



# GEORGIA DAIRY CONFERENCE

January 19, 2026

MAKING  
EVERY  
DROP  
COUNT

your  
DAIRY  
CHECKOFF  
Dairy Management Inc.

CONSUMER ATTITUDES ARE POSITIVE  
DEMAND FOR DAIRY IS STRONG



# MAJOR MEDIA OUTLETS HERALD DAIRY'S RENAISSANCE



GLAMOUR  
bon appétit



BUSINESS INSIDER

**DAQ** -0.39% **S&P 500** -0.44% **AAPL** -0.63% **NVDA** -1.23% **MS**  
FOOD  
**Dairy is so back. It's now a high-protein, gut-healthy superfood shoppers love.**

By Kim Schewitz



## Our Protein Panic Is Making Whole Milk Cool Again

How milk has gone from inflammatory villain to main character in just a few years.

BY ASHLENE MCMI

May 28, 2025

Opinion Agriculture

## How milk got its mojo back

The dairy industry's efforts to woo customers products are a masterclass in corporate survi

BROOKE MASTERS

+ Add to myFT



THE WEEK

Dairy milk, once maligned, is making a comeback

Sales of dairy milk were up 2% in 2024

[Facebook](#) [Twitter](#) [LinkedIn](#) [Newsletter](#)



**The New York Times**  
milk is culturally inescapable

By Jess Cording, Contributor. © Jess Cording is a dietitian and...

May 25, 2025, 08:16am EDT. Updated May 25, 2025, 09:28am EDT

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Why High-Protein Dairy Is Back On The Wellness Radar

By Jess Cording, Contributor. © Jess Cording is a dietitian and...

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FINANCIAL TIMES

But in 2024, U.S. consumption of whole milk rose by 3.2 percent — only the second increase since the 1970s — while consumption of plant milk fell 5.9 percent, according to data from Circana, a market research firm. "It's up 1.9 percent," said John Craw

the HUSTLE  
HubSpot Media

## Why everybody's drinking milk again

FOOD TECHNOLOGY MAGAZINE | MARKET TRENDS

## Dairy Stages a Comeback



Americans consumed a record number of dairy products in 2023, signaling that there's room for both traditional products and innovative offerings within the sector.

Nicole Kidman Chugged a Glass of Milk on Stage

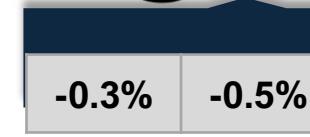
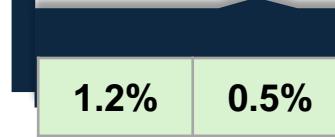
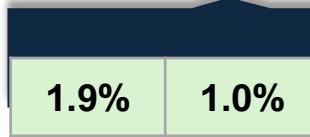
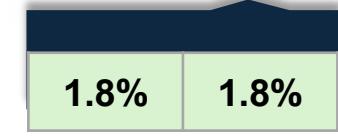
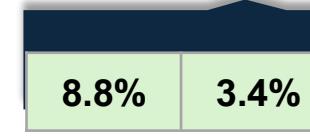
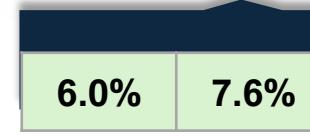
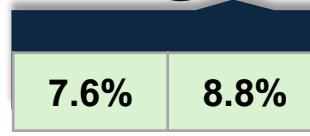
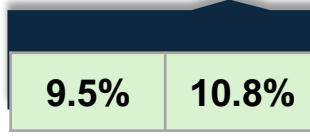
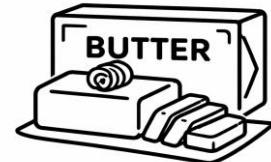
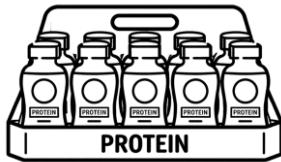


# NEARLY ALL DAIRY CATEGORIES GREW AT RETAIL IN 2025



## TOTAL U.S. RETAIL VOLUME % CHANGE VS YEAR AGO

2024 and 2025 Volume Growth vs. Previous Year



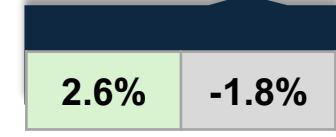
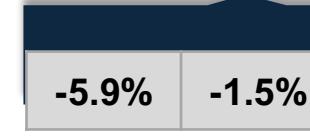
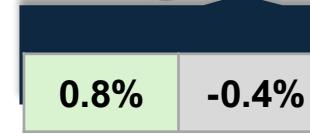
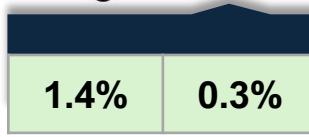
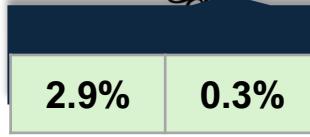
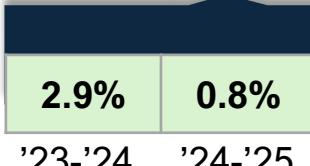
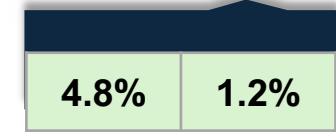
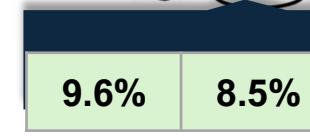
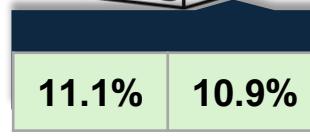
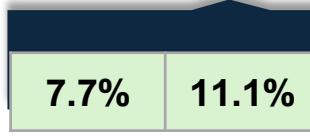
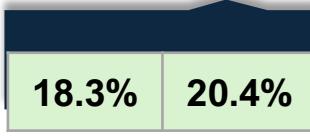
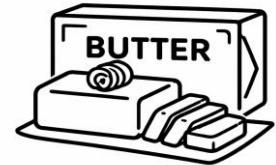
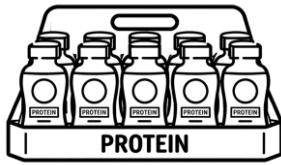
Source: Circana MULO+ with convenience. Note: Butter includes butter blends, Ice Cream includes sherbet, Yogurt is dairy yogurt, Creams include half & half, reg/lt cream & dairy creamers, Cheese excludes imitation/vegan

