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 (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

EVERY COW IN WISCONSIN GENERATES $36,000 in economic activity per year

source: USDA/ERS
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.
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

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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 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.

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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.
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

Farmers use 90% less land per gallon of milk than they used to thanks to dairy innovation since 2016.

New product development in cheese is up 43%.

Discovery Farms research has shown that farmers who use no-till practices can reduce their soil loss by 76% compared to conventional tillage practices.

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.

At the 2020 World Championship Cheese Contest:

- Wisconsin swept 11% of all classes.
- Wisconsin placed in 86% of the yogurt categories (6 out of the 7).
- Wisconsin Cheese & Dairy companies won one or more awards.
- Three yogurt categories had 2 or more WI wins.
- Wisconsin placed first in over 40% of the yogurt classes.

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than it did in 2007.
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.
2.5 BILLION
consumers in 2020

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.

In 2019, Dairy Farmers of Wisconsin connected with more than 400 million viewers through a robust national broadcast initiative.

Public Relations efforts reached more than 2.5 BILLION consumers in 2020.

Our Proudly Wisconsin Badge is on 95% of Wisconsin cheeses at retail.

In 2019, Dairy Farmers of Wisconsin supported cheese activations in all 50 states.

In 2020, earned media efforts were valued at an estimated $40 MILLION.

WiseconsinCheese.com is now on page 1 of Google when searching for “cheese.”

Previously, it was number 96.

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.

FratoPairShare now earns more than 25 MILLION impressions each year through its five issues.

Page 1 of Google
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.
**IN-STORE**

**MORE EXPOSURE IN MORE PLACES.**

99% of grocery stores carry Wisconsin cheese.

**Total Specialty Cheese Sales Grew Nearly 4X Faster** than non-specialty cheese sales between 2014 and 2019.

In 2019, 221 promotional features were executed across 230 retail chains in 40 states.

15,000 sampling demos supported.

50% of all specialty cheese made in the U.S. comes from Wisconsin.

94% of households purchase milk.

Over 200 cheese brands now use the Wisconsin cheese badge on their packaging.

Annual Wisconsin cheese sales have grown by 48 million pounds since 2014.

88% of that increase was due to specialty cheese.

In-Store: More exposure in more places.

Wisconsin-identified specialty cheese sales increased 6.8% per year from 2014-2019.

Source: IRI Market Advantage

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