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PROMOTION IN ACTION



February 27, 2026



COREY SCOTT, CEO

Comments from Our CEO

As the days grow longer, it means spring is right around the corner. If you are considering ways to connect with local consumers to share your dairy story, don't forget that Midwest Dairy has solutions to help! The [Promo Center](#) is stocked with new, fun promotional items like children's coloring bags, temporary tattoos, slap bracelets, Pop-It keychains, and more. These items are made available free of charge to dairy farmers who provide funding to Midwest Dairy. Please allow a minimum of two weeks for shipping to guarantee delivery of your items.

There are also many free printable resources available from [Midwest Dairy](#) and [DMI](#), including state-specific infographics, trivia games, posters, and more. [Undeniably Dairy Grants](#) are also available to Midwest Dairy farmers, dairy groups, and agricultural organizations. You can apply for up to \$5,000 in one calendar year, and applications for the second funding cycle are due May 1, 2026. Check out our [digital Dairy Promotion Update Magazine](#) for unique UD Grant ideas!

Lastly, Midwest Dairy also offers [Dairy Farmer Leadership Grants](#). If you are interested in becoming a leader in the dairy industry or simply want to grow your skills to share your story with consumers, consider applying for a grant. Dairy farmers can apply for up to \$1,000 in funding in one calendar year. I invite you to explore these opportunities to bring dairy to life in your communities. If you have questions or need assistance, please contact your [Farmer Relations manager](#), who would be happy to help!

National FROZEN CUSTARD
AUGUST Day 8-10

\$1 Mini Frost or Shake | **\$2** Regular Frost or Shake

DOWNLOAD & SIGN UP NOW

INCREASE DAIRY SALES

Freddy's Frozen Custard and Steakhburgers partnerships makes an impact

The Freddy's partnership in 2025 was incredibly successful, with results totaling 1,021,000 pounds of incremental milk.

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INCREASE DAIRY SALES

Partnering with processors to drive dairy innovation

Midwest Dairy hit the road to meet with processors across our region to learn, explore, and discuss opportunities for collaboration to bring dairy foods and ingredients to new places.

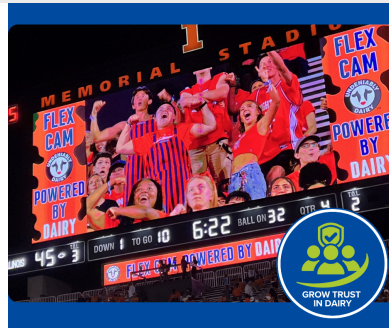
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Driving dairy sales through the holiday season

Tens of thousands of incremental pounds of milk were sold through holiday campaigns.

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Connecting with consumers in Illinois

Two partnerships in Illinois demonstrate the power of meeting consumers where they are – both in-person and online.

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Checkoff funded research showcased at global summit

Research funded by the Midwest Dairy Foods Research Center was strongly represented at the 2026 Global Ingredients Summit.

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Webinar hosted exploring food and beverage trends in 2026

Midwest Dairy hosted a webinar with retailers and processors that explored the top 10 food & beverage trends to watch in 2026.

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THERE ARE
SO MANY REASONS
FOR DAIRY



Introducing Dairy Does More

In partnership with Dairy Management Inc., Midwest Dairy is excited to introduce Dairy Does More, the new national consumer communications platform.

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Announcements:

Lasso Grant Support: Thinking about upgrading your farm or launching something new? You could qualify for thousands of dollars of grant funding, and Midwest Dairy's partner, Lasso, is here to help you secure it. Visit MidwestDairy.com for more information.

Scholarships: The deadline for many of Midwest Dairy's scholarships is March 1. Visit MidwestDairy.com for more information and to apply.

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

Farmer Relations Managers

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