

Issue 3: September 19, 2023

COORDINATOR CONNECTIONS NEWSLETTER

Ideas, collaboration and more for county princess programs

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CONTACT US!

Have questions about the Princess Kay program? Or maybe you need to bounce a few ideas around with someone? Maybe you're looking for clarification. Reach out to us!

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A new decade of Princess Kay of the Milky Way

Congratulations to this year's Princess Kay of the Milky Way, Emma Kuball. Emma is excited to embark on the journey to represent Minnesota's dairy farmers during her reign as the 70th Princess Kay of the Milky Way. Her advice to other dairy princesses and ambassadors:

"Embrace this time as a dairy princess. Take advantage of every opportunity to share your own dairy story. Be involved and say yes to all the opportunities that come your way."



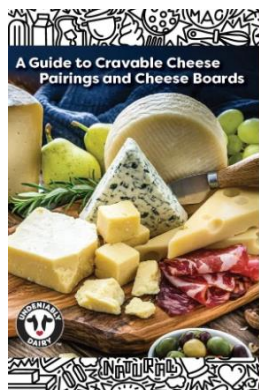
Be sure to follow along on Facebook and Instagram as Emma brings dairy to life across the state of Minnesota. Does your county have a consumer facing event? Request Princess Kay by following this link: midwestdairy.com/young-dairy-leaders/dairy-princesses/request-a-visit-by-a-dairy-princess/

New School Year and New Ideas

For many people, going back to school is a welcome schedule of predictability. Normal school hours and after-school activities are often planned well in advance. While fall is certainly busy for farmers, it also provides a fantastic opportunity to continue to share dairy's story. Don't be afraid to ask county princesses and ambassadors if they can do more during this season.

To help encourage your creative event planning skills, consider a few of these ideas (or ask your current princesses for insights):

- Reach out to after school programs or local daycares about how their kids could build an easy afternoon snack like Fruit and Cheese Kabobs while talking about the health benefits of dairy foods. Find more recipe ideas at: usdairy.com/recipes.



- Host a cheese sampling event at a local business. Provide small cubes of various cheeses with different flavors and textures. Let your creativity soar as your county princesses showcase the endless potential of tastes and pairings. Check out [Midwest Dairy's Cheese Pairing brochure](#) or order it from the Promo Center for ideas to start.



- Partner with your local high school athletic department. Work with your county ADA board to help sponsor a Dairy Night to promote milk as a recovery beverage and provide fun trivia during halftime.
- Host a coloring table or contest during your local craft fair or at your local library. Midwest Dairy has various coloring sheets that can be downloaded and printed. Search “coloring” at MidwestDairy.com for more.
- Celebrate dairy this fall during various National Days. Did you know that October is National Farm to School Month?

Gen Z and Dairy Messaging

One of the target audiences that Midwest Dairy aims to reach is Gen Z: youth ages 12-25. Why? This priority group represents future dairy consumers and there is a huge opportunity to build trust in dairy and create new dairy customers. The top perceived health benefits from consuming dairy relate to the immune system, energy levels, digestive health, stress levels and brain function while top sustainability concerns include animal care, greenhouse gas emissions, labor, packaging waste and water quality.

Consider adding some impactful messaging to reach Gen Z through your local princess program. You can find example messages online at: midwestdairy.com/resource/why-gen-z/

Celebrate Dairy all Fall

October

4: NATIONAL TACO DAY
12: NATIONAL FARMER'S DAY
15: NATIONAL CHEESE CURD DAY

November

6: NATIONAL NACHOS DAY
11: NATIONAL SUNDAE DAY
17: NATIONAL BUTTER DAY
25: NATIONAL PARFAIT DAY



Promo Center Items



Check out these new and fun items in Midwest Dairy's Promo Center: collectible vinyl stickers! You've probably seen water bottles, coffee mugs, coolers, cell phones and even computers accessorized with fun stickers. These vinyl stickers are great for Gen Z to decorate their own items. We recommend using these stickers for prizes at your next event. Each sticker is approximately 3" x 3" and comes in a pack of four unique designs. Limited quantity is available; order now at: www.midwestdairy.com/farmers/producer-service-center/order-form/

