



2021 DMI Proforma Spend by Priority

(\$ millions)

Priority and Support

Incremental Sales Through Innovative Partnerships

Dairy Trust Among Youth and Conflicted Health Seeker

Dairy Positioning in a Global Food System

Farmer and Community Relations

Strategic Intelligence

Support (F&A, HR & Supplemental Funding)

Total Program Budget

<u>2020</u> <u>Budget</u>	<u>% of</u> <u>Total</u>	<u>2021</u> <u>Proforma</u>	<u>% of</u> <u>Total</u>	<u>2021 vs.</u> <u>2020</u>
\$ 56.2	46%	\$ 49.9	40%	\$ (6.3)
30.0	25%	31.5	25%	1.5
17.1	14%	21.2	17%	4.1
1.2	1%	1.2	1%	-
6.7	6%	11.8	9%	5.1
9.8	8%	10.1	8%	0.3
\$ 121.1	100%	\$ 125.6	100%	\$ 4.6