

# PROMOTION IN ACTION



June 26, 2026



COREY SCOTT, CEO

## Comments from Our CEO

As June comes to a close, I pause to reflect on the celebration of National Dairy Month and the incredible work you do to produce such a wholesome, high-quality product. Your dedication was represented in the campaigns that came to life across our 10-state region. Retail partners like [Coborn's](#) introduced Minnesota dairy farm families to their shoppers. iHeartRadio and ESPN Radio ads featuring a Chicago dairy farmer reached an estimated 3 million consumers. Undeniably Dairy Grants showed up across the region through on-farm

breakfasts, open house events, and so much more. What a great way to kick off the summer season! (PS: There is still time to [enter to win](#) a \$100 gift certificate to our *Dairy Does More* store! Contest closes on Tuesday, June 30, at 11:59 PM.)

Summertime is also state fair season, with event planning for eight state fairs fully underway. Exciting consumer engagement plans are coming to life, delicious dairy treats are being finalized for fairgoers, and famous butter cow displays are being designed. Stay tuned to Midwest Dairy on [Facebook](#) as Midwest Dairy interns, ambassadors, and staff take you behind-the-scenes at local state fairs. Then, be on the lookout for the winter edition of our *Dairy Promotion Update* magazine, where we will share all the details and results from each state fair!



## Midwest Dairy awards scholarships across 10-state region

Midwest Dairy is investing in the future of agriculture by awarding scholarships to more than 30 outstanding students across five states who have demonstrated excellence in academics, leadership, community service, and dairy industry involvement.

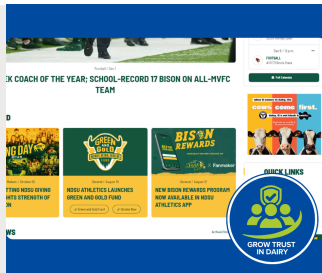
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## Empowering future dairy leaders through education and advocacy

Young dairy advocates from across the Midwest strengthened their leadership, communication, and dairy promotion skills through two recent programs focused on advocacy, networking, media training, and industry education.

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### Midwest Dairy reaches Bison fans through partnership with NDSU Athletics

Through digital campaigns, in-game promotions, and an interactive fan sweepstakes, Midwest Dairy connected with thousands of North Dakota State University fans during the 2025–26 athletic season, generating more than 345,000 impressions while sharing dairy's nutrition and sustainability story.

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### Celebrating Minnesota's Special Olympics athletes partnership with purpose

A first-of-its-kind partnership united dairy, retail, and community organizations to celebrate Special Olympics athletes, promote dairy nutrition, and build excitement for the 2026 Special Olympics USA Games.

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### Celebrating summer traditions and dairy at the Minnesota State Fair Milk Run

Midwest Dairy connected with thousands of runners, families, and fairgoers at the 2026 Minnesota State Fair Milk Run, celebrating dairy's role in wellness, active lifestyles, and community traditions.

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### Advancing child health and nutrition through Reach Out and Read

Midwest Dairy's partnership with Reach Out and Read National expanded access to nutrition education and literacy resources, reaching thousands of children, families, and healthcare professionals across the country.

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Midwest Dairy is helping dairy farmers turn ideas into action by providing free grant-writing support through its partnership with [Lasso](#).

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

Farmer Relations Managers

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