

Promotion IN ACTION



January 6, 2026



COREY SCOTT, CEO

Comments from Our CEO

As we wrap up 2025, I want to start by thanking the farmers who make the checkoff possible. Your investment, your trust, and your belief in the value of collective promotion continue to guide our work every day. Everything we do, from research and promotion to planning for the future, is rooted in supporting farmers and strengthening demand for what you produce.

In December, our checkoff staff and board leadership were hard at work ensuring we closed the year with purpose and momentum.

The Corporate Board met to review progress in 2025 and begin shaping our strategic plan for 2027–2030. As a farmer-led organization, these conversations are grounded in farmer priorities. The board explored what farmers are most proud of, where gaps and opportunities exist, and what success should look like - for both farmers and for consumers - well into the future.

As we usher in 2026, I want to say thank you for your continued trust and support in 2025. Your commitment makes this work possible. We are excited about what's ahead for the checkoff in 2026 and beyond, and I wish you a happy new year filled with new opportunities, continued stewardship, and success on your farm.



Dairy Takes the Field with the St. Louis Cardinals

A season-long Cardinals partnership helped Midwest Dairy share dairy's story with fans across Missouri, both in the stands and beyond the ballpark.

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Midwest Dairy Brings Sustainability to Riverfest

A creative cheese pairing at Riverfest helped Midwest Dairy share how dairy farmers care for water and natural resources.

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Influencer Brings Hispanic Heritage and Dairy Together

A culturally rich influencer campaign helped connect consumers with dairy through heritage, flavor, and authentic storytelling.

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Bridging the Maternal Health Gap: Collaborative Solutions for Maternal Health Disparities

Connecting Doctors with Dairy Nutrition

A new partnership with the National Medical Association helped Midwest Dairy connect with physicians and elevate dairy nutrition science.

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Healthy Bodies, Healthy Minds

Books and Dairy Nutrition Come Together

A new pediatric partnership is helping families learn about nutrition and healthy growth, one book at a time.

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Hy-Vee Scores Big for Tailgating Season

A tailgating partnership with Hy-Vee drove more than 551,000 incremental pounds of milk by putting cheese at the center of game day.

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BLUEBERRY LEMON SHAKE

WARNING: MAY CAUSE SPONTANEOUS HAPPY DANCES.

This shake is the sunshine in a cup... If sunshine were creamy and tasted like blueberries and lemon zest. A little tart, a little sweet, and totally craveable. It's refreshingly different and ridiculously good. Grab one before it melts away for the season.



Dairy Shines in Runza's Shake and Ranch Favorite

Midwest Dairy and Runza teamed up last summer to spotlight dairy through fan-favorite menu items and fresh summer flavors.

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Connecting with Students Exploring Careers in Dairy

From campus networking events to ag expos, Midwest Dairy is helping students explore careers and opportunities in the dairy industry.

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Have a question? Find and contact your Farmer Relations Manager

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