

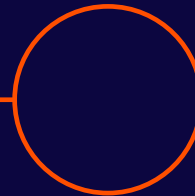
**INNOVA
MARKET
INSIGHTS**

Midwest Dairy webinar

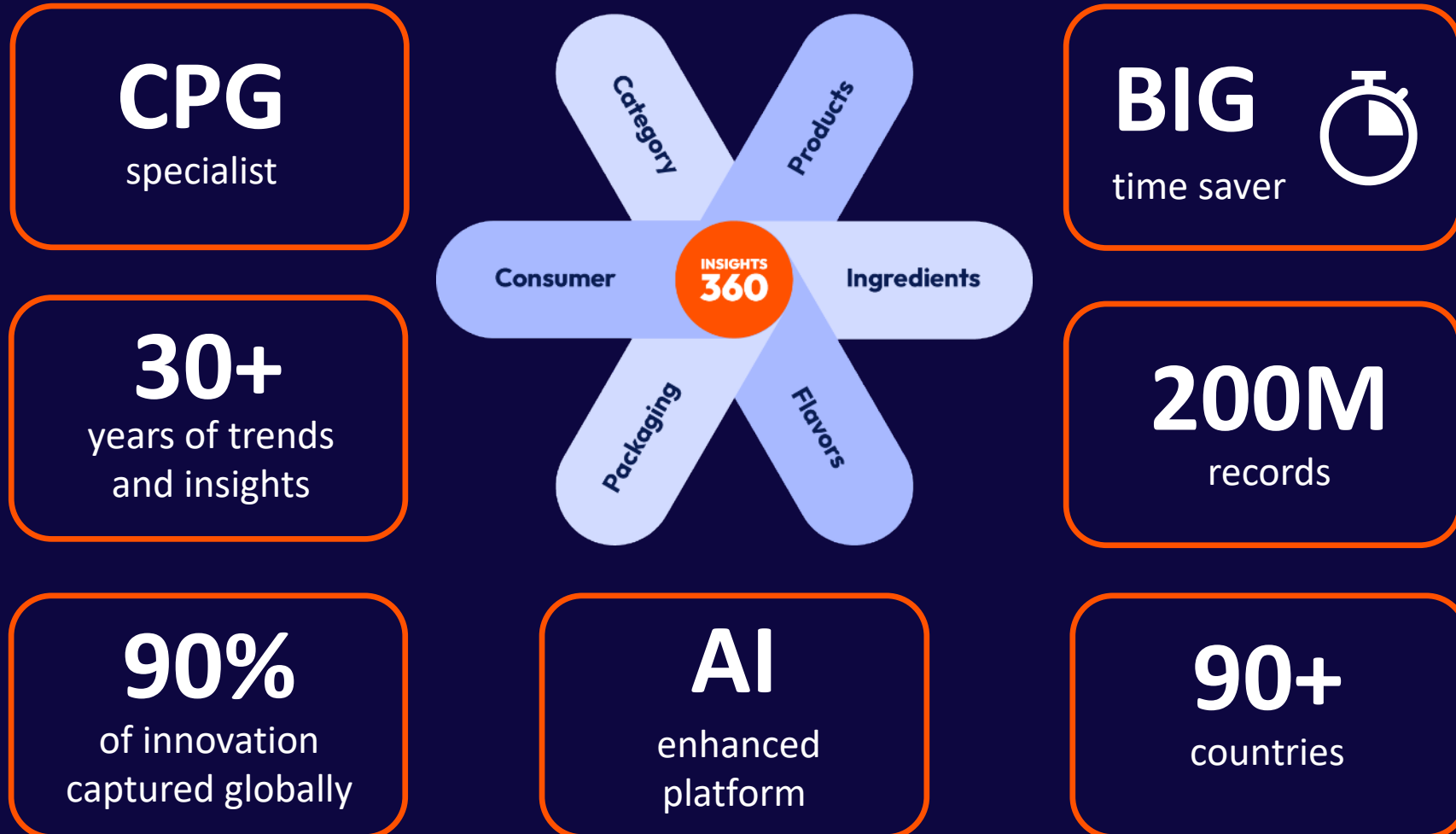
Top Trends

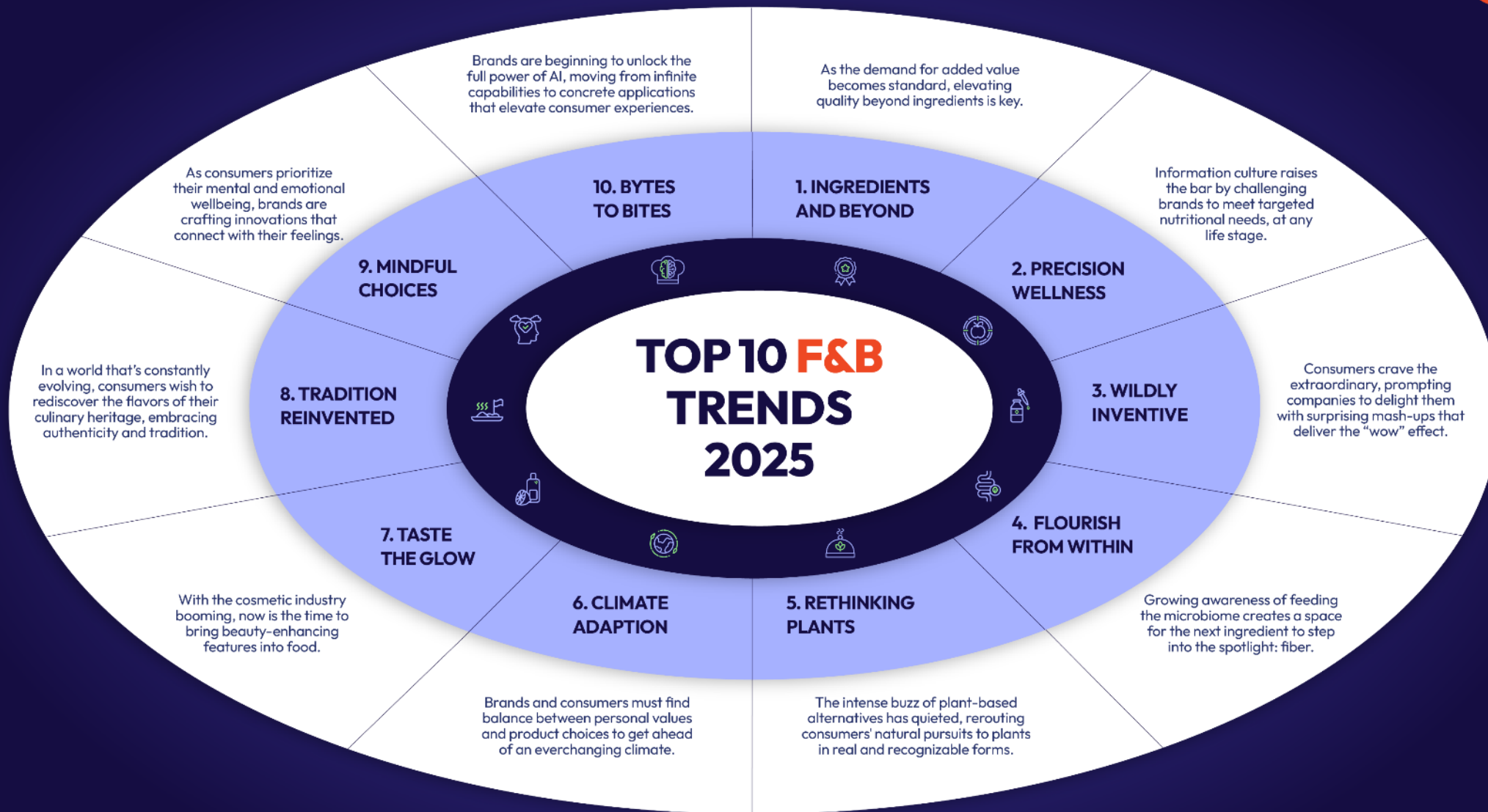
Innova's Top Trends in Dairy – Global, with USA highlights