# NEARLY ALL DAIRY CATEGORIES GREW AT RETAIL IN 2025



## GEORGIA RETAIL VOLUME % CHANGE VS YEAR AGO

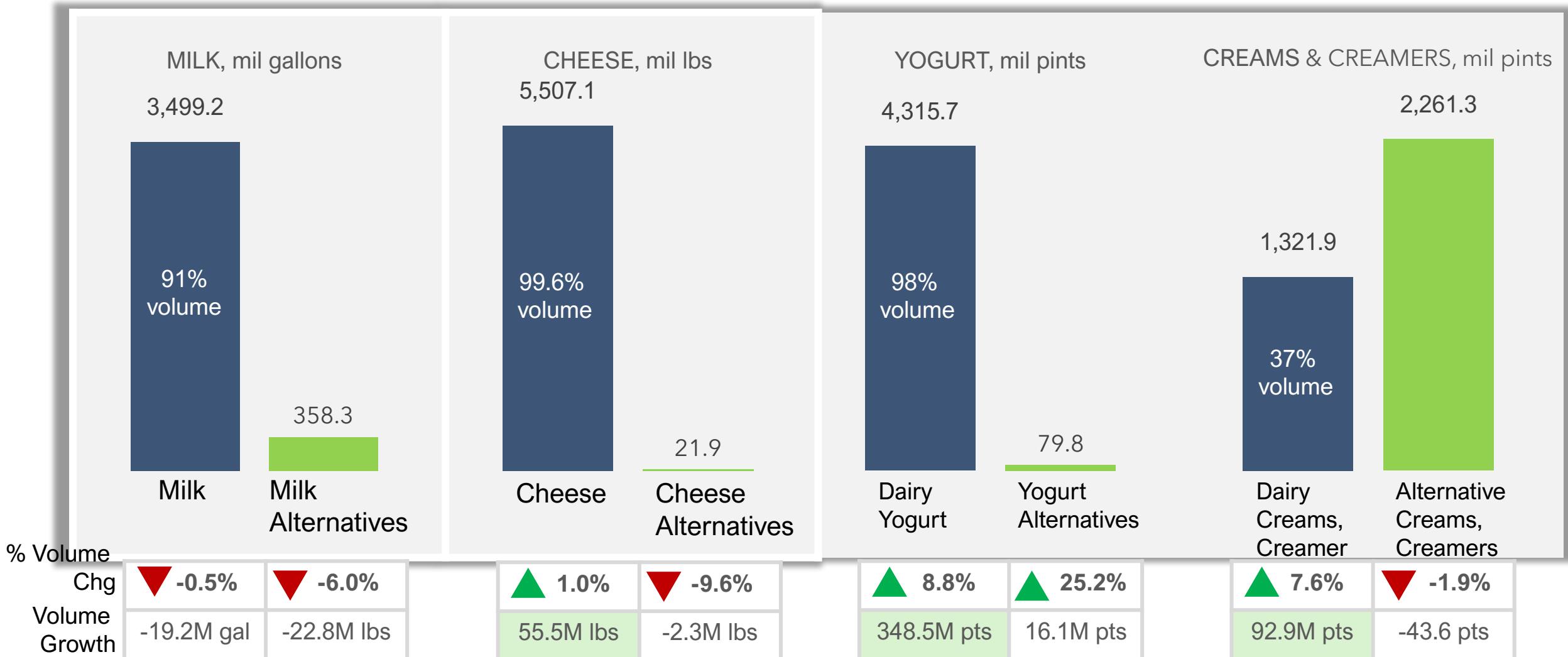
2024 and 2025 Volume Growth vs. Previous Year



Source: Circana MULO+ with convenience. Note: Butter includes butter blends, Ice Cream includes sherbet, Yogurt is dairy yogurt, Creams include half & half, reg/lt cream & dairy creamers, Cheese excludes imitation/vegan

# CHEESE, YOGURT AND CREAM/CREAMERS ARE DELIVERING MORE ABSOLUTE GROWTH THAN NON-DAIRY ALTERNATIVE

## 2025 Retail Volume Sales and Growth vs. 2024

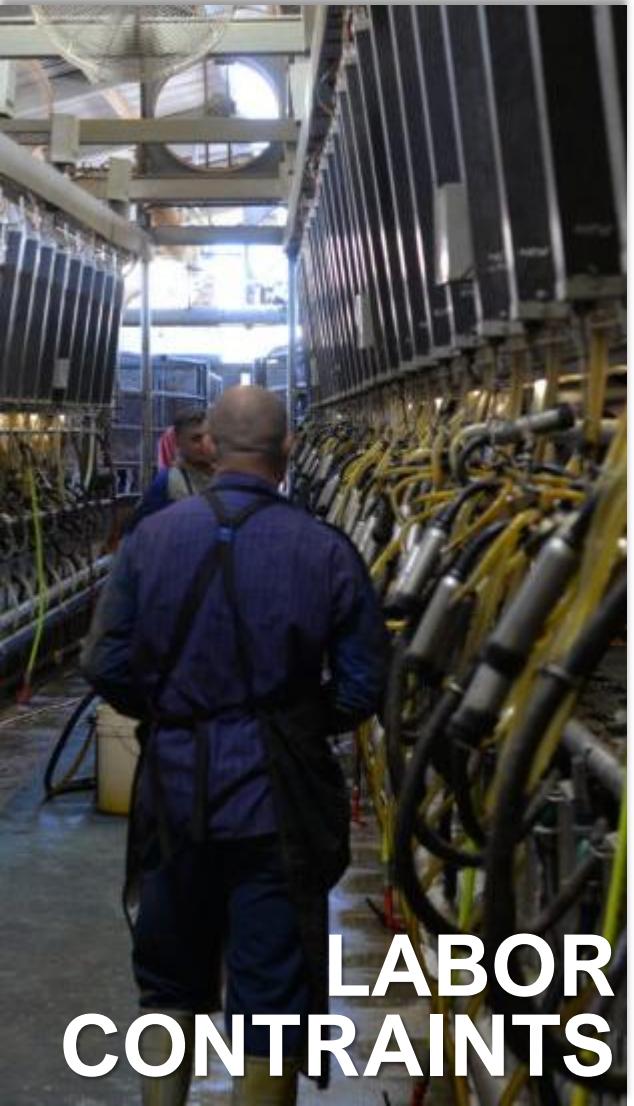


# THE 2025-2030 DIETARY GUIDELINES FOR AMERICANS



# KEEPING FOOD SYSTEM MOVING AMID CHALLENGES

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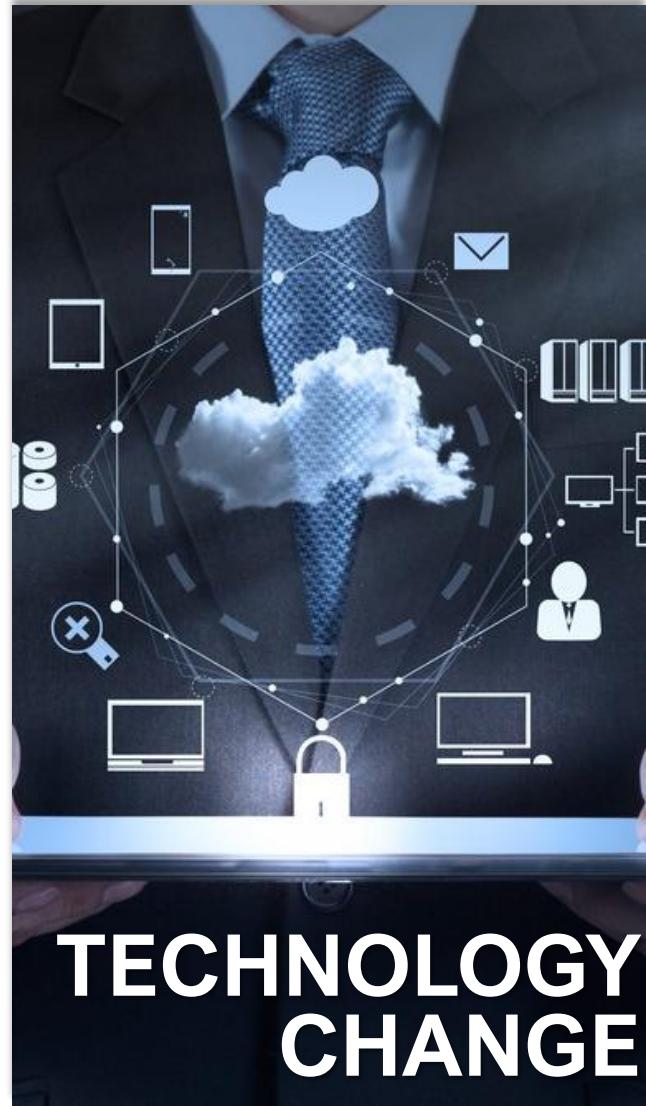
LABOR  
CONSTRAINTS



