

WINTER 2025

DAIRY PROMOTION

Update



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**MAKING
EVERY
DROP
COUNT**



WINTER 2025

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CEO REMARKS



As another harvest season comes to a close, I hope you and your families enjoyed a safe and productive fall, and will find time to celebrate the holidays and reflect on the year's accomplishments. This is always a meaningful time to pause and appreciate the dedication, perseverance, and innovation that define our dairy community.

The year ahead marks the final chapter of our current three-year strategic plan, and I'm incredibly proud of the progress we've made together. From strengthening trust in dairy through consumer engagement, to increasing sales by working with strong partners throughout our 10-state region,

Midwest Dairy staff have worked tirelessly to ensure your checkoff dollars drive measurable impact.

As we look toward 2026 and beyond, our organization continues to evolve to meet the needs of farmers and the marketplace. The future of dairy is bright, powered by collaboration, creativity, and a shared commitment to nourishing communities with real dairy.

Thank you for the trust you place in us to represent you and your farm families each day. I hope you enjoy this issue and take pride in the stories that showcase how, together, we are growing dairy demand and shaping what's next for our industry.

Respectfully yours,
Corey Scott

CHAIR REMARKS



Hello, fellow dairy farmers. As I write this (mid-October), most of us are probably in the thick of harvest or have just finished marathon days and nights of silage chopping. I hope it was a safe and productive harvest for all of you.

"Not to Brag"

About a month ago, I spoke with a fellow farmer whose family was in the middle of corn silage harvest. I asked how the yield was, and he replied, "Not to brag." I expected him to say 200-bushel corn or 25-plus tons to the acre, but instead he said, "I am harvesting with my sons, grandchildren, son-in-law, and other family. That is what farming is all about." I, too, was in the middle of our family's corn silage harvest. As I looked across the field, my brother-in-law was helping with his 48th year of silage, my son was in his 13th year, and I was in year 45. I was overcome with an immense sense of pride in what a family farm is all about and what we do.

All of you have similar family stories, generations of family members waking up every day to care for our cows, land, and

ultimately, our families. If I asked most of you why you are dairy farmers, the answer probably wouldn't be to become financially wealthy. The wealth we seek is satisfaction in a hard day's work, the ability to produce milk, the greatest health product in the world, and to feed a hungry world.

This unique feature of dairy farmers draws the public to trust us and gives immense purpose to the employees of Midwest Dairy in their daily work. Midwest Dairy is continually working to bring our stories to our consumers. We work through retail grocery, regional restaurant chains, convenience stores, social media influencers, and our work with the Midwest Dairy Foods Research Center to increase trust, drive sales, validate science, and innovate new products.

The fall division meetings throughout our territory are complete and I hope you are excited about the great things dairy checkoff is doing through Midwest Dairy's efforts.

So maybe I should say "Not to brag," but dairy farming is a pretty good way of life. I wish you all the best!

Respectfully yours,
Charles Krause



17 Farmers Graduate from Class 3 of the *Dairy Experience and Agricultural Leadership Program*

Earlier this summer, 17 farmers graduated from Class 3 of Midwest Dairy's Dairy Experience and Agricultural Leadership (DEAL) Program. The final phase brought DEAL members to Cedar Rapids, Iowa, for a two-day event focused on Midwest Dairy leadership and media training.

On day one, DEAL members participated in the corporate board meeting. Following the meeting, they had the opportunity to network with corporate board members at dinner. The next day, they participated in media training facilitated by Padilla, Midwest Dairy's corporate communications partner. They shared tips, techniques, and best practices for handling media interviews. Afterward, DEAL members practiced their new skills through mock newspaper and TV interviews. The event concluded with a presentation from Aaron Putze, Chief Officer of Strategy and Brand Management for the Iowa Soybean Association, on the power of relationships.

Dairy farmers in DEAL Class 3 provided overwhelmingly positive feedback about their experience. One farmer said, "I think that DEAL has given a broader perspective for the ways that checkoff dollars are being used." Another farmer commented, "I really enjoyed not only meeting other young dairy farmers across the Midwest and southeast regions while becoming friends with them, but also meeting so many strong leaders within agriculture."



into leadership and advocacy roles that will shape the future of dairy.

The energy, dedication, and time invested in this program will serve them well!

