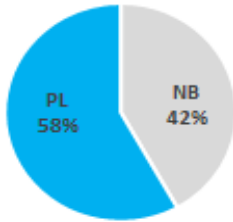




MAINE DAIRY PROMOTION BOARD – MULO

Retail Quarterly Milk Snapshot



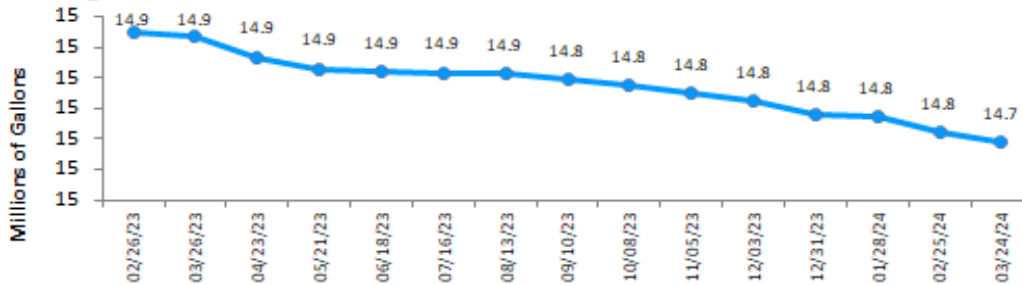
Private Label, 58.1% share, trend -0.8%, \$4.29/gal provides a 57.6% price break
National Brands change -2.1%

Milk - Retail Performance Trends

- Milk volume, 3.4M Gal, YTD -1.4% vs. YA
- Maine has 0.5% of Total US Milk share
- Lactose Free Milk, 0.2M Gal YTD up 12.9%, 6.5% share
- Grass-fed volume up 98.6%, A2 Protein down-25.3%
- Whole milk up 1.6%, while lower fat milk underperformed
- Milk prices \$4.77 Total US moved up -1.3%
- Maine avg milk price MULO \$5.36 down-4.8%
- Flavored milk trend 2.4% and Almond beverage declined -10.1%



Rolling 52 Week Volume Sales Trend – Multi Outlet

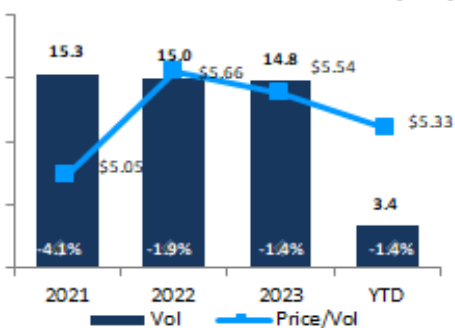


(Note: milk pricing includes all sizes, types, and flavors)

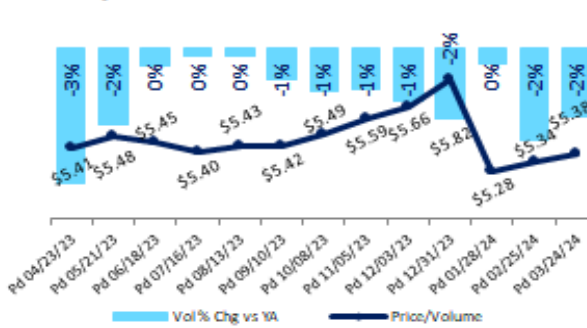
Regional Sales Overview		
IRI Std Regions - MULO		
Calif MULO	-2.3%	-2.2%
Great Lakes MULO	-0.3%	-0.5%
Mid-South MULO	1.7%	1.5%
Northeast MULO	0.3%	0.2%
Plains MULO	0.1%	0.2%
South Central MU	2.4%	2.0%
Southeast MULO	1.4%	1.2%
IRI West MULO	0.3%	0.2%

Q1 YTD

Annual Sales Trend – Multi Outlet (MM)



Monthly Sales Trend – Multi Outlet



YTD Volume Sales

3.4 MM

MAINE DAIRY PROMO BD MULO YTD volume share of Total U.S. retail fluid milk sales:

0.5%

Average Pricing By Outlet

	Q1		Year to Date	
	Cur	% Chg	Cur	% Chg
MULO	\$5.36	-4.8%	\$5.33	-5.0%

Benchmark

Tot US MULO	\$4.77	-1.3%	\$4.76	-1.3%
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Volume Sales Trends