ECONOMIC  
PRESSURES



GEOPOLITICAL  
DYNAMICS



TECHNOLOGY  
CHANGE



2023-2025 PLAN IMPACT

# KEY STRATEGIES TO DELIVER INCREMENTAL VOLUME GROWTH



**Drive scale through partners & Industry**

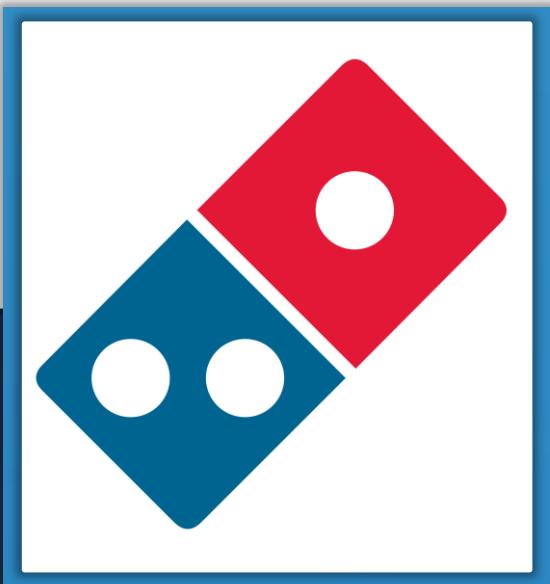


**Inspire investment in innovation**



**Stimulate incremental usage and purchase**

# STRONG GAINS IN DAIRY UTILIZATION WITH PARTNERS



+9%



+8%



+10%



+3%

Significant innovation and marketing programs drive results

# STRONG GROWTH IN YOGURT





Sharing science and insights that have led to real innovation

# EXPANDING PORTFOLIO WITH HEALTH CLAIMS

DANONE



# NATIONAL DAIRY COUNCIL RESEARCH ENGINE REMAINS A COMPETITIVE ADVANTAGE

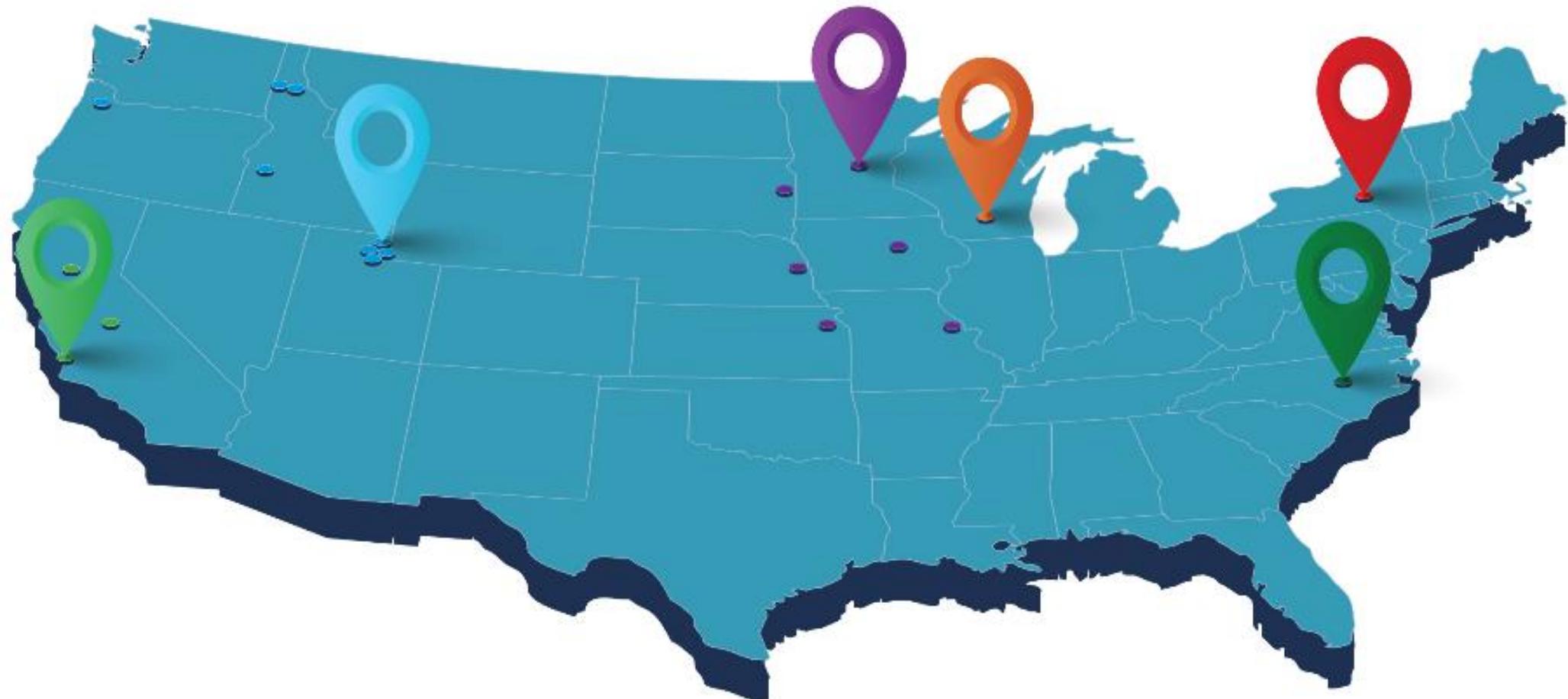
**80** active R&D projects

**40** nutrition studies

**25** scientific papers in credible  
professional journals



# ATTRACTING FUTURE TALENT TO THE CATEGORY



**CALIFORNIA  
DAIRY  
INNOVATION  
CENTER**

**WESTERN  
DAIRY  
CENTER**

**MIDWEST  
DAIRY  
CENTER**

**CENTER  
FOR DAIRY  
RESEARCH**

**NORTHEAST  
DAIRY FOODS  
RESEARCH  
CENTER**

**SOUTHEAST  
DAIRY FOODS  
RESEARCH  
CENTER**

# KEY STRATEGIC PLAYS FOR REPUTATION



**Improve  
Perceptions**



**Increase  
Relevance**



**Focus on Health  
& Wellness  
Benefits**

# CHAMPION FARMERS & DAIRY IN FIRST 1,000 DAYS





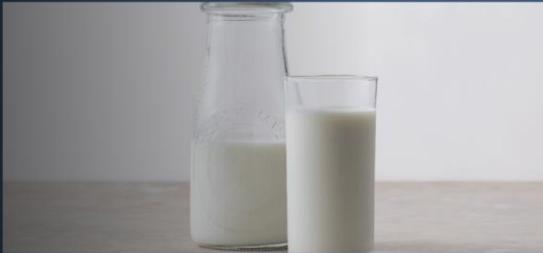
2025

2026

A photograph of a row of wooden blocks spelling out the year 2025. The first four blocks are light-colored wood, each with a large black number: 2, 0, 2, and 5. The fifth block is a dark blue hexagon with a white number 6 on it, positioned at an angle. The blocks are resting on a light-colored surface against a plain white background.

