

Promotion IN ACTION



January 26, 2024



MOLLY PELZER, CEO

Comments from Our CEO

A new year is officially upon us, and it has been a busy start to 2024 as Checkoff continues to work diligently on the farmers' behalf. The new year has brought about changes at Midwest Dairy, including the beginning of a new three-year strategic plan. This plan was created with input from the dairy community, Midwest Dairy's board, and staff and builds on the work of the last three years. I am eager to see it kick off in the new year and know it will continue to bring the dairy farmers' voice to the marketplace in a strong manner.

As I announced last month, I will be retiring this spring, and Midwest Dairy will welcome a new CEO. I would like to update you on how the new CEO search is going. So far, we have seen a positive national response to recruitment, and a strong pool of candidates has formed. The goal is to name Midwest Dairy's next CEO in late February to ensure a smooth transition in March. I will do everything in my power to ensure this is a smooth transition as the new CEO begins to work with farmer boards and Midwest Dairy staff. Midwest Dairy has retained Fred Pabst, Dairy and Agriculture Search Practice Leader at Herd Freed Hartz, to lead the search process for the next CEO. Pabst has successfully placed many CEOs in the dairy industry, including numerous checkoff programs. Thank you for being patient as we begin the vetting process of these outstanding candidates.



Menu innovation drives cheesy LTO at Freddy's Frozen Custard and Steakburgers

In the Fall of 2023, Midwest Dairy partnered with Freddy's Frozen Custard and Steakburgers to develop and promote a few new menu items. Check them out here!

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Kansas dairy farm featured in PBS-distributed program, tasteMAKERS

The dairy checkoff is eager for viewers to learn from a Midwest dairy farmer who was featured on a popular public television program.

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Bringing Undeniably Dairy to your community

Midwest Dairy farmers, dairy groups, and agricultural organizations can apply for up to \$5,000 in Undeniably Dairy Grant funding NOW!

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Growing trust through NIL and sports team fan bases

Learn how checkoff is utilizing Name Image Likeness (NIL) partners and other sports teams to reach Gen Z.

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Promoting milk in December

Midwest Dairy worked closely with partners in December to drive incremental milk purchases.

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Digging into real-world sustainability analysis with universities

Checkoff is offering real-world challenges for students to research and offer possible solutions to change the dairy industry.

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Engaging healthcare professionals across Oklahoma and Arkansas

Midwest Dairy collaborates with healthcare partners throughout Oklahoma and Arkansas to underscore the vital role of dairy in nutrition.

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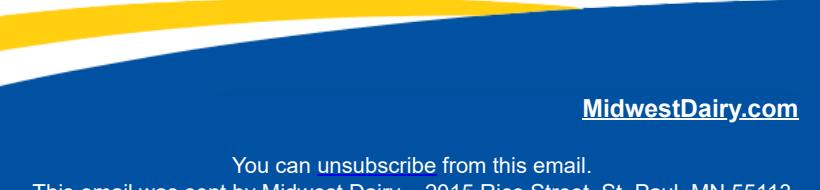
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