Midwest Dairy is looking forward to DEAL Class 4 kicking off in February 2026. As in Class 3, dairy farmers from Midwest Dairy and the Dairy Alliance will attend Phase 1 of the program to learn about their personality strengths and how to use them when working with others. They will also take a deeper dive into the dairy checkoff and spend time together networking and building relationships.

Congratulations to the graduates of DEAL Class 3. Their curiosity, drive, and enthusiasm for the dairy industry are inspirational. Midwest Dairy is excited to watch their journey unfold as they step

Amber Selman, IA
Jennifer Bronner, IA
Katherine Boelen, IA
Kendra Holland, IL
Amanda Zigan, MN
Brittany Moore, MN
Cole Hoscheit, MN
Elizabeth Anderson, MN
Kevin Korbel, MN
Quinci Schmidt, MN
Jess Wohler, KS
Todd Pauly, KS
Aaron Stewart, MO
Nicolas Dotson, MO
Allison Alder, NE
Caden Cowherd, KY
Rachel Gray, NC





FROM BICYCLES TO BIRTHING BARN:

Midwest Dairy supports dairy farmers, dairy groups, and agricultural organizations with Undeniably Dairy Grants that help bring great local dairy promotion ideas to life. These grants help bring dairy to consumers, from on-farm events to local events that attract a global audience.

In 2025, Midwest Dairy awarded over \$355,000 to 136 grants in total. Learn more about some successful, creative events, supported by Undeniably Dairy Grants, that took place in 2025!

Bohnert Birthing Barn – Calf Corner (Illinois)

Connecting with consumers in urban areas can be challenging, but dairy



farmer Tara Bohnert of Bohnert Jerseys was not deterred. She connected with consumers at the Rock Island County Fair, held in a bustling metropolitan area with a population of about 474,000. With support from an Undeniably Dairy grant, Bohnert welcomed visitors of all ages to the The Bohnert Birthing Barn – Calf Corner to see a baby calf be born. In

addition to learning about cow and calf care, visitors explored the role dairy farms play in the ecosystem and discovered the nutritional benefits of milk through printed materials, looping videos, and engaging games. This event reached an estimated 10,000 consumers!

Granville RAGBRAI (Iowa)

Each year, thousands of cyclists head to Iowa for the world's oldest, largest, and longest recreational bicycle touring event – the Register's Annual Great Bicycle Ride Across Iowa (RAGBRAI). In 2025, nearly 19,000 cyclists from all 50 states and 20 countries participated, riding 406 miles from western to eastern Iowa.



Dairy farmer Christina Zuiderveen of Black Soil Dairy brought dairy to RAGBRAI. Located only three miles from RAGBRAI's first breakfast stop, it was a natural decision to host a Milk and Cereal Bar to showcase dairy nutrition to athletes and fans. In

addition to enjoying a refreshing breakfast, campaign materials highlighted dairy nutrition facts,



including that milk hydrates better than water. Zuiderveen connected directly with attendees, sharing her dairy story both in person and in media interviews. This event reached an estimated 15,000 consumers!

June Dairy Month Open House (Kansas)

A fantastic way to celebrate June Dairy Month is by hosting an open house. Ashley Holle of StateLine Dairy used an Undeniably Dairy grant to help promote their on-farm open house, featuring a tour of their robotic dairy.



Undeniably Dairy Grants Bring Dairy to Life

More than 200 visitors attended, some traveling over an hour, to learn about StateLine Dairy's robotic milking process, feed types, and sustainability practices. They also learned about life on a dairy farm and went home with goody bags with Undeniably Dairy swag and other dairy-related materials.

Roots to Roundtable (Minnesota)

Partnering with other commodities is one unique way to showcase the power of agriculture in local communities. Dairy farmer Jean Annexstad of Annexstad Dairy Farms collaborated with local farms and agriculture groups for a tour and farm-to-table dinner event, inviting 55 community influencers to learn about Nicollet County's agriculture story. The event kicked off with a welcome from Princess Kay, Rachel Visser. Participants then toured several farms by charter bus, learning about



the agriculture industry's commitment to sustainability and the farming practices that protect their land for future generations. The event concluded with a farm-to-table dinner prepared by Chef Adam Steward of Gustavus Adolphus College, featuring all locally sourced ingredients. By connecting community influencers directly to local producers, including dairy farmers, this event strengthened trust in agriculture.

