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Promotion IN ACTION



September 26, 2025



COREY SCOTT, CEO

Comments from Our CEO

Today's dairy farmers are balancing more than ever before. Beyond your everyday responsibilities of caring for cows, land, and people, you're also expected to navigate the digital world and prepare for challenges that can come without warning. At Midwest Dairy, our job is to support you, not just with promotion, but with tools that make your farm more resilient and future ready. That's why I want to personally invite you to join two important training

sessions we're offering this fall. These are practical, farmer-focused webinars designed to give you strategies you can put to work immediately on your farm.

On October 29, we'll host Owning Your Digital Footprint. This session will help you take charge of your farm's online presence. From building trust in your brand to connecting with your community, you'll walk away with tools to claim your corner of the internet and make it work for you.

Then on November 19, we'll turn our focus to Practicing Crisis Drills. We all know that preparation is the best defense. This training will walk you through how to run crisis drills, offering real scenarios you can practice with your team. The goal is simple: build a culture of readiness that protects your animals, your people, and your livelihood.

I strongly encourage you to take advantage of these opportunities. Investing an hour of your time now could pay dividends for your farm's reputation, resilience, and success in the future. Please [click here to register](#) or reach out to your Farmer Relations Manager for more information.



Dairy fuels performance: Midwest Dairy expands college athletics partnerships

From Nebraska to Illinois to South Dakota, these partnerships highlight dairy's role in fueling performance, wellness, and sustainability, all while creating memorable fan experiences.

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Midwest Dairy & Scooter's Coffee: "Clear the List" campaign

Midwest Dairy partnered with Scooter's Coffee locations in Sioux Falls, Brandon, Tea, Madison, Brookings, Vermillion, and Harrisburg, South Dakota, to support 415 local teachers through the "Clear the List" campaign ahead of the new school year.

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New LTOs at Kwik Trip and Kwik Star

In 2025, Midwest Dairy continued its successful partnership with Kwik Trip/Kwik Star by supporting limited-time offers (LTOs) featuring ice cream and milk pint products. Learn more below!

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South Dakota Dairy Ambassador couples promotion with research

From the classroom to the Davis Dairy Plant, SDSU grad student Vaishali Poswal is turning her passion for dairy into action. Read her full story here!

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Always On Influencers celebrate dairy with Gen Z

Midwest Dairy partnered with nine influencers across our 10-state region to connect with Gen Z consumers through sharing recipes, “what I eat in a day” videos, and lifestyle content that highlighted dairy’s role in everyday life.

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Midwest Dairy participates in ag innovation experience

Midwest Dairy partnered with Bayer in St. Louis to co-host a dairy farm tour as part of the Agriculture Innovation Experience. This immersive two-day event was designed to connect nutrition, health, and agriculture.

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Fresh, local, and Undeniably Dairy – Cub Foods’ summer celebration

This summer, Cub Foods partnered with Midwest Dairy to bring farm-fresh goodness to shoppers through two major activations celebrating local dairy in fun and flavorful ways.

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Reconnecting health and agriculture at the ground level with Illinois dietitians

Nearly 50 Registered Dietitian Nutritionists and aspiring RDNs gathered in September for the Illinois Academy of Nutrition and Dietetics’ Fall Workshop. The event explored the link between agriculture and health, giving dietitians new insights into how food and farming intersect.

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Have a question? Find and contact your Farmer Relations Manager

Farmer Relations Managers

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