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Promotion IN ACTION



June 25, 2021

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COMMENTS FROM OUR CEO

As National Dairy Month kicked off this year, COVID-related restrictions began to ease, ushering in opportunities for dairy farmers and the dairy checkoff to return to familiar ways of connecting with consumers at in-person events. Yet, the past year also taught ways to reach larger groups of consumers through a variety of digital platforms and tools. Combining these approaches resulted in a new National Dairy Month that combined in-person and virtual activities for a host of programs including farm tours, retailer activations, nutritional webinars, and school programs, many of which are highlighted in this issue of Promotion in Action.

Speaking of which, you've likely noticed that this newsletter looks a bit different from past issues. We're proud to launch this new version which has been designed and written based on feedback provided in our 2020 Farmer Communications Survey. Among the changes:

- One issue for all states so you can collectively see the work Midwest Dairy is doing on behalf of dairy farmers



MOLLY PELZER

Dairy Interns

USDEC Exports Highlights

detail of dairy farmers throughout the region.

- Shorter, easy-to-read content blocks with return on investment highlights in bold.
- Content organized by strategic priority so you can easily see how the work we're doing ladders up to our pillars of increasing sales, growing trust, advancing research, and developing farm and community leaders for dairy.

Our goal is to deliver relevant content to you in a format that allows you to quickly find the information that most interests you and gets right to the point of how we're supporting dairy and dairy farmers. We hope you enjoy the new format!

Dairy Experience Forum 2021



The fourth annual Dairy Experience Forum will be held virtually July 13. This event brings together key experts in trade, marketing, and consumer behavior to share how dairy can advance and meet the needs of new consumers. Speaker topics include growing demand for U.S. dairy exports in Southeast Asia, creating relevant products to connect with Gen Z, developing techniques to create innovation, and a consumer panel featuring Gen Z shoppers. Breakout sessions throughout the event will provide attendees the opportunity to network and brainstorm strategies for applying insights in today's consumer landscape. Register online at <https://www.dairyexperienceforum.com/>.



The **Dairy** Experience

July 13, 2021 | **VIRTUAL**

**Local, national checkoffs collaborate
to launch podcast**



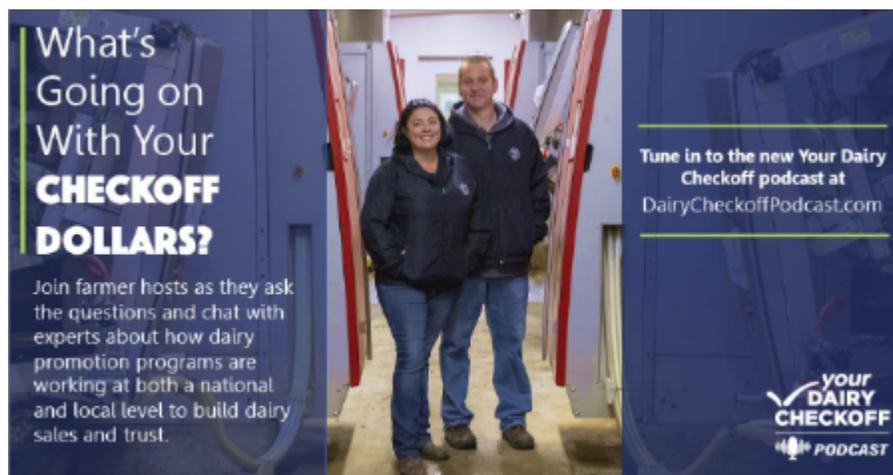
After nearly three years of success, Midwest Dairy's Dairy on the Air podcast is evolving into a new show launched by national and local checkoff organizations called Your Dairy Checkoff Podcast. Each monthly episode will be hosted by dairy farmers or industry experts and focus on answering dairy farmer questions about dairy promotion at the national and local levels.

The first Your Dairy Checkoff episode, "Reaching Gen Z: Through the World of Gaming," features a conversation about how dairy checkoff is looking into online video gaming to reach Gen Z (ages 10-23). With 90 percent of Gen Z active in gaming, the platform provides a great opportunity to share dairy's farm-to-table story in an engaging, interactive way. Gaming is a \$100 billion industry, larger than sports, film, and music combined.

Midwest dairy farmer Alex Peterson and Florida dairy farmer Lindsey Rucks are joined by guests Jarrod Moses, chief executive of United Entertainment Group, and Jennie McDowell, vice president of business development at Dairy MAX. In the episode, the guests share about Dairy Management Inc.'s successful project with Minecraft influencers last year and Dairy MAX's new partnership with Complexity Gaming.

