

**OREGON
DAIRY
COUNCIL**

EST 1918



2025

Oregon Dairy Council
Annual Report

Oregon Dairy Council Commissioners

TODD LEUTHOLD | Chairman

Wilsona Farms

- Tillamook and North Coast Producer Member, appointed 2017

ADRIENNE ALLEN | Vice Chair

Victor Dairy

- Tillamook Producer Member, appointed 2019
- National Dairy Board Member

ALISON ROSENBLUM | Secretary/Treasurer

Tillamook County Creamery Association

- Processor Member, appointed 2020

DEANNA POLAND

Poland Dairy

- Central and Eastern Oregon Producer Member, appointed 2024

DREW JOHNSON

Santiam Dairy

- Willamette and Southern Oregon Producer Member, appointed 2023

BRANDON HAZENBERG

Hazenberg Dairy

- Willamette and Southern Oregon Producer Member, appointed 2025

PETE MEENDERINCK

Meenderinck Dairy

- Central and Eastern Oregon Producer Member, appointed 2021

PHIL WARD

- Public Member, appointed 2019

LISBETH GODDIK

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

Chairman's Report

Since its founding in 1918, the Oregon Dairy Council has been rooted in programs that reflect both heritage and innovation. The year 2025 brought both challenges and moments of optimism for dairy farmers and saw dairy winning in the minds of consumers locally and beyond. Supported alongside the vital work of checkoff programs, Oregon Dairy Council and Dairy Management Inc. programs are continuing to drive sales across the dairy category in the short term, while positioning dairy for future growth.

We have seen consumers increase consumption across product varieties, increase frequency and reach time and time again for products to support their health and wellness goals, such as high protein or full fat. Consumer perceptions continue to stay positive on dairy, but there is still room for improvement and deeper storytelling. As we reflect on the remarkable work and achievements of the Oregon Dairy Council in 2025, I am eager to look towards the future and the changes that 2026 will bring to dairy promotion and education across our region.

The future brings exciting change and opportunities to dairy in Oregon with the decision to join our counterparts of Washington Dairy and Dairy West. This four-state partnership representing Oregon, Washington, Idaho, and Utah will strengthen regional collaboration, allowing us to drive greater demand for dairy and deliver more value to the producers we serve.

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. I encourage you to take a look and see how your investment is working to help people see dairy differently.

Todd Leuthold
Chairman

Contact Us

info@ordairy.org

ANNE GOETZE
Executive Director

ALLISON PRATT
Farmer Relations Manager

2025 Program Highlights

Youth Wellness



ODC brought **25 educators** from the Oregon Science Teacher Association for an **immersive food systems and agriculture experience**. The workshop highlighted dairy in school nutrition, dairy cow nutrition, and sustainability initiatives presented by experts from Oregon State University. In a post-event survey, **83% of attendees reported having a more positive view about food production and agriculture** after the event.



22 schools received Fuel Up Smoothie Equipment or Mobile Meal Carts (an estimated value of **\$44,000**) to increase access to dairy foods, impacting **over 9,500 students**. This is double the number of schools that received equipment in 2024-2025. ODC promotes school meal participation through partnerships, conference presentations, equipment grants, and culinary events.



155 educators and STEM leaders participated in **six dairy-focused professional development events** with the Oregon Science Teacher Association. Post-event surveys show **over 80% of attendees** have a more positive view of dairy/agriculture after the event as well as plans identified to include information in classroom lessons.



60 NFL Flag Kits funded by GENYOUth were awarded to Oregon schools, with 100% of applications approved for the 2025-2026 school year. These kits contain age-appropriate equipment and curriculum, including **dairy nutrition education and resources**.

Nutrition

In 2025, we educated over 400 Physicians, Dietitians, and Nurse Practitioners on the role of dairy foods in health & wellness through in-person and virtual engagement throughout the state. Additionally, over 400 Pediatrician and OB/GYN clinics in Oregon were equipped with dairy nutrition education toolkits for patients and families through a regional collaboration with Dairy West.



Oregon State University
Moore Family Center

Over 100 Oregon medical and allied health students engaged in curriculum supporting dairy's role in heart health, diabetes management, and bone disease prevention through programming led by ODC partners like MIKE Program and the OSU Moore Family Center.

