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Promotion IN ACTION



May 31, 2024



COREY SCOTT, CEO

Comments from Our CEO

It's hard to believe we are already so deep into spring that planting is nearly done, and the first crop of hay has been put up in a lot of areas! At Midwest Dairy, it's a time to reflect on what's gone well in the first quarter and resume planning for the second half of the year.

Division board meetings kick off next week, and this is an opportunity to hear first-hand a deep dive into what we are doing in promotion across the region and in our local communities and to hear directly from checkoff staff.

We are running full bore into June Dairy Month, and we can't wait to celebrate the best time of the year with all of you!

Announcement:

June 1st, marks the start of National Dairy Month, and Midwest Dairy is eager to celebrate dairy farmers. Join us in the celebration by sharing your farm's story with your family, friends, and community! We have various resources available to help share your story with consumers, including a June social media content calendar, recipes, and more! You can view all these resources at www.MidwestDairy.com/June.

New this year, we have created radio ad scripts that can be used to promote National Dairy Month through your local radio stations. These 30-second ads cover animal care, nutrition, and sustainability and are a great way to share the dairy story with a larger audience. As a dairy farmer, you have an incredible story to share, and we're excited for you to use our resources to help you connect with consumers in your community.

Disclaimer: Because highly pathogenic avian influenza (HPAI) has been found in American dairy cattle, the U.S. Centers for Disease Control and Prevention (CDC) and the U.S. Department of Agriculture (USDA) have recommended limiting the amount of traffic on farms. Because of this recommendation, Midwest Dairy is not participating in on-farm events or events with dairy livestock present during June Dairy Month.



**ADVANCE
RESEARCH
IN DAIRY**

MDFRC Spring Planning Meeting recap

The Midwest Dairy Foods Research Center recently hosted the 2024 Spring planning meeting in Minneapolis, Minnesota.

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**INCREASE
DAIRY SALES**

Consumer demand for protein fuels dairy sales

Consuming protein-rich food is a top consumer health and nutrition trend. Learn more how this trend is positive for dairy.

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Midwest Dairy awards 2024-2025 educational scholarships

Midwest Dairy is proud to award scholarships to deserving high school and college students for the 2024-2025 academic year. Recipients are listed below!

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**GROW TRUST
IN DAIRY**

Connecting with college Gen Z during Earth Day Celebrations

Midwest Dairy shared dairy's sustainability story with Gen Z college students at various colleges across the 10-state region, including the University of Illinois and Iowa State University (ISU).

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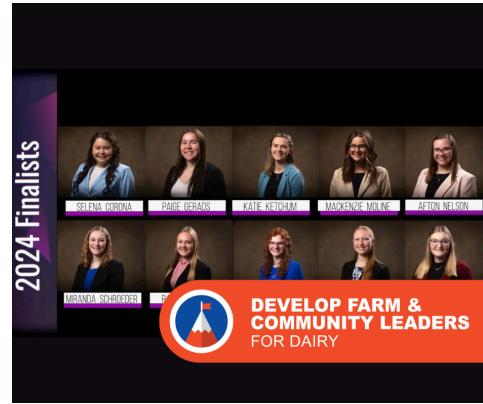
Partner highlight: Kansas State University

Midwest Dairy partners with universities across the 10-state region to connect with college-aged Generation Z students. These campuses allow checkoff funds to go further because they are heavily populated with students eager to interact and learn.

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St. Paul Saints join #TeamMilk

In early May, Midwest Dairy partnered with the St. Paul Saints as a presenting sponsor for a night of fun at the baseball game.

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Finalists named for the 71st Princess Kay of the Milky Way

Ten young women have been named as finalists for the 71st Princess Kay of the Milky Way. Click below to meet them!

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Health and wellness webinar increases the perception of dairy's environmental responsibility

Midwest Dairy hosted the first of four webinars targeting health and wellness thought leaders, "Beyond the Garden: Empowering Patients to Embrace Plant-Forward Eating." The webinar featured Cara Harbstreet, a Kansas-based food and nutrition expert, and Joan Maxwell, a fifth-generation Iowa-based dairy farmer.

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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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