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# Promotion IN ACTION



January 30, 2026



**COREY SCOTT, CEO**

## Comments from Our CEO

The recent passage of the [Whole Milk for Healthy Kids Act](#) marks an important moment for the dairy community, and school districts can start exploring what this change means for their meal programs. While USDA implementation guidance is still forthcoming, your dairy checkoff is already working at the national and regional levels to ensure schools have the support and resources they need to successfully offer a wider variety of dairy options.

Nationally, the National Dairy Council (NDC) is collaborating with USDA leadership, the School Nutrition Association, processors, and state and regional teams to guide school milk pilots that demonstrate the feasibility of offering whole and 2% milk. NDC is also developing practical tools to help schools incorporate these options in ways that meet standards and appeal to students. This work builds on the expanding [Smart Swaps](#) initiative.

Midwest Dairy is preparing for thoughtful implementation by partnering with Dairy Management, Inc. and processors on pilot opportunities, educating school nutrition professionals, and working with medical experts to share messages about dairy at all fat levels. Midwest Dairy's Wellness Warriors will also present Smart Swaps resources at upcoming professional meetings, [with work already underway in 2025](#).

Thank you for your leadership and commitment to nourishing your communities. This legislation permits schools to offer whole and 2% milk but does not require them to do so. As schools navigate this transition, farmers can make a meaningful impact by sharing positive, supportive messages with local school leaders and reinforcing that all dairy options provide valuable nutrition for students. Your partnership helps strengthen relationships with districts and ensures kids continue to have access to the dairy foods they know and enjoy.



## Adopt a Cow Connects Dairy to Classrooms

Adopt a Cow connects students with real dairy farms through hands-on lessons and farmer interaction.

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## Dairy Scores with Big 12 Fans

Midwest Dairy highlighted dairy through interactive fan experiences and game-day menus.

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## Holiday Entertaining Puts Dairy in the Spotlight

A holiday campaign with Coborn's drove more than 84,000 incremental pounds of milk.

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## Seasonal Dairy Flavors Finish Strong at Kwik Trip

Kwik Trip's seasonal flavors drove more than 1.8 million incremental pounds of milk.

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## Scooter's Partnership Boosts Dairy in Iced Drinks

A cold foam promotion boosted dairy use and drove upgrades to large drinks through a limited-time offer.

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## Protein-Packed Snack Boxes Spotlight Dairy at Farmer's Fridge

New protein snack boxes drove 97,000 incremental pounds of milk in just 41 days.

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## From Pitch Contest Winner to Target Shelves

A Midwest Dairy Pitch Contest winner is turning cookies into real demand for dairy.

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## Winter Dairy Workshop Strengthens Skills and Connections

Dairy farmers gathered for hands-on learning and plant tour at Midwest Dairy's Winter Dairy Workshop.

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