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Promotion IN ACTION



June 27, 2025



COREY SCOTT, CEO

Comments from Our CEO

Summer is in full swing, and Midwest Dairy staff are hitting the ground running, traveling to consumer events, activating partnerships, and showing up locally to support dairy farmers whenever possible. Whether it's engaging with thought leaders, collaborating with health professionals and retailers, or bringing dairy to life at community events, our team is working hard to build trust and drive demand. Your checkoff investment is making this possible, amplifying dairy's role in wellness and highlighting its importance in today's sustainability conversations.

As we move through the heart of summer, I want to extend my sincere thanks to our dairy farmers. These warm-weather months bring long days and early mornings, and yet your continued commitment to your animals, your land, and your communities never wavers. Your passion fuels everything we do. Thank you for your partnership and for helping make this June Dairy Month one of our most successful yet. Everyone here at Midwest Dairy is proud to share your story and work alongside you to grow trust and sales in dairy.



Unlocking new opportunities with the next generation through gaming

As consumer habits evolve, Midwest Dairy is embracing new digital strategies to keep dairy relevant to teens and young adults.

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Kids in the Kitchen brings dairy center stage

Midwest Dairy partnered with Coborn's Inc. this spring to highlight the versatility and nutrition of Greek yogurt in a special *Kids in the Kitchen* segment on Twin Cities Live.

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Dairy youth build skills, confidence, and community through June and May events

This summer, Midwest Dairy and its partners hosted two impactful events focused on empowering the next generation of dairy advocates.

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Fueling fitness, recovery, and animal care awareness

This spring, Midwest Dairy laced up its sneakers to connect with thousands of runners, athletes, and nutrition-conscious consumers through two signature events.

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Cows, cones & conversations: Connecting Gen Z to dairy

From virtual gaming arenas to dairy treats, Midwest Dairy is finding innovative ways to connect with Gen Z on college campuses — building trust and sparking curiosity about where dairy comes from and how it fits into their everyday lives.

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Midwest Dairy Ambassadors gather for inaugural in-person training

Young leaders from across the Midwest gathered in Ames, Iowa, for the first Midwest Dairy In-Person Ambassador Training, held at Iowa State University.

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Less waste, more taste: Fresh dairy that goes the distance

In April, Midwest Dairy partnered with Cub Foods to celebrate Earth Day by launching the "Less Waste, More Dairy" campaign, highlighting how dairy can be a smart choice for consumers' health, budget, and the planet.

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South Dakota teachers experience a dairy road trip

In June, Midwest Dairy teamed up with the South Dakota Science Teaching Association and South Dakota State University to host an in-person, two-day professional development training for 25 local science teachers.

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Garnering student input in Illinois and Minnesota on new school breakfast recipes

With the USDA's updated school nutrition standards set to take effect in the 2027–2028 school year, Dairy Management, Inc. has launched a unified national initiative to elevate dairy's role in school breakfasts.

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