

INTERACT WITH GEN Z

Undeniably Dairy Grants

1. Partner with area commodity groups to bring awareness to local schools about the value of protein. Use Undeniably Dairy Grant funds to **sponsor a Power Up with Protein event** at your local middle or high school to provide promotion items and create educational posters and handouts. Have dairy farmers, dairy ambassadors and/or dairy princesses on-site to help share the dairy story.
2. Use Undeniably Dairy Grant funds to **host a Dairy Day Camp** for students in middle school during National Dairy Month. Provide transportation to your farm and create educational stations at different areas on your farm to help share your dairy story. Incorporate educational activities and hands on learning centered around dairy. Check out our [Dairy for Educators](#) page for dairy themed activities.
3. Bring dairy into middle school and/or high school classrooms by **providing a dairy themed ag literacy kit** with lesson plans, informational handouts, and hands on activities (check out our [Dairy for Educators](#) page for inspiration).
4. Partner with your local middle/high school science, FFA, and/or family and consumer sciences teacher to **host a farm tour** for their students. Undeniably Dairy Grant funds could be used to help cover the cost of transportation and creating educational displays/handouts for the tour.

UD Grant funding is competitive and will be subject to availability. Visit MidwestDairy.com for more details.



**MAKING EVERY
DROP COUNT**



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5. Provide your high school sports' teams with **Undeniably Dairy draw string bags** filled with information about the benefits of refueling with chocolate milk (check out the Resource Hub on [MilkPEP's](#) website for chocolate milk handouts). Partner with a local retailer to donate chocolate milk to include in the bags.

You could also **sponsor a Registered Dietitian to provide nutrition counseling** to your local high school sports' teams.

6. Partner with a local post-secondary educational institution to **sponsor an in-person or virtual farm tour** for students majoring in public health/human medicine, education, culinary science, and/or sustainability.
7. **Host a Fuel Your Fun social media challenge on TikTok, Instagram, or other platform**, and ask your followers to create a fun post or video about their favorite dairy product. Use the Undeniably Dairy Grant funds to purchase prizes for the winners. Check out the [Dairy Flair](#) store for prize inspiration!



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