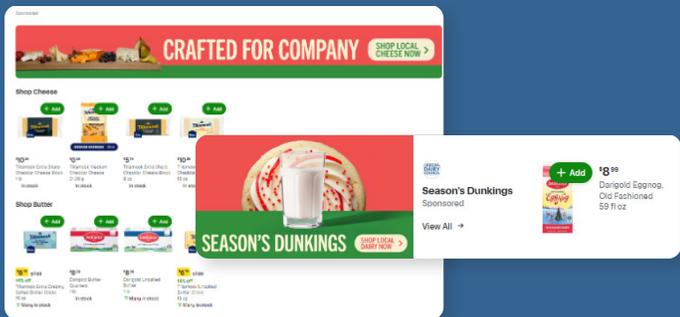


ODC hosted over 20 current and next gen health professionals for dairy and agricultural tours this year. Post-tour survey results showed significantly improved overall perception of dairy farming and agriculture, a newfound understanding of waste management and upcycling on farms, and an appreciation for the role of dairy farmers in local food systems.

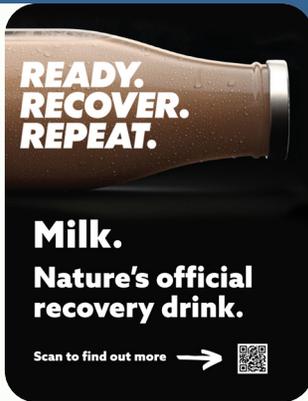


Business Development

ODC delivered **3 e-commerce campaigns** this year in May/June, September, and November/December in support of **cheese, fluid milk, and butter**. These Instacart promotions ran at Kroger, Safeway, and Walmart. Across the three campaigns, we saw a **return on ad spend (ROAS) of \$8.89:\$1**.



ODC continued our partnership with the Oregon School Athletics Association to feature milk as the "official recovery beverage of the OSAA".



Nutrition education and outreach was provided to more than 116,000 students and their families, and 300+ athletic directors and coaches. A new addition this year included a **protein and hydration station** featuring chocolate milk, cheese, and fruit. This activation was piloted at the soccer and football state championships, **providing dairy protein and hydration to more than 500 student athletes.**



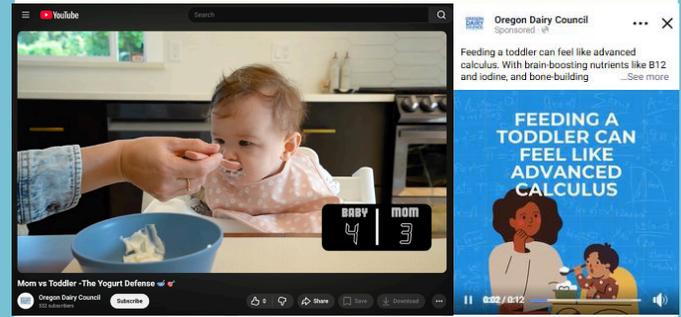
Outreach to chefs, restaurants, and hotels continued this year through a series of activities with the Oregon Restaurant and Lodging Association (ORLA). Oregon dairy brands were shared at the Northwest Food Show in April, and at the ORLA Hospitality Conference in September. We **established strong interests in our local dairy foods and provided 40+ sales leads to processors** through connections made at these events. Our outreach program also included **print advertising** in the association magazine which **generated 30k+ impressions**, and **email communications** reached the ORLA **audience of 2.5k on 6 separate occasions.**



ODC partnered with local, regional, and national export focused entities to conduct the **third year of market access activities for Northwest cheese to Western Canada.** As a result of our continued efforts to connect Northwest makers to import partners, **4 brands are establishing themselves in the marketplace.**

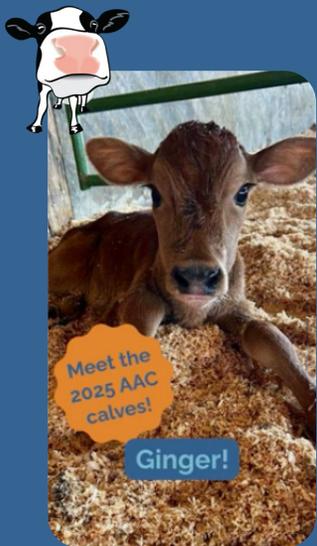
Communications & Farmer Relations

Pinterest came out as the top performer for our social channels, capturing **over 30% of our total impressions** for the year across all platforms. Top campaigns that resonated with consumers included **high protein recipes**, **National Ice Cream Month** and our **holiday campaign**, which featured milk and dairy products in three new recipes that focused on taste and enjoyment. **Total impressions soared to 1.7M, from 141K in 2024, and video views climbed 15% to 227K.**



