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Promotion IN ACTION



December 20, 2024



COREY SCOTT, CEO

Comments from Our CEO

As the last quarter of the year concludes, we have much to celebrate and be thankful for. Here at Midwest Dairy, we focus on being effective and efficient with your 15-cent investment for promotion and research. As I continue my first year with the organization, I have been impressed with the activations and projects funded by your checkoff dollars, and I am eager to continue expanding those efforts in the New Year.

In this Promotion In Action newsletter, you'll notice a strong focus on promoting dairy sales. This past fall and during the

holiday season have been excellent opportunities to capitalize on promoting dairy products for holiday chefs and bakers. Increasing dairy sales remains a cornerstone of checkoff's work, ensuring that the voice of Midwest dairy farmers is represented in the marketplace.

As we celebrate this Holiday season, we thank you, our farmer funders, for your continued support as we advance research, build trust, and show consumers new ways to love dairy every day. We wish you a happy and healthy winter season!



Freddy's Frozen Custard and Steakburgers partnership continues to drive incremental sales of dairy

Midwest Dairy is focused on developing partnerships with foodservice operations with a strong presence to drive dairy sales through menu innovation, limited-time offers, and other opportunities.

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Price Chopper and Cub Foods utilize online recipes to connect with shoppers

Research shows that 91 percent of consumers use online recipes as their primary source of meal inspiration. Learn how Midwest Dairy is capitalizing on this.

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DEAL Class 3 meets in Chicago for Phase 2

Class 3 of the Dairy Experience and Agricultural Leadership Program (DEAL) convened in Chicago, Illinois, in November for Phase 2 of the program. The theme for this phase was "Engaging with Consumers."

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Fuel your game day with dairy: Fareway tailgating favorites score big

Midwest Dairy and Fareway Stores Inc. teamed up this past September to deliver a game-winning drive for dairy sales as we targeted fall tailgating activations. Learn more by clicking below!

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GROW TRUST
IN DAIRY

Dairy partnership enhances visibility, actions of collegiate bake club

Midwest Dairy continues to collaborate with the Kansas State University Bakery Science Club.

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INCREASE
DAIRY SALES

Midwest Dairy partners with Casey's to deliver a sweet deal

In November, Midwest Dairy partnered with Casey's General Stores, Inc. to launch a promotion for more than 6.5 million Casey's online loyalty rewards members.

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