

# Agency 061 - DAIRY INDUSTRY DEVELOPMENT BOARD

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## **STATUTORY AUTHORITY:**

The duties and functions of the Nebraska Dairy Industry Development Board are outlined in Neb. Rev. Stat. §§2-3948 through 2-3964.

## **VISION:**

An economically viable U.S. dairy industry that works together to achieve success in the domestic and global marketplace in meeting the needs of its customers.

## **MISSION AND PRINCIPLES:**

To increase sales, foster innovation and inspire consumer confidence of dairy products and practices.

## **GOALS:**

1. Strategic knowledge is leveraged with industry partners to drive sales that benefit Nebraska dairy producers.
2. Fuel Up to Play 60 is the premier program to address Child Health and Wellness.
3. Dairy is perceived as irreplaceable in the diet among nutrition partners, thought leaders and consumers.
4. Consumers have confidence in dairy products and industry practices.
5. Maximize board leadership and industry support.

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## Financial Data

	FY12 Actual	FY13 Approp	FY14 Request	FY14 Recomm	FY15 Request	FY15 Recomm
<b>Operations Funding</b>						
General Fund	0	0	0	0	0	0
Cash Fund	1,258,571	1,399,957	1,399,957	1,399,957	1,399,957	1,399,957
Federal Fund	0	0	0	0	0	0
Revolving Fund	0	0	0	0	0	0
Other Fund	0	0	0	0	0	0
<b>Total Operations</b>	<b>1,258,571</b>	<b>1,399,957</b>	<b>1,399,957</b>	<b>1,399,957</b>	<b>1,399,957</b>	<b>1,399,957</b>
<b>Aid Funding</b>						
General Fund	0	0	0	0	0	0
Cash Fund	0	0	0	0	0	0
Federal Fund	0	0	0	0	0	0
Revolving Fund	0	0	0	0	0	0
Other Fund	0	0	0	0	0	0
<b>Total Aid Funding</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Total Funding</b>						
General Fund	0	0	0	0	0	0
Cash Fund	1,258,571	1,399,957	1,399,957	1,399,957	1,399,957	1,399,957
Federal Fund	0	0	0	0	0	0
Revolving Fund	0	0	0	0	0	0
Other Fund	0	0	0	0	0	0
<b>Total Agency</b>	<b>1,258,571</b>	<b>1,399,957</b>	<b>1,399,957</b>	<b>1,399,957</b>	<b>1,399,957</b>	<b>1,399,957</b>

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## Program 114 - NE DAIRY IND DEV BOARD

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### **PROGRAM DESCRIPTION:**

Neb. Rev. Stat. §2-3958 R.R.S., 1997, requires a mandatory assessment of 10 cents per hundredweight on all milk produced in the state for commercial use. These funds are administered by the Dairy Board to finance programs of maintaining and expanding domestic sales of milk and dairy products, developing new products and markets, improving methods and practices relating to marketing or processing of milk and dairy products, and informing and educating consumers of sound nutritional principles, including the role of milk in a balanced diet.

The Board contracts with Midwest Dairy Association to assist them in administering their program. The Board also contracts with the Department of Agriculture for the administrative functions of collection and auditing.

### **PROGRAM OBJECTIVES:**

The Nebraska Dairy Industry Development Board carries out the duties and responsibilities of the Nebraska Dairy Industry Development Act. This producer financed self-help program requires a collection of 10 cents per cwt on all milk commercially produced in the state. The funds are used to finance programs of maintaining and expanding domestic sales of milk and dairy products, develop new products and markets, improve methods and practices relating to marketing or processing of milk and dairy products, and inform and educate consumers of sound, nutritional principles, including the role of milk in a balanced diet.

### **PERFORMANCE MEASURES:**

#### 2013 – 2015 Unified Marketing Plan Executive Summary

The 2013 – 2015 Unified Marketing Plan (UMP) is a dairy sales and demand building plan representative of the best thinking of the people representing Dairy Management, Inc.(DMI),and its dairy farmer members.

Consideration was given to:

- Input from national dairy farmer forums;
- Input from the dairy industry, including manufacturers, processors, and the sales channels;
- Strategic direction and focus by the board of directors locally and nationally; and
- Development by national and local staff.

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**Program 114 - NE DAIRY IND DEV BOARD**

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**Financial Data**

	<b>FY12 Actual</b>	<b>FY13 Approp</b>	<b>FY14 Request</b>	<b>FY14 Recomm</b>	<b>FY15 Request</b>	<b>FY15 Recomm</b>
<b>Operations Funding</b>						
General Fund	0	0	0	0	0	0
Cash Fund	1,258,571	1,399,957	1,399,957	1,399,957	1,399,957	1,399,957
Federal Fund	0	0	0	0	0	0
Revolving Fund	0	0	0	0	0	0
Other Fund	0	0	0	0	0	0
<b>Total Operations</b>	<b>1,258,571</b>	<b>1,399,957</b>	<b>1,399,957</b>	<b>1,399,957</b>	<b>1,399,957</b>	<b>1,399,957</b>
<b>Aid Funding</b>						
General Fund	0	0	0	0	0	0
Cash Fund	0	0	0	0	0	0
Federal Fund	0	0	0	0	0	0
Revolving Fund	0	0	0	0	0	0
Other Fund	0	0	0	0	0	0
<b>Total Aid Funding</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Total Funding</b>						
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<b>Total Program</b>	<b>1,258,571</b>	<b>1,399,957</b>	<b>1,399,957</b>	<b>1,399,957</b>	<b>1,399,957</b>	<b>1,399,957</b>