With the introduction of this new podcast, Midwest Dairy will stop producing "Dairy on the Air" but all episodes will be included in Your Dairy Checkoff episode library. In the final Dairy on the Air episode, released in May, host Andy Vance is joined by Roxane Hill, executive director of The Regnier Family Wonderscope Children's Museum of Kansas City, and Samantha Carter, manager of marketing and communications at Midwest Dairy to discuss how the two organizations are partnering to engage Gen Z youth and their millennial parents in the story of dairy by bringing the story of farming, animal care and on-farm sustainability practices to the consumers' minds through a new museum exhibit.

You can listen to past Dairy on the Air episodes and new episodes of Your Dairy Checkoff Podcast at dairycheckoffpodcast.com or on your favorite podcast platforms such as iTunes, Google Play, Stitcher, or iHeartRadio. All episodes can also be found on MidwestDairy.com.



What's
Going on
With Your
**CHECKOFF
DOLLARS?**

Join farmer hosts as they ask the questions and chat with experts about how dairy promotion programs are working at both a national and local level to build dairy sales and trust.

Tune in to the new Your Dairy Checkoff podcast at DairyCheckoffPodcast.com

**YOUR
DAIRY
CHECKOFF**
PODCAST

Fuel Up to Play 60 inspired mini game



GoNoodle, a company that produces videos and games to get kids up and moving, has launched its newest game, **Coach Terry's Touchdown**, powered by **Fuel Up to Play 60**. Coach Terry's Touchdown will get kids moving and focus their energy as they jog down the field, duck to avoid flying obstacles and collect white, chocolate and strawberry milk, smoothies, and string cheese for extra energy and bonus points, all while scoring as many touchdowns as they can in 60 seconds. The game delivers the message of sustained energy to kids in a modern way by having them fuel up with dairy products in the game to earn bonus points and extra lives.

This new mini-game will be the first game within the GoNoodle Games suite that lets players directly challenge a friend or family member to compete using a split-screen in the game. Kids will now be able to battle their siblings and friends, making the game an interactive activity where families can move together. In addition to Fuel Up to Play 60 promotions, GoNoodle will be promoting from their social channels, across their web platforms and connected TV apps, on their blog and to their database of around **1 million parents** via email.

Coach Terry's Touchdown joins eight other games in GoNoodle's free, kid-loved and parent-approved app available on iOS and Android.

[Download for IOS](#)

[Download for Android](#)



Environmental Initiative reports success for dairy farmers



In 2017, Midwest Dairy connected with Environmental Initiative through shared values in water and soil health issues focusing on Central Minnesota. That connection resulted in a collaboration to form the [Headwaters Agriculture Sustainability Partnership](#) (HASP) in 2018. Environmental Initiative also named Midwest Dairy their "member of the month" in June and has [featured the value of the partnership on their website](#) and e-newsletter.

Through HASP, Midwest Dairy has worked on three different projects including the [recent return-on-investment project with three Stearns County, Minnesota dairy farmers](#) that shows the environmental impact and lower financial costs of implementing conservation practices on their farm.

Each farmer has been analyzing different costs and revenue for their farms with instructors through the Farm Business Management program. They also worked with Stearns County Soil and Water Conservation District to track the environmental benefits of the practices they use.

This project continues into the summer of 2021 and is scalable depending on the availability of future funding. The Headwaters Agriculture Sustainability Partnership looks forward to expanding the study to provide clearer data and trends between conservation and whole-farm finances.

Midwest Dairy looks forward to growing the partnership with Environmental Initiative to work towards the common goal of environmental stewardship.

Live calf chats conclude 2020-2021 Adopt a Cow program

This school year, teachers across the Midwest region signed up for the Adopt a Cow program through Midwest Dairy's partnership with Discover Dairy.

Through the program, classrooms were paired with a participating dairy farmer to learn about one of their calves. The farmer provided the class with photos and information to mark the calf's growth throughout the school year and connect them with the story of dairy. Around 213,000 students participated in the program this year, learning firsthand about the experiences of farm life and driving home a message of responsible production to build trust in dairy for the young consumers.

Classrooms received an informative introduction to their calf, the host farm, and how the animal is cared for in the fall of 2020 and were provided with two updates from the farmer throughout the academic year. To conclude the program, the seven participating farmers held live video chats with the classrooms to allow students to see the calf and ask questions of the farmer. Nationally, the Adopt-A-Cow program saw nearly 1.5 million student participants. This is substantial growth over last year, as teachers searched for virtual opportunities for their classrooms. [Registration](#) for the 2021-2022 Adopt-A-Cow program opens August 11.