Fremont 4-H Pancake Feed and Dairy Show (Nebraska)

In addition to Undeniably Dairy Grants, Midwest Dairy also offers dairy farmers promotional materials through the Promo Center. Jen Hilgenkamp of Hilgenkamp Farms took advantage of



both resources to share dairy with attendees of the Fremont 4-H Pancake Feed and Dairy Show. Attendees learned about dairy nutrition, dairy cow breeds, how milk gets from cow to cup, and sustainable farming practices. Attendees also took home coloring books, Croc charms, cow hats, and other fun materials that helped bring dairy's story to life! This event reached an estimated 175 consumers.

Dairy Fest (South Dakota)

Dairy Fest is an annual three-day event that brings the community together through conversation and learning opportunities about the dairy industry in a celebratory atmosphere. To help bring it to life, Nicolien Hammink of Hammink Dairy utilized an Undeniably Dairy Grant. This free, family-friendly



event educates consumers about the entire dairy industry, from farm to table, highlighting its commitment to sustainability and the wholesome nutrition of dairy. In addition to fun activities like a "Picowsa Art Contest," farm and plant tours, and kids' games, Dairy Fest also featured a "Got-Milk Gala." Key community influencers were invited to the gala, where they interacted with dairy producers and industry representatives while enjoying a delicious dairy-based meal and learning about the industry. This event reached an estimated 1,400 consumers!



An Undeniably Dairy Grant can help bring great dairy promotions, events, and activities to life. Dairy farmers who contribute to the Midwest Dairy checkoff, organized dairy groups, and agriculture organizations in the 10-state region can apply for up to \$5,000 in one calendar year. There are three funding cycles per year – March 1, May 1, and Aug. 1. To learn more about Undeniably Dairy Grants, visit www.MidwestDairy.com/UDGrants.



LOVE DAIRY. LOVE LOCAL:

June is National Dairy Month—a perfect time to celebrate dairy farm families and the wholesome, nutritious products they provide. Throughout June, Midwest Dairy teamed up with retail partners to leverage the local goodness of dairy to consumers to drive incremental retail sales. Research shows that nearly half of consumers would purchase more dairy if they knew it came from a local farm. Many of Midwest Dairy’s grocery partners highlighted the theme “Love Dairy. Love Local,” building on the true enjoyment consumers find in dairy.

■ Jewel-Osco

Midwest Dairy partnered with Chicago-based retailer Jewel-Osco on an omnichannel campaign. An omnichannel strategy integrates all of a brand’s channels to create a consistent customer experience across all touchpoints.

In-store, Jewel worked with vendor partners to offer promotional pricing, including participation in their “Buy More, Save More” dairy department sale. Jewel also incentivized stores through a display contest to showcase real dairy products at Jewel’s 188 stores across Illinois and Iowa.

In addition to in-store displays, Jewel promoted National Dairy Month through their weekly circular ad, posts on Instagram and Facebook, and digital billboards. The billboard ad appeared on 30 boards across Chicagoland generating over 1.8 million impressions during the four weeks they were visible.

Midwest Dairy also partnered with Jewel-Osco’s parent company, Albertsons, and its retail media division to promote Dairy Month through online display ads. These display ads appeared on Jewel’s website and digital app as consumers shopped online, as well as on external websites

to drive traffic to jewelosco.com. Highlights from this campaign include over 3.4 million impressions and a return on ad spend of \$15.44. This means that for every dollar invested in this tactic, Midwest Dairy drove \$15.44 in dairy sales. Over 59,000 incremental pounds of milk were sold from this omnichannel campaign.



■ Cub Foods

In June, Cub Foods partnered with Midwest Dairy to bring farm-fresh goodness to shoppers through two



activations celebrating local dairy. Cub Foods has 80 stores across Minnesota and Illinois.

Cub’s Summer Magazine delivered inspiration for family fun with new summertime recipes featuring real dairy. During National Dairy Month the focus was on telling dairy’s local story. Throughout June, Cub shoppers were greeted with “Shop the freshest dairy

Celebrating National Dairy Month

in town” messaging and dairy deals. Overall, these efforts generated over 750,000 impressions, keeping dairy front and center during one of the busiest shopping seasons. Although a cybersecurity attack temporarily paused some activations and impacted sales at Cub Foods, the campaign still delivered strong visibility and reminded consumers that choosing local means supporting farm families.

