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Promotion IN ACTION



October 27, 2023



MOLLY PELZER, CEO

Comments from Our CEO

As the end of the year approaches, Midwest Dairy wants to hear your feedback on how you'd like to learn about the work being done with your checkoff investment to do dairy promotion and research. The 2023 Annual Farmer Survey will be available on November 15, and I encourage you to take a few minutes of your time to share your opinion. By doing so, you will help improve the way we share stories showing your checkoff

investment at work (including Midwest Dairy's work and work being done nationwide) to drive dairy sales and build trust. The survey will be sent via email, but you will also receive reminders through text messages and a mailer. Dairy farmers who respond to the survey will also be entered into a drawing to win one of three DeWalt Spotlight prize packs, and the first 70 respondents will receive a \$50 Visa gift card. Thank you for your participation in this survey. Your feedback is important and will continue to improve how checkoff efforts and results are shared with dairy farmers.



Driving dairy sales at Dierbergs this summer

This summer, Midwest Dairy, and Dierbergs partnered together on two separate campaigns celebrating National Ice Cream Day and back-to-school.

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Pop-up Milk and Cereal Bar Wows Iowa State University Students

Midwest Dairy partnered with Iowa State University (ISU) AfterDark to serve over 500 ISU students an excellent dairy experience. Learn more [here](#).

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Athletes join Fueled x Dairy Team for 2023-2024 school year

Midwest Dairy is piloting a new approach to reach Generation Z and grow trust using athletes' names, images, and likenesses (NIL). For the 2023-2024 school year, we have partnerships with five high school and 29 college athletes, meet them below!

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Price Chopper celebrates Back to School with Dairy!

This past August, Midwest Dairy and Price Chopper Enterprises partnered together to drive sales and trust for dairy. The theme of the campaign was focused on back-to-school recipes.

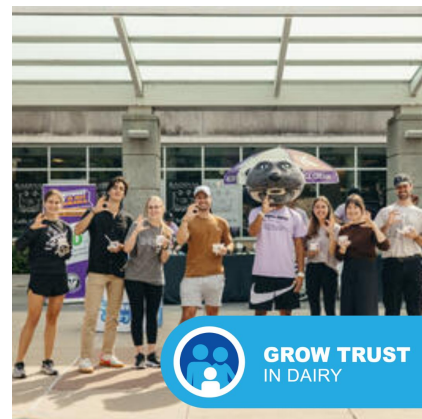
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Arkansas checkoff round-up

Checkoff dollars have been hard at work throughout the 10-state region, including Arkansas, as Midwest Dairy focuses on reaching Generation Z and youth consumers. Keep reading to learn more about these summer efforts.

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Capstone course leads to new partnerships and activities at Kansas State University

Learn more about Midwest Dairy's inaugural *Too Good to Forget* experience, recently introduced Kansas State (K-state) students, high school prospects, and educators.

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Making a connection with Midwest Dairy

More than 100 farmers, ranchers, educators, and professionals gathered in Kearney, Nebraska, to attend the *Making the Connection Conference*.

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Rural Medical Program Students learn the Dairy Story

Midwest Dairy partnered with the University of Illinois at Rockford's Medical School Program to provide nutritional information to the students in the program.

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Arkansas / Southern Missouri / Oklahoma

Stacy Dohle

417-298-2780

sdohle@midwestdairy.com

Iowa

Mariah Busta

563-449-2414

mbusta@midwestdairy.com

Minnesota

Shannon Watrin

763-355-9686

swatrin@midwestdairy.com

North Dakota

Char Heer

701-321-1239

cheer@midwestdairy.com

Illinois

Kendra Anderson

309-825-2196

kanderson@midwestdairy.com

Kansas / Northern Missouri

Ron Grusenmeyer

816-873-0351

rgrusenmeyer@midwestdairy.com

Nebraska

Tracy J Behnken

531-207-4291

tbehnken@midwestdairy.com

South Dakota

Tom Peterson

605-251-2439

tpeterson@midwestdairy.com

MidwestDairy.com

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