March 18, 2025



Innova: Insights partner for innovation





Today's focus – five key food & beverage trends for 2025 that matter the most to the dairy category



Consumer context: North America



Healthier Lives

- Consumers prioritize a **healthy diet, weight management, exercise, and mental health**. **Proactively preventing health issues** (32%) is a key focus. **Health benefits** (35%), **nutrition** (23%), **natural foods** (31%), and **limiting sugar, fat, and alcohol** (37%) are important for home-cooked meals.



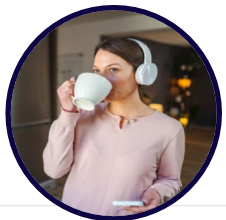
Conscious Living

- Consumers are **minimizing food waste, recycling, upcycling, and choosing local products for sustainability**. They expect companies to lead with **eco-friendly packaging, better waste management, and lower carbon footprints**. 6 in 10 North Americans want **clearer packaging on sustainability efforts**.



Changing Occasions

- Consumers are **spending more time at home**, creating more opportunities for packaged food products. 65% eat at home daily compared to 15% who dine out, and half view **home cooking as a way to save money**.



Evolving Nature of Treat and Reward

- Half of consumers seek **daily happiness**, with 36% preferring **edible treats**. 37% **balance health and indulgence**, while 35% **prioritize health benefits** and 21% **value indulgence at home**. **Rich flavor** (41%) and **creamy texture** (33%) define indulgence, and **reducing fat, sugar, and alcohol** makes treats feel healthier.



INNOVA
MARKET
INSIGHTS

TREND #1



Ingredients and Beyond



Trend 1. Ingredients and Beyond

As the demand for added value becomes standard, elevating quality beyond ingredients is key.

Trend #1

Ingredients:
Taking the
spotlight



2024 – Finding the star ingredient

Beyond mainstream dairy: Protein everywhere



Australia, Nov 2024



Norway, Dec 2024



Lithuania, Dec 2024

Protein quark bar
with collagen.

+11%

Year-over-year growth of dairy tracked with a **high/ source of protein** claim. (Global, YoY 2024 vs. 2023)

2025 - How to stand out?

Developing a coherent narrative around quality

#1

Quality of product is the most important factor for consumers in food and beverage brands.



Italy, Jan 2025

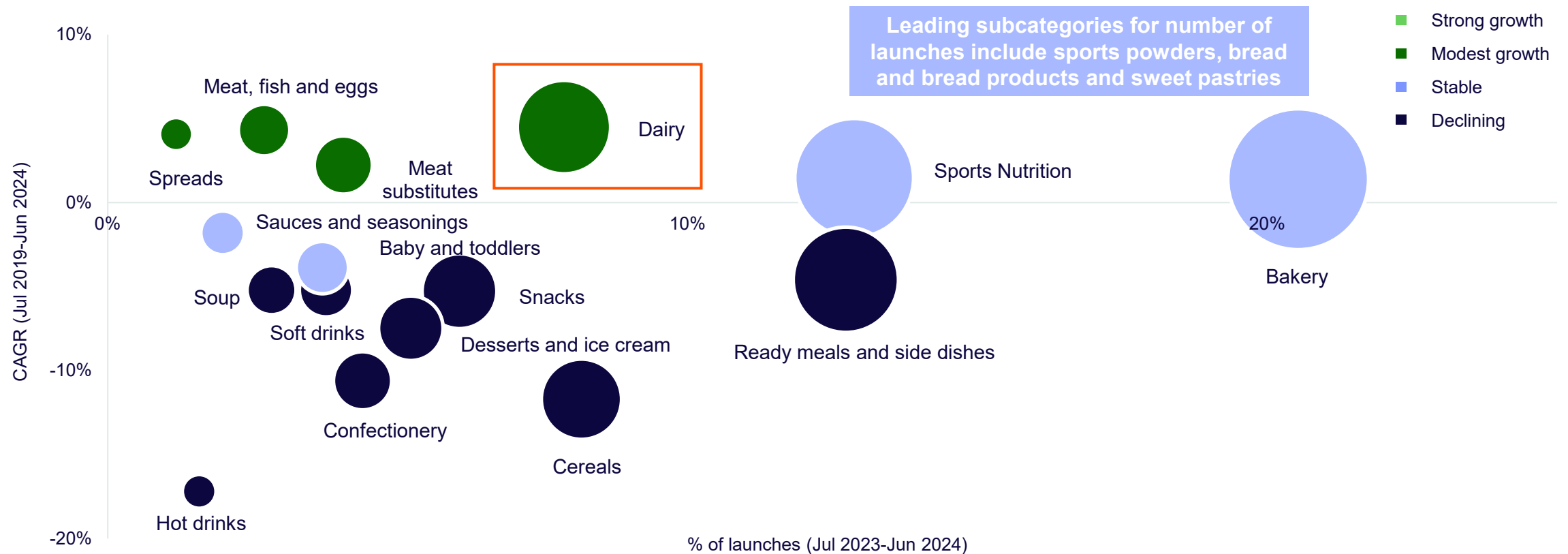
Quality ingredients

“Lactose-free hay milk yogurt – STG 100% Alto Adige hay milk from cows fed fresh grass, mountain hay, and herbs, raised using traditional Alpine methods.”

