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Promotion IN ACTION



September 29, 2023

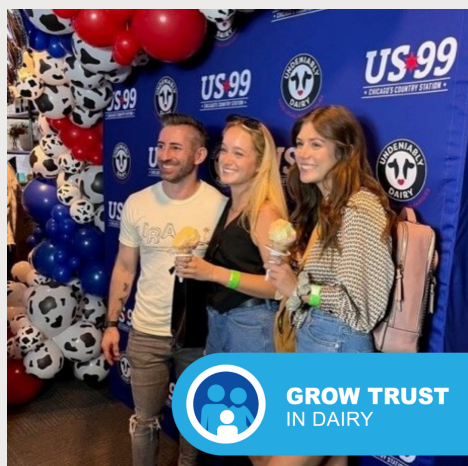


MOLLY PELZER, CEO

Comments from Our CEO

Midwest Dairy staff share your passion for dairy. We also understand how demanding and stressful working in agriculture can be. As the seasons change and we say goodbye to the warm summer months, I wanted to take the time to remind you how important what you do is. As a dairy farmer, you are appreciated worldwide by people who rely on dairy products for their great taste and nourishment.

The Midwest Dairy staff also recognizes your hard work as we shine a spotlight on your story. Keep reading to learn more about how we are building trust and demand to boost dairy sales.



Bringing dairy to unexpected places across the 10-state region

Keep reading to see how investment in dairy promotion has brought dairy to life through our 10-state region this summer.

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You are in "Dairy" good company with K&G. For & Rewards members

300 Bonus Points

when you buy ANY single serve milk and a fresh breakfast item

Offer valid for 300 & Rewards points with the purchase of any single serve milk and breakfast item. Only available while supplies last. Subject to change without prior notice. Other restrictions may apply. Expires 5/31/23.

INCREASE DAIRY SALES

Kum & Go promotion hits a home run with online App users

Recently, Kum & Go's 384 stores promoted single-serve white or flavored milk. Click [here](#) to see how!

[READ MORE](#)



Dairy education being brought to the wellness space by checkoff

Checkoff offers more than a flyer; we have partnered with many amazing healthcare facilities to meet their patients in new interactive ways and elevate their resource options.

[READ MORE](#)



Summer Events Raise Awareness on Dairy Checkoff in South Dakota and Nebraska

Midwest Dairy worked to create dairy advocates during the 2023 events and conferences. See how below.

[READ MORE](#)



Bringing dairy nutrition to life in Minnesota

This summer, checkoff went to work in Minnesota, sharing dairy sustainable nutrition story with different groups and consumers.

[READ MORE](#)



DePaul University hosts DeBlock Party

To kick off a new partnership between Midwest Dairy and DePaul University Sports Marketing, DePaul hosted a block party to engage with students, their families, and the surrounding community.

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