■ Hy-Vee

Midwest Dairy partnered with Hy-Vee and Daisy, a brand selected by Hy-Vee, to spotlight real farm-fresh goodness. Hy-Vee, based in West Des Moines, Iowa, operates 304 grocery stores across eight Midwestern states, including Illinois, Nebraska, Minnesota, Missouri, Kansas, and South Dakota. This campaign featured digital advertising, hot deals, in-store



displays, and auto-ship display programs. Overall, this campaign generated over 1 million impressions and sold 171,000 incremental pounds of milk.

■ Neptune Retail Solutions + Chicory

Neptune Retail Solutions is a third-party vendor that supports in-store signage for retailers across Midwest Dairy’s region. By partnering with Neptune in June, signage featuring “Love Dairy. Love Local.” was placed in almost 900 stores across the 10-state region. Another partner, Chicory, appealed to recipe seekers across the entire Midwest Dairy 10-state region with dairy ingredients and messaging. These two activations drove over 6 million incremental pounds of milk versus prior year sales into consumers’ homes.



■ Schnucks

To celebrate National Dairy Month, Midwest Dairy partnered with Schnucks Markets on a multi-channel campaign. Schnucks operates 115 stores in Missouri, Illinois, Indiana, and Wisconsin. Campaign tactics included digital promotions via the Schnucks app, email blasts, and weekly ads, as

well as print placements and off-site advertising through their retail media network. Schnucks was also able to tap into its vendor network to support weekly category deals throughout June. This included “Spend \$10, Earn \$2” in weekly rewards on all sour cream, cottage cheese, yogurt, ice cream, and cheese. The retail media network campaign generated over 2.2 million impressions and a return on ad spend of \$408. The incremental return on ad spend was \$39.87. Dairy sales during this time, far surpassed benchmarks, with over 33% of sales impacted. Overall, 493,000 incremental pounds of milk were sold during this campaign.



In addition to these campaigns, other Midwest Dairy retail partners participated in the “Love Dairy. Love Local.” messaging, including UNFI, Dierbergs, Fareway, Hen House, Price Chopper, and Coborn’s. Overall, the National Dairy Month activations sold over 5,000,000 incremental pounds of milk.



MIDWEST

Midwest Dairy Accelerator Delivers Big Wins for Dairy Innovation

RoseBud Ice Cream and Zoguri Recognized as Inaugural Winners



Midwest Dairy's commitment to fueling dairy innovation reached an exciting milestone this fall with the successful conclusion of its first-ever Midwest Dairy Accelerator. Launched in partnership with innovation advisory firm VentureFuel, the eight-week program helped four startup companies connect with industry experts to fast-track the growth of their dairy-based products designed to meet evolving consumer needs.

The program, which ran throughout the summer, built on Midwest Dairy's prior incubator partnerships with The Hatchery and No More Empty Pots. It evolved from single-day pitch events into a comprehensive accelerator experience. This year's expanded format paired entrepreneurs with mentors from across the dairy value chain, connecting them with leaders from brands, cooperatives, and universities to help scale their businesses and drive demand for real dairy.

Crowning the Next Generation of Dairy Innovators

The Accelerator culminated in a live pitch event on Sept. 3 at The Hatchery in Chicago, where founders presented their businesses before a panel of industry judges. In front of an audience of Midwest Dairy staff, key partners, and industry colleagues, RoseBud Ice Cream of Glen Ellyn, Ill., earned the grand prize of \$20,000 and an additional \$10,000 in consulting support donated from Queue Brand Communications. Zoguri, based in Omaha, Neb., was named runner-up, receiving \$10,000 to support its next stage of growth.

The two winning companies exemplify the innovation Midwest Dairy set out to inspire. RoseBud's squeezable soft-serve pouches make enjoying ice cream simple and mess-free, a format that's already winning over families looking for convenience. Zoguri is taking dairy in a new direction, developing fermented dairy supplements featuring a proprietary *L. reuteri* probiotic strain to support gut health and overall wellness.

