

Promotion IN ACTION



February 2, 2024



MOLLY PELZER, CEO

Comments from Our CEO

I'm excited to announce that the Midwest Dairy Corporate Board has named Corey Scott as Midwest Dairy's next Chief Executive Officer. Cory stood out from a group of several qualified candidates; she is a skilled and experienced dairy leader with more than 15 years of food and agriculture experience under her belt, whose past experiences have prepared her for this new role.

Corey's first day at Midwest Dairy will be March 13, 2024. As promised, I will do everything I can to make this a smooth transition and help Corey learn more about our organization until my last day on March 29, 2024.

There will be more communication and opportunities to get to know Corey this spring, but for now, here is a little bit of her background. Before joining Midwest Dairy, Corey served as the Vice President of Sales and Marketing for Athian and held several leadership positions over 15 years with Land O'Lakes and their sustainability division, Truterra LLC. Corey received her Executive MBA and undergraduate degrees from the University of Minnesota and Carlson School of Business. In 2023, she was recognized as one of GreenBiz's 12 Women Cultivating Sustainable Food Systems. She is also a 2022 US Dairy Sustainability Award Recipient for her work in reducing dairy's overall environmental footprint.

Everyone, from the dairy farmer board leaders to the checkoff staff at DMI and Midwest Dairy, are committed to supporting Corey as she begins her leadership role in checkoff. Her background will serve Midwest Dairy well to build trust and grow sales with your dairy promotion and research investment in checkoff. As I have said before, it has been a privilege to work for dairy farmers in each of my roles in dairy checkoff, and I will continue to be a dairy advocate in my retirement. Knowing how hard you all work to produce milk that feeds and nourishes the world is a dairy inspiration. I owe my career to the dairy farm families in our ten-state region and want to extend one more big thank you for what you do and for allowing me to work with you all to build trust and demand for dairy!



Good luck to the 2024 Dairy Ambassadors

Midwest Dairy has officially selected participants for the 2024 Dairy Ambassador program for the 2024 year. Click below to meet them!

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Driving eCommerce sales with Instacart

Checkoff continues to evaluate opportunities with Instacart as online grocery shopping remains a popular option for shoppers.

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Lenkaitis talks sustainability at NIU's Edible Campus Meal Prep Program

Midwest Dairy proudly supports Northern Illinois University's [Edible Campus Meal Prep Program](#) to grow trust and share dairy's sustainability story.

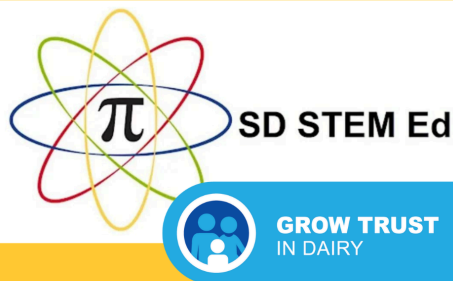
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Flavored milk drive sales at Kwik Trip

In 2023, Midwest Dairy partnered with Kwik Trip/Kwik Star to promote their limited-time offer of milk flavors. Learn more about these three flavors below.

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Midwest Dairy presents at South Dakota STEM Education Conference

Midwest Dairy attended the South Dakota STEM Education Conference to connect with attendees about curriculum development.

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Checkoff dollars go to work in Nebraska

Midwest Dairy is focused on working with partners who reach consumers to grow trust and confidence in the industry. Keep reading to see checkoff dollars at work in Nebraska.

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