

Click [here](#) to view this email in your browser.

Promotion IN ACTION



April 26, 2024



COREY SCOTT, CEO

Comments from Our CEO

Incremental sales, leadership, and crisis preparedness are all at the top of my mind in this month's *Promotion in Action*. There is no better time than early Spring to begin planning and laying the foundation for the upcoming busy summer season at the farm and in the grocery store aisles! Within these pages, you'll find results from some of our winter partner campaigns, all of which successfully drove positive impressions of dairy, how our next generation of dairy leaders are developing to tell dairy's story, and some areas in which you can be prepared for the season ahead.

We are hot on the heels of a successful Annual Meeting, where we saw new and familiar faces and double-clicked into some promotional activity occurring across the region first-hand. It has been a whirlwind first month of my employment as your new Midwest Dairy CEO, and I hope these stories bring you as much energy and excitement about your checkoff dollars at work as they do for me!

Also, if you have not had a chance to yet, check out our [Annual Report!](#)

DOLLAR GENERAL[®]

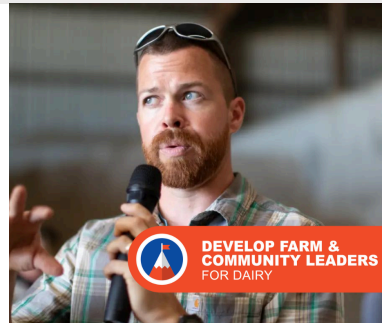


INCREASE
DAIRY SALES

Dollar General dairy milk campaign results

Checkoff's partnership with Dollar General increased awareness and sales of dairy milk. Click below to view the results!

[READ MORE](#)



DEVELOP FARM &
COMMUNITY LEADERS
FOR DAIRY

Midwest Dairy leadership grants help farmers grow their leadership skills

Midwest Dairy offers a range of leadership grants to improve dairy farmers' leadership and advocacy skills. Utilize one today!

[READ MORE](#)



Running into spring with the Minnesota Gophers

Midwest Dairy launched this year's partnership with the University of Minnesota at the annual Goldy's Run 5K and 10-mile race.

[READ MORE](#)



Dairy wins the holiday season

Midwest Dairy partnered with Fareway on a two-month campaign to grow the dairy category during the festive season by providing shoppers with dairy-inspired recipes.

[READ MORE](#)



Score big with dairy at Schnucks

In February, Midwest Dairy partnered with Schnucks to boost incremental sales during their Super Bowl ad campaign, offering double points for purchasing cream cheese.

[READ MORE](#)



Dairy ambassadors learn how to navigate tough questions from consumers

To prepare dairy ambassadors to successfully share their dairy stories, Midwest Dairy provided a virtual training focused on answering tough questions they might receive.

[READ MORE](#)



Sharing dairy's sustainability story with thought leaders

Checkoff ensures that dairy's sustainable nutrition story reaches consumers by working with thought leaders. Learn more below!

[READ MORE](#)

Join the *Midwest Dairy Farm Crisis Webinar*

Are you prepared for a crisis on your farm? Please join Midwest Dairy on June 6, 2024, from 11:30 a.m. to 1:00 p.m. CT as we provide tips, tools, and resources to prepare for and manage an on-farm crisis. Attendees will review the core components of a farm crisis plan, ways to prepare after the plan is developed, and critical steps to take in the event of a crisis.

While you may not be able to predict a crisis on your farm, you can and should prepare for one. Anticipation and preparation will help your business recover, so should you ever experience an on-farm crisis, you will be ready to take immediate action steps that can help you, your family, employees, and the overall farming operation mitigate risk and resume normal operation.

[Click here](#) to register.



Arkansas / Southern Missouri /
Oklahoma
Stacy Dohle
417-298-2780
sdohle@midwestdairy.com

Iowa
Mariah Busta
563-449-2414
mbusta@midwestdairy.com

Minnesota
Shannon Watrin
763-355-9686
swatrin@midwestdairy.com

North Dakota
Char Heer
701-321-1239
cheer@midwestdairy.com

Illinois
Kendra Anderson
309-825-2196
kanderson@midwestdairy.com

Kansas / Northern Missouri
Ron Grusenmeyer
816-873-0351
rgrusenmeyer@midwestdairy.com

Nebraska
Tracy J Behnken
531-207-4291
tbehnken@midwestdairy.com

South Dakota
Tom Peterson
605-251-2439
tpeterson@midwestdairy.com

MidwestDairy.com

You can unsubscribe from this email.
This email was sent by Midwest Dairy – 2015 Rice Street, St. Paul, MN 55113