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PROMOTION IN ACTION



April 3, 2026



COREY SCOTT, CEO

Comments from Our CEO

Midwest Dairy is pleased to share that our 2025 Annual Report is now available. This year's report highlights how your checkoff investment helped drive dairy sales, strengthen trust, support innovation, and develop future dairy leaders across our 10-state region.

Inside, you'll find insights into the key moments that shaped dairy demand in 2025, from dairy protein and low- and lactose-free trends to National Dairy Month celebrations and back-to-school promotions. You'll also learn about the

launch of our Wellness Warriors program, which elevated dairy's nutritional benefits among health professionals, and see how our partnerships with Mintel and Circana continue to guide data-driven decisions for the dairy community.

The report also spotlights the impact of dairy ambassadors, Undeniably Dairy Grant recipients, and new funding opportunities secured for farmers through our partnership with Lasso.

Your hard work and dedication make these successes possible, and we are honored to steward your checkoff dollars with transparency and purpose.

[Explore the full 2025 Annual Report on our website](#) to see how your checkoff is working for you.



From Farm to Future: 2026 Annual Meeting

Midwest Dairy's division and corporate board members recently gathered for the 2026 Annual Meeting.

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2026 Dairy Ambassadors Announced

In another move toward shaping future dairy champions, Midwest Dairy announces the 2026 Dairy Ambassadors.

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DEAL Class 4 Launches

Midwest Dairy is proud to announce that the fourth class of the Dairy Experience and Agricultural Leadership Program (DEAL) has been selected.

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Building Connections and Tasting Innovation at Central Plains Dairy Expo

The Central Plains Dairy Expo was held March 18-19, 2026, in Sioux Falls, South Dakota, bringing together dairy farmers from across the region, with Midwest Dairy was in the center of the action.

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Protein Powers Retail Relationships in January

According to the Hartman Group, protein ranks number one across generations in nutrient importance.

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Cub Foods Holiday Dairy Bundling Drives Results

The holidays are a time for baking, cooking, and gathering around the table, and dairy is at the heart of those traditions.

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

Farmer Relations Managers



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