



U.S. Dairy
Export Council

Ingredients | Products | Global Markets

THE LIFT USDEC GIVES DAIRY EXPORTS

It was a banner year for U.S. dairy exports, with 2021 volume reaching a record 2.3 million metric tons (milk solids equivalent), a 10% increase over 2020. Value also hit an all-time high as sales jumped 18% to \$7.75 billion. The checkoff-founded U.S. Dairy Export Council paved the way as an exports success accelerator for our members, farmers and everyone in the U.S. dairy industry. The following numbers quantify what we did in 2021.

WORKING FOR PROACTIVE TRADE POLICY

Led multi-pronged push to address shipping crisis, that cost U.S. dairy industry more than
\$1.3 BILLION.



Warded off trade barriers in the EU, Colombia and Mexico to preserve export sales amounting to
\$1.9 BILLION.



Secured House of Representatives passage of the Ocean Shipping Reform Act in December on a strong bipartisan vote of **364-60.**

Sent **51 LETTERS** and submitted formal comments to U.S. and foreign officials calling for actions to expand market access opportunities, lower barriers to trade and keep trade flowing.



All-out, ongoing effort has included **12 MEETINGS** with high-ranking officials at the White House, Federal Maritime Commission, USDA and DOT and **13 SPECIFIC RECOMMENDATIONS** to the Administration to alleviate dairy supply-chain disruptions.

KEEPING TRADE FLOWING



Answered more than
750
calls from USDEC members for technical and regulatory assistance.



Enabled release of **16** detained dairy shipments totaling **350 TONS** at a nearly **\$1M VALUE.**



Reviewed **317 WORLD TRADE ORGANIZATION** notifications, **88** directly affecting U.S. dairy.

BUILDING GLOBAL DEMAND FOR U.S. CHEESE



Held **5,732** demo days across **3,800** retail stores in **13** countries, increasing sales **178%**, on average. Orchestrated **2,022** promo days through **57** foodservice operators at **1,437** outlets, launching **91** new menu items.



Reached **171,000 GLOBAL FOLLOWERS** on social media with the U.S. Cheese Story.

Trained **1,071 PEOPLE** across the retail and foodservice sectors in **7 COUNTRIES** through the USA Cheese Specialist Certification Program.

IGNITING INTEREST IN U.S. DAIRY INGREDIENTS



Educated **8,200 PROFESSIONALS** and over **700 STUDENTS** via **100 EVENTS** on U.S. dairy ingredient advantages.



Developed **50 LOCAL-FRIENDLY PRODUCT CONCEPTS** to spark innovation with ingredients.



Showcased U.S. dairy sustainability to **30,000 CUSTOMERS** with new infographics and videos across **34 COUNTRIES**.

PROVIDING ACTIONABLE INSIGHT



Utilized data-based lens to analyze and understand **10 U.S. DAIRY COMPETITORS** in a **99-PAGE, MEMBERS-ONLY REPORT** titled, “The Global Dairy Industry in the Post-Covid World.”

Assessed global dairy trade data and trends in “International Demand Analysis” reports, providing as many as **124 DETAILED CHARTS** in a single report.



Tracked, curated and summarized **244 GLOBAL DAIRY BUSINESS DEVELOPMENTS** such as mergers, acquisitions, joint ventures, new facilities and executive hires.

TELLING U.S. DAIRY'S POSITIVE STORY



Coordinated with parent organization DMI to develop and communicate U.S. dairy's **NET ZERO INITIATIVE**, which aims to achieve GHG neutrality by **2050**.



4 U.S. DAIRY FARMERS held face-to-face meetings in the United Arab Emirates with importers, customers, chefs, consumers and government officials during USDEC Farmer Mission to the Middle East.



Represented U.S. dairy at **15 GLOBAL MEETINGS**, including the UN Climate Change Conference (COP 26) and the UN Food Systems Summit.