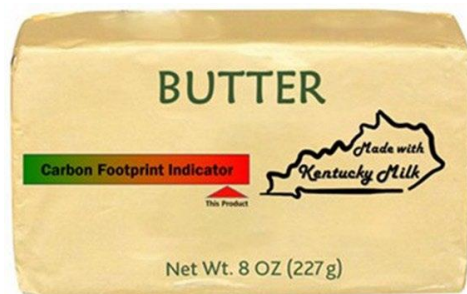


## Marketing Kentucky Dairy Products

Dr. Timothy Woods, University of Kentucky



Butter



Yogurt



Ice cream



Cheese

Note: Considerable effort has been provided to this research by Dr. Shuoli Zhao and Ms. Favour Essene, also with the University of Kentucky  
This is part of a MS thesis by Ms. Essene

# Dairy Products Marketing Background

Declining demand for fluid milk

Growth of plant-based substitutes

Declining farm numbers in Southeast U.S.

Scale economies of milking – larger herd sizes – commodity focus

Lower profitability for small herd farms

Animal and dairy identified as high carbon impact

Growth in agritourism/experience economies

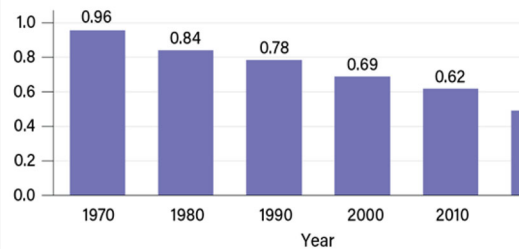
Growth in demand for local-sourcing – food retailer innovations

Small-scale/sustainable farming opportunities

Growth in artisanal/gourmet food market

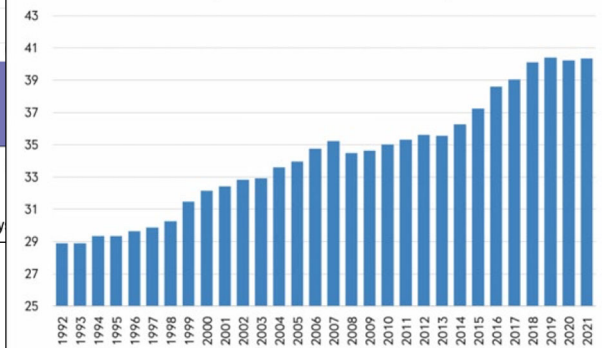
U.S. per capita consumption of fluid cow's milk has fallen further each decade since 1970s

Cups per person per day



Source: USDA, Economic Research Service Food Availability (Per Capita) Data System

US Per Capita Total Cheese Consumption



Pounds Per Capita, Includes Cottage Cheese; USDA ERS



## Kentucky shopper attention to dairy value-added product attributes

	Do not Care	Sometimes Pay Attention	Always Pay Attention
Label	Percent of KY Shoppers		
Local	19.11	49.70	31.20
Natural	19.47	51.27	29.26
Carbon Footprint	27.93	49.21	22.85
Organic	41.48	39.90	18.62
Kentucky Proud	23.58	48.13	28.30
Animal Welfare	22.49	48.97	28.54
Non-GMO	35.91	42.32	21.77



N = 827 KY Dairy product shoppers, Spring 2023



# Kentucky Shopper Dairy Product Attribute by Age and Residence: 'Always Pay Attention'

Label	Age (%)			Residence (%)	
	Under 30 years	30-49 years	50 years+	Rural	Urban
Local	25.87	32.10	32.53	34.58	25.09
Natural	32.87	28.69	28.31	30.04	27.21
Carbon footprint	24.48	23.86	21.08	23.52	21.20
Organic	25.17	19.89	14.46	17.98	19.43
Kentucky Proud	22.38	30.11	28.92	31.62	23.67
Animal Welfare	28.67	33.24	23.49	29.45	26.15
Non-GMO	25.17	23.30	18.67	23.32	19.79

Note: Urban designation in Kentucky follows RUCC codes 1-3, counties with greater than 90,000.  
N=827



# Dairy and Carbon Impacts

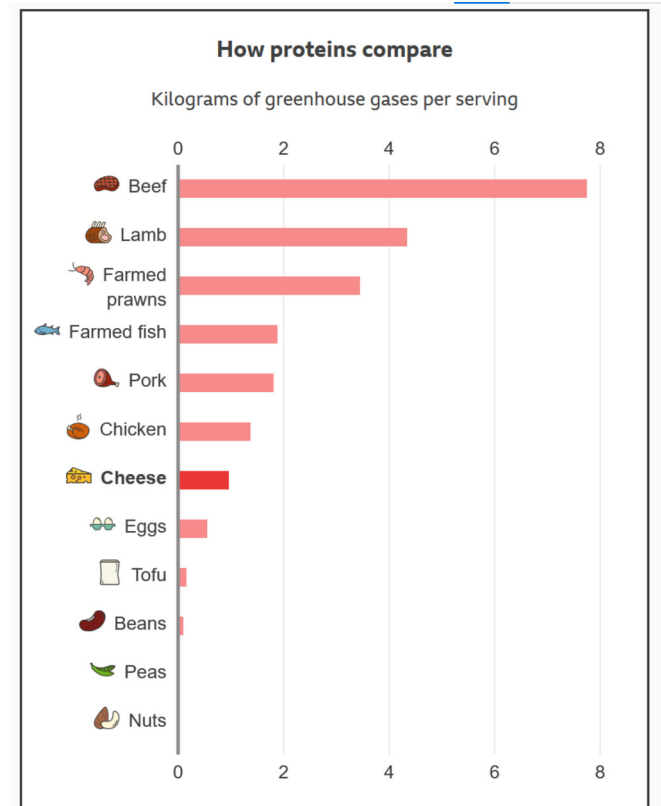
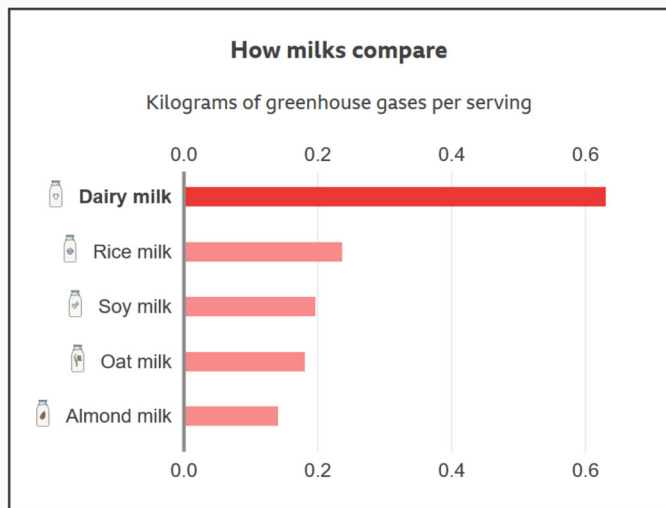
Animal agriculture and GHG emissions

Especially large CAFOs and manure – methane management

Carbon and GHG impact branding

Branding – Tyson

California Dairy



Nassos Stylianou, Clara Guibourg and Helen Briggs  
Carbon Footprint Calculator  
<https://www.bbc.com/news/science-environment-46459714>