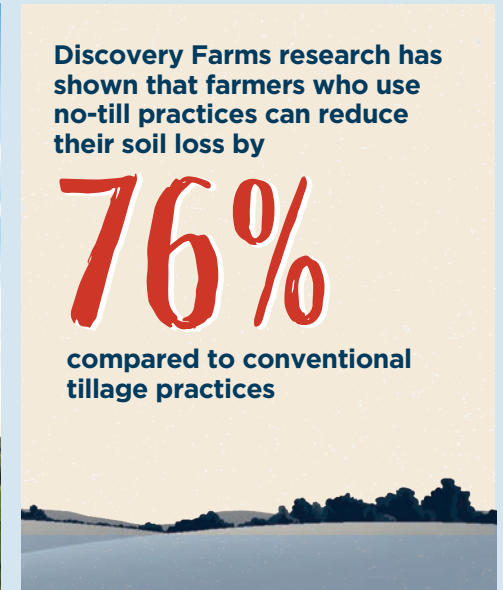
is farmer-led and provides on-farm research with accurate, real-time data that is used to protect thousands of acres of land and millions of gallons of water.



Discovery Farms research has shown that farmers who use no-till practices can reduce their soil loss by

76%

compared to conventional tillage practices



FARMERS USE **90% LESS LAND** per gallon of milk than they used to thanks to dairy innovation



At the 2020 World Championship Cheese Contest:

Wisconsin swept **11%** of all classes



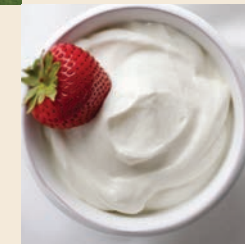
Wisconsin placed in over 50% of the cheese classes

Wisconsin placed in **86%** of the yogurt categories (6 out of the 7)

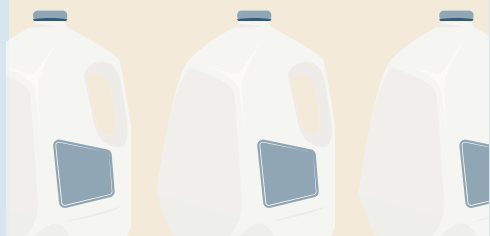
Three yogurt categories had 2 or more WI wins



43 Wisconsin Cheese & Dairy companies won one or more awards



Wisconsin placed first in over **40%** of the yogurt classes



PUBLIC RELATIONS & MARKETING

Dairy Farmers of Wisconsin drive millions of dollars in PR awareness for Wisconsin dairy products through magazines and publications like The New York Times, Food and Wine, Martha Stewart Living and more. Plus we engage with over 750,000 followers and work with bloggers, influencers, and chefs to help start positive conversations regarding Wisconsin dairy products on social media.



03

PUBLIC RELATIONS & MARKETING

SPREADING THE WORD AND INCREASING SALES.

You'll know it's one of ours
when you see the badge.



Proudly Wisconsin® Cheese & Dairy
badges are brought to you by
DAIRY FARMERS OF WISCONSIN

In 2020, there were
32 buyer missions with

400

Wisconsin dairy company
visits and 30 farm visits
attended by

400

retail decision makers
across 42 states



OUR PROUDLY
WISCONSIN
BADGE IS ON

95%

OF WISCONSIN
CHEESES
AT RETAIL



Grate.Pair.Share.
now earns more than

**25 MILLION
IMPRESSIONS**

each year through
its five issues



WisconsinCheese.com
is now on

**PAGE 1
OF GOOGLE**

when searching for "cheese"

Previously,
it was number 96



In 2019, Dairy Farmers of
Wisconsin connected with
more than

**400 MILLION
VIEWERS**

through a robust national
broadcast initiative



In 2019, Dairy Farmers
of Wisconsin supported
cheese activations in all

50 STATES



Public Relations efforts
reached more than

**2.5 BILLION
consumers in 2020**

In 2020 earned media
efforts were valued
at an estimated

\$40 MILLION



IN-STORE

Dairy Farmers of Wisconsin partner with food companies to use Wisconsin Cheese and identify it on their packaging including Nestlé, Riverside Foods, and FarmRich®. Over 200 cheese brands now feature the Wisconsin Cheese logo, and in-store promotions have increased 26 percent over the past year. And with more exposure, sales and demand grew as well.



04

IN-STORE

MORE EXPOSURE IN MORE PLACES.

99%

OF GROCERY STORES CARRY WISCONSIN CHEESE



source: IRI Market Advantage

TOTAL SPECIALTY CHEESE SALES GREW NEARLY

4X FASTER

than non-specialty cheese sales between 2014 and 2019

source: IRI Market Advantage

2014



2019



In 2019, 221 promotional features were executed across 230 retail chains in

40 STATES

AND SUPPORTED

15,000

SAMPLING DEMOS

Annual Wisconsin Cheese sales have grown by

48 MILLION

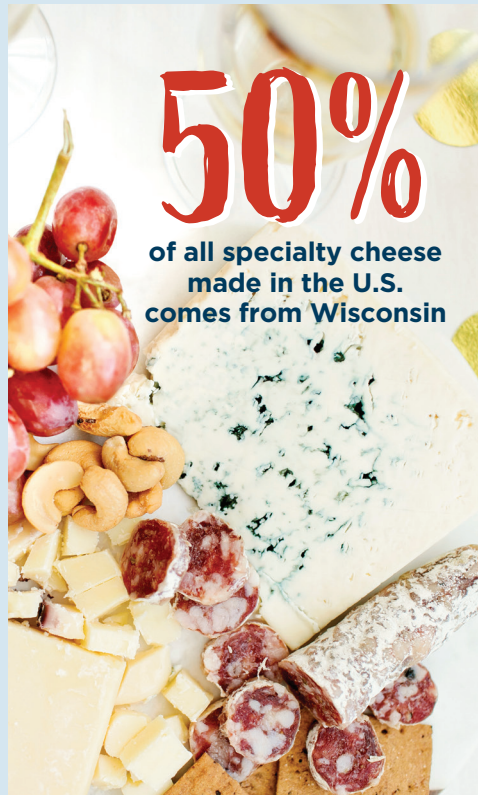
POUNDS SINCE 2014



88% of that increase was due to specialty cheese

50%

of all specialty cheese made in the U.S. comes from Wisconsin



94%

OF HOUSEHOLDS PURCHASE MILK

source: IRI CSIA Database



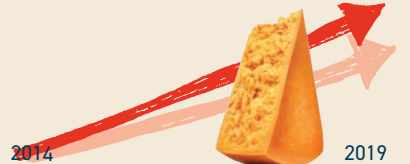
OVER 200

CHEESE BRANDS NOW USE THE WISCONSIN CHEESE BADGE ON THEIR PACKAGING



6.8%

PER YEAR FROM 2014-2019



2014

2019



**TO CHECK OUT THE FULL DETAILS ON YOUR
CHECKOFF DOLLARS AND HOW THEY WORK, VISIT**

[WISCONSINDAIRY.ORG](https://www.wisconsinmilk.com)