

Dairy Management Inc. – Statement on Responsible Marketing and Communications

Dairy Management Inc. (DMI) is funded by America's 26,000 dairy farm families and dairy importers. DMI and its related organizations were created by dairy farmers to increase trust and build demand for and sales of dairy foods. DMI manages National Dairy Council (NDC) and the American Dairy Association and founded the U.S. Dairy Export Council and the Innovation Center for U.S. Dairy.

At its core, DMI is a science-based organization. For more than 100 years, NDC has served as the research and education hub for the U.S. dairy community, providing the public with trusted nutrition information grounded in peer-reviewed science and validated by advice from leading health experts and organizations. NDC has been, and will continue to be, committed to providing science-based education about the nutrition and health benefits that dairy foods provide.

Likewise, DMI's research and education in the environmental space carries forward that legacy, with scientific integrity and rigor put behind supporting dairy farmers' stewardship of natural resources and animals, and advancing the role of dairy foods in sustainable eating patterns.

DMI strives to ensure all dairy research, promotion and education not only complies with all regulations and standards, but also helps consumers make informed decisions about the foods they choose for themselves and their families, including nutritious, sustainably produced dairy.

In adherence with the guidelines set by the [U.S. Department of Agriculture's Agricultural Marketing Service \(AMS\)](#) and DMI's Guiding Principles for Research and Communication of Results, DMI follows a set of guiding principles in all marketing communications, including:

- All food, nutrition and environmental messaging or claims – whether in labeling, advertising or other marketing and communications – must be honest and accurate to the best available knowledge and based on scientifically credible research.
- All promotion materials and messages will be reviewed and approved by the U.S. Department of Agriculture's AMS prior to in-market dissemination and use.
- All promotion materials and activities shall transparently disclose any paid sponsorships or partnerships with third-party media, influencers and/or organizations.
- Marketing content will be respectful of cultural, ethnic, racial, gender and socioeconomic diversity.