

A nation of skeptics

Few Americans trust organic food labels.

26%

Only about a quarter of U.S. consumers say they trust organic food labels. Even fewer — only 13% — agree that organic food and beverages are “highly regulated.”

Source: Mintel, “The Natural/Organic Food Shopper US 2017” report.



50%

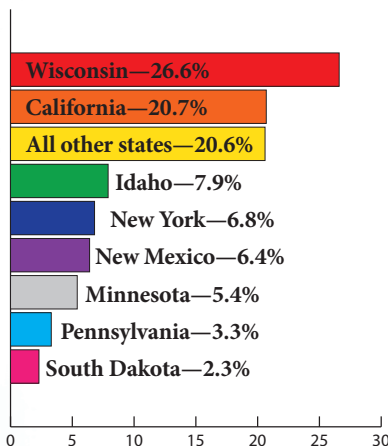
Half of skim milk and milk-alternative drinkers say nutritional value is the most important factor in the foods they purchase. Meanwhile, **66%** percent of whole milk drinkers say they eat what they want regardless of calories.

Source: Packaged Facts, 2017 white paper titled “Terminology Tempest in the Dairy Case.”



U.S. cheese production share, top eight states

Wisconsin and California account for almost half of total U.S. cheese production, with a combined 47.3% share.*



*2016 total U.S. production, 12.16 billion pounds
Source: Wisconsin Milk Marketing Board

\$546.8 billion

That’s the number the global market for dairy products is projected to reach by 2022. Growth will be driven by the rising importance of milk products in a balanced diet and nutrition, a growing body of scientific evidence validating the beneficial use of low-fat dairy products in controlling hypertension, and robust ingredient and flavor innovations for dairy products.

Source: Global Industry Analysts Inc., “Dairy Products – Global Strategic Business Report,” 2017.