# ACCELERATED LAUNCH BY 18 MONTHS





CAPITALIZE ON HISTORIC INVESTMENTS IN RESEARCH,  
DISCOVERY R&D, CONSUMER FORESIGHT



## TEN YEAR PIPELINE FOR GROWTH

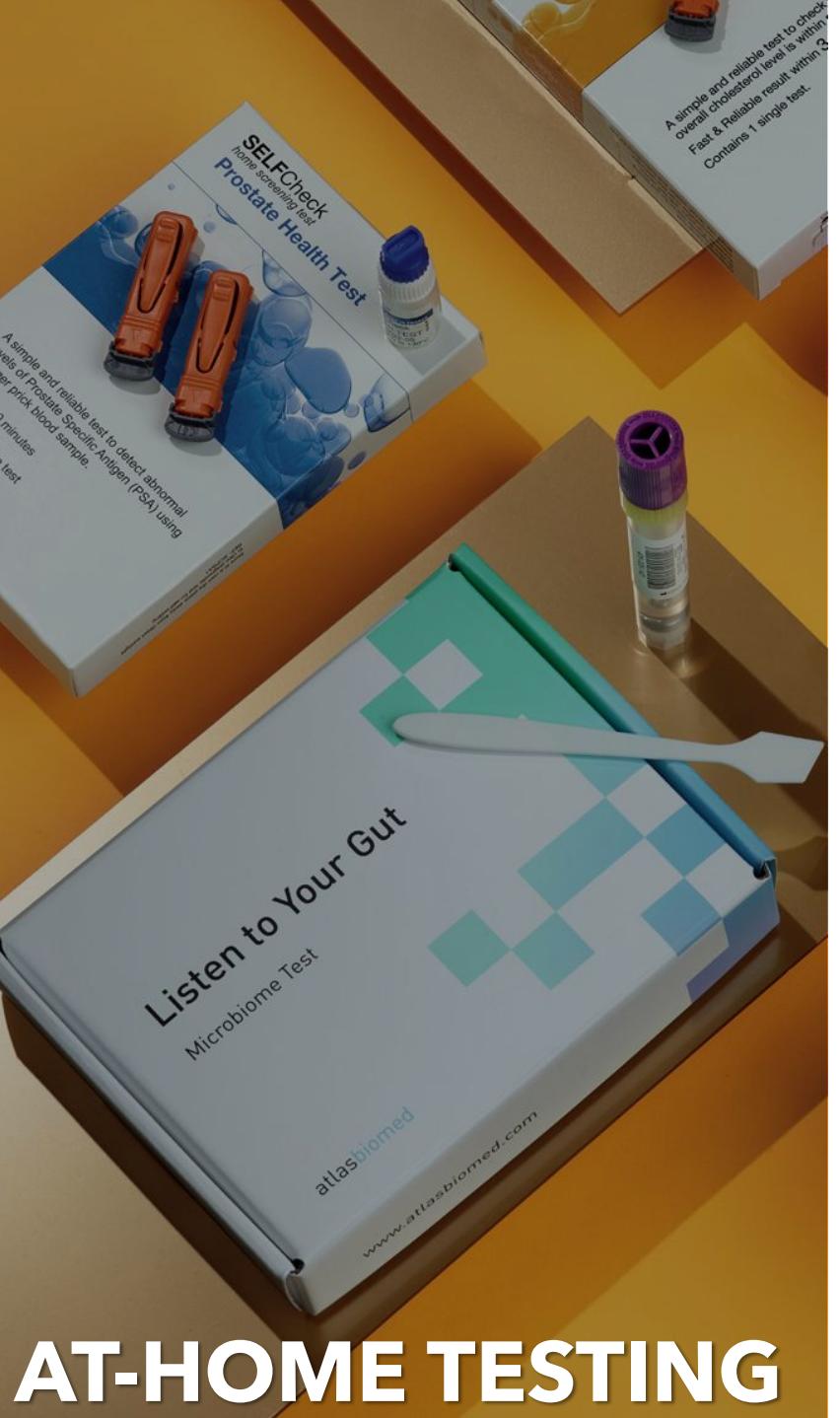
Heart  
Health

Weight  
Management

Gut  
Health

Mental Health  
& Cognition

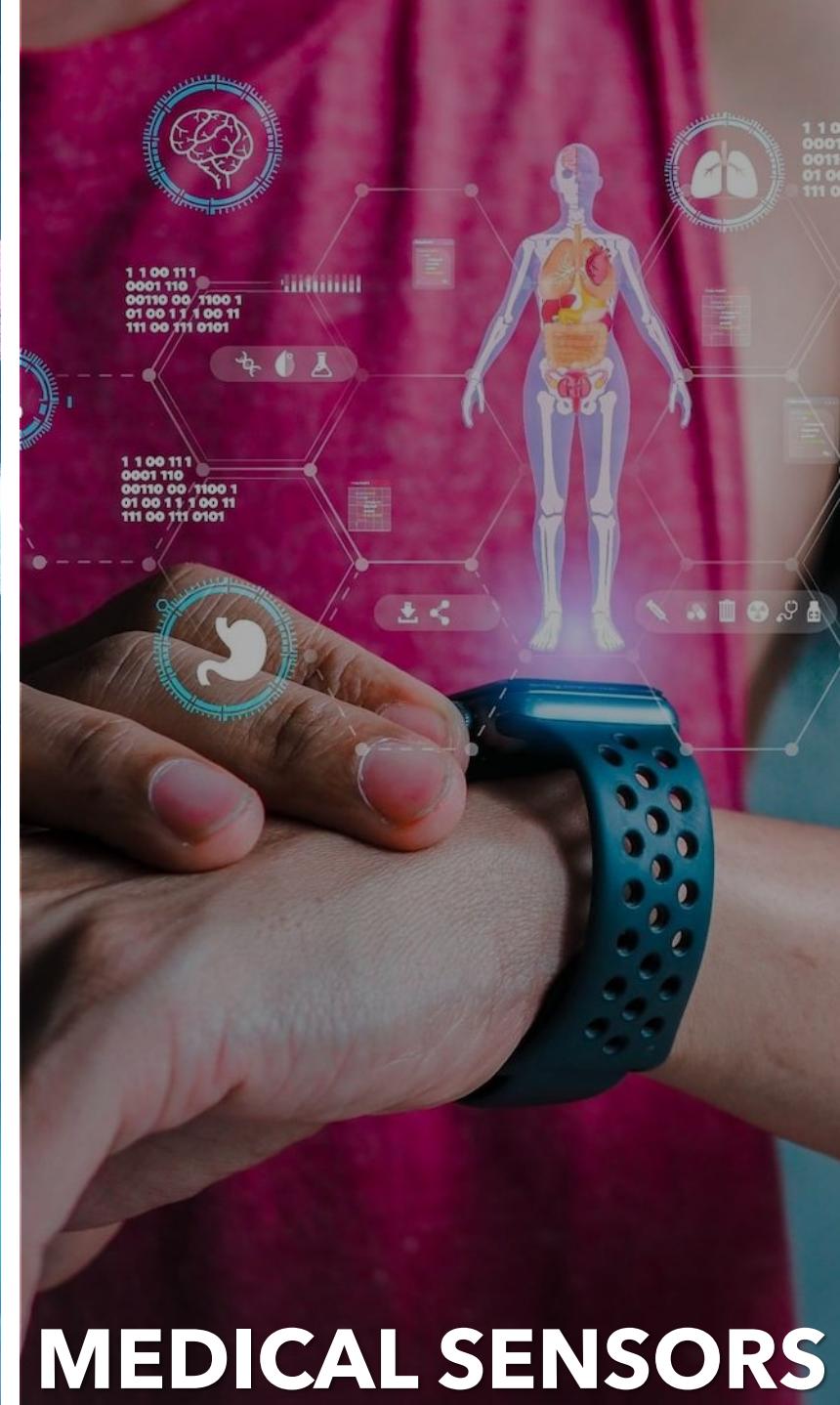
Women's  
Health



# AT-HOME TESTING



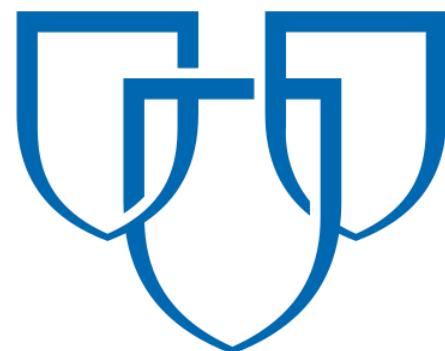
# AI-MEDICAL ASSISTANTS



# MEDICAL SENSORS

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MAYO  
CLINIC



**UCDAVIS**  
UNIVERSITY OF CALIFORNIA





# SCIENCE, TECHNOLOGY AND INNOVATION

MAKING  
EVERY  
DROP  
COUNT

✓  
your  
DAIRY  
CHECKOFF  
Dairy Management Inc.

# DRIVING GROWTH NOW & IN THE FUTURE

## Three Core Focus Areas Will Deliver Impact

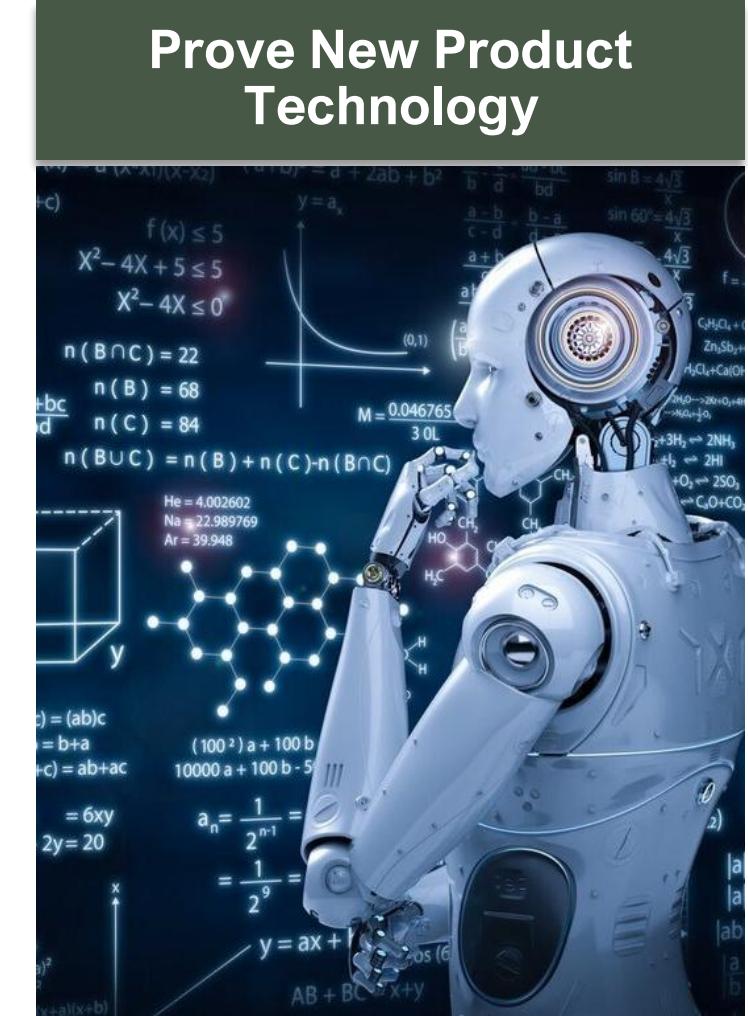
### Unlock New Growth Platforms



### Validate Disruptive Nutrition Science



### Prove New Product Technology



# UNLOCKING GROWTH PLATFORMS

## Health & Wellness



**\$350B**

## Beverages



**\$100B**

## Food Service



**\$240B**

# IDENTIFYING TOP HEALTH & WELLNESS GROWTH

Growth Potential Totaling \$350B



*H&W Condition Size Including F&B and Non-F&B Projected for CY 2028 (\$B)*

