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**

- Made OVER 500 UPDATES to the U.S. Dairy Export Guide, a comprehensive reference providing market access requirements for 90 COUNTRIES. New Volume 3 and country dashboard pages made information gathering faster and easier.
- 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**


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.

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

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.