

Status Update: U.S. Dairy Export Council – 2020 – Increase the U.S. Share of the World Dairy Export Market by 5% from 15% to 20%

Overview: This project brings together a unified effort by state & regional dairy promotion groups to increase the U.S. share of the world dairy export trade through an increased presence in key dairy markets

Goals and Strategies: Accelerate incremental international sales of U.S. dairy products by establishing pre- and post-competitive partnerships with both traditional dairy players and new, non-traditional players to invest in catalytic dairy growth platforms. Also, increase contractor staffing at local USDEC offices to work with these partnerships in new and innovative ways.

A variety of partnerships have been established throughout the world, focusing on both U.S. cheese and U.S. dairy ingredients. Current and on-going relationships have been established with partners in Singapore, Japan, China, Taiwan, and the Middle East & North Africa.

The COVID-19 crisis has impacted all of the USDEC partnership arrangements to a greater or lesser degree as countries have implemented restrictions in all of the major distribution sectors including retail, foodservice, and industrial. Partnerships with major local universities, culinary institutes, and other local influencers have also been slowed down. Starting towards the end of the 1st quarter of 2020, USDEC has postponed many planned activities until the market environment improves. At this point in time (beginning of 3rd quarter 2020), we are starting to ramp up these projects again in many of the key markets in Asia and the Middle East. However, until travel restrictions are eased throughout these regions, some activities have been shifted from the physical space into the virtual environment.

Financial Summary: Through the end of June, \$927k or 22% of the total collected funding of \$4145k have been expended on activities. The impact of the COVID-19 pandemic has delayed the implementation or continuation of many activities. It is anticipated that funding expenditures will increase during the 3rd and 4th quarters of 2020.