Collaborations to increase dairy sales



Several activations throughout the month of June led to increased dairy sales across the Midwest. The following are some recent highlights:

- Registered dietitian and cooking instructor Ariel Johnston shares how dairy and plants make up a superfood power couple in her most recent [blog post](#). Her Mediterranean Quinoa Bowl [recipe](#) includes feta cheese and yogurt. In addition to reminding her readers about dairy's unbeatable nutritional benefits, Johnston also shares how the dairy industry is committed to sustainable farming practices and honoring the harvest.
- **Coborn's**, which has 54 grocery stores throughout Minnesota, North Dakota and South Dakota, partnered with Midwest Dairy to celebrate Earth Day during April. The month-long campaign resulted in **747,181 pounds of incremental milk sold** and **489,832 impressions**. The "Shop Green" campaign highlighted dairy's sustainability story through social media featuring local dairy farm families and dairy sustainability videos. Three different e-commerce banners drove shoppers to purchase dairy. Seven-second videos ran at the gas pumps at 27 Little Duke's stores featuring Kemp's cottage cheese, resulting in a **60% lift in sales**.
- Midwest Dairy partnered with **Training HAUS**, a part of the Twin City Orthopedics Complex at the Vikings Lakes Campus, to coordinate a **dairy-centric webinar for sports dietitians**. Rachel Stark, RDN, LD, presented "Fuel for the Win" which focused on the role of macronutrients in the athletes' diet, nutrient timing on game day and the importance of implementing dairy in an athletes' diet. Stark also is an assistant dietitian with the Minnesota Vikings and grew up on a dairy farm in Brown County, Minnesota.



Johnston's Mediterranean Quinoa Bowl with Feta & Yogurt.



Minnesota's G & K Family Farm is featured in a Coborn's social post.

National Dairy Month trust highlights



Building trust in dairy leads to loyal consumers and increased sales into the future. Throughout National Dairy Month events, virtual opportunities and exhibits have given consumers the opportunity to connect with dairy and dairy farmers.

- **Kilgus Farmstead**, an **Undeniably Dairy** grant recipient, hosted their annual **Breakfast on the Farm** event June 12. The event drew **725 people** from all backgrounds to learn about the logistics of dairy production. The Farmstead offered breakfast for farm-goers, tours of the dairy facility, and activities, including a dairy trivia booth facilitated by Midwest Dairy intern, Rachel Nelson, and Dairy Ambassador, Rachel Scidmore.
- A "**Picnic in the Pasture**" kicked off National Dairy Month celebrations in southwest Missouri as **Roaming Pastures Co-op** invited the local community to one of their grass-based dairies. The first-ever event included self-guided dairy tours, lunch, ice cream, face painting, and kids' activities. The event drew **nearly 250 people** to learn where milk comes from and more about the grass-based style of dairying.
- As a result of a relationship with **Dr. Susan Anderson**, executive dean/dean of rural medicine at the **Sanford University of South Dakota School of Medicine**, Midwest Dairy is hosting 4th-year medical students on dairy farm tours as an elective, reaching about **8-10 future**

on dairy farm tours as an elective, reaching about **8-10 future physicians** in 2021. These individual farm tours take place at **Stensland Family Farm** just outside of Larchwood, Iowa. The Stenslands have an on-site creamery, allowing students to see dairy from farm to table and learn more about dairy's role in a healthy and sustainable diet. For more about this partnership and to hear from both Anderson and medical student Connor Fullerton, read [this article](#) featured in Dairy Herd Management.

