



2025 Dairy Delivers Social Media Toolkit

Whether it's milk, cheese, ice cream, yogurt, or dairy-derived ingredients, American dairy companies are working to deliver their healthy, safe and affordable products to people around the world, creating jobs in the process. In fact, America's dairy industry supports more than 3 million jobs that generate \$198 billion in wages and \$779 billion in overall economic impact.

Dairy Delivers® is your source for the insights, data, and trends that are shaping the dairy industry. Visit the [Dairy Delivers webpage](#) and tool to get the latest market analysis, glean the most up-to-date economic impact data, or download a fact sheet or video illustrating dairy's footprint at the national, state and local levels in the United States. Dairy Delivers also reports on how U.S. dairy is working to expand foreign markets to meet the growing demand for American dairy products.

Dairy Delivers url: <https://www.idfa.org/dairydelivers>

Economic Impact Messaging

Dairy supports American jobs and wages—From the farm families working 24,000 dairy farms across the country to the men and women who transport milk and dairy products, run processing and facilities, and deliver American dairy products to consumers in the U.S. and around the world, the dairy industry supports nearly **3 million U.S. jobs and \$198 billion in wages**. These are good-paying, local jobs that fuel opportunity in every corner of the country.

Dairy delivers a massive impact—contributing more than **\$779 billion** annually to the U.S. economy. That economic activity stays close to home, powering main streets, supporting small businesses, and helping rural America thrive. Dairy businesses are the lifeblood of American communities, and they share a commitment to giving back to those local communities they operate in.

Social Media Graphic

Promote all the ways that #DairyDelivers on social media! Post your own photos or data from your state and use the hashtag #DairyDelivers share the impact of the dairy industry across the country.

Click the full suite of social media graphics can be found [here](#).