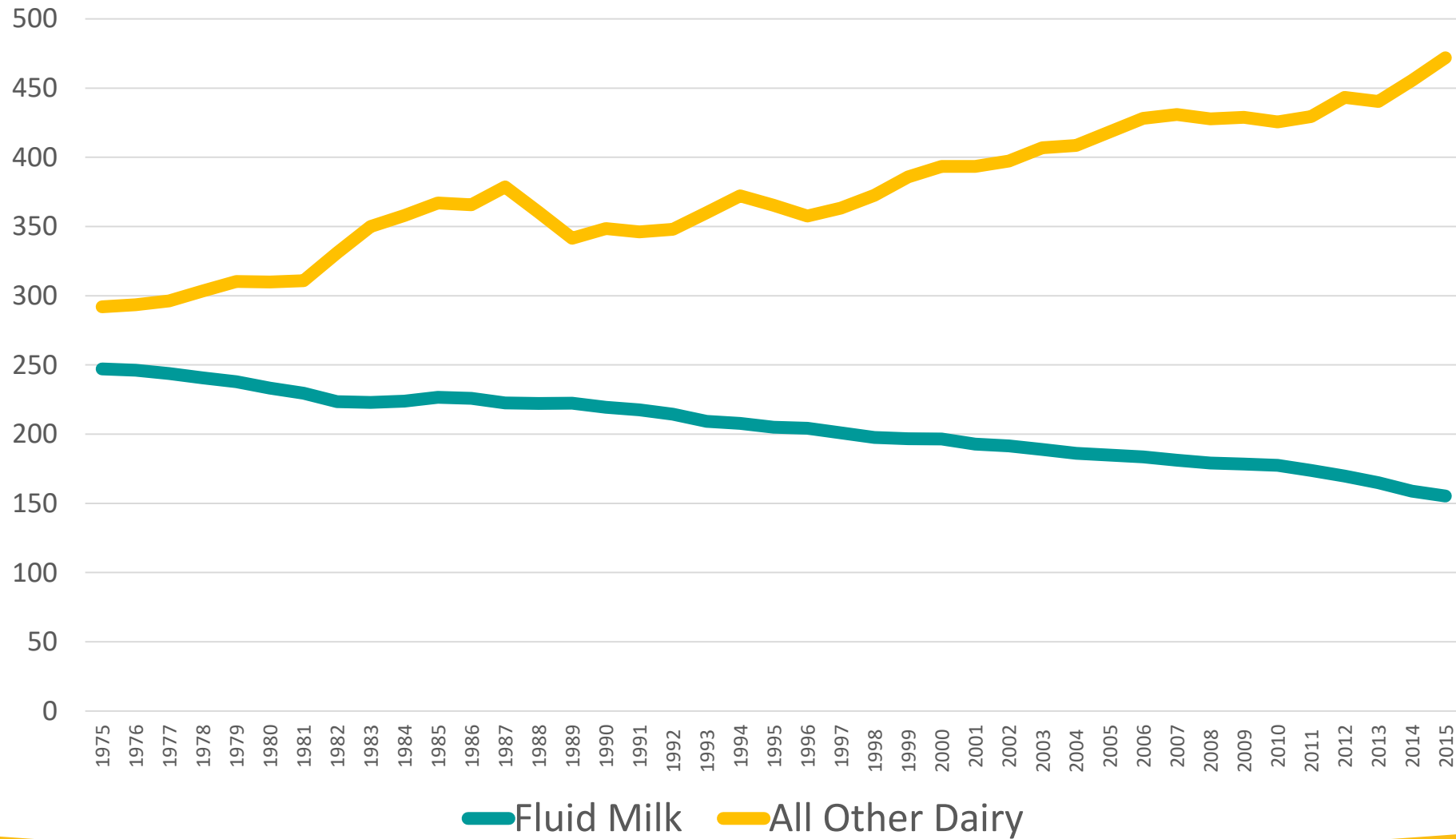




The Road Ahead
FOCUS, INNOVATE, EDUCATE



US Per Capita Dairy Consumption



FOCUS

US Category Opportunity Matrix		Category/Usage Occasion			
		Breakfast	Healthy Snacking	Ethnic Food	Eating Out
Dairy Component	Yogurt	High	High	High	Medium
	Cheese	Medium	High	High	High
	Butter	Medium	Low	Medium	High
	Milk	High	Low	Low	Low

FOCUS

Market Opportunity Matrix		Channel		
		Retail	Food Service	Online
Market	USA	Medium	High	Medium
	Mexico	High	High	Low
	Korea	High	High	High
	Vietnam	Medium	Medium	Medium
	Singapore	Medium	Low	High
	China	High	Medium	High

INNOVATE & EDUCATE

- Invest in product development and promotion
 - Breakfast, Healthy Snacking, Ethnic Foods
- Tell the nutritional story of dairy
- Establish CA as the leader in sustainability
- International market development





FOCUS, INNOVATE, EDUCATE
COLLABORATE

