

Promotion IN ACTION



August 25, 2023



MOLLY PELZER, CEO

Comments from Our CEO

At Midwest Dairy, we are proud to represent the 4,400 dairy farms to over 41 million consumers across our Midwest region. Checkoff staff is passionate about working on your behalf to build dairy demand by inspiring consumer confidence in dairy products and production practices. Besides working for you, your checkoff staff wants to work with you and be a resource you can tap into.

If you receive a farm tour request, interview request, or need industry and dairy product information to pass on to your local community, please tap into Midwest Dairy. Not only can we provide the most up-to-date and cutting-edge information, but we can also help vet the unknown that comes with some of these requests. Unfortunately, we have seen some of these requests that seem innocent turn into unfortunate situations that showcase the dairy industry in an untrue light. I would like to take this time to remind you that checkoff is here to help you navigate telling your dairy story, and staff are willing to make sure you have a successful path when doing so! Please contact your farmer relations manager with questions.



Midwest Dairy Foods Research Center Annual Meeting recap

The Midwest Dairy Foods Research Center held its Annual Meeting on July 24th and 25th in St. Paul, Minnesota. Learn more about this meeting [here](#).

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Growing trust through summer activities

Midwest Dairy helps fuel dairy demand and build consumer trust by bringing dairy to life and to the most unexpected places. Keep reading to see how dairy was promoted this summer to eager consumers of all ages!

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Helping provide dairy innovation and new recipes to partners

See how Kwik Trip/Kwik Star and Price Chopper Enterprises are working with checkoff.

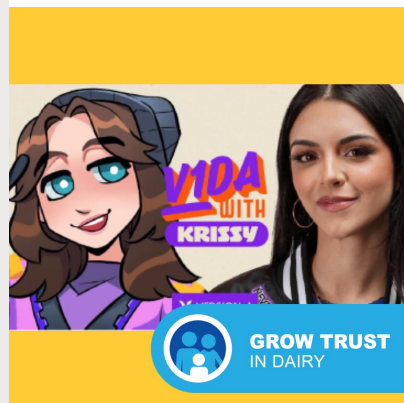
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Thirteen farmers graduate from DEAL Class 2

Congratulations to these Class 2 DEAL members! Learn more about what this group achieved below.

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Reaching Gen Z Gamers through new content series

This summer, a new series called "V1DA with KRISSY" has launched in the gaming world. Learn how dairy is involved here.

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Young dairy leaders get involved this summer

There are many opportunities for young dairy enthusiasts to get involved, especially during the summer months. From volunteering at consumer-facing events to attending conferences, Midwest Dairy is proud to offer these opportunities and encourage young dairy leaders to get involved.

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Undeniably Dairy grant's making a difference in different ways

Midwest Dairy encourages farmers to use Undeniably Dairy grants in ways that interact and connect with Generation Z by bringing dairy to unexpected places, hosting on-farm events, and other creative ways. Many farmers put these dollars to good use this summer, including the events below.

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Minnesota innovates with dairy grants in schools

Due to the generosity of Minnesota Dairy farmers, 52 schools in Minnesota received grants to offer new dairy opportunities to increase milk and dairy consumption to nearly 33,000 students. These grants brought different dairy options to schools, including High School latte coffee, bulk milk machines, and yogurt smoothies in the 2022-2023 school year.

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Wellness thought leaders ask for resources; Midwest Dairy delivers

Midwest Dairy works with and through a large variety of wellness thought leaders by providing research-based resources, information, and intelligence to these healthcare systems. By partnering with credible health, wellness, and nutrition experts who can positively reinforce dairy's message, we ensure that dairy's sustainable nutrition story reaches consumers who need more information.

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New partnership targeting Gen Z urban youth and changes attitudes about dairy

Midwest Dairy has started a new partnership with [Spark-Y](#), a nonprofit in Minneapolis focused on empowering underserved youth and communities through hands-on education rooted in sustainability and entrepreneurship. Learn more about this new partnership [here](#)!

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