# DAIRY'S OPPORTUNITY IN HEALTH & WELLNESS



Food | Beverage | OTC Supplements

# DISRUPTIVE NUTRITION SCIENCE

## Broadening Dairy's Benefits



Product and  
Ingredients

Health & Wellness  
Benefits

# DAIRY SCIENCE EFFORTS

## Unlocking New Benefits to Power Consumer Wellness

Now



FIRST 1000 DAYS



BONE HEALTH



PERFORMANCE



GUT HEALTH

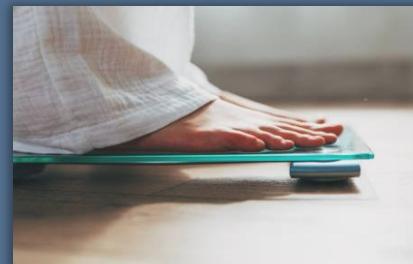
Future



BIOACTIVES



BETTER SLEEP



WEIGHT  
MANAGEMENT



COGNITION  
& STRESS

# DRIVING SCIENCE NOW

## New Study Shows Butter Benefits vs Margarine/Oils

### BUTTER

> 1 tsp. per day



### MARGARINE

> 1.5 tsp. per day



### NON-HYDROGENATED OILS



- **Less** insulin resistance
- **Higher levels** of “good” cholesterol (**HDL**)
- **Lower** triglycerides
- **Lower** risk of developing T2D

- **29% higher risk** of heart disease
- **41% higher risk** of T2D diabetes

- **Higher** body weight
- **Higher levels** of “bad” cholesterol (**LDL**) by about 8 point

# DRIVING SCIENCE NOW

## Arming the Industry with Science-Backed Messages

### 57 Science-Based Messages



**First 1000 Days:**  
Your baby's **brain doubles** in size in the first year! Cheese and yogurt are nutrient powerhouses providing **essential vitamins and minerals** for early **brain development**.



