

INTERACT WITH GEN Z

Undeniably Dairy Grants

Available to Midwest Dairy farmers, dairy groups, and agricultural organizations, Undeniably Dairy grants help turn great ideas for promoting the dairy community to consumers into reality. This grant is for local promotion efforts to showcase that dairy is good for people, the planet, and our communities. This handout will hopefully help spark ideas for you to interact with Gen Z in your community through the use of our 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. Partner with your local high school to share the benefits of refueling with dairy at a cross country or track meet. Undeniably Dairy Grant funds could be used to create displays and handouts. You could also purchase [shaker bottles](#) from the Dairy Flair store to hand out to student athletes.
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 an Ag Day for their students. Farmers and local agriculture businesses could set up booths to share more information about their industry. Undeniably Dairy Grant funds could be used to create educational displays/handouts for your station. Funds could also be used to purchase dairy swag from the [Dairy Flair store](#) to hand out to students.



**MAKING EVERY
DROP COUNT**



INTERACT WITH GEN Z

Undeniably Dairy Grants

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 a 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!



UD Grant funding is competitive and will be subject to availability. Visit [MidwestDairy.com](#) for more details.



**MAKING EVERY
DROP COUNT**

