

Quick Reference Guide

U.S. Dairy Industry Global Positioning

A NEW ERA OF U.S. DAIRY IS DAWNING

Our farmers, our suppliers, and our institutions are fully invested in transforming the world's largest dairy industry into a truly adaptive, global business partner for our customers.

From farm to table, we are committed to driving our customers' business forward and eager to meet their needs with a world class portfolio of products.

SECURITY



DELIVERING PEACE OF MIND

In a world of increasing demand and variable supply, U.S. Dairy delivers supply security through our vast, expandable resources and year-round production which is backed by one of the most trusted systems in the world.

PARTNERSHIP



PARTNERING FOR THE LONG TERM

We are increasingly focused on the unique needs of our customers. We are committed to fostering consistent, customer-centric partnerships leveraging our variety of production facilities and expansive product portfolio.

GROWTH



ACCELERATING GROWTH

Our collaboration and multifaceted research commitment to drive innovation solutions can help accelerate our customers' business growth.

Our Vision: To transform the world's largest dairy industry into a truly adaptive customer-focused, global business partner.

Our Beliefs:

- Collaboration - We believe partnerships build business success.
- Consistency - We offer a vast, year-round supply to our customers.
- Commitment - We are dedicated to continuous improvement in meeting customer needs.
- Quality - We are constantly striving to deliver the highest standards of quality.
- Future-focused - We are committed to long-term success of our industry and our clients.

Our Personality: Enterprising, Forthright, Genuine & Enthusiastic.

Our Tonality: Leverage the use of soft focus visuals, along with a pastel color palette to convey an authentic and refreshing point of view.

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Communications Guidelines

What is Positioning?

Clearly articulating the U.S. dairy industry's differentiating strengths is essential to achieve sustained preference for sourcing and using dairy products from the United States. The new positioning is designed to clearly answer the question for customers, "Why U.S. Dairy." It will re-energize the U.S. dairy industry's image and consolidate our growing reputation as a rising and committed global dairy supplier. Positive communication of the new, differentiated positioning with a united, cohesive voice globally will inspire customer confidence in the U.S. dairy industry as ideally suited to meet their needs, today and tomorrow.

It is...

- A statement of what makes the U.S. dairy industry different
- Focused on global dairy business customers, not consumers
- A vision for what our industry is striving to become
- An internal statement from which external messages should be developed

It is not...

- *A campaign or a slogan*
- *For verbatim external communications to consumers or customers*
- *Just for the short term; the positioning will be used for many years*
- *Only for USDEC but for the U.S. dairy industry as a whole*

This positioning for U.S. Dairy is an internal industry statement from which you should develop relevant messages tailored to individual customers. The customer messages should leverage the U.S. dairy industry's pillars of strength: Security, Partnership and Growth. The messages should be supported by fact-based evidence, in order to truly provide our customers with reasons to believe in the U.S. dairy industry.

This positioning should not be published verbatim on customer-facing materials.

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