**Grow and Perform:**  
Milk, cheese or yogurt's **high-quality protein** contains the essential **amino acids** needed for boosting **recovery** and **muscle growth** post-workout.



**Health Heart and Weight:**  
Reducing your risk of heart disease is key to **long-term health**. Delicious milk, cheese and yogurt as part of a balanced diet, are **linked to a lower risk** of hypertension and cardiovascular disease.



**Systems Super Charge:**  
The **best defense is a good offense**. The **nutrients** in milk, cheese and yogurt help **support your immune system** and are **powerhouse** fuel for your overall wellness.

# COMMERCIALIZING THE SCIENCE WITH CONSUMERS



MILK'S NUTRIENTS HELP SUPPORT HEALTHY SLEEP.

GONNA NEED MILK



SHOP NOW >

MILK'S PROTEIN HELPS BUILD STRONG MUSCLES.

GONNA NEED MILK



SHOP NOW >

MILK HYDRATES BETTER THAN WATER.

GONNA NEED MILK



SHOP NOW >

From before birth through age 2, or what pediatricians call "The First 1,000 Days," a child's brain, body and immune system undergo a period of rapid development.

Dairy foods help support that remarkable growth by providing essential nutrients like protein, calcium, potassium and iodine.

See dairy differently at [usdairy.com](http://usdairy.com)



# GROWTH CURVE

# ARMING THE INDUSTRY

## Health & Wellness Playbook



## Health & Wellness Playbook

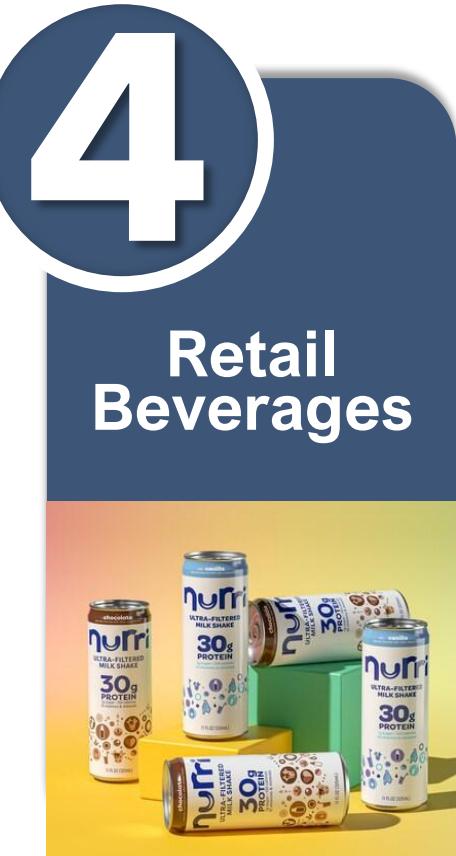
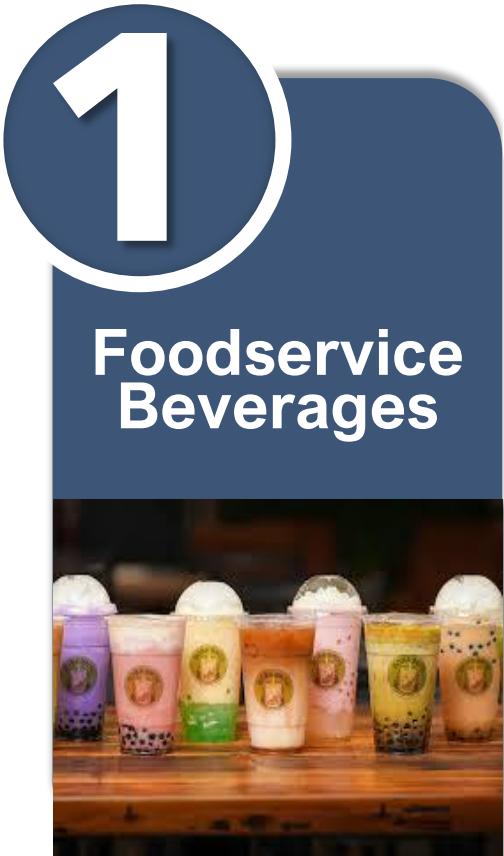
How to effectively showcase dairy's role as a modern health & wellness solution