Sources: Innova Lifestyle & Attitudes F&B Survey 2024 (Average of Brazil, Canada, China, France, Germany, India, Indonesia, Mexico, Spain, UK, US), Innova Database, [Latteria Sociale Merano](#)

Dairy is among the leading growth categories for innovation in products containing protein ingredients

Figure : % of category launches and CAGR (compound annual growth rate) for leading food and beverage categories with protein ingredients (US and Canada, Jul 2019-Jun 2024)



Source: Innova Database

Note: Categories with less than 60 launches in Jul 2023-Jun 2024 are not included

For protein intake, US consumers consider dairy, especially cheese, as an alternative

One-third of US consumers use cheese as a source of protein as an alternative to meat.

“When you are replacing meat directly, what do you usually consume?”

US, 2024

Cheese, 30%



Hiland Pro Pack Snack Low Fat Cottage Cheese

United States, Feb 2025

[VIEW DETAILS](#)

Grade A 2% milk fat. No artificial growth hormones from cows not treated with rbst. **12g protein per serving**. Farmer owned. Premium quality.



Farm Rich Grilled Cheese Style Bites

United States, Jan 2025

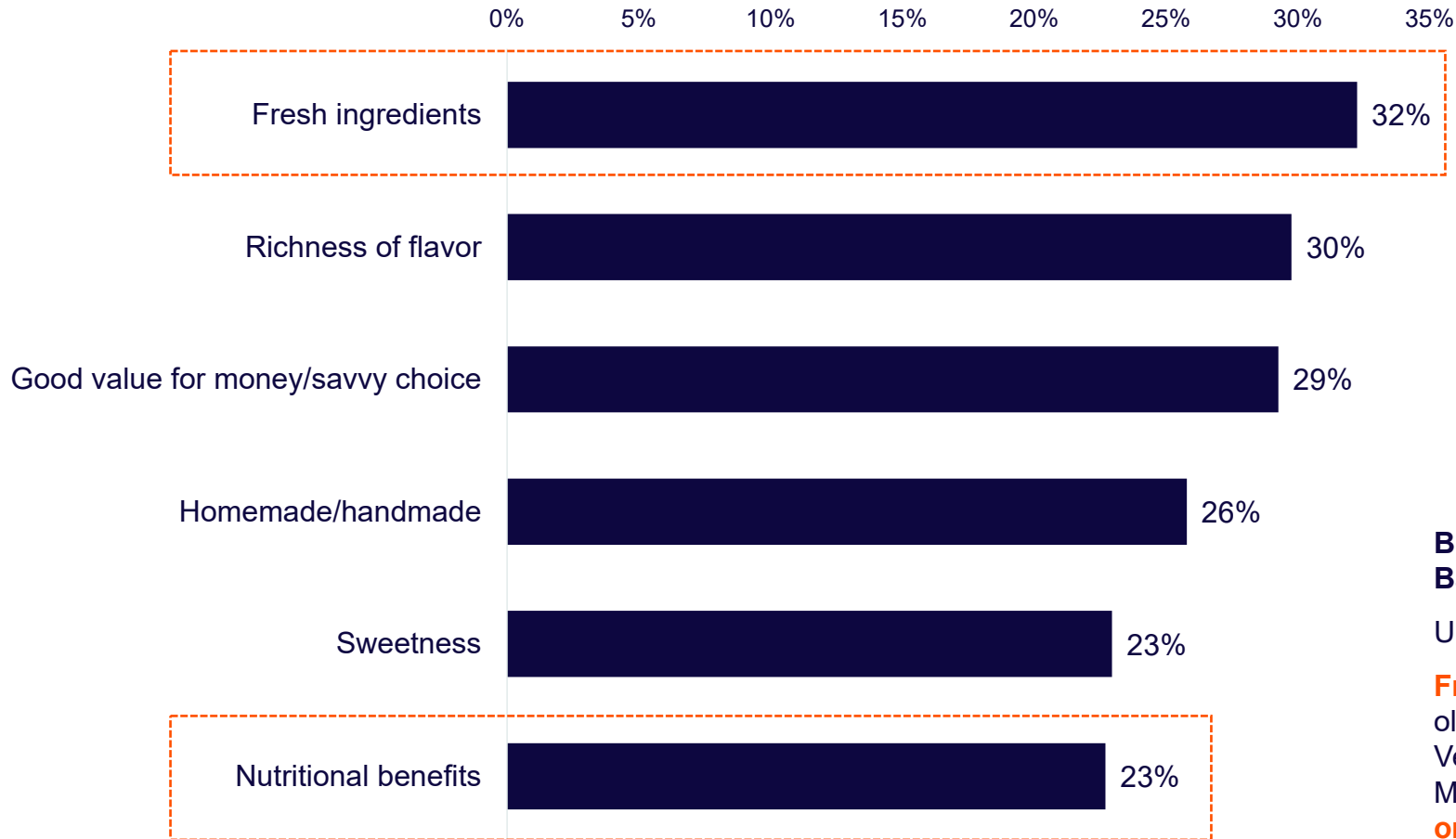
[VIEW DETAILS](#)

Grilled cheese style gooey cheese bites in a crispy coating. **Good source of protein (9g per serving)**. Good source of calcium. Grilled cheese bites are the perfect combination of melty cheesiness and crispy coating. Farm Rich makes grilled cheese fun and easy. Taste of the comfort classic in a bite sized snack. Goosy cheesy center

Sources: Innova Meat, Dairy & Alternative Proteins Survey 2024

For US consumers, fresh ingredients and nutritional benefits are important values in food

Figure : What are the most important drivers of enjoyment and pleasure in food for you? Select up to five (US, 2024)



Buf Mozzarella Di Bufala Fresh Basil Infusion: Fresh Basil Infusion Mozzarella Buffalo Cheese

United States, Dec 2024

[VIEW DETAILS](#)

Fresh mozzarella buffalo cheese cherries marinated with olive oil and **fresh** basil. Lactose free. Non GMO Verified. Vegetarian. Gluten free. Free range. Grass fed. Made with A2 milk, vegetarian rennet, and are **rich in omega-3s**.

Source: Innova Lifestyle & Attitudes Survey 2024

Beyond freshness and nutrition, naturalness and product safety are also significant influencers in the dairy space

Top claims (global) that influence the consumers' dairy purchasing decision:



Cheese

1. Product safety

2. Made with real ingredients/natural

3. High in protein



Milk & flavored milk drinks

1. Made with real ingredients/natural

2. Low/no/reduced sugar

3. Product safety



Spoonable/ drinkable yogurt

1. Made with real ingredients/natural

2. Product safety

3. High in protein

AI decodes microbes' message in milk safety testing approach



Researchers have used **genetic sequencing and AI** to identify anomalies in milk production, like **contamination or unauthorized additives**, potentially enhancing dairy safety.

United States, Oct 2024

Sources: Innova Category Survey 2024 (Average of 35 countries), [The Pennsylvania State University](#)

Note: Q: "Which claims most influence your purchasing decision when buying dairy products?"

The technology crossover adopted in various ways to guarantee dairy quality

“Which of the following concerns, if any, do you have with regard to dairy consumption?”