"It feels great to be a winner," said Sam Rose, founder and chief cream officer of RoseBud Ice Cream. "Being part of this cohort has really shaped my perspective on dairy innovation. I didn't realize how much of a superfood

DAIRY ACCELERATOR

Live Pitch Event 2025

dairy is. It's been pretty incredible to learn and gives me a lot of ideas for how we can continue to evolve our products."

Empowering Entrepreneurs to Grow with Dairy

Throughout the program, participants engaged in expert-led workshops covering topics from consumer insights and ingredient sourcing to



manufacturing, marketing, and retail strategy. Mentors included representatives from Associated Milk Producers Inc., Agropur, Iowa State University, and the U.S. Dairy Export Council, among others.

For Midwest Dairy, the Accelerator is more than a one-time event, it's a strategic investment in the future of dairy demand. "Dairy farmers have always been innovators, finding new ways to bring nutritious products to market and meet the changing needs of consumers," said Beth Bruck-Upton, vice president of research and innovation at Midwest Dairy. "Today, that same spirit of innovation drives us to support emerging brands by

providing the mentorship and resources they need to grow and succeed."

Judges representing leading food and beverage organizations, including My/Mochi, Instacart, Culinary Culture, Queue Brand Communications, and Dairy Management Inc., provided feedback and evaluated final pitches. Their insights reflected a shared enthusiasm for the ways startups can help modernize dairy's image and relevance with today's consumers.

Building Momentum for What's Next

By transforming years of smaller pitch events into a full accelerator, Midwest Dairy has created a scalable model for nurturing innovation that benefits both entrepreneurs and dairy farmers. The program demonstrates how checkoff dollars are working to connect the dots between farm-level production and market-level innovation, ensuring that dairy continues to hold a meaningful place in consumers' lives.

"The ingenuity and commitment we've seen from these entrepreneurs showcase exactly what it takes to turn bold ideas into real-world impact," said Fred Schonenberg, founder

and CEO of VentureFuel. "Together with Midwest Dairy, we're proving that collaboration between startups and the dairy community can accelerate what's next for the category."

For RoseBud Ice Cream, Zoguri, and the other participating companies – Lorenzo's Frozen Pudding and Sugarwitch Ice Cream Sandwiches – the program was a launchpad for growth and a testament to dairy's versatility. And for Midwest Dairy farmers, it's proof that their checkoff investment continues to fuel innovation and create new opportunities for dairy across the marketplace.

To learn more about the Midwest Dairy Accelerator and the participating companies, visit MidwestDairyAccelerator.com.





State Fair Season: *Blue Ribbons and Big Smiles*

State fair season is a time to celebrate agriculture, local traditions, and the people behind the food enjoyed every day. For Midwest Dairy, it is a special opportunity to connect with consumers throughout the 10-state region by sharing the story of where milk comes from, the care that goes into raising healthy cows, and the dedication behind every glass of milk, scoop of ice cream, and slice of cheese. From the cattle barn to the butter sculpture, fairs highlight the pride and passion that make dairy an essential part of life.

These popular celebrations offer many opportunities for people to explore and learn about all things dairy. Midwest Dairy proudly showcased how dairy products are responsibly and sustainably produced through interactive booths, dairy displays, hands-on activities, butter sculptures, and more. A highlight of the fair is the participation of those who demonstrate their dedication and passion for one of the Midwest's most beloved industries.

ILLINOIS

Despite sweltering heat, hundreds of thousands of Illinoisans traveled to Springfield.

The Dairy Building saw record-breaking sales, driven largely by the popularity of this year's Flavor of the Fair: Chocolate Chip Cookie Dough. This cold treat featured nostalgic chocolate chip cookie dough and creamy vanilla soft serve. Over 5,300 Chocolate Chip Cookie Dough shakes were sold.

The Cozy Cow Lounge, located in the Dairy Building, was inspired by the care dairy farmers give their cows. "Cows Come First" messaging was used throughout the lounge, where dairy farmers, Midwest Dairy staff, and dairy ambassadors engaged with fairgoers through signage, videos, trivia, and prizes geared toward Gen Z. The Undeniably Dairy photo booth was another huge hit, with over 6,700 photos sent via text message. The booth incorporated a "Legend-Dairy" theme, which appeared throughout the building. Sarah Pratt of West Des Moines, Iowa, sculpted the 2025 Illinois Butter Cow, following the fair theme: "Adventure Awaits." It featured the iconic Illinois State Fair Butter Cow alongside her companion, an adventurer. An additional window display depicted the dog the adventurer was seeking, who had found a long-lost dairy treasure.