- **St. Louis dietitian Reshaunda Thornton** convened a group of communication experts for a virtual panel episode of her **Grit + Heart monthly podcast series**. Participants included Kansas City-based dietitian and owner of Street Smart Nutrition, **Cara Harbstreet**, who shared her perspective on creating content and influence. Other panelists included Fred E. Miller, a presentation coach, and Liz Wolfson, managing editor of Sauce Magazine. The episode can be found on [Reshaunda's Facebook](#) page as well as on her [Dietitian Against Diets Podcast](#).
- The **Kearney Area Children's Museum (KACM)** recently renovated one of its most beloved exhibits, the Farm Zone. In keeping with a "farm to fork" layout throughout the museum, the new space includes a focus on dairy production. Nebraska dairy farmer, **Steve Wolfe of Wolfden Dairy** in Kearney, represented dairy at the exhibit ribbon-cutting in April. The KACM ag exhibit highlights the impact agriculture has on the community and educates children about where food comes from and ag careers. Visit the [KACM website](#) to learn more.
- Midwest Dairy "moo-ved" into **Grant's Farm** this season with the sponsorship of a **new dairy exhibit**. The 1,200-square-foot exhibit features 12 dairy calves representing each dairy cattle breed, learning stations, and a touchscreen kiosk that plays short, informational dairy videos. The three-year partnership made its debut with guests at "Friday Nights at the Farm" on June 4. **More than 900 people** visited Grant's Farm for extended evening hours. Dairy farmers engaged the public with dairy trivia and a photo booth. **Eleven social influencers** attended as VIP guests with their families. [Liz](#) and [The Chomp Blog](#) shared highlights on their Instagram channels.
- MoKan Board Member **Amy Bunse** and her family held the Bunse Dairy annual **Friends and Family Ice Cream Social** at their farm near Cosby Missouri, June 12. **More than 150 consumers** attended to enjoy homemade ice cream and a tour of the farm. Visitors learned about the farm's history, cows, and the nutrition of milk. For the event, Bunse received funding through the [Undeniably Dairy](#) grant program.
- Midwest Dairy, in partnership with the **Beef Council**, hosted a **farm tour for 16 dietetic interns** from the **University of Nebraska Medical Center** and the **University of Lincoln** internship programs during National Dairy Month. **Sevastian Banuelos**, manager at **PrairieLand Dairy** led the tour for the interns, who represent a younger generation of consumers who question where food comes from. The interns will soon work directly with conflicted health seekers in their future careers.
- To reach a wider audience with dairy nutrition and health messages, Midwest Dairy partnered with [Jasmine Strinaer](#), an engaging Black

social influencer, for [two virtual YouTube video conversations](#) on health topics. Jasmine, a former marketer for several large food companies, is married to a crop farmer in southwest Minnesota and a featured lifestyle expert on WCCO. The first episode of “Conversations with Jasmine” featured **dietitian Dr.**

Remi Famodu Jackson, a certified sports dietitian with Training HAUS and the Minnesota Vikings. The episode, **Plants and Dairy, Better Together**, focused on dairy as part of a balanced diet, providing essential nutrients to maintain a healthy active lifestyle. The episode has **105 views on YouTube** and 1,253 views on Instagram. A second episode is planned for June. It will feature a family physician discussing health myths and will address dairy’s role in heart health and hypertension as well as and lactose intolerance.

- Midwest Dairy collaborated with **Hungry for Truth**, an initiative from the South Dakota soybean checkoff organization, designed to open conversations about food between South Dakotans and the farmers who grow it this National Dairy Month. Hungry for Truth, which has close to **25,000 followers** on its social media channels, shared dairy-related content which can be viewed on their website. It includes a [recipe video](#) featuring Midwest Dairy’s Waldorf Salad with Lemon Yogurt Dressing as well as a [blog post](#) on milk’s journey from farm to table, utilizing Midwest Dairy’s [new virtual farm experience](#).
- Nebraska is getting “Moo’d Up” this National Dairy Month through activations centered around the **college baseball championships** in Omaha. Three local radio personalities kicked off the campaign, sharing their experiences with milk and dairy products following their participation in a **series of farm tours** hosted by **Hildebrandt Dairy Farm of South Beloit, Illinois; Larson Farms, Inc., of Creston, Nebraska; and Mohrview Farm, Inc. of Omaha**. In addition, **Summit Media** partnered with Midwest Dairy to feature a booth at the **College World Series** including live remote broadcasts, giveaways, live calves, dairy princesses and ambassadors, and local dairy farmers who shared dairy’s sustainable nutrition story. Throughout June, Summit Media will engage with consumers offering a chance to win a surprise “Moo Crew” appearance at work, school, gym, or salon. Details about the “Get Moo’d Up” campaign and Moo-vie Tours of local farms can be found [online](#).
- Midwest Dairy sponsored the opening virtual session, “**Food Dignity® COVID-19 Era: Challenge the Stigma, Change the Culture**”, at the **2021 Minnesota Academy of Nutrition and Dietetics annual meeting**. Lisa McCann, Midwest Dairy wellness manager, presented on the **dairy community’s commitment to fighting hunger** in Minnesota and across the nation. **Theresa McCormick**, director of programs at **Second Harvest Heartland**, provided updates on the impact of hunger in Minnesota, and **Clancy Harrison, MS, RDN, FAND**, broke down hunger stigmas, challenging all attendees to look at hunger differently. The session had **53 participants**, and Academy members can sign up for recorded access through the month of November.
- Two virtual opportunities were offered to Minnesota students as **Fuel Up to Play 60** activations for the 2020 season. A “Virtual Field Day” was held May 21, engaging **27 5th-grade classrooms** and **621 students**.