1. Food quality concerns



Researchers have developed a new way to detect when milk has gone off. VibMilk technology uses a smartphone sensor to detect if milk is fresh or spoiled.

2. Health concerns



“Offers fast, accurate, and cost-effective lactose detection.”

Kerry Group acquires LactoSens technology to complement lactase enzyme portfolio

3. Food safety concerns



Milk safety advances: Scientists untangle microbial challenges with AI and metagenomics

Sources: Innova Dairy, Meat & Alternative Protein Survey 2024 (Average of Brazil, Canada, China, France, Germany, India, Indonesia, Mexico, Spain, UK, US), [UNSW Sydney](#), [Food Ingredients First \(1\)](#), [\(2\)](#)

Notes: Top 3 responses to the question were: Food quality (e.g., off-taste, off-odor), health concerns (e.g., lactose consumption), food safety (e.g., storage condition)

Rising dairy standards in US: Elevating quality by limiting artificial ingredients & promoting healthier nutritional profiles

From no artificial ingredients claims...



To healthier nutritional profiles...



Almost
1 in 3

consumers in US would reduce their dairy consumption due to **artificial ingredients in processed dairy products.**



“Quality Assured. No artificial ingredients. No added sugar. **No high fructose corn syrup.** Diabetes friendly. Low sodium. Heart health. Low fat. **No salt added.** Contains 16g of protein per serving. **Excellent source of protein.”**

Bowl And Basket One Percent Milk Fat Cottage Cheese

United States, Jan 2025



Müller and Myprotein launch HFSS-compliant high-protein desserts and yogurts



September 09, 2024

“No added sugar. Low fat and contains only naturally occurring sugars.”

United Kingdom, Oct 2024

Sources: Innova Dairy, Meat & Alternative Protein Survey 2024 (US), [Food Ingredients First](#)

Note: HFSS = High in fat, salt or sugar



TREND #2



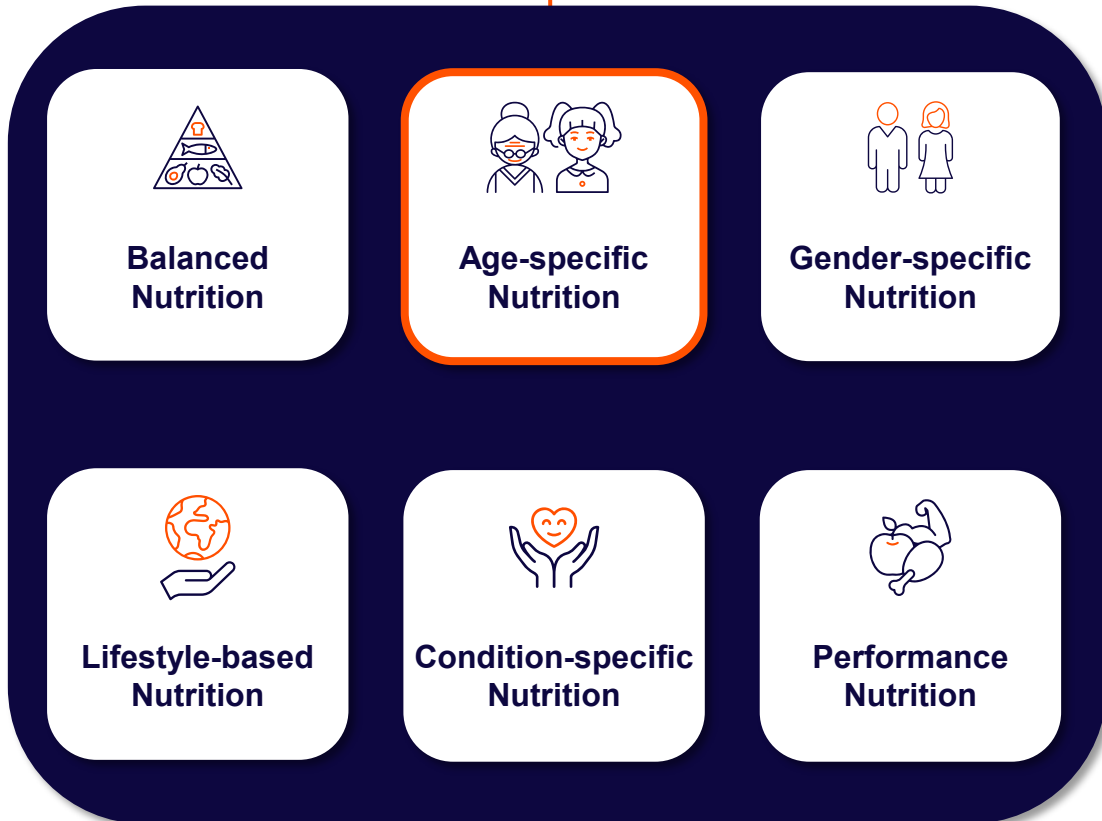
Precision Wellness



Trend 2. Precision Wellness

Information culture raises the bar by challenging brands to meet targeted nutritional needs, at any life stage.

Top targeted nutrition approaches*



+24% Year-over-year growth in dairy launches with a **children (5-12 years) claim** (Global, YoY 2024 vs. 2023)



“Nourishing **yogurt for growing kids**. No artificial colors, flavors, sweeteners or preservatives. Contains **vitamin B12** to support immune health. Contains 1 billion probiotics per serving. **Iodine and vitamin B12 for brain health**. Sweetened with fruit.”

Australia, Oct 2024

Sources: Innova Trends Survey 2025 (Average of Brazil, Canada, China, France, Germany, India, Indonesia, Mexico, Spain, UK, US), Innova Database, Bega Cheese Limited

Note: *Q: “Which of the following targeted nutrition is more desirable to you?”

Dairy brands customize products for adults & seniors through fortifications

Age-specific nutrition

Next to balanced nutrition, **Gen X & Boomers** have purchased age-specific nutrition more in the past 12 months.



Unlocking nutrition for Seniors:

Desire for age-specific nutrition is high among Boomers



Vietnam (import from Japan), Jun 2024

“A powdered milk that contains a well-balanced nutrient combination that the adult body requires.”

Six key nutrients: **Lactoferrin**, **Bifidobacterium longum BB536**, **LAC-Shield**, Medium-chain fatty acid, Protein and calcium, along with other essential minerals needed by most adults.

Morinaga Milk Life Nutritional Milk Powder For Adults



Zero lactose. Fortified with vitamins and minerals for nutrition for adults 50 plus.

Per 200ml glass of milk contains fiber: 10%, calcium: 30%, vitamin E: 15%, vitamin D: 15% and vitamin B12: 15%.

Brazil, Aug 2024

Sources: Innova Trends Survey 2025 (Average of Brazil, Canada, China, France, Germany, India, Indonesia, Mexico, Spain, UK, US), Innova Database, [Morinaga Nutritional Foods](#)

Notes: Qs: “Which type of targeted nutrition have you purchased in the past 12 months?” “Which of the following targeted nutrition is most desirable to you?”

