

Agency 061 - DAIRY INDUSTRY DEVELOPMENT BOARD

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:

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

MISSION AND PRINCIPLES:

Contribute to the economic well-being of Nebraska dairy producers.

GOALS:

1. Health & Wellness: All people consume three servings of dairy every day because it tastes great and its benefits are indispensable to a healthy and sustainable lifestyle.
2. Consumer Confidence: Reconnect consumers with agriculture to protect dairy's freedom to operate, preserve and increase trust and sales
3. Business Development: The Midwest will be a global leader in dairy sales through innovations in processing, marketing and research; and through enhanced consumer communications.
4. Investor Relations: Dairy producers and government leaders understand and value the checkoff.

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Financial Data

	FY16 Actual	FY17 Approp	FY18 Request	FY18 Recomm	FY19 Request	FY19 Recomm
Operations Funding						
General Fund	0	0	0	0	0	0
Cash Fund	1,337,509	1,399,957	1,700,000	1,399,809	1,700,000	1,399,810
Federal Fund	0	0	0	0	0	0
Revolving Fund	0	0	0	0	0	0
Other Fund	0	0	0	0	0	0
Total Operations	1,337,509	1,399,957	1,700,000	1,399,809	1,700,000	1,399,810
Aid Funding						
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
Total Aid Funding	0	0	0	0	0	0
Total Funding						
General Fund	0	0	0	0	0	0
Cash Fund	1,337,509	1,399,957	1,700,000	1,399,809	1,700,000	1,399,810
Federal Fund	0	0	0	0	0	0
Revolving Fund	0	0	0	0	0	0
Other Fund	0	0	0	0	0	0
Total Agency	1,337,509	1,399,957	1,700,000	1,399,809	1,700,000	1,399,810

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Program 114 - NE DAIRY IND DEV BOARD

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:

As a member of Dairy Management, Inc., Midwest Dairy Association supports the national Unified Marketing Plan (UMP). The majority of the activities conducted by Midwest Dairy Association are local components of the UMP.

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Program 114 - NE DAIRY IND DEV BOARD

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Revolving Fund	0	0	0	0	0	0
Other Fund	0	0	0	0	0	0
Total Operations	1,337,509	1,399,957	1,700,000	1,399,809	1,700,000	1,399,810
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Federal Fund	0	0	0	0	0	0
Revolving Fund	0	0	0	0	0	0
Other Fund	0	0	0	0	0	0
Total Program	1,337,509	1,399,957	1,700,000	1,399,809	1,700,000	1,399,810