	2021	2022	2023	YTD
MULO	-4.1%	-1.9%	-1.4%	-1.4%

Benchmark

Tot US MULO	-7.3%	-2.5%	-1.9%	0.4%
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MAINE DAIRY PROMOTION BOARD – MULO

Retail Quarterly Milk Snapshot

Milk Segments

Grass-Fed*, Protein, Probiotic forms enjoyed growth



Year-To-Date	Volume Sales			Volume Change
	(Gallons)	Vol Share	Vol % Chg	
Total Milk	3,373,407	100%	-1.4%	-46,717
Lactose Free	219,796	6.5%	12.9%	25,190
Organic	184,202	5.5%	0.9%	1,732
Protein	72,858	2.2%	37.0%	19,682
Omega	15,738	0.5%	9.4%	1,358
A2 Protein	1,376	0.04%	-25.3%	-467
Grass-Fed*	8,942	0.27%	98.6%	4,439
Glass Bottle	20,428	0.61%	-2.9%	-606
Probiotic	6,186	0.18%	17.0%	901
All Other Milk	17	0.00%	0.0%	17

* Due to Retailer data restrictions, product aggregates may be slightly under reported
Protein includes products with levels higher than traditional milk. Does not include A2 Protein

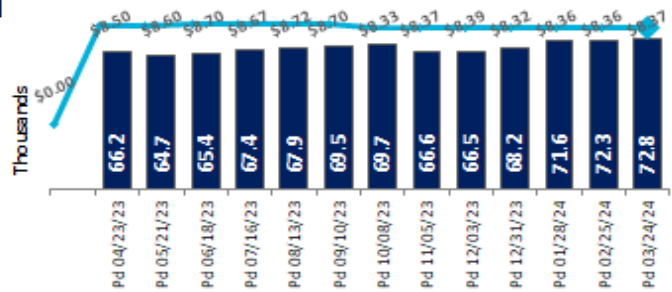
Note: Each of the segments listed above are not mutually exclusive

Alternative Beverages

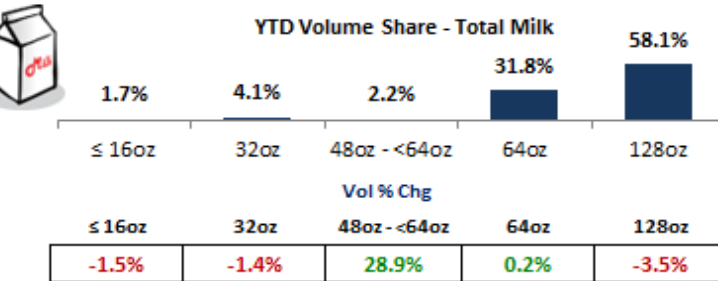
Non-Dairy, Alternative Beverages declined-5.7% YTD
Goat & Sheep Milk is the primary driver

Year-To-Date	Volume Sales		
	(Gallons)	Vol Share	Vol % Chg
Alternative Bev	478,764	100.0%	-5.7%
Almond	295,973	61.8%	-10.1%
Oat	102,062	21.3%	2.1%
Soy	34,066	7.1%	4.4%
Coconut	32,130	6.7%	13.1%
Cashew	3,255	0.7%	-15.5%
Rice	2,568	0.5%	-10.4%
Goat & Sheep Milk	1,871	0.39%	14.8%
AO Substitute Milk	3,610	0.8%	-31.8%

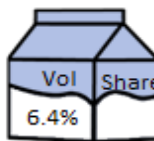
Flavored Milk Volume Sales Trends



Milk Package Size



Smaller, single-serve packages (16oz or less) declined by -1.4%, 64oz grew by 0.2%, while traditional gallon & 32oz sales changed by -3.5% and 28.9% respectively.



Vol Share	Vol Sales (Gallons)	Vol % Change	Price per Gallon
6.4%	216,704	2.4%	\$8.36

Who To Contact

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New Product Spotlight Premium Flavored Milk

- Oakhurst, a wholly owned subsidiary of Dairy Farmers of America, launches limited-edition Dark Chocolate Sea Salt Donut Flavored Whole Milk.
- The product is the result of a unique collaboration between Oakhurst Dairy and The Holy Donut, a gourmet donut company that produces a very popular Dark Chocolate Sea Salt Donut.
- The milk will be available for consumers to try until the end of March at local grocery stores and The Holy Donut's four Maine locations in Portland, Scarborough and Arundel.