Brands are taking steps to craft innovations tailored to specific health needs



1 in 4

consumers in US consider **weight management** as the key health reason for maintaining dairy consumption.

+38%

Year-over-year growth in new dairy launches tracked with a **weight management claim** (Global, YoY 2024 vs. 2023)

US consumers' approaches to weight management

1

Exercise and fitness

2

Diet – reduction (e.g., reduce sugar)

3

Diet – nutritionally balanced approach

“Perfect for diabetic, **keto**, or the sugar free diet, this ready to drink protein shake helps you maintain your healthy lifestyle and **achieve your weight goals while providing low carbs, great taste, and essential nutrition.**”



USA, Nov 2024

Sources: Innova Dairy, Meat & Alternative Protein Survey 2024 (US), Innova Health and Nutrition Survey 2024 (US), Innova Database

Note: Q: “If you are actively trying to manage your weight, what approach do you take?”

Innovation opportunity in condition-specific nutrition is apparent in dairy



Condition specific nutrition

+2%*

Opportunity gap

The desire for a targeted nutrition approach is more than the actual purchasing behaviors*

Resurgence of lactose-free in dairy

YoY growth of dairy
+16% launches with a **lactose-free** claim (Global, 2024 vs. 2023)

“Same great flavor, **now easy to digest**. This lactose-free milk gives you all the same nutritional benefits of milk without sacrificing the flavor. It's an easier-to-digest option, **especially if you're lactose intolerant**.”

United States, Mar 2024



Beyond lactose-free milk

Finland, Mar 2024



“**Lactose-free banana cream ice cream** made from lactose-free milk and lactose-free cream.”

United Kingdom, Aug 2024



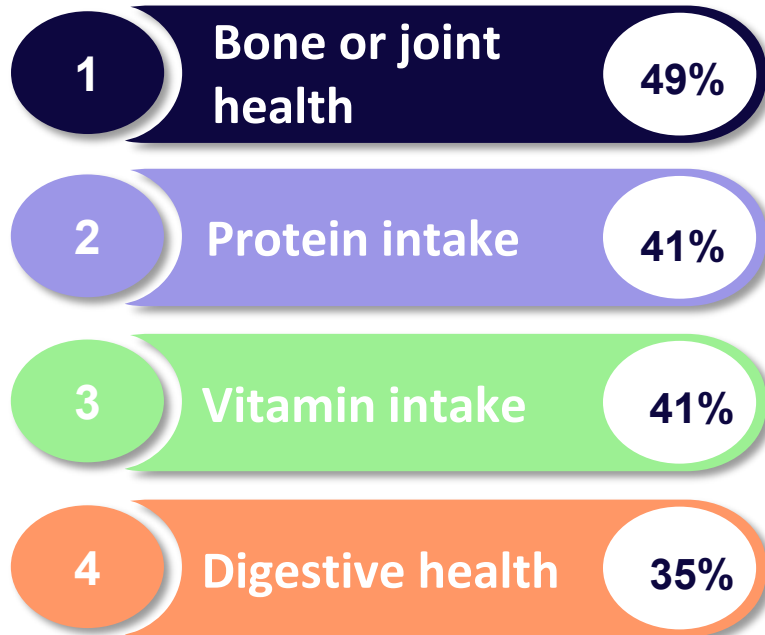
“**Easier to digest if you may be lactose intolerant** or have a sensitive gut. Less than 0.03% of lactose.”

Sources: Innova Trends Survey 2025 (Average of Brazil, Canada, China, France, Germany, India, Indonesia, Mexico, Spain, UK, US), Innova Database

Notes: *Difference between percentage of consumer respondents in the questions: “Which of the following targeted nutrition is most desirable to you?” and “Which type of targeted nutrition have you purchased in the past 12 months?” (“+” difference indicates opportunity gap or innovation opportunity). Condition-specific nutrition e.g., chronic conditions (such as diabetes, heart diseases), food allergies and intolerance, digestive health.

Why dairy matters: Replacing other sources of protein and supporting bone health & gut health

“What are your key health-related reasons for maintaining your dairy consumption?”
(US, Select up to 5)



Nurri Ultra Filtered Milkshake With Chocolate Flavor

United States, Oct 2024

[VIEW DETAILS](#)

Packed with vital nutrients: essential vitamins and minerals to support your lifestyle.



Kefir Lab Creamy Probiotic Cultured Coconut Milk

United States, Feb 2025

[VIEW DETAILS](#)

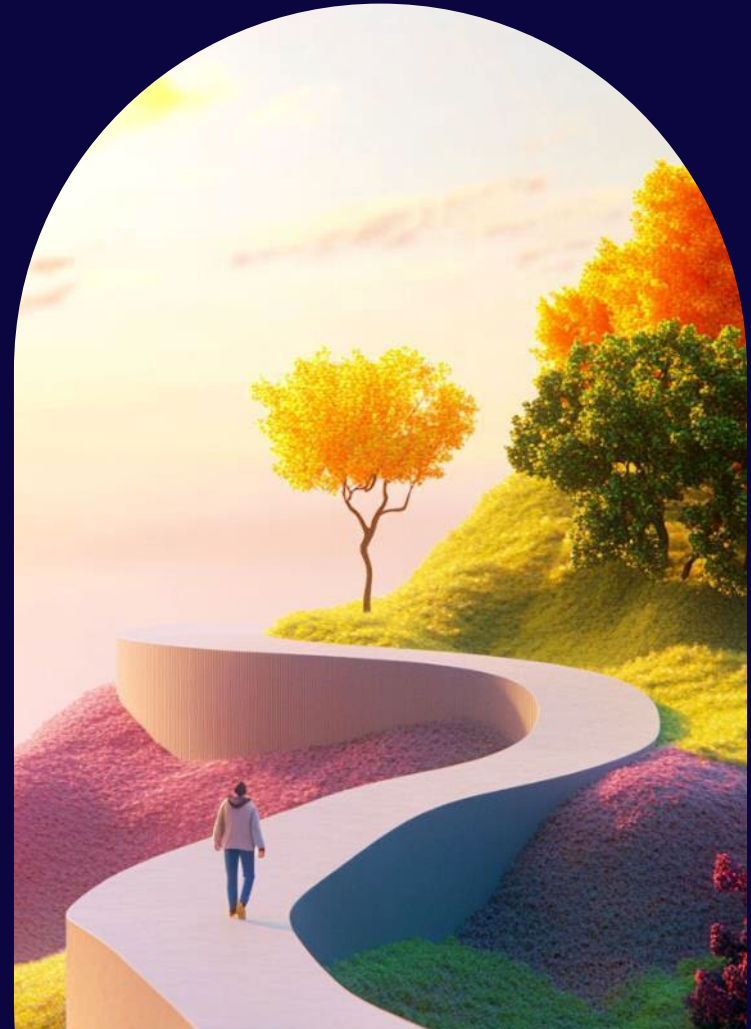
Creamy cultured coconut milk with **probiotics**. Probiotic for **optimal gut health**. Supports **healthy digestion**. **Helps restore gut diversity**.

