

2018 DMI Estimated National Funding

	2017 Budget	2018 Proforma	Comments
BUSINESS UNITS			
Global Innovation Partnerships	\$ 34.9	\$ 34.3	Based on current contract assumptions
USDEC: Export & Ingredients	\$ 17.1	\$ 18.1	Incremental funding to support The Next 5% Plan
Consumer Confidence & Communications	\$ 18.8	\$ 18.8	Pending Year 2 ReIntroduction to Dairy Plan
Research & Sustainability	\$ 12.2	\$ 11.9	\$300K for Sustainability redeployed
FUTP60	\$ 10.1	\$ 10.4	Increase inline with step in new NFL contract
Nutrition Marketing & Affairs	\$ 5.2	\$ 4.6	Health and Wellness Comms funding redeployed
Program Support			
Knowledge & Insights	\$ 3.7	\$ 5.6	Investment in Global Insights
SR Supplemental Funding	\$ 8.2	\$ 8.6	FTE Related Funding - 3% increase
Other	\$ 4.0	\$ 3.8	Includes ABI & GDP
Total Programming Costs	\$ 114.2	\$ 116.1	