

# REPRESENTING *YOUR INTERESTS*: THE DAIRY INDUSTRY

## MARKETING AND PROMOTION



### Dairy Management Inc.

[usdairy.com](http://usdairy.com)

DMI, your dairy checkoff, is funded by and works on behalf of America's dairy farmers to drive trust in and sales of U.S. dairy products, and ensures farmers have a voice once milk leaves the farm. We achieve our mission through a unified effort between national and local staff who represent your voice in the dairy industry with consumers, investing in research, insights and expertise, and collaborating with partners to achieve shared goals.



### Milk Processor Education Program

[MilkPEP.org](http://MilkPEP.org)

MilkPEP is funded by the nation's milk processors, and dedicated to educating consumers and promoting fluid milk consumption. Their Milk Life campaign is focused on engaging moms and encouraging their families to drink more milk.



## LEGISLATIVE AND REGULATORY



### National Milk Producers Federation

[NMPF.org](http://NMPF.org)

NMPF is the voice of dairy farmers on Capitol Hill and with government agencies, providing a forum through which dairy farmers and their cooperatives formulate policy on national issues that affect milk production and marketing.



### International Dairy Food Association

[IDFA.org](http://IDFA.org)

Representing the nation's dairy manufacturing and marketing industries and their suppliers, IDFA provides expertise, training, resources, and advocacy for members, serves as a trusted source on dairy-related issues and influences federal, state and international policies.

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## United Dairy Industry Association

(UDIA, established 1971)

16 state & regional promotion organizations



## National Dairy Research & Promotion Board

(NDB, established 1983)

National board members are nominated by the dairy community, appointed by the secretary of agriculture



Created in 2008 by dairy farmers, the Innovation Center is a pre-competitive forum that brings together leadership from across the dairy community. Through alignment and collaboration, they demonstrate U.S. dairy's collective commitment to advance a shared social responsibility platform.



Founded in 1915, NDC provides science-based research and education about dairy's contributions to health and sustainable food systems. NDC's work is shared through education and outreach initiatives to generate action across the dairy community, especially among thought leaders.



U.S. Dairy Export Council represents the global trade interests of U.S. dairy farmers, proprietary processors and cooperatives, ingredient suppliers and export traders, with the objectives of expanding exports and increasing export value. Membership dues fund trade policy and lobbying activities.



Founded by DMI, Arla, Fronterra, Friesland Campina and DFA, Global Dairy Platform is a pre-competitive collaboration of dairy organizations focused on encouraging the appropriate intake of nutrient-rich dairy foods and demonstrating dairy's role in global sustainable agriculture and nutrition.



Founded by DMI, NMPF and 12 leading milk cooperatives, Newtrient works with dairy farmers to evaluate opportunities and solutions to reduce dairy's environmental footprint through innovative manure management solutions.



Through public and private partnerships, GENYOUth improves nutrition and physical activity for youth in U.S. schools and communities. Initiatives include the largest in-school wellness programs (Fuel Up to Play 60) and an innovative youth social entrepreneurship programs (AdVenture Capital).