ODC worked with our counterparts in Washington, Idaho and Utah to publish a campaign targeting moms with children under the age of two to **educate and inform them about the nutritional and cognitive benefits of dairy during their child's first 1,000 days.**

The video ads that aired on streaming services and appeared as YouTube ads featured mom humor and relatability, while the social media ads focused on simple, savable and educational tips for baby's nutrition. The **videos earned 800 hours of watch time on YouTube** and a **98% completion rate through streaming platforms**, such as Paramount+ and KPTV. Our **social ads** across the four states achieved **1.76 million impressions.**



Hosted the Discover Dairy's Adopt a Cow program for the third year, beginning in September with **420 classrooms across the state** participating for the 2025-2026 academic year, **impacting over 14,000 students.** Nearly **80 more classrooms** have registered for the program this year with a new open enrollment feature incorporating more classrooms throughout the 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.

In September ODC hosted a Sustainability 101 Workshop led by DMI staff. The workshop **engaged 20 dairy professionals in Oregon, Washington, and California** in learning about the evolving dairy sustainability landscape and how to apply new insights and learnings with diverse audiences.

The **Pacific Northwest Partnership**, a joint initiative between Oregon, Washington, Idaho and Utah, was hosted at Oregon State University this fall, showcasing the university's newly renovated Withycombe Hall. The event **focused on dairy research initiatives in Oregon** as well as the **newly released Farmgate Life Cycle Assessment** from DMI.

