



U.S. Dairy
Export Council.

Ingredients | Products | Global Markets

GETTING TO THE NEXT 5%

Competing To Win



2020
**BUSINESS
PLAN**



Getting to the Next 5%

Vision : Increase the percentage of U.S. milk production exported from 14.5% to 20%

Strategy : Through targeted investments in new overseas activities & staffing, accelerate the impact of USDEC programs to the benefit of U.S. dairy farmers and U.S. dairy processors

Funding : Partner with State & Regional dairy promotion units to raise an additional \$4,000,000 per year to be used for these new proposed activities. These funds will be solely focused on specific projects and will be supplemental to and not replace existing USDEC funding

Timing : Program started in 2018. Since that time, production as a share of exports has increased from 14.5% to 16.0% (2020 YTD)

Request to Dairy Promotion Order Advisory Board : Funding of \$100,000 for CY 2021



State & Regional Dairy Promotion Partners 2020

- ADA North East
- ADA Mideast
- ADA Indiana
- California Milk Advisory Board
- Dairy Alliance
- Dairy Farmers of Washington
- Dairy Farmers of Wisconsin
- Dairy MAX
- Dairy Management Inc.
- Dairy Management West
- Dairy West
- Florida Dairy Farmers
- Midwest Dairy Association
- New England Dairy Promotion Board
- Oregon Dairy & Nutrition Council
- United Dairy Industry Association of Michigan



Four Main Initiatives Funded with State & Regional Funds

- Enhancing staff resources in USDEC offices worldwide. These new staff mainly focus on applications development and end-user assistance, business development for U.S. produced cheese and dairy ingredients, and market access resolution and monitoring
- Creating partnerships worldwide in order to extend the reach of the U.S. dairy message and provide assistance to U.S. dairy companies in working with these partners
- Enhancing USDEC's ability to monitor trade policy actions worldwide through the use of local law firms and consultants
- Additional promotions of U.S. cheese in the Middle East through targeted retail activities



New USDEC Staff Resources

Singapore (covering Southeast Asia)

- Senior Food Scientist
- Food Technologist
- Senior Market Access & Regulatory Affairs Analyst

Japan

- Business Development Specialist

Middle East & North Africa (based in Dubai & Lebanon)

- Retail Key Account Specialist
- Culinary Specialist

China

- 3 positions to be filled (Business Development, MARA, Market Research)



Current Partnerships

Cheese

- International Centre for Culinary Arts Dubai (UAE)
- Daelim University College (Korea)
- National Kaohsiung University of Hospitality and Tourism (Taiwan)
- Hattori Nutrition College (Japan)
- Costco (North Asia)

• Ingredients

- Food Innovation Resource Centre of Singapore Polytechnic University (Singapore)
- Curves Fitness Centers (Japan)
- Korean Dietetic Association (Korea)
- Jiangnan University (China)

USA Cheese Specialist™ Certification Program

- A global professional training program to educate chefs about cheese and how to use it in culinary applications
- Program is taught over three progressive levels of competencies – Associate, Intermediate, Advanced – and takes a minimum of 36 continuous hours (12 hours per level)
- Implemented in partnership with leading international culinary institutes and offered as part of their culinary curriculum





U.S. Dairy
Export Council.

Ingredients | Products | Global Markets

Culinary Partners

UNITED ARAB EMIRATES



INTERNATIONAL CENTRE
FOR CULINARY ARTS
DUBAI

SOUTH KOREA



JAPAN



TAIWAN



NATIONAL KAOHSIUNG UNIVERSITY
OF HOSPITALITY AND TOURISM
國立高雄餐旅大學



U.S. Dairy
Export Council.

Ingredients | Products | Global Markets

Certified Cheese Specialists

- 456 students have started the certification program
- 192 students have completed the certification program, earning the designation of **Certified USA Cheese Specialist™**



NATIONAL KAHSIUNG UNIVERSITY
OF HOSPITALITY AND TOURISM
國立高雄餐旅大學





U.S. Dairy
Export Council.

Ingredients | Products | Global Markets

Culinary Partners to Come

MEXICO

SUPERIOR de
GASTRONOMÍA



HONG KONG



INTERNATIONAL
CULINARY INSTITUTE
國際廚藝學院

CHILE*



UNIVERSIDAD TECNOLÓGICA DE CHILE
INSTITUTO PROFESIONAL
CENTRO DE FORMACIÓN TÉCNICA

CHINA*



SINGAPORE*





U.S. Dairy
Export Council.

Ingredients | Products | Global Markets

Thank you for your attention.

Charles Timpko
ctimpko@usdec.org