# High Growth Platforms via Partners & Industry

# PRIORITIZED GROWTH PLATFORMS



# DRIVING THE FUTURE NOW

## Foodservice Beverage



**Dirty Sodas**



**Specialty Coffee**



**Refreshers**



**Functional  
Beverages**

# DRIVING THE FUTURE NOW

## Foodservice Cheese



### **Sandwiches**

**Butter BBQ  
Chicken Stack**



### **Breakfast**

**Stuffed Hashbrown**



### **Appetizers & Sides**

**Crispy Cheese-  
Stuffed  
Chicken Bites**



### **Chicken & Cheese**

**Four Cheese Melt**

# INSPIRING THE FUTURE OF DAIRY AT RETAIL

## Via Disruptive Formats

Milk & Cream	Yogurt & Yogurt Drinks	Cheese	RTD	Cottage Cheese	Other Formats
     	      	  	        	   	       

# Get Inspired With Our Dairy Innovator Site



Check Out DMI's Dairy Innovation Portal Today

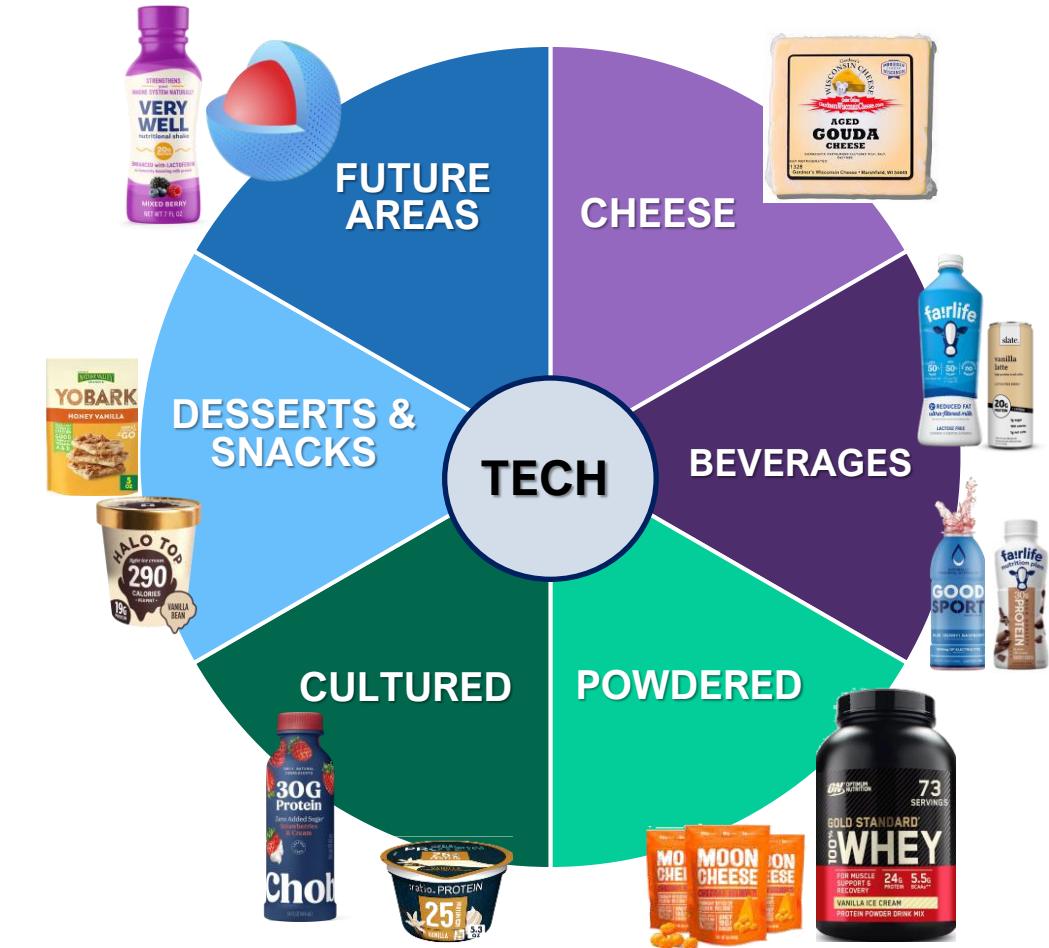
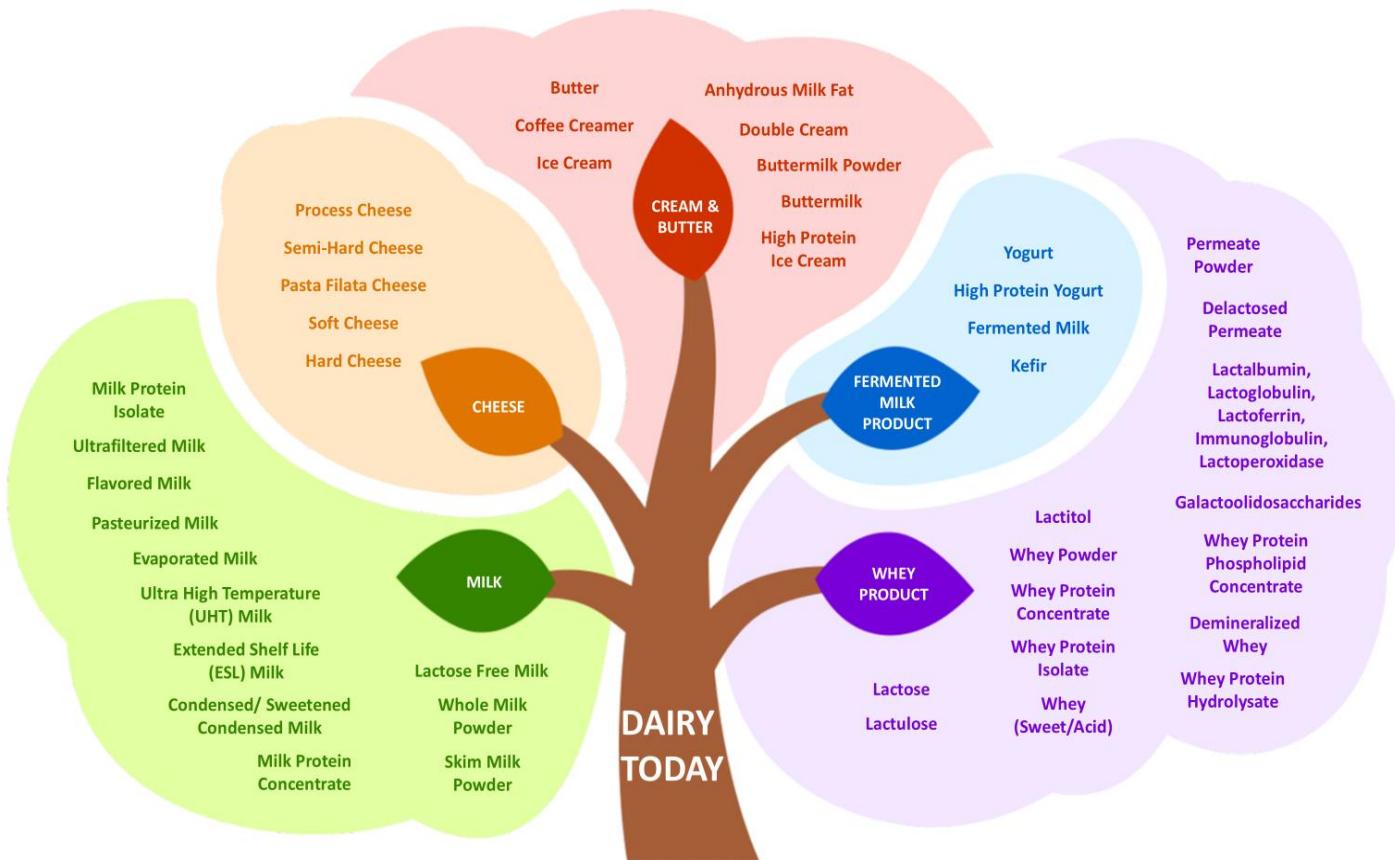


# Product Science & Technology

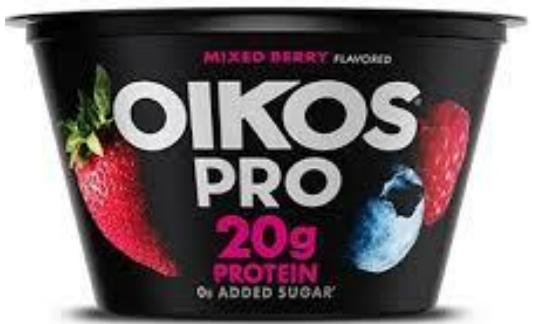
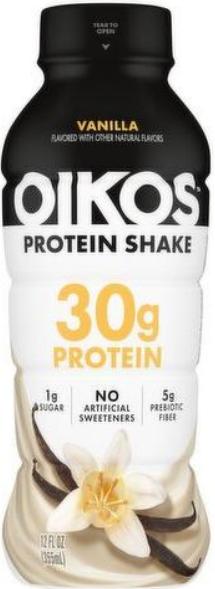