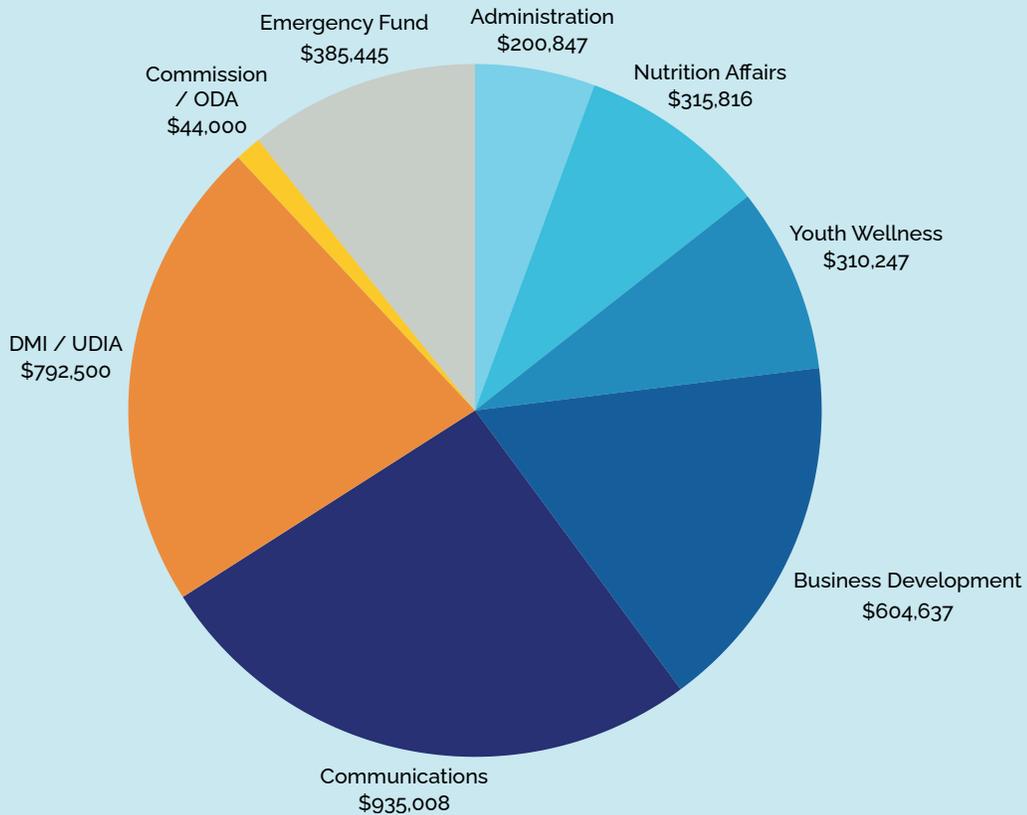
2025 Budget

The Oregon Dairy Products Commission, dba Oregon Dairy Council, works on behalf of Oregon dairy farm families with support from local processors. Building trust and demand for dairy and generating support for those who make them is accomplished through strategic programming developed and executed by local staff and in partnership with regional and national check-off organizations.

Each year, the program of work and budget are developed by staff for review and approval by the ODPC Commissioners and the Oregon Department of Agriculture.

Total Budget: \$3,588,500

Administration	\$200,847	Communications	\$935,008
Nutrition Affairs	\$315,816	DMI/UDIA	\$792,500
Youth Wellness	\$310,247	Commission / ODA	\$44,000
Business Development	\$604,637	Emergency Fund	\$385,445



2025 National Checkoff Impact Report

3%

McDonald's growth in Q3 driven by Snack Wraps and McDonaldland Shakes



5,000



farmers engaged through farm tours, trade shows, meetings and events representing nearly 4M cows

1,000+

farms reached through sustainability programs like FARM ES powered by RuFaS, Dairy Scale for Good, Feed in Focus & Regenerative Ag Pilot



20



Percentage points increase of dairy's share of voice within the First 1,000 traditional media landscape compared to same time last year

80+

active product research studies managed

40+

active nutrition research studies managed

100K

views on Dairycheckoff.com of the checkoff impact

MAKING EVERY DROP COUNT

your DAIRY CHECKOFF
Dairy Management Inc.

\$3M

in new external investments for industry sustainability initiatives



229K

health professionals reached

650+

school nutrition professionals reached

100



new product concepts developed for foodservice beverage and cheese, retail women's health and butter to take to industry in 2026

24

senior leaders who participated in ASPIRE to LEAD

33

leaders who participated in Grow Talent, Grow Results workshops

12+

new products launched thru IPC partnerships

~180M

incremental value-added dairy ingredients volume delivered thru IPC

2.7%



incremental sales lift at an all-outlet level through We Are Family

**mid-campaign results*

A New Partnership Beginning in 2026

To Our Dairy Community,

On November 4, 2025, the Oregon and Washington Dairy Products Commission Boards and the Dairy West Board finalized approvals for Oregon and Washington to join Idaho and Utah as partners in Dairy West. This partnership will strengthen regional collaboration, allowing us to drive greater demand for dairy and deliver more value to the producers we serve.

This decision builds on years of collaboration across our region and continues a model that maintains each state's independent board while combining resources to improve efficiency, coordination and impact across the region. This step positions Dairy West to better coordinate industry partnerships and strengthen dairy's presence in key markets across the West and beyond.

As of January 1, 2026, Dairy West serves as the regional checkoff promotion entity representing dairy farmers in Idaho, Utah, Oregon and Washington. This structure supports a stronger regional voice, enhances partnerships with processors and industry leaders and ensures that every dairy farmer dollar is used efficiently and effectively.

To strengthen local relationships and maintain regional perspective, offices will remain in each state, including program staff and a member of the leadership team. This ensures that each state's interests are well represented while enabling us to operate as one unified team focused on efficiency, scale and results. The Dairy West Board of Directors, composed of producer representatives nominated by each state based on production and population, will continue to ensure fair representation and strong producer leadership across the region.

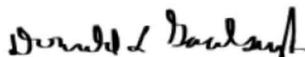
We are proud to take this step forward as producers working together with our partners, communities and the industry we all share. Please reach out with any questions or thoughts.

With appreciation,



Chace Fullmer

Chair, Dairy West Board of Directors



Don Gaalswyk

Chair, Idaho Dairy Products Commission



David Roberts

Chair, Utah Dairy Commission



Todd Leuthold

Chair, Oregon Dairy Products Commission



Jason Vander Kooy

Chair, Washington Dairy Products Commission