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# Promotion IN ACTION



April 25, 2025



**COREY SCOTT, CEO**

## Comments from Our CEO

April was filled with opportunities for important farmer engagements. I am truly grateful for the opportunity to connect with you, the farmer stakeholders. Your insights and feedback are crucial in shaping our organization's strategies and initiatives, ensuring that Midwest Dairy aligns with the needs of the dairy community. These interactions strengthen relationships and foster collaboration, driving innovation and enhancing the impact of our efforts.

Midwest Dairy takes pride in being

farmer-led. Our dairy farmer board members provide our staff with valuable insights into what is important to dairy farmers regarding the checkoff program. I want to express my gratitude to the dairy farmer leaders who attended the 2025 Annual Meeting earlier this month. I appreciate your willingness to share your vision for the dairy checkoff, guided by feedback from the farmers you represent in our 10-state region. This meeting is especially significant as it is the only time each year when all division board members come together in one location to discuss the dairy promotion and research initiatives driven by the checkoff. [Click here](#) to learn more about the Annual Meeting.

I would like to remind you that the 2024 Annual Report is now available on [MidwestDairy.com](https://MidwestDairy.com). As you explore the report, I hope you take pride in the work your dairy checkoff has accomplished. Your investment has supported impactful initiatives across the 10-state Midwest Dairy region. Through our collaboration with Dairy Management Inc., we've successfully reached millions of consumers regionally, nationally, and internationally, encouraging everyone to choose dairy more often. On behalf of the Midwest Dairy staff, thank you for your partnership in the dairy industry in 2024. We look forward to continuing these efforts in 2025.

I know this is a busy season for you all. Please keep up the hard work and adapt to the weather conditions some of the 10-state region is facing. Midwest Dairy staff appreciate your dedication to the agriculture industry, and we will continue advocating on your behalf to connect with consumers.



### Introducing the Midwest Dairy Accelerator: Now accepting applications

Building on three years of successful pitch competitions, Midwest Dairy is excited to officially launch the Midwest Dairy Accelerator.

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### Central Plains Dairy Expo provides opportunities to engage

Midwest Dairy staff attended the Central Plains Dairy Expo to provide an opportunity for questions to be asked and answered and for an in-depth exploration of activities across the 10-state region.

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### Fareway's Protein-Powered Promotions Drive Dairy Demand

In March, Fareway and Midwest Dairy launched the successful Dairy Strong campaign, showcasing the high-protein dairy products that today's consumers seek. Learn more below!

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### 2025 Farmer Spokesperson Training

Ten farmers gathered in Minneapolis for a Farmer Spokesperson Training, where they learned to effectively communicate their sustainability stories with checkoff partners at events, panels, and other opportunities.

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### Healing from the Ground Up Summit

This sold-out event gathered nearly 80 key stakeholders in food, farming, and health systems together, all working towards creating systemic change.

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### Price Chopper Promotes Lactose Free Milk

February is Lactose Intolerance Awareness Month, a time dedicated to raising awareness about this condition and the products available for consumers. Price Chopper values sharing recipes that cater to all shoppers, including those who are lactose intolerant.

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### Global cuisine event for health experts builds trust in dairy's role in culinary traditions around the world

This series includes six expert presentations celebrating the significance of nutrition through various cultural cuisines, including Venezuelan, Hawaiian, German, Japanese, Afghan, and Indian, as dairy plays an important role in all these cultures.

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### Fuel Your Best Self at Schnucks

This past January, Schnucks Markets relaunched its shopper marketing program, "Fuel Your Best Self," with a focus on transforming Schnucks into a healthy food destination for shoppers.

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### Midwest Dairy is empowering sustainability thought leaders in South Dakota

To build trust in dairy's sustainability story, especially among those who influence Gen Z, Midwest Dairy continues to partner with the University of South Dakota's Sustainability and Environment Program.

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