

Promotion IN ACTION



December 21, 2023



MOLLY PELZER, CEO

Comments from Our CEO

As we prepare for a new year, staff have been reflecting on 2023, evaluating our work, and using what we've learned to increase consumer confidence and demand for dairy in 2024. Checkoff worked diligently in 2023 on the farmers' behalf, focusing on being efficient and effective regarding farmers' 15-cent investment for promotion and research nationwide. We will showcase these checkoff achievements in the 2023 Annual

Report that will be available this coming April. For now, I encourage you to read the Dairy Promotion Update magazine that you received in the mail last week and review the Midwest Dairy website using resources like the Promotion in Action newsletter below.

The new year will bring about changes at Midwest Dairy, including the beginning of a new three-year strategic plan. Please remember that this plan was created with input from the dairy community, Midwest Dairy's board, and staff. The new three-year strategic plan builds on the work of the last three years and continues to bring the dairy farmers' voice to the marketplace.

Lastly, Merry Christmas to all on behalf of the Midwest Dairy staff, and best wishes for 2024!



Iowa Esports Association partnership brings positive dairy experience to players

Recently, Midwest Dairy partnered with the Nebraska Coaches Association, which reached 4,300 athletic coaches across the state. Learn more about how this partnership allowed dairy to connect with gamers.

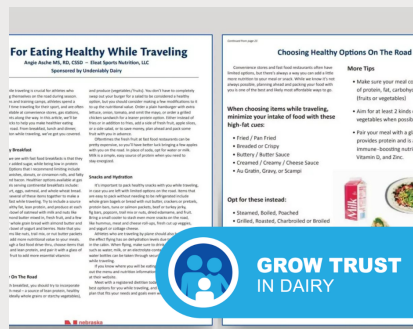
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Increasing dairy sales through online recipes

In September and October, Midwest Dairy partnered with Chicory to drive increased sales of dairy products as a solution to consumers' back-to-school needs. Keep reading to learn about this online shopping effort.

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Reaching middle school and high school coaches to promote dairy to student-athletes

Midwest Dairy is partnering with different organizations to connect with athletic coaches who can help share how nutrition plays a key role in an athlete's performance.

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How successful innovations start with collaboration

Partnering with dairy experts from the Food Science and Nutrition department at UMN played a crucial role in helping a startup company based in Minnesota. Learn more about this partnership.

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BU North and BU South dairy leaders connect over communication best practices

Keep reading to see how farmers from Minnesota, Missouri, and Kansas sharpened their communication skills.

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Using the farmer's voice to share dairy's sustainability story

Midwest Dairy hosted a virtual dairy farm tour to showcase how dairy farmers protect the planet's natural resources. Learn more here!

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I scream, You scream, We all scream for ice cream!

To celebrate the end of summer, Midwest Dairy partnered with Hy-Vee to promote refreshing ice cream treats, reminding shoppers to “Scoop up real goodness.”

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‘Too Good to Forget’ milk and cookies pair with philanthropy at K-State

Recently, Midwest Dairy partnered with the Kansas State University Bakery Science, Dairy Science Clubs, and Call Hall Dairy Bar to remind students that dairy is “Too Good to Forget.”

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