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Promotion IN ACTION



March 29, 2024



COREY SCOTT, CEO

Comments from Our CEO

It seems hard to believe, but we are officially ten days into Spring 2024! With the change of the season comes change here at Midwest Dairy. March 29th is Molly Pelzer's official last day as Midwest Dairy CEO, and we congratulate and thank her for over three decades of service to the dairy families of the Midwest.

I'm excited to be stepping into an organization with a deep legacy of collaboration to build trust in dairy and, I will be intentional to thoughtfully continue that legacy with an enterprising eye to the future.

I would like to take time to thank those who participated in Midwest Dairy's fourth annual Farmer Survey in November of 2023. The data gathered from the survey is crucial to give staff insights on how to improve the way Midwest Dairy shares stories showcasing the value of your checkoff investment and checkoff's work, along with the entire federation, to drive dairy sales and build trust. Midwest Dairy was pleased to receive 557 responses, which is up from 499 responses in 2022.

After reading farmer survey responses, a few things stood out to me. The survey showed farmers are highly aligned with Midwest Dairy's goals and business objectives, with 95 percent of respondents believing that increasing dairy sales and growing trust are important. This excites me as we kick off a new strategic plan in 2024 that will still prioritize the trust, sales, research, and developing farmer leader categories.

Respondents also indicated the desire for more concise, in-person opportunities and direct contact with checkoff staff. This feedback is important and a request you will see conveyed into action in 2024. Again, Midwest Dairy is grateful for the feedback provided by dairy farmers who replied, thank you for making your voice heard.

If you'd like to connect to experience a behind-the-scenes look at the work checkoff does for you on a weekly basis, I welcome you to connect with me on Facebook or Instagram. You can find me by [clicking here](#).

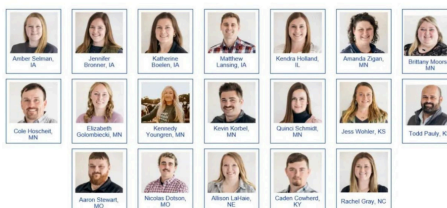


Innovate with Dairy Tool available now

Dairy Management Inc. (DMI) has launched *Innovate with Dairy*, a new tool created through the national dairy checkoff. Learn more below!

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DEAL Class 3



DEAL Class 3 meets for the first time in Nashville

Class 3 of the Dairy Experience and Agricultural Leadership Program held its Phase 1 meeting in Nashville, Tennessee, this past February.

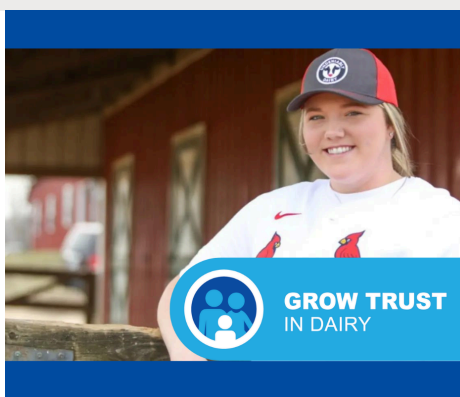
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Checkoff enters year 3 with the Mayo Clinic collaboration

February 2024 officially marked the beginning of year three of a 5-year collaboration with the [Mayo Clinic](#).

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Missouri Farmers Care prepares for season partnership with St. Louis Cardinals

Midwest Dairy and other ag commodity groups across the state kicked off 2024 by working with [Missouri Farmers Care](#).

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Kroger Precision Marketing holiday ads recap

This past holiday season, Midwest Dairy partnered with Kroger Precision Marketing to drive incremental dairy sales and awareness of dairy through targeted offsite display ads.

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Digging into Soil Health on Illinois Dairy Farms

In early March, the [Illinois Stewardship Alliance](#) supported a week dedicated solely to [soil health](#). Keep reading to see how Midwest Dairy was involved!

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Midwest calf voted the "Most Kissable Calf" through the Adopt a Cow Program

This program offers calf updates with the farmer incorporating classroom instruction and other fun contests throughout the year, like the "Most Kissable Calf" that just wrapped up.

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Dairy Ambassadors sharpen their social media skills

Midwest Dairy would like to welcome and support the 2024 Dairy Ambassadors, who will be representing dairy farmers in five states.

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**GROW TRUST
IN DAIRY**

National Agriculture Day at UNL

Midwest Dairy recently engaged with Generation Z to share dairy's sustainable nutrition story, answer questions, and build trust in dairy.

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**GROW TRUST
IN DAIRY**

Midwest Dairy sponsors Environmental Education Conference to build trust in dairy

In 2024, Midwest Dairy is partnering with the Nebraska Alliance for Conservation and Environmental Education, which strives to meet the needs of Nebraska's conservation and environmental education providers through coordination, promotion, and education.

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