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Promotion IN ACTION



March 28, 2025



COREY SCOTT, CEO

Comments from Our CEO

I have exciting news to share: the Midwest Dairy leadership team is expanding! I am thrilled to welcome Sara Thomas as the new Chief Operating Officer at Midwest Dairy. Her extensive experience and proven leadership will be invaluable as we move forward. Together, we will continue to strengthen our commitment to serving the dairy industry and improving our operations. If you would like to learn more about Sara, please [click here](#).

As spring arrives, I would like to take a moment to wish you all the best of luck as you embark on a busy season. Your hard work and dedication are crucial to feeding our communities, and everyone at Midwest Dairy hopes this season brings abundant growth. May every seed you plant flourish, and the weather cooperate to ensure a successful harvest ahead.



Checkoff partners with sustainability thought leaders

Collaboration between Midwest Dairy and sustainability thought leaders is crucial for promoting innovative practices that support environmental stewardship.

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Protein for the win!

Midwest Dairy focused on campaigns with retail partners that highlighted the protein benefits of dairy, complementing the health and wellness resets many consumers pursue at the start of the new year.

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Midwest Dairy meets farmers at local events

Midwest Dairy is committed to meeting farmers where they are to better understand checkoff needs and demonstrate the impact of farmers' contributions.

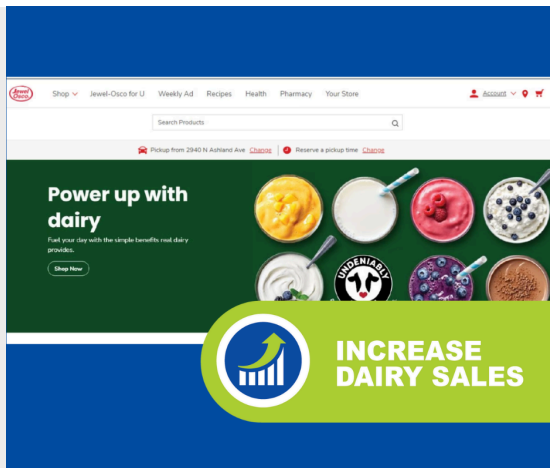
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Dairy on Ice: Gopher Men's Hockey reaches Gen Z consumers

As the new semester begins at the University of Minnesota, Midwest Dairy launched its 2025 activations at Gopher Men's Hockey games.

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Power up with dairy through Albertson's Media Collective

Midwest Dairy collaborated with vendors, retailers, and partners to promote the protein and health benefits of dairy. One partner included Jewel-Osco's parent company, Albertsons.

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UNL Campus Rec collaboration engages Gen Z audience

To strengthen trust in dairy among college students, Midwest Dairy partnered with the University of Nebraska-Lincoln Campus Recreation Department. Learn more about this partnership below!

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Nutritional benefits of dairy for child growth highlighted in the Illinois Pediatrician

To build trust in dairy among Illinois pediatricians, Midwest Dairy contributed an educational graphic to the Winter 2025 issue of the Illinois Pediatrician.

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