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PROMOTION IN ACTION



APRIL 24, 2026



COREY SCOTT, CEO

Comments from Our CEO

I hope that spring planting is going well and safely for you and yours. With the calendar tipping into May in just a few days, Midwest Dairy is looking ahead to National Dairy Month in June. Staff have been working diligently with partners, some as early as December 2025, in preparation for special promotions designed to drive dairy demand. Many pair their promotions with local dairy farm family stories, which drive trust among consumers who want to know that their favorite dairy products are locally and sustainably produced. We look forward

to sharing the results of those activations later this year, and I encourage you to follow Midwest Dairy on [Facebook](#) and [Instagram](#) to learn more as these promotions go live.

If you are planning a local event to celebrate National Dairy Month, I invite you to apply for an **Undeniably Dairy grant**. Round two of grant applications are due May 1, with the third and final round of grant applications being due September 1. These grant dollars can be used for a variety of things, including on-farm breakfasts, farm tours, sponsoring community events, and more. You can [learn more by visiting our website here](#).

Lastly, please don't forget: if you are interested in upgrading your operation this year or are exploring future ideas, I invite you to [learn more about our partnership with Lasso](#). There are several grant opportunities that Lasso can help you navigate.



Turning protein trends into dairy wins across retail stores

Prioritizing protein in everyday eating has become widely mainstream.

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Growing trust through STEM: Midwest Dairy's investment in educators

Midwest Dairy continues to build trust with youth by partnering with the National Science Teachers Association (NSTA) on the [Fields of STEM](#) program.

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Strengthening dairy's competitive edge through research

The Midwest Dairy Foods Research Center (MDFRC) funds research projects that advance dairy technologies, ingredients, and products through an industry-driven collaborative approach to strengthen the global competitiveness of Midwest dairy farmers.

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Lactose Free at Cub Foods

Midwest Dairy and Cub Foods partnered on a timely campaign this past winter that demonstrates how the right message can connect with today's consumers and bring dairy back into everyday routines.

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Farm tour with environmental journalists changes attitudes

Midwest Dairy has developed a strong, long-standing partnership with the Illinois Corn Marketing Board through years of collaboration on statewide initiatives.

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Midwest Dairy's 2025 Annual Report is now available

Have you checked out the 2025 Annual Report? Dive in to learn how we made every drop count in 2025.

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