



2024

Oregon Dairy Products Commission
Annual Report

JOHN VAN DAM

Chairman, Graceful Meadows Dairy

- Willamette and Southern Oregon Producer Member, appointed 2019
- United Dairy Industry Association Board Member

TODD LUETHOLD

Vice Chairman, Wilsona Farms

- Tillamook and North Coast Producer Member, appointed 2017

ALISON ROSENBLUM

Secretary/Treasurer - Tillamook County Creamery Association

- Processor Member, appointed 2020

ADRIENNE ALLEN

Victor Dairy

- Tillamook Producer Member, appointed 2021
- National Dairy Board Member

DREW JOHNSON

Santiam Dairy

- Willamette and Southern Oregon Producer Member, appointed 2023

PETE MEENDERICK

Meenderick Dairy

- Central and Eastern Oregon Producer Member, appointed 2021

DEANNA POLAND

Poland Dairy

- Central and Eastern Oregon Producer Member, appointed 2024

PHIL WARD

CEO, Oregon FFA

- Public Member, appointed 2019

LISBETH GODDICK

PhD, Oregon State University

- Department Head of Food Science and Technology, OSU
- Ex-Officio Member

ERIC MORRIS

Commodity Commission Oversight Program Manager, Oregon Department of Agriculture

- Ex-Officio Member

JOHN VAN DAM
Chairman
Oregon Dairy Council

A Note from the Chairman

Oregon's dairy farmers ended 2024 with some optimism, partly due to the relief from lower input costs and higher milk prices. Over the course of the last year, the industry has navigated new and continuing challenges, including HPAI, labor, unpredictable weather patterns, regulation and co-op concerns. Despite these hurdles, our farming community remains resilient and dedicated to producing high quality milk.

In a time of change, dairy continues to demonstrate progress, supported by the vital work of Checkoff programs. ODC and DMI programs are working, driving sales in the short term, while laying the groundwork for a stronger future.

Nationally and beyond, an independent study evaluating the long-term effectiveness of farmers' investments across four key programs and initiatives demonstrates the success of the checkoff in driving dairy sales. I encourage you to check in on checkoff programs in the upcoming year to understand the benefits of your investment.

As we reflect on the strides made in 2024, I am excited about the opportunities ahead and the remarkable work planned for 2025. Thank you to the industry for your support and thank you to the team at ODC for your efforts on behalf of farmers to build trust in dairy and sales of dairy products.

ANNE GOETZE
Executive Director
Oregon Dairy Council

A Note from the Executive Director

Oregon Dairy Council remains committed to supporting Oregon's dairy industry, helping farmers thrive, and building lifetime consumers of dairy foods. The demand for milk and dairy foods is strong. US fluid milk sales in 2024 exceeded 2023's, the first time that fluid milk has experienced a year-over-year gain since 2009. Dairy is increasingly viewed as a health and wellness and environmental solution – locally and around the world. Farmer-funded research and promotion is the foundation of this marketplace win.

Here in Oregon, we are seeing greater recognition of dairy farming's role in a food system that preserves and renews resources, nourishes communities, and where farmers prosper. By focusing on thought leaders and dairy champions, we achieved meaningful impact through initiatives in schools, health and wellness, business development, and consumer-focused efforts—work we are excited to expand upon in 2025.

This annual report presents some highlights of the work the team at ODC has done on your behalf to build trust in dairy and sales in dairy foods. Take a look and see how your investment is working to help people see dairy differently.

2024 Program Highlights

Oregon Dairy Council's annual report presents highlights of the work done on behalf of Oregon dairy farmers to build trust in dairy and sales in dairy foods.

Take a look and see how your investment is working to help people *see dairy differently*.



Across our social platforms, we saw increases in our following by 9.5k users, impressions increased 20%, engagements were up 9% and video views increased 133% overall.

Video content outperformed static images across all platforms. This growth was supported by an increase in activity on TikTok.

In 2024, we educated over 500 health care professionals on the role of dairy foods in health & wellness through in-person engagement throughout the state. As a result, providers expressed greater confidence and intent to share dairy nutrition messaging and resources with children, families, and patients.



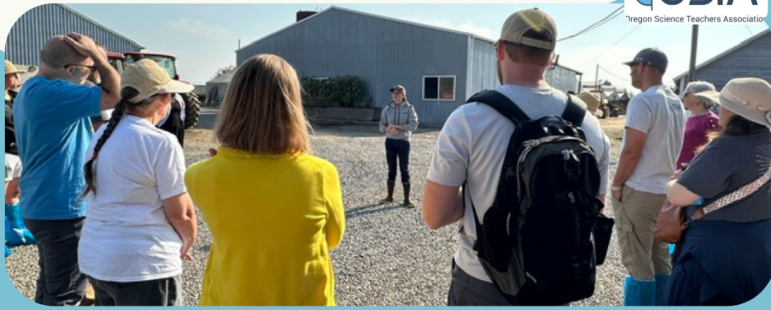
RAISE A GLASS TO PROTEIN

SHOP NOW

E-commerce promotions with Kroger and Safeway in October and November touted milk as a source of protein.