The Illinois State Fair also provided an excellent opportunity to build relationships with Illinois dairy farmers. Midwest Dairy passed out ice cream coupons and promotional items at the exhibitor meeting, sponsored a pizza party for junior exhibitors, purchased the Land of Lincoln cow print at the Governor's Sale of Champions, and provided refreshments during the two open dairy shows.



IOWA



Among the many beloved highlights of the Iowa State Fair, the presence of Iowa's dairy farmers continues to shine as a cornerstone – demonstrating the hard work, innovation, and passion behind one of the state's most cherished industries.



agriculture, and sustainability, creating valuable moments of education and connection with consumers.

The Dairy Goodness Barn remained a must-visit destination for fairgoers seeking cool and creamy treats. The Raspberry Cheesecake Frozen Yogurt returned by popular demand, making its second appearance as the official Flavor of the Fair. This crowd favorite, along with other delicious options, drew eager lines at both the Dairy Goodness Barn and Ag Building.

The fair also served as a platform to spotlight the bright future of the dairy industry through the Iowa Dairy Princess and Ambassador programs. Kelsey Timp, of Ossian, Iowa was crowned the 72nd Iowa Dairy Princess and officially began her reign on Sept. 1. Alia Domeyer, of Delhi, Iowa was named Iowa Dairy Princess Alternate.

The Iowa State Fair would not be complete without a visit to the Butter Cow. Master butter sculptor Sarah Pratt of West Des Moines brought smiles and nostalgia with her legendary Butter Cow alongside beloved characters from Toy Story, celebrating the film's 30th anniversary. The whimsical display delighted thousands and served as a unique tribute to Iowa's dairy legacy.



In a fresh and engaging initiative, Midwest Dairy partnered with the Iowa State Fair and fellow commodity groups to launch Fair After Dark, an after-hours event at the Little Hands on the Farm exhibit. Designed to connect with Gen Z and adult fairgoers in a fun,

laid-back setting, the event welcomed over 150 participants. Midwest Dairy staff facilitated conversations about food,





KANSAS

The 2025 Kansas State Fair offered Midwest Dairy an opportunity to share dairy farmer stories with consumers. The 10-day event drew 300,784 attendees to Hutchinson. Dairy messaging was featured in the video and banner displays at the Dairy Bar, the concessions operated by the Kansas Dairy Association. New vertical banners with cow spots were installed to complement the Dairy Bar's black and white diner-style tile featuring Kansas dairy farmers from across the state. Dairy farmers also engaged with fairgoers by handing out promotional items and hosting dairy trivia games in the Agriland display area.



MINNESOTA

With the fifth-highest attendance on record, the 2025 Minnesota State Fair drew 1.9 million visitors to the fairgrounds. Midwest Dairy's presence emphasized the role of dairy farmers in sustainable nutrition and the goodness of dairy products.

At the Dairy Goodness Bar, the star of the menu was the Flavor of the Fair, Cookie Butter Cheesecake, which sold 12,074 units, doubling last year's sales. Four new digital menu screens were added to improve space usage and incorporate dairy messaging between slides. A new cow-head photo stand in the education area was a big hit with visitors. The All You Can Drink Milk Stand celebrated its 70th anniversary, with increased media coverage to mark the occasion.

The 72nd Princess Kay of the Milky Way, Malorie Thorson of Waverly, Minn., was crowned and officially began her reign. Malorie and the other finalists had a busy 12 days at the fair, engaging with fairgoers, attending the daily milking demonstrations, having conversations in the Moo Booth, participating in dairy shows, leading trivia in the Education Area, and competing in Agrilympics. This year marked a special milestone: 60 years of butter sculptures. Minnesota artist, Gerry Kulzer, of Litchfield, returned as the sculptor for Princess Kay and the nine finalists.

New in 2025, Midwest Dairy piloted an activation in the Eco Experience building. Operated by the Minnesota Department of Commerce, the building features a community partner table where participating organizations staff a booth for a day during the fair. Approximately 700 consumers visited the booth, learning about dairy sustainability from trivia, signage, and direct conversations with a dairy farmer. A sentiment survey was conducted to measure how opinions shifted after these interactions. When asked how strongly they agreed that dairy was sustainable, about 31% strongly agreed before and after interacting with the booth, and 21% somewhat agreed before and after. More than 35% indicated a positive change in their perception of dairy's sustainability after interacting with Midwest Dairy.