Sources: Innova Dairy, Meat & Alternative Protein Survey 2024 (US), Innova Database

TREND #6



Climate Adaption



Trend 6. Sustainability: Climate Adaption

Brands and consumers must find balance between personal values and product choices to get ahead of an everchanging climate.



17%

of consumers in US are worried about **environmental concerns** (e.g., carbon emissions, water usage) with dairy consumption.

“What would you like most to see brand/companies doing to help the environmental/social causes?” (US, Select all that apply)

- 1 Improving waste management/ reducing waste
- 2 Sustainable packaging
- 3 Raising health and nutrition standards
- 4 Sustainable food/ growing practices
- 5 Nature protection

Less mess. No waste.

Belle Chevre original spreadable goat cheese log in a cup have tangy freshness of a plain goat cheese log, but in its **resealable container** it **remains fresher longer so there is no waste.**

US, Jun 2024



Sources: Innova Dairy, Meat & Alternative Protein Survey 2024 (US), Innova Lifestyle & Attitudes F&B Survey 2024 (US)

Note: Q: “Which of the following concerns, if any, do you have with regard to dairy consumption?” (Select up to 4)

The dairy industry is adopting various sustainable practices to reduce its environmental impact



+89%

Year-over-year growth of dairy launches tracked with **regenerative agriculture** claim (Global, YoY 2024 vs. 2023)



Healthier soil, healthier cows, happier farmers.

United Kingdom, Oct 2024

DELICIOUSLY REGENERATIVE

“**Farming regeneratively**, using those magic hooves to lock carbon away and recycle nutrients, can keep soil healthy and benefit nature.”



28% of consumers globally say **less product waste** in plant-based alternatives would encourage their purchases of these products.



Arla Foods Ingredients harnesses upcycling potential of acid whey

October 22, 2024



The “**Upcycle Your Whey to Value**” concept addresses a sustainability issue in the dairy industry, where two-thirds of milk for Greek yoghurt and strained products is wasted.

Sources: Innova Database, Innova Dairy, Meat & Alternative Protein Survey 2024 (Average of 35 countries), [Golden Hooves](#), [Arla](#)

Note: Q: “Which benefits of plant-based alternatives would encourage you to buy more plant-based products?”

Dairy brands are progressively advancing in their efforts toward animal welfare in dairy farming



1 in 5 consumers in US are concerned about **animal welfare** claims regarding dairy consumption.

Making animal welfare a priority

+16%

Average annual growth of **animal welfare claims** tracked in dairy launches (Global, CAGR 2022-2024)



Kalona SuperNatural Organic Cream Top Whole Milk

“From grass-fed cows on small family farms that restore the environment.

Low temperature pasteurized milk in its most natural state. Verified Land to Market: proves that small family farms are improving ecosystem health.”

US, Feb 2025



Vital Farms 90 Percent Grass Fed Salted Butter

“Pasture raised. Family farms. Made with fresh air and sunshine. At Vital Farms, our purpose is to improve the lives of people, animals and the planet through food. We’re on a mission to bring ethically produced food to the table. **The cows spend their time grazing outside during the warm months, that’s an average of 200 days a year.** 90% grass fed.

US, Aug 2024

Sources: Innova Dairy, Meat & Alternative Protein Survey (US), Innova Database

Sustainable packaging: A critical component in the dairy industry's goal toward a sustainable future



19% of consumers in US have chosen products with **environmentally friendly/less packaging**.*

Fast-growing environmental packaging claims in dairy launches (YoY, 2024 vs. 2023)



“Whole milk French style yogurt blended with pina colada, in a 141g **reusable glass jar**.”

US, Jan 2025

Sources: Innova Database, Innova Lifestyle & Attitudes F&B Survey 2024 (US),

Notes: Q: “Which actions have you taken to support the environment or social situation in the past 12 months?” (Select all that apply). *The growth of these claims is based on product launches with more than 15 products in 2023

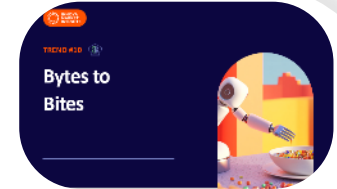
Potential for AI in sustainable dairy farming for efficient livestock management



Environmental sustainability

is an area in which consumers would like to see **AI-powered** F&B developments.

