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PROMOTION IN ACTION



MAY 29, 2026



COREY SCOTT, CEO

Comments from Our CEO

June is National Dairy Month - a time to celebrate the dedication of dairy farmers and the essential role you play in nourishing communities across the Midwest and beyond. This year, we're proud to lean into our theme, "From Farm to Future." It reflects what makes dairy so special: a deep-rooted tradition paired with a forward-looking mindset. Through your investment in the dairy checkoff, farmers are helping drive research, advance sustainability efforts, and bring innovative products to market that meet the evolving needs of today's consumers. Together, we're

ensuring dairy remains a trusted, nutritious, and essential part of healthy communities for generations to come.

We also want to celebrate with YOU in a fun way this month. Checkoff's new "Dairy Does More" consumer campaign is underway, and now you can be part of it! [Enter our National Dairy Month contest by sharing your contact details](#), and you'll be entered to win one of five \$100 gift certificates to an exclusive Dairy Does More online store.

Throughout June, we're highlighting the impact of farmers in a few meaningful ways. You'll see messages of appreciation from Midwest Dairy staff across our [Facebook](#) and [Instagram](#) channels, and I encourage you to follow along and engage. We're also sharing weekly email updates featuring our many retail activations, with partners like Hy-Vee, Jewel-Osco, Price Chopper, Chicory, and more. These efforts help bring your story directly to consumers where they shop and make decisions every day.

As we celebrate this month, thank you for your commitment, your resilience, and your belief in the future of dairy. Your work truly makes a difference, and together, we're ensuring that dairy not only endures but thrives.



Wellness warriors share dairy nutrition insights

This spring, Wellness Warriors Caroline Weeks and Krystal Dunham presented at state Academy of Nutrition and Dietetics conferences.

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Checkoff preparedness in optimal childhood health and wellness

The National Dairy Council (NDC) and Midwest Dairy are engaged in educating school stakeholders and amplifying the body of evidence on dairy's role in optimal childhood health and wellness.

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2026 MDFRC Spring Meeting

On May 4-5, 2026, the Midwest Dairy Food & Research Center brought together farmer leaders, university researchers, industry partners, and dairy stakeholders in Ames, Iowa.

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From Research to Retail: Winning with Protein-Conscious Consumers

Protein continues to be one of the strongest drivers of food and beverage purchasing decisions, creating significant opportunities for dairy.

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Spokesperson training builds farmers' communication strategy

On April 21-23, 2026, eight dairy farmers and one Princess Kay committee member gathered in Minneapolis, Minnesota.

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

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