MISSOURI

NEBRASKA

More than 320,000 visitors attended the 2025 Missouri State Fair in Sedalia, providing Midwest Dairy the opportunity to connect with families and celebrate dairy's role in Missouri. Dairy was visible throughout the fairgrounds, including four large "Cows Come First" banners placed at entrances and a grandstand video highlighting dairy's sustainability efforts.

This year's Flavor of the Fair was Pasture Parfait. It was personally selected by Missouri's new governor, Mike Kehoe. The sundae featured pistachio ice cream, whipped cream, chocolate-covered black walnuts produced in Missouri, and chocolate drizzle, topped off with a miniature Missouri state flag.

Flavor of the Fair PASTURE PARFAIT



A hit at the Dairy Center, this year's butter sculpture, "Yeehaw", featured a young boy riding a calf like a bucking bronco. The sculpture was crafted with nearly 600 pounds of butter.



Midwest Dairy's partnership with the Missouri Wine and Grape Board brought dairy to unexpected places like a Wine 101 pairing class. More than 300 participants enjoyed local cheeses from Hemme Brothers Creamery, featuring Garlic and Herb Cheese Curds and Black Pepper Cheddar.

Midwest Dairy also partnered with Audacy to reach fairgoers online. A digital marketing campaign took the "Cows Come First" message beyond the fairgrounds and to cell phones, generating 326,000 total impressions and over 1,500 clicks to usdairy.com.



Midwest Dairy reached thousands of consumers at the 2025 Nebraska State Fair.

Messaging about dairy's role in health, enjoyment, and sustainability surrounded the live milking demonstration area. Attendees received ice cream parlor coupons with QR codes linking to usdairy.com. A new video on robotic milking played continuously outside the demo area for visitors to watch at any time. Undeniably Dairy messaging was also found in the dairy cattle



ASKA

barn, along with a live display of the different breeds of dairy cattle, managed by the “Moo Crew,” a team of dairy farmers and advocates.

More than 2,200 elementary students explored dairy’s sustainable nutrition story inside the Raising Nebraska building in partnership with Nebraska’s Largest Classroom event. Dairy farmers shared their stories while fresh, cold milk was provided by Hiland Dairy to give students a true taste of dairy.

Chef Nadar of Billy’s Restaurant in Lincoln provided four cooking demonstrations. In partnership with the Nebraska Pork Producers Association, Midwest Dairy hosted Deliciousness with Dairy and Pork, spotlighting milk, butter, and cheese in creative dishes.



New this year, the Milk Break Tent was created exclusively for open class and youth dairy cattle exhibitors. The tent provided cold milk daily and featured messaging about dairy checkoff and resources.



SOUTH DAKOTA

The 2025 South Dakota State Fair once again offered opportunities to engage with consumers. Like last year, a new hand-painted mural by a local South Dakota artist made its debut, funded by an Undeniably Dairy Grant. It featured a tie-in with the recently updated Dairy Bar graphics, including a Undeniably Dairy logo on a malt glass, followed by an illustration of how dairy is progressing from old to modern farm practices.

American Dairy Association of the Midwest funding also made it possible for half-pint milk to be donated to the State’s Largest Classroom for three days and provided ice cream for various social gatherings of agriculture organizations during the fair.





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Game Day Starts with Dairy

This fall, Midwest Dairy highlighted the fall sports season as an opportunity to bring dairy to the heart of tailgating traditions across the 10-state region. In collaboration with top grocery retailers like Hy-Vee, Cub Foods, Fareway, and Price Chopper, the campaign featured impactful in-store displays, recipes, and weekly promotions to position dairy as the go-to ingredient for game day.

To amplify reach, Midwest Dairy launched digital activations through

Chicory and Instacart, using tools like banner ads, recipe integrations, and one-click “Add to Cart” features. Messaging such as “Get in the Game with Dairy” and “Create the Ultimate Game Day Spread” connected with shoppers across platforms, reinforcing dairy’s role in every fall celebration, from parking lot parties to cozy couch gatherings. Stay tuned for campaign results coming early next year!