MAGIC OF MILK'S MOLECULES ARE FUELING A POWERFUL  
"FAMILY TREE"

# FAMILY TREE OF BIOACTIVES AND BENEFITS



# PROTEIN R&D LEADERSHIP IMPACTS



# AI PLATFORM

## Driving Growth in Food as Medicine

CONFIDENTIAL

### New Products



Fluid milk for memory with added lactoferrin + collagen for muscle and joint health

### New Categories



Travel powder packs for skin health enhanced with lactoferrin and lactobacillus strains

### New Claims

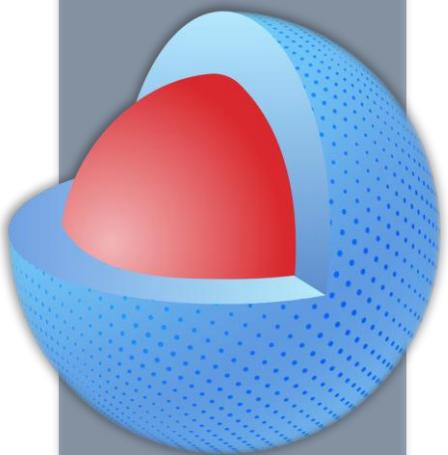


Yogurt for kids with added sphingomyelin for brain development

# R&D LEADING TECHNOLOGY

## To Deliver Future Growth Using Magic of Milk Molecules

### Lactoferrin Encapsulation



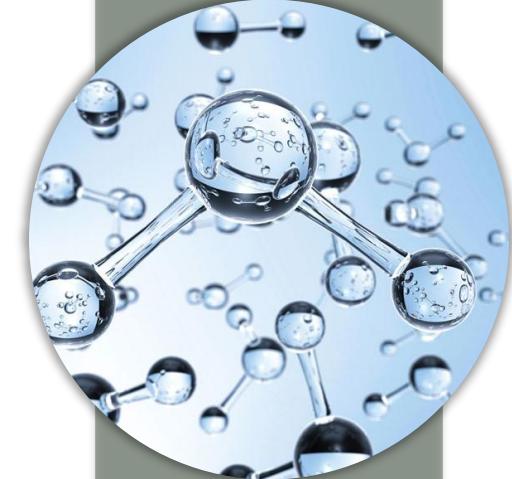
Immunity  
\$6B

### Filtration & Drying Milk Fat Globule Membrane



Cognition  
\$9B

### Fermentation Bioactive Peptides

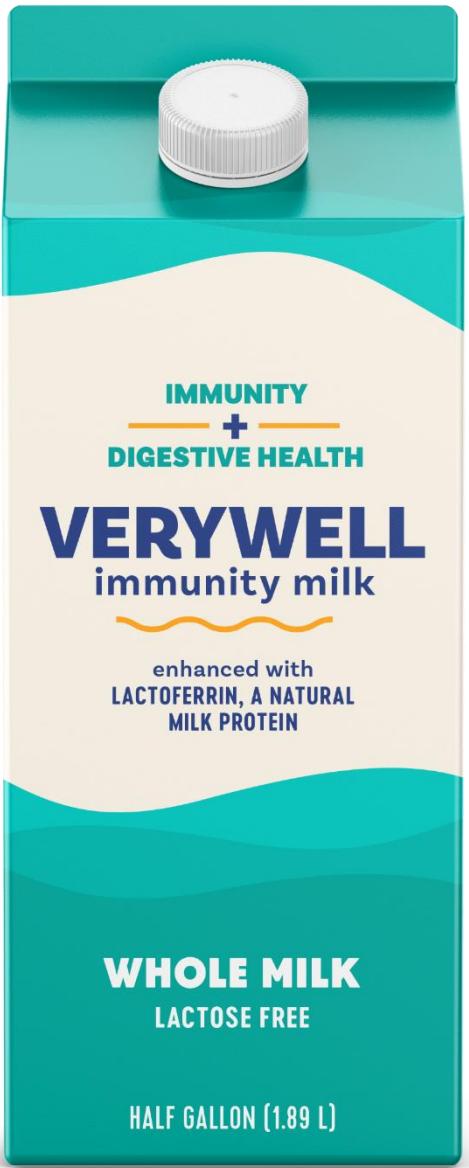


Healthy  
Heart  
\$23B

# LACTOFERRIN/IMMUNITY

\* Consumer Exploratory Packaging Concepts Only

CONFIDENTIAL

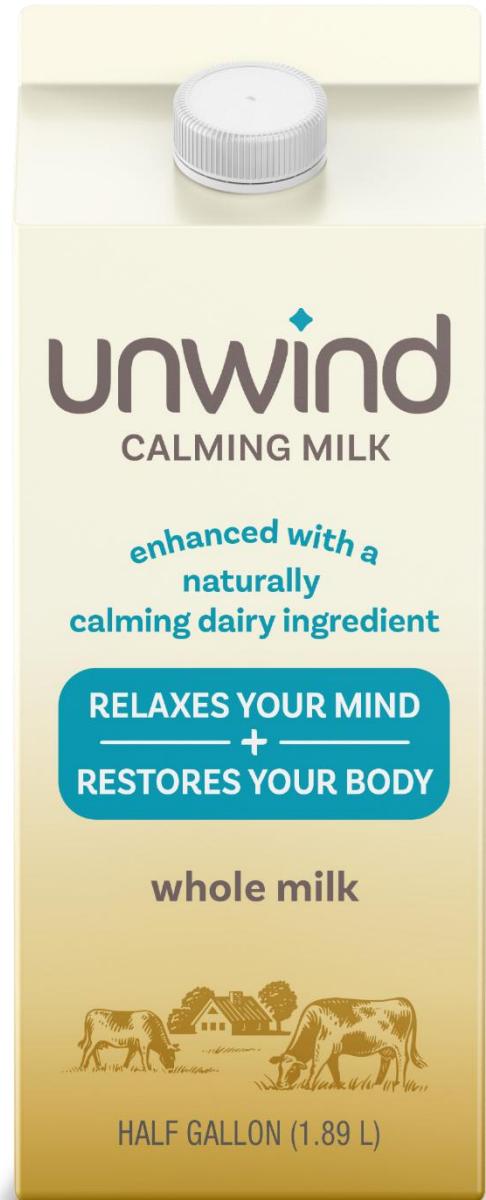


\*These statements have not been approved by USDA

# TRYPTOPHAN/CALM

\* Consumer Exploratory Packaging Concepts Only

CONFIDENTIAL



\*These statements have not been approved by USDA

# TRYPTOPHAN/SLEEP

\* Consumer Exploratory Packaging Concepts Only

CONFIDENTIAL



\*These statements have not been approved by USDA

# KEY TAKEAWAYS



**Category Leadership:** DMI and TDA working together to lead category growth through deep industry and customer engagement and inspiration

**Technology:** Creating value-added products for domestic and export markets in retail and foodservice channels

**Science:** Discovering new health benefits to unleash new product claims and marketing messaging

**Innovation:** Inspiring new growth platforms and new product development