Milk Fat Content

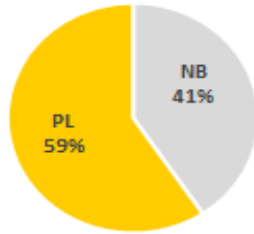
Whole Fat Milk continues to outperform other fat levels, which follows fat trends seen in other categories.

YTD	Vol % Chg	Volume Share
Whole Fat	1.6%	43.0%
2% Red Fat	-2.0%	27.2%
1% Low Fat	-4.4%	20.3%
Fat Free Skim	-5.4%	9.6%



MAINE DAIRY PROMOTION BOARD – MULO

Retail Quarterly Cheese Snapshot



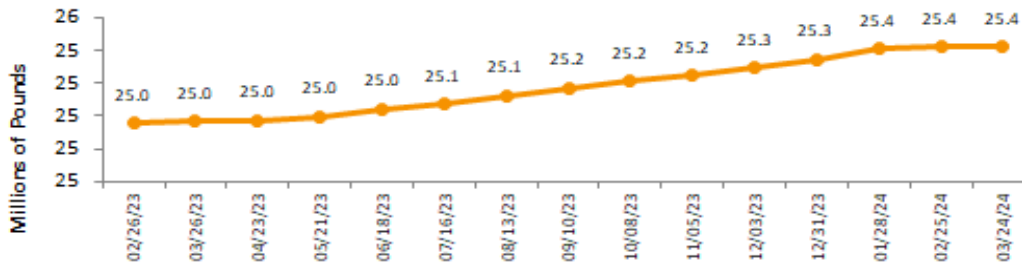
Private Label, 59.4% share, trend 1.9%, \$4.44/lb, provides a 71.1%, price break
National Brands change 0.8%

Cheese - Retail Performance Trends

- Cheese volume, 5.6M lb., YTD 1.4% vs. YA
- Maine has 0.5% of Total US Cheese share
- Natural Cheese, 5.0M lb. YTD, up 1.7%, 88.4% share
- Forms Curd,Cube,Stick experienced gains
- Regular Fat cheese 94.5% of category, down 1.6%
- Avg. Cheese prices \$5.54 Total US change -1.5%, Q1
- Maine avg price MULO \$5.75/pound, down -2.1%
- Queso up 25.7%, Colby/Jack up 4.7%
- Pepper flavor is up 1.9% volume with 2.4% share



Rolling 52 Week Volume Sales Trend – Multi Outlet



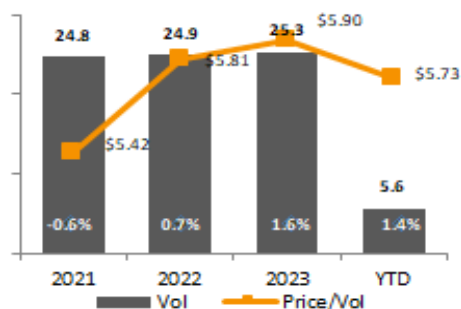
(Note: milk pricing includes all sizes, types, and flavors)

Q1 YTD

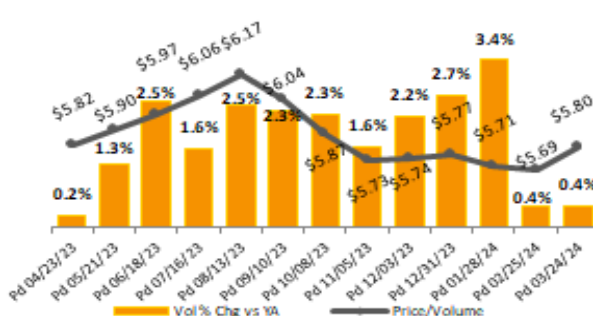
Regional Sales Overview

IRI Std Regions - MULO	Q1	YTD
Calif MULO	-0.5%	-0.3%
Great Lakes MULO	2.0%	2.1%
Mid-South MULO	3.4%	3.0%
Northeast MULO	2.3%	1.8%
Plains MULO	2.6%	2.5%
South Central MU	3.4%	2.7%
Southeast MULO	4.3%	3.8%
IRI West MULO	1.9%	2.0%

Annual Sales Trend – Multi Outlet (MM)



Monthly Sales Trend – Multi Outlet



YTD Volume Sales
5.6 MM

MAINE DAIRY PROMO BD -
MULO YTD volume share of
Total U.S. retail cheese sales:

