Your Dairy Checkoff: First-Half 2021 Highlights

**SALES**

- Launched Amazon Fresh smoothie page, which drove increased consumer engagement with dairy.

U.S. dairy export volume **grew 13%** (through May 2021 milk solids equivalent) compared to same period in 2020, and total value grew **18%**

Taco Bell partnership launched new dairy-based Mountain Dew Baja Blast Colada Freeze, featuring a tropic-infused dairy cream

Launched “Detroit-Style Pizza” using **50% more cheese** than traditional hand-tossed pizza with Pizza Hut® U.S.

Domino’s Japan launched the Jumbo Pizza and Pizza Rice Bowl, which both feature U.S. cheese; the partnership has **doubled its U.S. cheese use** since it started in 2019

Pizza Hut Asia Pacific's **U.S. cheese use has grown 136%** since 2016 through menu innovation and expertise to drive delivery and takeout growth
TRUST

22 million video views through Gen Z “Beat the Lag” gaming initiative

Reached 236 million during Earth Month to share U.S. dairy’s sustainability story

Discovery Education Virtual Farm Field trip views grew nearly 500% from April to May 2021 with educators stating students were more knowledgeable after participating

Recipes shared at usdairy.com gained traction with a nearly 300% increase in Gen Z and Millennial traffic seeking food and cooking trend info

GLOBAL POSITIONING

$10 million grant awarded from the Foundation for Food & Agriculture Research to advance science and data in support of sustainability and the U.S. Dairy Net Zero Initiative (NZI)

Identified first farm in NZI Dairy Scale for Good pilot, with financial support from Nestlé, to learn how farms can get to net zero greenhouse gas emissions faster

Participated in UN Food Systems Summit to share dairy’s vital role in sustainable food systems

10th anniversary of the Innovation Center for U.S. Dairy’s U.S. Dairy Sustainability Awards that has honored nearly 80 dairy farms, businesses and organizations for excellence in sustainability

Influencer partnerships with potential reach of 100 million people to share dairy farm and “deliciousness” facts

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