

Promotion IN ACTION



July 28, 2023



MOLLY PELZER, CEO

Comments from Our CEO

July has been a busy month for your checkoff investment as the summer continues in full swing, offering many opportunities for dairy to shine. As you will notice in the articles below, partners are important to checkoff, and finding the right partner is vital to our work. I would like to call out a partnership with Taco Bell and share a recent podcast entitled [The dairy food makers of Taco Bell](#).

This particular *Herd it Here* podcast episode highlights a South Dakota dairy farmer, Allen Merrill, who shares real-world stories and demonstrates how dairy innovation is taking place with our partner, Taco Bell. This episode resonates with me because it showcases how a dairy farmer's 15-cent investment with funding from Midwest Dairy and DMI drives demand nationwide. I encourage you to listen to the episode and continue to learn about other checkoff partners in Midwest Dairy's work below.



Research projects are taking off at Midwest Dairy

In June 2022, Midwest Dairy partnered with [The Hatchery Chicago](#) to launch a pitch contest for businesses to win exclusive access to a commercial kitchen for six months in Garfield Park, Chicago. Click [here](#) to see how this project has grown and 2023 plans.

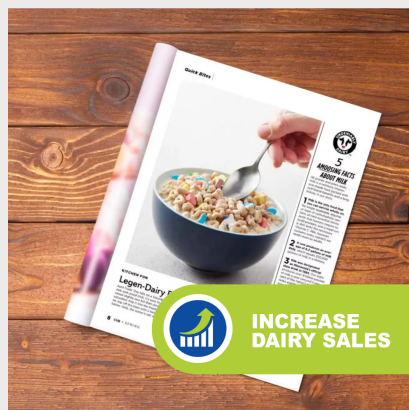
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A summer spent experiencing dairy

Summer in the Midwest is always busy, allowing Midwest Dairy to reach consumers as they are out and about. From pop-up cereal and milk bars at festivals to friendly grill cheese pull contests utilizing Tik Tok recipes, we are finding unique ways to bring dairy to unexpected places!

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Spring and summer sales campaigns see success

Midwest Dairy and our partners promoted dairy this spring and summer with fun and informative marketing programs designed to catch consumers' attention and bring innovation to the milk category.

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Youth dairy leaders gather for leadership development opportunities

Providing leadership development opportunities for young dairy leaders is important to Midwest Dairy. Learn more about some recent opportunities for the industry's youth below.

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Check out the new vinyl stickers available in the Promo Center

Looking for a fun way to connect with Generation Z (Gen Z) in your community? We have recently added vinyl stickers to our Promo Center offerings to help you do just that.

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Cultural influencers bring dairy to life through recipe innovation

Midwest Dairy works with and through partners to reach Generation Z and adult consumers through partnerships that focus on having fun with dairy in the kitchen. Let's dive into some of these partnerships!

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UNA GUÍA PARA ALIMENTAR A SU BEBÉ DURANTE LOS DOS PRIMEROS AÑOS

Avión Chuchú

Cada bebé es único, no se preocupe si su bebé come un poco más o menos de lo que sugiere esta guía. Tenga en cuenta que las porciones sugeridas son solo orientativas para ayudarlo a empezar.



Tamaños típicos de las porciones y raciones diarias para niños de 0 a 24 meses^{1,2,3,4,5}

Edad (meses)	Grupo de alimentos	Opciones de alimentos (tamaño de la ración)	Raciones al día	No recomendadas
0-4 meses	Leche materna o fórmula para lactantes exclusivamente con lactosa	La leche materna (exclusividad) o fórmula para lactantes exclusivamente con lactosa. Si el bebé toma de ambos, la leche materna debe ser la principal fuente de alimentación y asegurarse de que su bebé obtenga la suficiente cantidad de leche.		Alimentos o bebidas distintos de la leche materna o fórmula para lactantes exclusivamente con lactosa.
4-6 meses	Leche materna o fórmula para lactantes exclusivamente con lactosa	La leche materna (exclusividad) o fórmula para lactantes exclusivamente con lactosa. Si el bebé toma de ambos, la leche materna debe ser la principal fuente de alimentación y asegurarse de que su bebé obtenga la suficiente cantidad de leche.		
6-8 meses	Leche materna o fórmula para lactantes exclusivamente con lactosa	La leche materna (exclusividad) o fórmula para lactantes exclusivamente con lactosa. Si el bebé toma de ambos, la leche materna debe ser la principal fuente de alimentación y asegurarse de que su bebé obtenga la suficiente cantidad de leche.		
8-12 meses	Leche materna o fórmula para lactantes exclusivamente con lactosa	La leche materna (exclusividad) o fórmula para lactantes exclusivamente con lactosa. Si el bebé toma de ambos, la leche materna debe ser la principal fuente de alimentación y asegurarse de que su bebé obtenga la suficiente cantidad de leche.		
12-24 meses	Leche materna o fórmula para lactantes exclusivamente con lactosa	La leche materna (exclusividad) o fórmula para lactantes exclusivamente con lactosa. Si el bebé toma de ambos, la leche materna debe ser la principal fuente de alimentación y asegurarse de que su bebé obtenga la suficiente cantidad de leche.		

GROW TRUST IN DAIRY

Airplane Choo Choo resource translated into Spanish expands reach

After receiving a request from a pediatrician at a Minnesota Pediatric clinic, Midwest Dairy partnered with NDC to update this resource to translate it into Spanish. Learn why this is important here.

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Golf outings create checkoff advocacy

The weather has been perfect this past couple of months for gathering industry enthusiasts for good conversation while teeing off.

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