0.5%

Average Pricing By Outlet

	Q1		Year to Date	
	Cur	% Chg	Cur	% Chg
MULO	\$5.75	-2.1%	\$5.73	-2.0%

Benchmark

Tot US MULO	\$5.54	-1.5%	\$5.53	-1.5%
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Volume Sales Trends

	2021	2022	2023	YTD
MULO	-0.6%	0.7%	1.6%	1.4%

Benchmark

Tot US MULO	-3.6%	-0.4%	0.6%	2.3%
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MAINE DAIRY PROMOTION BOARD – MULO

Retail Quarterly Cheese Snapshot

Cheese Segments

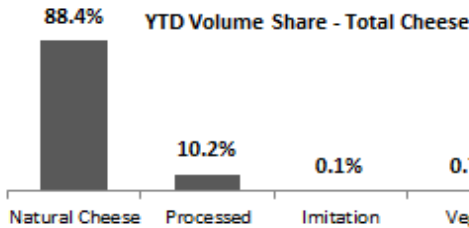
Curd,Cube,Stick forms enjoyed growth

Volume Sales

Year-To-Date	(Pounds)	Vol Share	Vol % Chg	Volume Change
Cheese	5,633,886	100%	1.4%	78,472
Organic	24,988	0.4%	-18.5%	-5,666
Kosher	1,114,495	19.8%	4.3%	46,108
Chunk	1,225,660	21.8%	5.1%	59,943
Cube	21,138	0.4%	16.1%	2,930
Curd	5,291	0.1%	748.0%	4,667
Shredded	1,880,673	33.4%	0.9%	16,937
Sliced	1,037,863	18.4%	0.0%	-66
Stick	82,996	1.5%	11.4%	8,505
String	262,103	4.7%	-4.2%	-11,386
Round	45,387	0.8%	-0.5%	-220

Note: Each of the segments listed above are not mutually exclusive segments

Cheese Type



Vol % Chg	1.7%	1.0%	-12.3%	-2.9%
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Natural Cheese is posting change of 1.7% YTD while Processed Cheese is up 1.0%, Vegan down -2.9% and Imitation moved -12.3%.

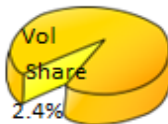
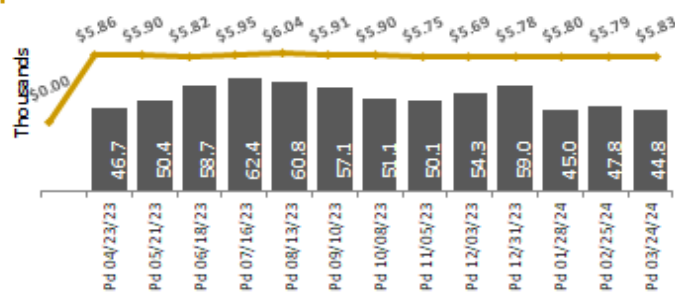
Natural Cheese Variety

Natural Cheese sales increased by 1.7% YTD. Queso, Colby/Jack lead growth.

Volume Sales

Year-To-Date	(Pounds)	Vol Share	Vol % Chg
Natural Cheese	4,981,841	100.0%	1.7%
Cheddar	1,312,260	26.3%	0.6%
Cream Cheese	646,361	13.0%	1.7%
Mozzarella	1,622,471	32.6%	3.6%
Parmesan	266,870	5.4%	2.5%
Colby/Jack	177,413	3.6%	4.7%
Queso	17,998	0.4%	25.7%
Monterey Jack	141,030	2.8%	0.7%
Swiss	93,813	1.9%	-5.8%

Pepper Flavored Cheese Volume Trends



Vol Sales (Pounds)	Vol % Change	Price per Pound
137,577	1.9%	\$5.82

Who To Contact

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New Product Spotlight

Hot, Bold Snacking Cheese

- Bel Brands USA introduces The Laughing Cow Creamy Jalapeno, the first new flavor for the brand in five years.
- The introduction follows extensive consumer research highlighting that many consumers preferred hotter, bolder and unique flavors as well as there being a white space within the snack cheese category when it comes to jalapeno.
- The product boldly states on packages that it is made with real cheese and contains 2 grams of complete protein per wedge.



Cheese Fat Content

Consumers continue to strongly favor Regular fat cheese and although down in volume, greatly outperforms other fat levels.