From bytes to barn: AI for dairy farming



GEA offers CattleEye AI solution for autonomous livestock monitoring

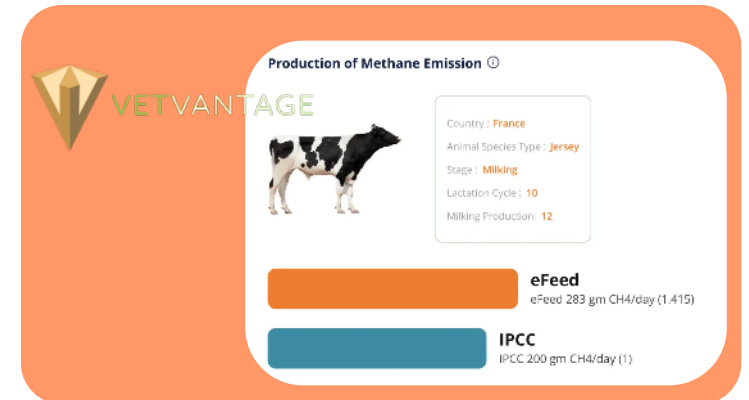


GEA



Ireland, November 2024

GEA & CattleEye launches AI powered Body Condition Scoring System for dairy cows



India, March 2024

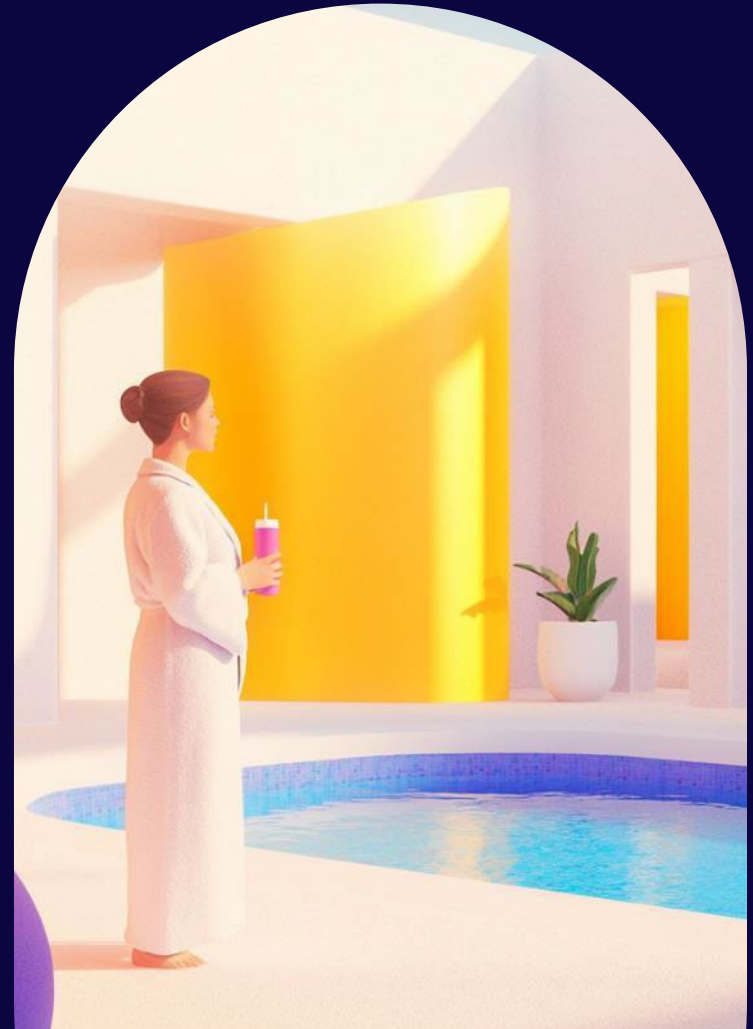
eFeed launches AI-powered software platform for dairy firms to manage methane emissions

Sources: Innova Trends Survey 2025 (Average of Brazil, Canada, China, France, Germany, India, Indonesia, Mexico, Spain, UK, US), [Food TechBiz](#), [CattleEye](#), [THG Publishing PVT Ltd.](#), [VetVantage](#)

TREND #7



Taste the Glow



Trend 7. Taste the Glow

With the cosmetic industry booming, now is the time to bring beauty-enhancing features into food.



1 in 5

consumers globally have purchased F&B to **improve physical appearance/beauty** in the last year.

Top opportunity areas*

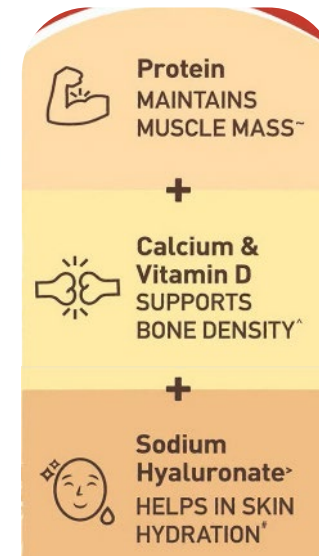
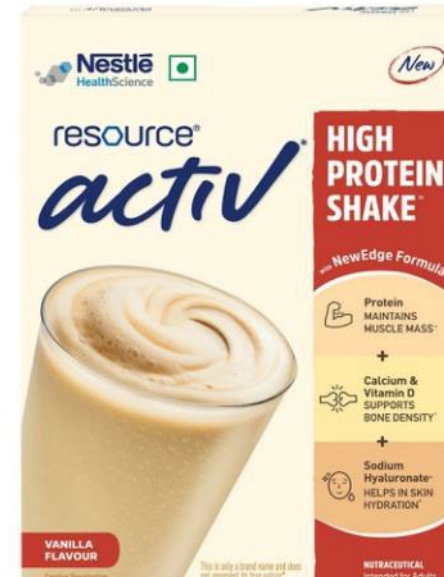
#1 Facial skin

#2 Hair

#3 Body skin

+21%

Average annual growth in new dairy launches with a **skin health claim** (Global, CAGR 2022-2024)



Nestlé Health Science Resource Activ High Protein Shake Health Supplement Powder With Vanilla Flavor

Note: “skimmed milk powder” is #1 ingredient.

India, Jun 2024

Introducing Resource® Activ with the NewEdge formula which includes High Protein, Calcium, Vitamin D, Sodium Hyaluronate. It also contains Immunonutrients^s (Vitamin A, C, D, Zinc & Selenium).

Sources: Innova Trends Survey 2025 (Average of Brazil, Canada, China, France, Germany, India, Indonesia, Mexico, Spain, UK, US), Innova Database

Note: Q: “To what extent do the following physical appearance aspects concern you?”* (Sum of extremely concerned and very concerned).

Beauty from within: Interconnectedness of nutrition & appearance in dairy

Beauty inside & out



From gut-brain axis
...To
gut-skin axis



16%

of consumers in US look for **dairy** when they want to maintain/improve **physical appearance** (skin, hair, nails...).

Probiotic Smoothie + Collagen



Lifeway Foods unveils first probiotic collagen smoothie with kefir cultures

The Probiotic Smoothie + Collagen line combines 12 live and active cultures, 25-30 billion CFUs and **5g of collagen per serving** to support **skin hydration, elasticity, smoothness** and joint health.

United States, Dec 2024

Sources: Innova Trends Survey 2025 (US), Innova Database, Lifeway Foods, Inc., PR Newswire

Along with vitamins & calcium, US consumers seek collagen for beauty & wellness

Top ingredients desired in functional F&B for physical appearance (US)

