

Promotion IN ACTION



November 28, 2023

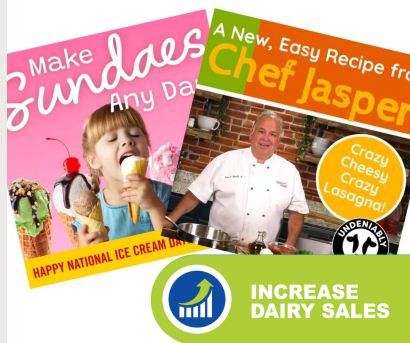


MOLLY PELZER, CEO

Comments from Our CEO

Midwest Dairy has a new resource available for farmers to use in their own community, and I encourage you to share this toolkit with your local healthcare providers. This complimentary and easy-to-use downloadable toolkit was developed with healthcare partners for National Rural Health Day. This toolkit will help pediatric care professionals discuss the importance of nutrition – including the importance of dairy – with their patients and communities. It features the

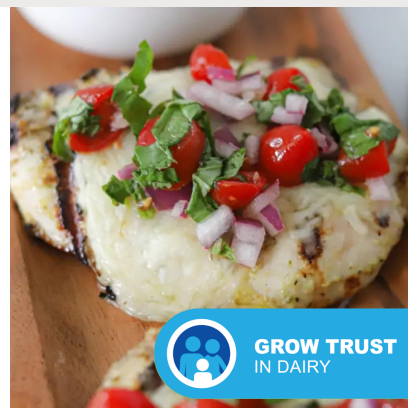
USDA MyPlate nutrition guidelines and dairy's essential role in childhood growth and development. This toolkit includes patient handouts, waiting room visuals, posters, and TV monitor slides to help share dairy's nutritional value in the doctor's office. Checkoff has been working hard to share this toolkit with healthcare providers across our 10-state region by working with state departments of health and pediatric professional associations as well as healthcare systems that work in rural areas. I'd appreciate your help to make this effort go even further by empowering you to share with your local healthcare provider. Nourishing growing brains, bones, and bodies will always be a Smart Moo-ve. The digital children's book and downloadable color book may be a great tool for you to begin conversations as well. To learn more [click here](#) for a flier to share.



Midwest Dairy Partners with Hen House Markets

Midwest Dairy worked with Hen House Markets on two campaigns that ran during the summer months. The first focusing on ice cream, and the second on a yummy back-to-school recipe.

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'Honest Grub Honest Foodie' influencer inspires dairy usage through recipes

To connect with these consumers, Midwest Dairy recently partnered with St. Louis-based food influencer Alaina Hinkleshared to create and share two dairy-inspired dishes online this year.

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Kum & Go customers refueled with ice cream and cheese while saving at the pump this Fall

Kum & Go offer their 1.75 million app subscribers a deal during August and September. This two-month Fuel Saver offered sweet treats, nutritious cheesy goodness, and fuel savings at the pump.

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Orono Schools implements new technology bulk milk machine

Orono schools received a bulk milk machine in the Fall 2022 under the Minnesota Innovate with Dairy grant program. It was a success, but after some time in use, the staff struggled with the weight of the five-gallon milk bags. Learn how checkoff helped!

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Cub Foods drives dairy sales through "Farmer of Cub" Campaign

Midwest Dairy partnered with Cub Foods on a unique promotion designed to keep dairy products in front of their shoppers in-store and online.

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Bringing dairy to a community partnership

For years, the Chicago Bears have been a great partner of Midwest Dairy. Click below to learn about our most recent partnership.

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Midwest Dairy represented in higher education challenge program

Recently, Midwest Dairy and South Dakota dairy farmer Michael Crinion served on a unique panel to hear and provide feedback to graduate students in livestock-related programs as they prepare for future careers.

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The Midwest Dairy Promo Center will be closing on December 13th

If you need promotional materials from Midwest Dairy this winter, be sure to order from the [Promo Center](#) before December 12th at 3 p.m., as our center will be closed for year-end inventory. The center will officially close from December 13, 2023, through January 2, 2024.

Dairy farmers who provide funding to Midwest Dairy are encouraged to take advantage of a wide variety of promotional materials, including coloring books, vinyl stickers, sunglasses, and more. These materials are designed to bring dairy to life in your communities, on your farm, or wherever you connect with consumers. Checkoff is excited to update this resource for the 2024 year. Again, please be sure to place your final orders by Tuesday, December 12th!

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