Participants experienced a Q&A with **Minnesota Vikings player Stephen Weatherly**, minute-to-win-it games, and a session with **Princess Kay of the Milky Way** about why dairy is important to fuel a healthy lifestyle. The second event, “**Minnesota History: Farming & Football**”, on May 26, virtually joined former **Minnesota Viking Chad Greenway**, and **dairy farmer Charles Krause**. Nearly **1,900 4-6th grade students in 60 classrooms** experienced museum exhibits and an engaging conversation between Greenway and Krause on family farm history, technology changes, and sustainability. Follow-up resources were shared with the teachers after both events to continue the sustainability and wellness conversations in their classrooms.

- **Missouri Governor Mike Parson** declared June to be **Dairy Month** in Missouri, encouraging all residents to recognize dairy producers and the dairy industry for their contributions to the nutritional well-being of all people. Parson presented the proclamation to dairy farmers in recognition of the state's \$3 billion dairy industry. The production, processing, and distribution of dairy products create more than 24,000 jobs throughout Missouri.



Midwest Dairy collaborates with Hungry for Truth on content for National Dairy Month in June, reaching their estimated 25,000+ followers.



Amy Bunse explaining how they take care of animals on their farm.



"Here's the Spill on Dairy" exhibit at the newly renovated farm zone at the Kearney Area Children's Museum.



Nebraska dietetic interns with Sevestian Banuelos visiting Prairieland Dairy.

Dairy & farm leadership highlights



Building leaders in the dairy industry is crucial for the future. Here are a few highlights that demonstrate how Midwest Dairy is invested in helping to build dairy's future generations.

- The Midwest Dairy MoKan Board recognized **Steve Ohlde of Linn, Kansas**, as the **2021 Oscar Award Recipient**. Steve and his family milk 3,300 cows at two locations, raise 3,000 heifers and farm 3,350 acres. Steve is a fourth-generation farmer and bought his first cow when he turned twelve years old. He and his wife, Cindi, have been married for nearly 42 years and partner with three of their four sons on the dairy. "As dairy farmers, we need to educate and promote to our consumers, especially since there are so many other options available," Steve said. "Promotion is important to us as an industry to grow and be sustainable." The Oscar Award recognizes an individual in the dairy community for dedicated service and leadership to the dairy industry and dairy promotions.
- Midwest Dairy and the **Kansas Dairy Association** hosted **Kansas State University Dairy Days** in Hutchinson and Seneca, providing opportunities for dairy farmers to learn about the latest research from the dairy department at the university from the staff researchers themselves. Several industry vendors attended to engage with farmers. Participants at the Seneca meeting were treated to **tours at Rottinghaus Holsteins and Buessing Holsteins**, both farms that have recently installed robotic milking systems.
- On June 7, dairy princesses from across the state of Iowa gathered at **Hansen's Dairy** for orientation and communications training. They were joined by staff from Midwest Dairy and the current Iowa Dairy Princess and Iowa Dairy Princess Alternate. Topics covered at the event included engaging with consumers, sharing your unique dairy story, becoming stronger advocates for dairy, and a tour of the 150-cow farm and on-site creamery. The **Iowa State Dairy Princess** contest will be held August 10-11, 2021, where the 2021-2022 Iowa Dairy Princess and Alternate will be named.
- Two 2021 Midwest Dairy interns and three Midwest Dairy ambassadors were among 85 attendees at the **Young Leaders in Agriculture** conference held in Sioux Falls, South Dakota June 14-16. The annual conference exposed young industry leaders to many workshops and guest speakers. The keynote speaker, John Rodriguez, presented on analyzing strengths in leadership, along with presentations from Emily Krekelberg on mental, emotional, and physical wellness for the high achiever and Rick Rigsby's life advice on making an impact. Midwest Dairy is a proud sponsor of the Young Leaders in Agriculture Conference and works diligently to provide educational opportunities to youth interested in agriculture.



Receiving the Oscar Award at the MoKan summer meeting. (l to r) Byron Lehman MoKan Board Chairman, Cindi and Steve Ohlde.