YTD	Vol % Chg	Volume Share
Regular	1.6%	94.5%
Reduced	-3.0%	5.1%
Low	0.0%	0.0%
Fat Free	9.4%	0.4%

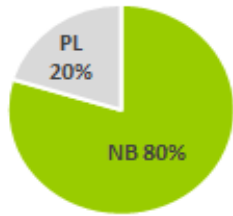


MAINE DAIRY PROMOTION BOARD – MULO

Retail Quarterly Yogurt Snapshot

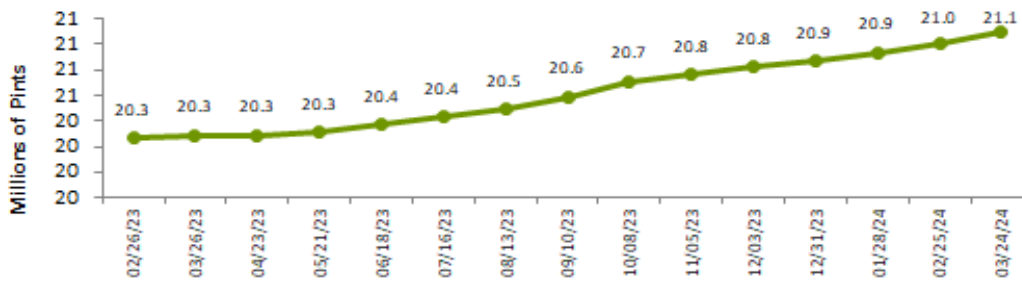
Yogurt - Retail Performance Trends

- Yogurt volume, 5.0M pts, YTD 4.8% vs. YA
- Maine has 0.6% of Total US Yogurt share
- Greek Yogurt, 2.3M pt. YTD up 11.1%, 46.0% share
- Alternative down -4.9%, Australian declined -11.9%
- Drinkable trend 5.3%, better than other forms
- Whole fat up 8.0%, low & fat free moved by 0.4% & 7.0%
- Maine yogurt prices \$2.89, change by -0.5%
- Multi-Packs gained, Single Serve declined
- Strawberry Blends flavor up 0.4%, Vanilla gains



Private Label, 20.3% share, trend 7.2%, \$1.64/pt., provides a 96.0%, price break
National Brands change 4.1%

Rolling 52 Week Volume Sales Trend – Multi Outlet



(Note: milk pricing includes all sizes, types, and flavors)

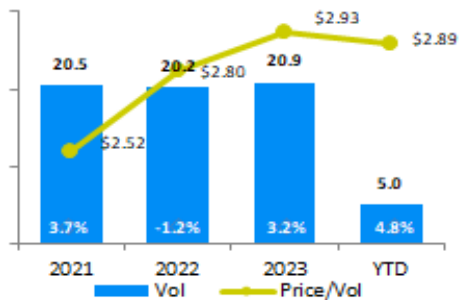
Q1 YTD

Regional Sales Overview

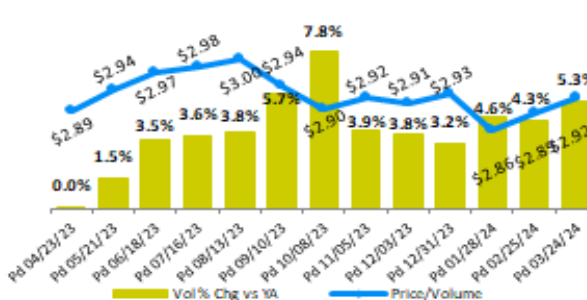
IRI Std Regions - MULO

Region	Q1	YTD
Calif MULO	-0.1%	0.6%
Great Lakes MULO	3.6%	3.9%
Mid-South MULO	4.9%	5.1%
Northeast MULO	4.4%	4.6%
Plains MULO	5.1%	5.7%
South Central MU	3.2%	3.5%
Southeast MULO	5.7%	6.1%
IRI West MULO	2.5%	2.9%

Annual Sales Trend – Multi Outlet (MM)



Monthly Sales Trend – Multi Outlet



YTD Volume Sales

5.0 MM

MAINE DAIRY PROMO BD - MULO YTD volume share of Total U.S. retail yogurt sales:

0.6%

Average Pricing By Outlet

	Q1		Year to Date	
	Cur	% Chg	Cur	% Chg
MULO	\$2.89	-0.5%	\$2.89	-0.5%

Benchmark

	2021	2022	2023	YTD
Tot US MULO	\$2.84	0.5%	\$2.83	0.5%

Volume Sales Trends

	2021	2022	2023	YTD
MULO	3.7%	-1.2%	3.2%	4.8%

Benchmark

	2021	2022	2023	YTD
Tot US MULO	1.1%	-2.4%	2.9%	4.2%



MAINE DAIRY PROMOTION BOARD – MULO

Retail Quarterly Yogurt Snapshot



Yogurt Segments

Yogurt: Icelandic, Greek, Organic Yogurt emerge as growth segments

Year-To-Date	Volume Sales (Pints)	Vol Share	Vol % Chg	Volume Change
Yogurt Total	4,995,441	100.0%	4.8%	226,846
Organic Yogurt	533,174	10.7%	3.4%	17,548
Australian	101,729	2.0%	-11.9%	-13,780
Icelandic	184,097	3.7%	17.9%	27,895
Alternative	146,860	2.9%	-4.9%	-7,531
Greek	2,295,585	46.0%	11.1%	229,657
Traditional	2,264,344	45.3%	-0.5%	-12,221
Single-Serve	1,213,046	24.3%	-1.6%	-20,134
Multi-Serve	1,866,104	37.4%	9.0%	154,477
Multi-Pack	1,913,465	38.3%	4.9%	89,676

* Due to Retailer data restrictions, product aggregates may be slightly under reported

Note: Each of the segments listed above are not mutually exclusive segments

Yogurt Types

86.6% YTD Volume Share - Total Yogurt



	Blended	Drinkable	Fruit on the Bottom	Whipped
YTD Volume Share	7.6%	5.5%	0.4%	
Vol % Chg	5.0%	5.3%	-0.5%	-6.1%

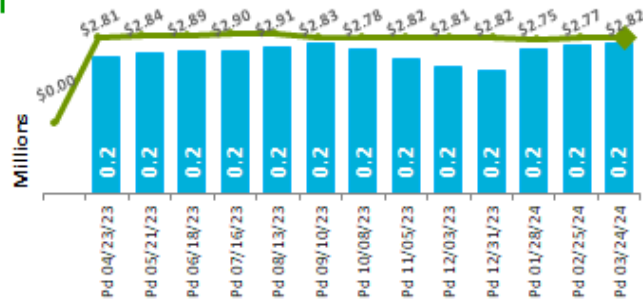
Drinkables gain, Blended Yogurt is posting change of 5.0%, YTD while Fruit-on-the-Bottom sales are down by -0.5%.

Top Yogurt Flavors

Yogurt volume moved 4.8% YTD. While Strawberry Blend was 0.4% Vanilla 9.8%, Plain is up 12.3%.

Year-To-Date	Volume Sales (Pints)	Vol Share	Vol % Chg
Yogurt	4,995,441	100.0%	4.8%
Strawberry Blend	636,375	12.7%	0.4%
Vanilla	952,643	19.1%	9.8%
Plain	862,203	17.3%	12.3%
Strawberry	501,659	10.0%	2.4%
Peach	149,967	3.0%	-1.9%
Blueberry	164,051	3.3%	-7.2%
Blueberry Blend	51,906	1.0%	-12.9%

Strawberry Blends Yogurt Volume Trends



Vol Share	Top Flavor - Strawberry Blends	Vol Sales (Pints)	Vol % Change	Price per Pint
12.7%		636,375	0.4%	\$2.78

Strawberry is the flavor favorite, innovation is creating new and exciting options.

Who To Contact

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New Product Spotlight

Gut-Friendly Kids' Yogurt

- Springfield Creamery launches Nancy's Organic Whole Milk Yogurt Pouches.
- The new 3.5-ounce, kid-friendly pouches come in organic fruit and vegetable flavors: Blueberry Spinach, Raspberry Rhubarb and Strawberry Banana.
- Nancy's new organic yogurt pouches contain five strains of live cultures, including billions of live probiotics. Nancy's is one of the few yogurt pouch brands that also includes prebiotics, a dietary plant fiber that can help feed the gut's healthy bacteria.



Yogurt Fat Content

Regular Fat, Reduced & Fat Free are offsetting declines in Low Fat.

YTD	Vol % Chg	Volume Share
Regular	8.0%	23.8%
Reduced	13.6%	2.4%
Low	0.4%	39.0%
Fat Free	7.0%	34.8%