The ads overdelivered vs. their target with a return of \$6.74 in sales for each dollar spent, more than 51k units sold, and more than 1.1M impressions.

2024 Oregon Dairy Council Highlights



ODC spent 2024 continuing to build relationships and share classroom resources with the Oregon Science Teacher Association (OSTA), STEM leaders and educators across the state. Some of these noteworthy efforts include:

- Impacted >500 youth, 157 educators and >450 thought leaders at trainings, conferences and events.
- Led a dairy and grain farm tour for 22 OSTA Board members. These leaders then planned how to bring dairy and agriculture food system education to classrooms in Oregon. ODC was asked to present a webinar and host a professional development activity in early 2025.



For the 2024-25 School Year, 11 schools received Fuel Up Smoothie Equipment or Mobile Meal Carts (an estimated value of \$22,000) to increase access to dairy foods. ODC promotes school meal participation with access to dairy foods through partnerships, conference presentations, equipment grants, and culinary events.



Our holiday Pinterest campaign featured milk and dairy products in several new recipes, gained 967K impressions and 17K engagements with an audience of 11K majority female viewers across GenZ and Millennial age ranges.



We hosted the Discover Dairy's Adopt a Cow program for the second year, beginning in September with 350 classrooms across the state participating for the 2024-2025 academic year, impacting over 11,000 students. Nearly half of all registrations are returning classrooms from the 2023-2024 school year.



ODC continued to support Ag groups that help advance dairy farming, STEM education, and agriculture with consumers across the state including FFA, 4H, Oregon Dairy Women, and Ag in the Classroom, among others.



Our team placed strategic local media content to target and educate Millennial parents on the important value of dairy nutrition for children during the first 1,000 days. Media placement in *Here is Oregon* was accompanied by a social media campaign that reached nearly 125,000 individuals.



ODC partnered with Oregon School Athletics Association to feature milk as the “official recovery beverage”, providing nutrition education and outreach to 116,000 students and families, and 300 athletic directors and coaches.

- The OSAA nutrition webpage received 17.4k views
- Social media posts generated 67k impressions and the highest engagement for partner content
- Website ads delivered 4.1M impressions
- Email delivered 22k impressions, with an average open rate above industry standards

ODC partnered with local, regional, and national export-focused entities to conduct market access activities for Northwest cheese makers to Western Canada.

Participants gained valuable insight into the Canadian marketplace and connected with 27 potential import partners and buyers. We established strong consumer interest and purchase intent and are thrilled that one brand is already established in the market, with two additional brands in negotiation for market entry in 2025.



ODC supported Oregon cheesemakers by sponsoring the September “Oregon Cheese Month” program executed by the Oregon Cheese Guild which comprised more than 40 in-store events, signage and marketing materials, social media promotion and direct-to-consumer emails, in efforts to build consumer confidence in Oregon dairy and drive an increase in incremental sales.



NFL Flag equipment, including positive dairy information was awarded to 153 Oregon Schools in the 2024-25 school year by GENYOUTH with an estimated value of \$62,730 impacting more than 71,000 students because of ODC school partnerships.



Over 260 youth and 60 medical students engaged in dairy nutrition education ODC developed in partnership with the MIKE Program, an organization dedicated to educating and mentoring underserved students to lead healthy lives personally, in their school community, and beyond.



ODC hosted over 40 current and next-gen health professionals for a dairy farm and agriculture tour. The post-tour survey results show that 80-90% of participants had an improved overall perception of farming and agriculture. Survey results also show that participants had a greater understanding of sustainability practices and the impact of dairy farming on the local food system.

Notable Checkoff Successes

The long-term impact of checkoff's national investment in promotion, education and research has increased demand for dairy products. Published in 2024, an independent study led by Dr. Oral Capps, Jr., Executive Professor at Texas A&M University, showed that the work checkoff does across foodservice partnerships, whole-fat science, value-added milk, and dairy exports has delivered a significant return on investment.

Below are some notable successes from the national checkoff program, demonstrating your investment at work in 2024.

2024 Impact



Checkoff Impact Report



Food service partnerships since 2009 have added new dairy centric menu items leading to 4.4 billion in incremental volume of dairy sold.



Whole milk's share of fluid milk sales was 45% in 2023, up from 27% in 2013, a direct result from the investment in research and promotion in whole-fat science.



Cumulative ROI of value-added milk investments is \$5.70 to \$1.00, from 2018-2022.



Export work has generated \$15.03 to \$1 cumulative ROI between 2013 and 2020 to create new markets and opportunities around the world.