Dairy princesses join for orientation and communications training in Iowa.

2021 Midwest Dairy interns



Midwest Dairy provides learning opportunities for future dairy leaders by offering seven summer internships to students interested in agriculture. Not only do these internships allow youth to work on behalf of dairy farmers, but they also build awareness of the work of checkoff through projects and connections with staff members.

Meet the 2021 Midwest Dairy Interns:

- **Agriculture Affairs Intern:** Ellen Harth, a senior at the University of Minnesota–Twin Cities double majoring in agricultural communication and marketing and animal science with an emphasis in dairy production from Hinckley, Minnesota.
- **Corporate Communications Intern:** Valerie Sauder, a senior at the University of Minnesota–Twin Cities majoring in agricultural communication and marketing with minors in animal science and agricultural and food business management from Pine Island, Minnesota.
- **Illinois Farmer Relations Intern:** Rachel Nelson, a junior at Iowa State University double majoring in agriculture and society and international agriculture from Seneca, Illinois.
- **Iowa Farmer Relations and Consumer Engagement Intern:** Alexis Wolter, a senior at Iowa State University studying animal science and agricultural education from Johnston, Iowa.
- **Minnesota Farmer Relations Intern:** Mikayla Peper, a junior at the University of Minnesota–Twin Cities majoring in agricultural communication and marketing with minors in animal science and agricultural and food business management from Osceola, Wisconsin.
- **Missouri/Kansas Marketing Communication Intern:** Garrett Greenfield, an MBA candidate at Missouri State University studying marketing and management from Kansas City, Missouri.
- **South Dakota Intern:** Tiffany Van Buren, senior at South Dakota State University double majoring in dairy science and agriculture communications with minors in animal science, social media and agriculture marketing from Waupun, Wisconsin.

Midwest Dairy is looking forward to an excellent summer with these seven interns as they gain hands-on experience to take into their future careers.



USDEC exports highlights

U.S. Dairy exports maintain momentum in April

April showed another month of growth for U.S. dairy exports. Volume on milk solids equivalent grew by 25% compared to April 2020, with gains in every major U.S. dairy product. Cheese saw a 51% increase (+13,687 MT) with whey (+28%, +11,757 MT) and non-fat dry milk/skim milk powder close behind (+16%, +10,559 MT). With the U.S. shipping greater volumes of higher-priced products like cheese and whey protein concentrates, U.S. export value surged by 33%. Overall, the numbers are optimistic, but we must acknowledge some caveats. The scale of the growth was almost certainly enabled by an improved port situation in April that allowed U.S. exporters to clear a backlog of shipments from the fourth quarter of 2020 and early 2021. Additionally, U.S. cheese exports in April 2020 were weakened by the pandemic making the comparison month particularly favorable. However, the data shows impressive international demand for U.S. dairy even with these setbacks. Read more [here](#).

U.S. Dairy's economic impact totals \$753 billion

International Dairy Foods Association's (IDFA) 2021 Economic Impact Study, which measures the combined impact of the dairy products industry, showed the U.S. dairy industry's economic impact totaled \$752.93 billion. The newly released numbers show the U.S. dairy industry continues to play a strong role in the United States, supporting 3.3 million total jobs, \$41.6 billion in direct wages, and \$67.1 billion in federal, state, and local taxes. For the first time, the total value of exports was included in the study, revealing the US dairy industry is responsible for a total of \$6.5 billion in exported goods proving the importance of fair international trade agreements for the industry. The report also demonstrates how dairy product categories contribute directly to the US economy, for example, Cheese adds \$55.4 billion in direct economic impact and supports 57,700 dairy industry jobs. To learn more about the study's findings visit www.idfa.org/dairydelivers or click [here](#).

Arkansas / Missouri / Oklahoma

Stacy Dohle

417-298-2780

sdohle@midwestdairy.com

Illinois

Kendra Anderson

309-825-2196

kanderson@midwestdairy.com

Iowa

Mitch Schulte

319-775-3451

mschulte@midwestdairy.com

Kansas

Ron Grusenmeyer

816-873-0351

rgrusenmeyer@midwestdairy.com

Minnesota

Lucas Sjostrom

320-249-8701

lsjostrom@midwestdairy.com

Nebraska

Tracy Behnken

531-207-4291

tbehnken@midwestdairy.com

North Dakota

Amber Boeshans

701-712-1488

aboeshans@midwestdairy.com

South Dakota

Tom Peterson

605-251-2439

tpeterson@midwestdairy.com



MidwestDairy.com

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