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## **New ‘Got Jobs?’ Campaign Demonstrates Dairy’s Substantial Impact on US Economy, States and Local Communities**

(Washington, D.C. – May 21, 2018) Most Americans know milk and other dairy products are an essential part of a healthy diet. But less well-known is dairy’s contribution to the health of the U.S. economy and the economies of every state across the country. A new storytelling campaign launched today by the U.S. dairy industry aims to shine a brighter, data-driven spotlight on the positive effects of dairy’s economic engine.

The U.S. Dairy Export Council (USDEC), the International Dairy Foods Association (IDFA) and the National Milk Producers Federation (NMPF) are collaborating to create the new [“Got Jobs? Dairy Creates Jobs, Exports Create More”](http://GotDairyJobs.org) campaign. Over the next year, they will share in-depth data and compelling narratives featuring hardworking dairy farmers, innovative dairy company employees, resourceful retailers and many others throughout the food supply chain at [GotDairyJobs.org](http://GotDairyJobs.org).

### **Dairy Delivers<sup>SM</sup>**

The U.S. dairy products industry supports nearly 3 million workers, generates more than \$39 billion in direct wages and has an overall economic impact of more than \$628 billion, according to IDFA’s economic impact tool, [Dairy Delivers<sup>SM</sup>](#). The tool also examines dairy’s economic ripple effect on other sectors of the national economy, showing dairy is responsible for \$24.9 billion in state and local business tax revenues and another \$39.5 billion in federal business tax revenues.

“With the Trump administration’s current focus on global trade, it’s important for consumers and policymakers to understand how dairy drives the American economy,” said

**DAIRY PRODUCTS INDUSTRY  
OVERALL ECONOMIC IMPACT:**

**\$628 billion**

**TOTAL JOBS:**

**2,963,910**

**DIRECT WAGES:**

**\$39.46 billion**

**TOTAL TAXES**

**\$64.39 billion**

Source: Dairy Delivers<sup>SM</sup>

Michael Dykes, D.V.M., president and CEO of IDFA. “The United States needs sound trade policy that will place the U.S. dairy industry on a level playing field with global competitors. Backed by fair and proactive trade policies, the U.S. dairy industry will continue to keep and create jobs in states across the country.”

### **Easy-to-access Information**

The new campaign provides a clearinghouse of information at [GotDairyJobs.org](http://GotDairyJobs.org). The site will offer monthly features, videos and plenty of hard facts that demonstrate dairy’s continued impact on jobs, tax revenue and communities around the country. Using #GotDairyJobs, the dairy industry will amplify the campaign and create the dairy jobs conversation on Twitter, Facebook and Instagram.

“Dairy has a positive story to tell, affecting a wide swath of America, creating jobs and tax revenue in rural, suburban and urban communities,” said Tom Vilsack, president and CEO of USDEC, who saw dairy’s impact first-hand as U.S. Agriculture Secretary. “I’m delighted we now have a go-to place where people can find state-by-state data and compelling human stories that reinforce the same message: `Dairy creates jobs and exports create more.’”

### **Farm to Table**

“As milk continues its journey from farm to table, it becomes a job-creation machine, employing farm workers, truck drivers, construction workers, factory workers, retailers and even cargo ship captains navigating the ocean to ports in fast-growing countries demanding more dairy than their own countries can produce,” said Jim Mulhern, president and CEO of NMPF. “The United States is uniquely positioned to meet this growing global need, which allows U.S. dairy to provide opportunities for job creation and growth in the United States.”

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#### **About IDFA**

The International Dairy Foods Association (IDFA), Washington, D.C., represents the nation’s dairy manufacturing and marketing industry, which supports nearly 3 million jobs, generates more than \$39 billion in direct wages and has an overall economic impact of more than \$628 billion. IDFA is the umbrella organization for the Milk Industry Foundation (MIF), the National Cheese Institute (NCI) and the International Ice Cream Association (IICA). IDFA’s members range from large multinational organizations to single-plant companies. Together they represent more than 85 percent of the milk, cultured products, cheese, ice cream and frozen desserts produced and marketed in the United States and sold throughout the world. The diverse membership includes numerous food retailers, suppliers and companies that offer infant formula and a wide variety of milk-derived ingredients. Visit IDFA at [www.idfa.org](http://www.idfa.org).

#### **About NMPF**

The National Milk Producers Federation (NMPF), based in Arlington, VA, develops and carries out policies that advance the well-being of dairy producers and the cooperatives they own. The members of NMPF’s cooperatives produce the majority of the U.S. milk supply, making NMPF the voice of dairy producers on Capitol Hill and with government agencies. For more on NMPF’s activities, visit our website at [www.nmpf.org](http://www.nmpf.org).

#### **About USDEC**

The U.S. Dairy Export Council (USDEC) is a non-profit, independent membership organization that represents the global trade interests of U.S. dairy producers, proprietary processors and cooperatives, ingredient suppliers and export traders. Its mission is to enhance U.S. global competitiveness and assist the U.S. industry to increase its global dairy ingredient sales and exports of U.S. dairy products. USDEC accomplishes this through programs in market development that build global demand for U.S. dairy products, resolve market access barriers and advance industry trade policy goals. USDEC is supported by staff across the United States and overseas in Mexico, South America, Asia, Middle East and Europe.