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Promotion IN ACTION



August 1, 2025



COREY SCOTT, CEO

Comments from Our CEO

As we wrap up another busy summer, I want to take a moment to thank you, the Midwest dairy farmers, for everything you do each day providing safe, wholesome milk to families across our region. While you've been working hard on your farms, the Midwest Dairy team has been working hard on your behalf—sharing your story, building trust in dairy, and making sure your voice is heard in the marketplace. Every conversation and project is done with you in mind, because we know how important it is to preserve the trust you've earned over generations of hard work.

I'd like to encourage and remind you to explore the opportunities available this summer and fall through our partnership with Lasso. The program offers new grant opportunities that could benefit your farm, whether you're exploring new technology, sustainability projects, or community outreach. [Click here](#) to see updates and opportunities.

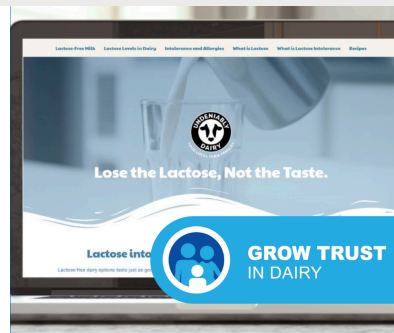
Thank you for letting Midwest Dairy to be part of your journey. We're honored to work alongside you and advocate for the industry you care so deeply about. As summer winds down and we head into what's sure to be another busy fall, I hope you find a moment to enjoy the season's rhythm and know that Midwest Dairy is here with you every step of the way.



From weights to wellness: Milk's message takes center stage at UNL campus rec

Midwest Dairy's partnership with the University of Nebraska—Lincoln (UNL) Campus Recreation, launched in 2024, continues to offer powerful ways to engage students where they live, learn, and lift.

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Reaching lactose-free consumers in the Midwest

Midwest Dairy's research reveals that about 31% of consumers and households in its region report an intolerance, sensitivity, or allergy to dairy.

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DEVELOP FARM & COMMUNITY LEADERS FOR DAIRY

Young dairy leaders building trust and inspiring consumers across the Midwest

Across Illinois and Iowa, a new generation of dairy advocates is stepping up to share the story of dairy farming with energy, passion, and purpose.

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INCREASE DAIRY SALES

Midwest Dairy teams up with Maverik Inc. to drive milk sales

This spring, Midwest Dairy partnered with Dairy West and Maverik Inc., the 12th-largest convenience store chain in the U.S., to launch two bold promotions in more than 800 stores across 20 states.

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GROW TRUST IN DAIRY

Empowering educators: Midwest Dairy brings science-based agriculture into the classroom

Midwest Dairy is bridging the gap between agriculture and education through partnerships, immersive training experiences, and curriculum development.

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DEVELOP FARM & COMMUNITY LEADERS FOR DAIRY

Midwest Dairy attends the National Holstein Convention

The 2025 National Holstein Convention brought together dairy producers, industry leaders, and enthusiasts to St. Louis, Missouri, from June 23–26.

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Connecting students and sustainability leaders through farm tours

Midwest Dairy continues to build connections between modern dairy farming and those shaping the future, whether they're students exploring career paths or thought leaders driving sustainability initiatives.

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Journey of Milk Tour makes a significant impact at the National Ag in the Classroom Conference

Midwest Dairy sponsored the National Ag in the Classroom Conference, which broke attendance records with over 600 participants in Minneapolis this June.

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