

WHERE ARE THE DAIRY IMPORTERS WHEN THEIR BILL FOR DAIRY PROMOTION COMES DUE?



U.S. DAIRY FARMERS CONTRIBUTE \$270 MILLION OUT OF THEIR **OWN** POCKET EACH YEAR TO PROMOTE DAIRY PRODUCTS.

Importers share the benefit of a growing market, but pay none of the cost.

It's time to end the free ride. Bring dairy imports into the checkoff program.



National Milk Producers Federation ★ www.NMPF.org