Checkoff launched a new partnership with Raising Cane’s to drive dairy-focused menu innovation that will increase dairy opportunities throughout the day through sandwich, beverages and sides innovation.

Working through checkoff-employed food scientists, partner Taco Bell rolled out a dairy-based creamer used in coffee and cold-whipped drinks - and relaunched the checkoff-created Grilled Cheese Burrito that features 10 times the amount of dairy vs. a traditional taco.

Globally, U.S. dairy set record export levels in 2022 (through November) with export growing 4 percent compared to 2021 data; in all, exports today represent 18 percent of total U.S. production.
YOUR DAIRY CHECKOFF HIGHLIGHTS

Advancing Dairy as a Solution for Consumers & Society

Checkoff’s “Dairy Dream Team” of chefs, recipe developers, “foodies,” gamers and lifestyle influencers delivered nearly 80 million impressions and jump-started the “butter board” craze that became a viral sensation, generating coverage from major news and entertainment outlets.

A partnership with gamer “Mr. Beast,” one of the most subscribed-to YouTube personalities, led to a video and Minecraft game touting farmers’ environmental stewardship and animal care practices following his visit to a dairy farm - the video had more than 3 million views and thousands of comments within 24 hours.

“Reset Yourself with Dairy” targeted Gen Z to show how dairy fits within their personal lifestyles; content led to more than 526 million impressions to raise awareness around relevant dairy wellness benefits.

Checkoff continued its role of convener and secured funds that help farmers and dairy industry advance continuous improvement to help meet 2050 Environmental Stewardship Goals by establishing science-based proof points that help sets the record straight about dairy’s part in a sustainable food system.

- 70 partner organizations engaged in environmental research and implementation
- Nearly $38 million in grants and partner support to the U.S. Dairy Net Zero Initiative
- To date, 388 dairy farms involved in environmental research to support goals

USDairy.com/for-farmers

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