

PROMOTION IN ACTION



August 28, 2026



COREY SCOTT, CEO

Comments from Our CEO

I recently heard someone say August is the Sunday of summer, and it resonated with me. Your checkoff staff has been busy at eight state fairs in our region, building trust in dairy by supporting milking demonstrations, hosting engaging displays and booths, sponsoring dairy shows, and increasing sales through milk stands, dairy bars, and Flavor of the Fair specials. Plus, Iowa and Minnesota recently crowned their newest princesses, who are excited to begin their year-long reigns.

The end of August also ushers in the beginning of school for many families, as well as fall sports. Midwest Dairy leans into key moments throughout the year, with this time of year focusing on tailgating and fall gatherings. Many of our retail partners are leaning into these messages while promoting dairy through a variety of omni-channel methods, including recipe creation, online banners, paid search, social media, emails, in-store displays, and much more. Plus, your checkoff investment is going even further, with Midwest Dairy participating in a joint activation with four other states and regions to promote dairy at Albertsons Media Collective and jewelosco.com.

While your checkoff team has been busy across the region, we know many of you are in one of the busiest seasons of the year, working long days to put up silage and bring in this year's crop. Thank you for all you do to care for your animals, your land, and your communities. As harvest continues, we wish you a safe, successful season and hope you find moments to take pride in the important work you do to nourish families every day.



Growing dairy demand where consumers are

Based on sound research, Midwest Dairy adjusts consumer strategy to five key markets with greatest potential to growing dairy demand.

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MDFRC Annual Meeting connects research to dairy industry opportunities

By connecting university expertise with the needs of dairy processors and the marketplace, MDFRC helps move promising ideas closer to commercialization.

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DAIRY & THE PROTEIN CONSUMER

Winning Over The Protein Consumer with Dairy Protein Claims

Webinar June 25, 2020



"Protein: #1 Food & Beverage Trend" Webinar now available

Protein continues to gain attention from consumers, and dairy is well-positioned to meet the growing demand.

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Midwest Dairy partnership helps prepare tomorrow's healthcare leaders

For more than 20 years, Midwest Dairy has partnered with Dr. Linda Snetselaar through the Midwest Dairy Endowed Professorship at the University of Iowa.

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Discovering the Power of You at May Leadership Event

More than 30 dairy princesses from across Minnesota gathered in Minneapolis May 15-16 for Midwest Dairy's annual May Leadership Event.

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Empowering Wellness Warriors to communicate with confidence

Knowing the science behind dairy nutrition is important, but knowing how to communicate that information in a way consumers can understand is just as valuable.

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Conference outreach connects school nutrition leaders with dairy solutions through Smart Swaps

Midwest Dairy recently brought [Smart Swaps](#) to school nutrition professionals across the region.

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Dairy Night at Mayo Field celebrates Minnesota's dairy industry

Knowing the science behind dairy nutrition is important, but knowing how to communicate that information in a way consumers can understand is just as valuable.

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Last call for Undeniably Dairy grant applications. Final round due September 1. More information on MidwestDairy.com.

Have a question? Find and contact your Farmer Relations Manager.

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