- 1 Vitamin C
- 2 Vitamin E
- 3 Calcium
- 4 Protein
- 5 Vitamin A
- 6 Collagen



Mokate Beauty Shake
Smak Truskawkowy:
Beauty Shake
Powder

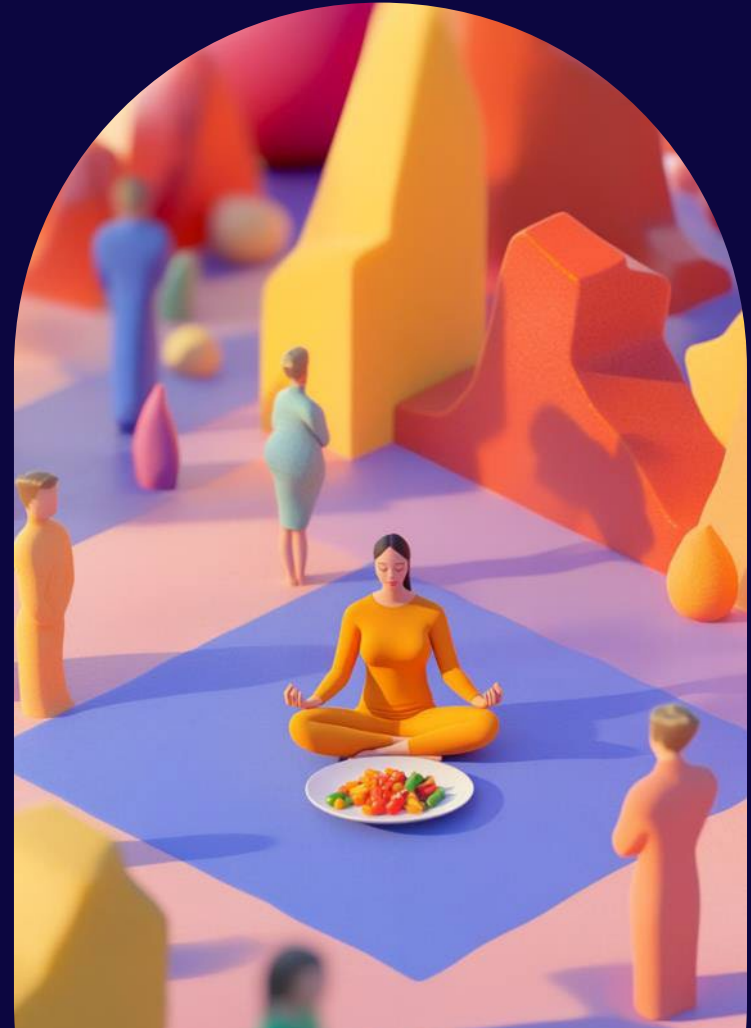
Poland, Nov 2024

A shake that combines a tasty strawberry flavor **with the benefits of collagen and vitamin C** – all you have to do is pour cold milk over the powder, mix thoroughly and it's ready.

TREND #9



Mindful Choices



Trend 9. Mood Food: Mindful Choices

As consumers prioritize their mental and emotional wellbeing, brands are crafting innovations that connect with their feelings.

High attention of consumers toward mental health



36%

of consumers globally say:

Feeling **mentally/emotionally** well is their **primary health goal**.



Goal:
Fulfilling the opportunity gap



Drinking yogurt is “Enriched with **vitamin B complex and L-5-hydroxytryptophan** – the precursor to the “happy” neurotransmitter called “serotonin.”

Low association between mental health & functional F&B

Mental aspects for which consumers purchase functional food:

#1 None of the aspects is a purchase driver

#2 Stress & anxiety

#3 Tiredness & fatigue

Sources: Innova Lifestyle & Attitudes F&B Survey 2024 (Average of Brazil, Canada, China, France, Germany, India, Indonesia, Mexico, Spain, UK, US), Innova Database, [Vinamilk](#)

Notes: Qs: “What are your main concerns related to your mental health?” “For which of the following mental health aspects have you purchased functional food and beverage in the past 12 months?”

Top Trends 2025: Dairy & Dairy Alternatives - Global - Feb 2025

Dairy brands are increasingly addressing stress management & sleep quality

+114%

Year-over-year growth of dairy launches tracked with a **stress claim*** (Global, YoY 2024 vs. 2023)

US, Oct 2024



Treehouse Originals Cacao Coconut Creamer

“Help you respond to **stress, anxiety, fatigue** in a sustainable way. Contains MCT which is great for **mental function**.”

consumers in **US** look for **dairy** to maintain/improve their **mental health**.

14%

Crocetin creation: Meiji launching functional milk that supports vision and sleep

March 2024

- Crocetin from Gardenia fruit.
- 100mg of tryptophan.



Nestlé's China new milk powder developed for sleep quality

China, Feb 2024

“**Blend of bioactive ingredients on sleep:** Tryptophan, vitamin B, magnesium, zinc and nutrients combined with mulberry leaf extract.”

Sources: Innova Database, Innova Trends Survey 2025 (US), [Asahi](#), [William Reed Ltd. \(1\)](#), [\(2\)](#)

Notes: *New product launches tracked in a search for stress claims are added in the slide notes. Growing from a small base with less than 10 launches in 2023

Innovation in healthy snacking: Dairy products offering guilt-free treats

Consumers snack on dairy products



Nature Valley YoBark Strawberry Dairy Bark With Granola – US

- YoBark, a **yogurt-based snack**, gives families a tasty option and expands yogurt's presence in the snacking category.
- YoBark **meets mom's health standards** while offering a **fun, snackable form** that tweens enjoy. It's also shareable, tapping into tweens' social interactions.

November 2024

A Game Changer in Healthy Snacking: Introducing Kiri Petit Sweets® in Thailand!

September 2024



Processed cheese cubes with lemon tart strawberry fraiser flavors. High in calcium and low in calories.

Sources: Innova Category Survey 2025 (Average of 35 countries), Innova Database, Dairy Herd Management, PR Newswire

Note: Q: "When do you consume dairy products?" (Top 3 responses)

Exploring indulgent dairy innovations to uplift mood

Consumers indulge to feel better



45%

of consumers in **US** try **indulgent**/premium food and beverages to **alleviate their mood**.



“It’s **chasing life’s pleasures**, big or small-like this packet. And above all, it’s putting Vel on **everything you love**, anywhere you are. **Cheese lovers, this is the indulgence you’ve been waiting for.** Now you can **enjoy the deliciousness of Velveeta cheese on everything and anything-anytime and anywhere.**”

US, Jan 2025

Sources: Innova Trends Survey 2025 (US), Innova Database

What's Next?



What's next?

Observation	Opportunity
Fresh ingredients and rich flavors drive enjoyment	<p>Focus on freshness and bold flavors</p> <p>Incorporate claims such as freshly sourced, farm to table or made with real dairy prominently on packaging to highlight ingredient authenticity. At the same time, elevate flavor experiences by using bold rich flavors or by exploring unique options to create memorable and indulgent taste profiles.</p>
Consumers look for authenticity, real ingredients and no artificial flavors	<p>Promote authenticity and health</p> <p>Increase the use of clean labels, focusing on claims such as real ingredients, no artificial flavors and authentic taste while incorporating storytelling about ingredient sourcing and traditional preparation methods to enhance authenticity.</p>
Indulgence and taste remain top consumption drivers, yet health is important	<p>Innovate with distinctive formulations</p> <p>Emphasize indulgent flavors and premium ingredients, highlight health-conscious attributes such as natural ingredients and healthier options through clean-label claims.</p>
For nearly one-quarter of consumers (23%), health benefits contribute to food enjoyment	<p>Highlight functional ingredients</p> <p>Highlight health benefits and nutritional content by using claims to meet consumer expectations. Consider fortifying products with added nutrients and promoting their functional benefits, to appeal to health-conscious shoppers who prioritize these attributes in their food choices.</p>

Source: Innova Market Insights

Get more of the trends insights you need



Databases



Dashboards



Reports



**Custom Analysis
& Consultancy**

Scan the QR code or reach out to us [here](#)



Midwest Dairy Contacts



Maureen Windisch

Sr. Manager, Business Insights
& Data Analytics

mwindisch@midwestdairy.com



Martha Kemper

Vice President, Dairy Experience
Business Development

mkemper@midwestdairy.com



Mitch Schulte

Vice President, Agricultural Affairs

mschulte@midwestdairy.com