



WHAT'S A HOLIDAY MEAL WITHOUT DAIRY?

It's not, Americans say.



9 IN 10
say their favorite holiday dishes include dairy.

65%
can't imagine holiday dishes without dairy.



3 IN 4
say a holiday isn't complete without a dairy-based dessert.

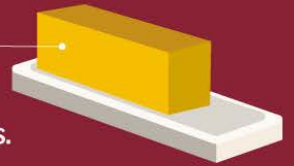
Mashed Potatoes, Stuffing and Pies, Oh My!



Traditions may vary between families, but one thing is clear – dairy is the star ingredient.



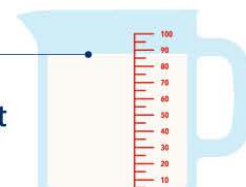
75%
of people use dairy in their holiday meals.



Home Cooks Crave Authentic Dairy Flavors

Americans trust dairy because they know exactly what they're getting.

86% say they prefer using dairy because it's a familiar ingredient they know won't disappoint.





The Real MVP Is Dairy

1 IN 3 would sacrifice Thanksgiving football before giving up a dairy dish.

37% would choose dairy over alcohol.



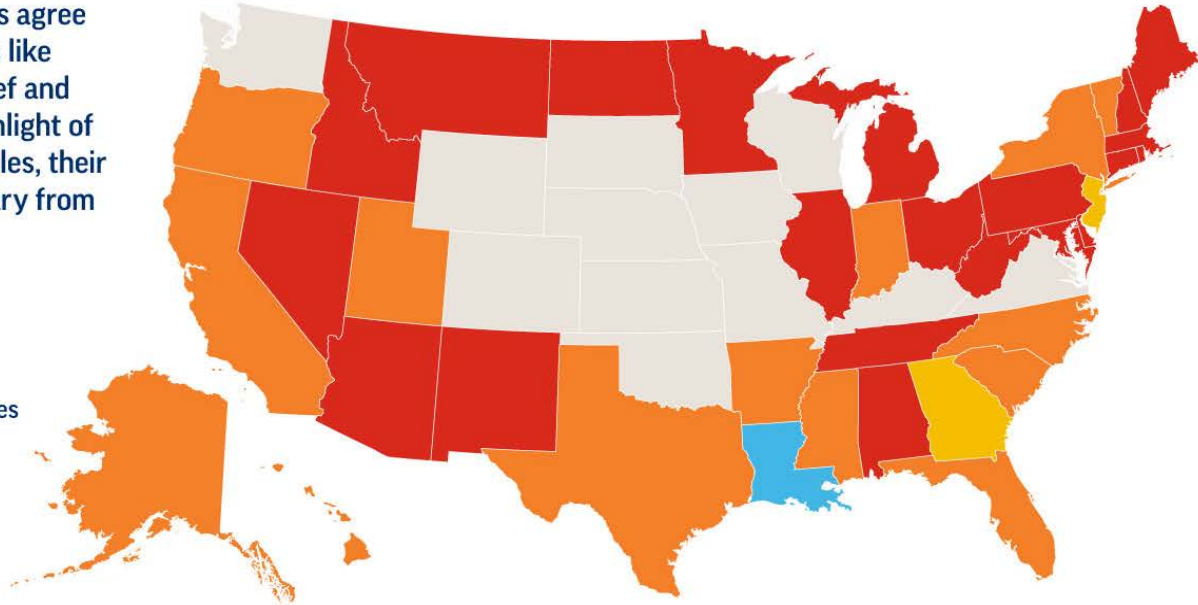
53% say they'd give up golf before dairy.



Which Holiday Dish Is Your State's Favorite?

While Americans agree that main dishes like turkey, roast beef and ham are the highlight of their holiday tables, their favorite sides vary from state to state.

- Stuffing
- Pies
- Mashed potatoes
- Mac n' cheese
- Dinner rolls



Dairy Farmers of America (DFA) is a farmer-owned leading global dairy cooperative of family dairy farms across the United States and a manufacturer of farmer-owned brands like Borden® Cheese, Plugra® Premium Butter and TruMoo® flavored milk. DFA wanted to find out what Americans think about dairy for the holidays. "The Very Dairy Holiday Report", which polled more than 3,000 Americans across the country, revealed fascinating insights about how much people cherish dairy for their holiday meals.

Data based on an online survey conducted by independent research firm Edelman Data X Intelligence on behalf of Dairy Farmers of America. The total survey sample size was n=3,065 U.S. adults (n=2,000 General Population; n=1,065 state-specific boosts). The Generational Population figures have been weighted and are nationally representative of U.S. adults by age, gender, region and race/ethnicity. Fieldwork was undertaken between Aug. 20 - Sept. 2, 2024.