

Future - readied Checkoff: How health and wellness, product science, and technology will drive dairy innovation and sales growth

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Panel Members:

Stan Erwine Sr. V.P. Farmer Relations, Dairy Management Inc. - Moderator

Barbara O'Brien, President & CEO, Dairy Management Inc.

Eve Pollet, Senior Vice President, Foresight & Discover, Dairy Management Inc.

Paul Ziemnisky, Group EVP, Wellness, Innovation & Business Development, Dairy Management Inc.

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Exploring Checkoff Strategies and Dairy Innovation: Now, Next, Future

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Dairy Management Inc. (DMI) has been engaged with the Western Dairy Management Conference since 2009, sponsoring dairy breaks and providing valuable insights from checkoff experts, global foodservice companies, leading dairy industry businesses and others.

This year, members of DMI's executive team emphasized how health, wellness, science and technology will drive innovation and future sales in the dairy category.

DMI President and CEO Barbara O'Brien provided a "Now/Next/Future" summary of the checkoff vision and strategies, including successes from 2024. She shared how there is a "dairy renaissance" occurring as a result of major plant investments, new science and technology, favorable health and wellness trends and corresponding shifts in the narrative surrounding dairy and consumers seeking real, nutritious foods over alternatives that are not meeting expectations. Consumer spending on dairy at retail last year was up 3% over the previous year and the millennial generation is driving this growth.

O'Brien discussed the long-term planning approach for 2026-2028 and expressed confidence in the opportunities that lay ahead for farmers through checkoff-led strategies that emphasize the importance of investment in research and science and collaboration with new partners.

Paul Ziemnisky, group executive vice president, head of wellness, innovation and business development for DMI, outlined the vast opportunities in the health and wellness sector, particularly how advancements in science and technology could unlock a marketplace opportunity of \$150 billion for dairy with more consumers following a "food as medicine" approach. Dairy can deliver in areas that are important to consumers, including immunity, bone health, physical and athletic performance, heart health, sustained energy, digestive health and more.

Eve Pollet, senior vice president of strategic intelligence for DMI, presented on the exciting work being done to map and unlock the potential of the more than 6,300 molecules contained in a glass of milk. Pollet explained how DMI, in collaboration with leading researchers, is leveraging science and technology to drive product innovations and create tools to drive industry growth. She provided an update on the progress of the initiative and outlined the next steps in harnessing the power of milk molecules for future product development.

To learn more about how dairy checkoff strategies are driving sales and building trust, visit www.dairycheckoff.com. Also, be sure to sign up for the dairy checkoff's e-newsletter at www.dairycheckoff.com/contact-us/newsletter.