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Promotion IN ACTION



January 31, 2025



COREY SCOTT, CEO

Comments from Our CEO

As we begin the year 2025, I am excited to announce that Midwest Dairy is offering free grant-writing support for on-farm projects through a partnership with Lasso. Lasso is a well-known grant-writing platform that assists individuals and organizations in securing funding. This collaboration aims to increase awareness of and access to public funding opportunities for Midwest dairy farmers.

I encourage you to explore this valuable opportunity and see how it can benefit your farm. The Lasso team is ready to work for you by identifying, applying for, and managing grant opportunities on your behalf. To participate, you

must be open to pursuing grants, have a specific project in mind with potential installers, vendors, or service providers identified, and be willing to be featured as a case study for Midwest Dairy. There are many different grant opportunities available to meet various needs. [Click here to learn more about the grants available!](#)

If selected for this pilot, you will receive Lasso's grant-writing services for free. If you want to learn more, I suggest you visit the [Midwest Dairy Lasso website page](#) or contact nicole@joinlasso.com by February 28, 2025, for more information on grants available in the first half of the year. I see this as a valuable opportunity for your growth, and I encourage you to explore these grant options.

**Please note that Midwest Dairy's collaboration with Lasso does not constitute an endorsement of their goods and services.*



Hy-Vee Kicks Off Football Season with a Cheese-Forward Tailgating Campaign

Midwest Dairy teamed up with Hy-Vee to launch an innovative cheese-focused tailgating campaign last fall. Learn more below!

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Midwest Dairy and DMI scholarships available to college students

State and national scholarships are NOW OPEN, apply today!

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Women's Soccer "kicks" off Big 12 Conference partnership

To connect with the collegiate audience, Midwest Dairy partnered with the Big 12 Conference in a multi-sport and state collaboration last fall.

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Coalition partnership builds connections between consumers and farmers

Midwest Dairy collaborates with regional agricultural coalitions to engage consumers as a trusted voice. These coalitions empower consumers to make informed food choices while enhancing awareness, trust, and confidence in modern agriculture.

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2025-2030 Dietary Guidelines Advisory Committee Recommendations Recognize the Importance of Dairy

The 2025 Dietary Guidelines Advisory Committee recently submitted its 400-plus-page Scientific Report to the U.S. Department of Health and Human Services and the U.S. Department of Agriculture. Learn how this positively affects dairy.

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Cultivating Thought Leader Relationships Yielded a Fruitful Harvest in 2024

Two sustainable nutrition thought leaders from Illinois successfully connect with consumers. Here are some highlights of their efforts!

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Apply for an Undeniably Dairy grant today!

Midwest Dairy farmers, dairy groups, and agricultural organizations can apply for up to **5,000 dollars** in Undeniably Dairy Grant funding for events and programs that showcase dairy is good for people, the planet, and our communities.

Applications will be evaluated and approved in three funding cycles. The deadlines for the funding cycles are March 1st, May 1st, and August 1st. Funding is competitive and subject to availability. Check out MidwestDairy.com for more details about our Undeniably Dairy Grants and to apply!



Have a question? Find and contact your Farmer Relations Manager

Farmer Relations Managers



MidwestDairy.com

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