Powerful Partnerships Grow International Sales

Working with powerful partnerships drove dairy sales by leveraging collaborations with major food brands. These efforts resulted in Domino's successful launch of cheese-focused menu items, Pizza Hut Japan's permanent 30% increase in cheese use, and General Mills introducing YoBark, a yogurt-based snack that expanded dairy's role in the growing snacking category. Partnerships with other major food brands, such as Taco Bell and McDonalds, continue to innovate, keeping dairy on the menu.

Increasing Dairy Access in Schools

Efforts to increase dairy access in schools included a Hot Chocolate Milk program, launched by the National Dairy Council (NDC) and Chartwells K12, which provided flavored hot chocolate milk in 58 schools. Another successful pilot with Cincinnati Public Schools introduced single-serve lactose-free chocolate milk, leading to a 16% increase in milk consumption and district-wide adoption.

Sharing The Science of Dairy

An emerging area of research is the impact and dairy's vital role in nutrition, particularly during the critical first 1,000 days of life, supporting brain development with nutrients like iodine and choline. Checkoff organizations partnered with MilkPEP to elevate awareness among parents and expecting mothers while also convening over 100 health and wellness experts for a scientific conference on the dairy matrix.





Checkoff Sparks Innovation

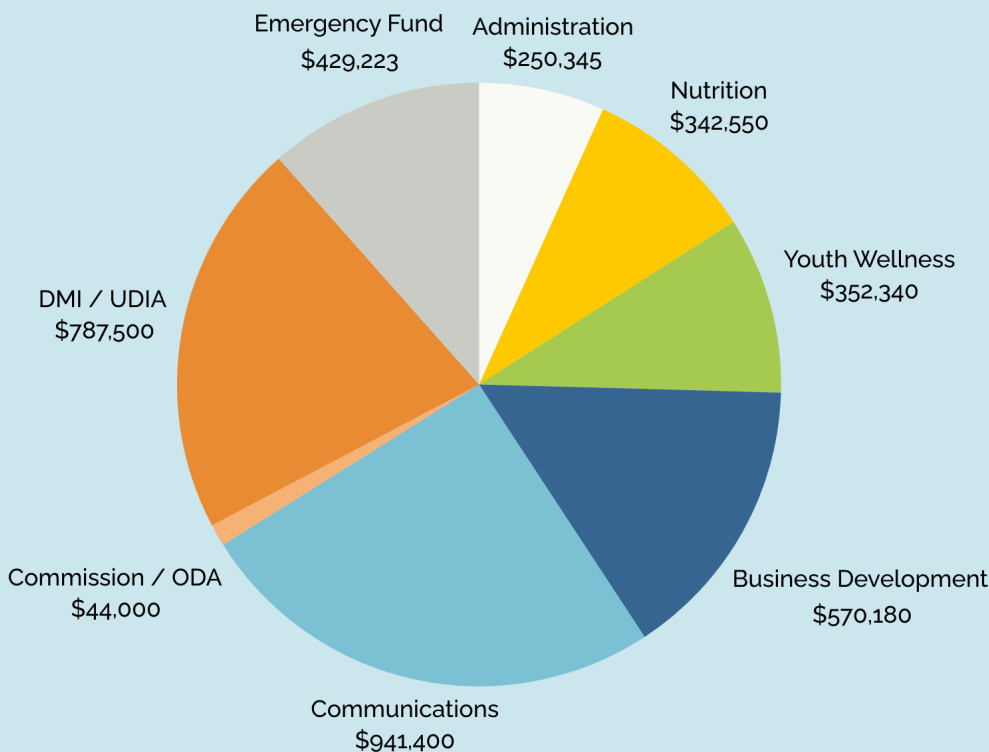
The checkoff highlighted dairy's innovation and nutritional benefits to 70,000 attendees at Natural Products Expo West, debuting InnovateWithDairy.com, a comprehensive resource for dairy innovation. It also emphasized cultivating future innovators through its New Product Competition. These efforts showcase dairy's versatility and potential in the evolving food industry.

Investments Support Dairy's Sustainability Legacy

The checkoff is advancing dairy's sustainability legacy by investing in research, technologies, and tools that support mitigation and adoption of sustainable practices. Efforts include the Greener Cattle Initiative, which secured \$7.2 million for enteric methane mitigation research, and the launch of the Dairy Conservation Navigator, a hub offering over 80 science-based practices for environmental improvement. With \$29 million in partner investments, these initiatives empower action and drive meaningful progress in sustainability.



2024 Oregon Dairy Council Budget



Program Segments

Administration	\$250,345
Nutrition	\$342,550
Youth Wellness	\$352,340
Business Development	\$570,180
Communications	\$941,400
Commission / ODA	\$44,000
DMI/UDIA	\$787,500
Emergency Fund	\$429,223

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