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# Promotion IN ACTION



September 6, 2024



COREY SCOTT, CEO

## Comments from Our CEO

*Thought leader* is a popular buzzword among Midwest Dairy staff throughout the entire year. By definition, a thought leader is one person whose views are taken to be authoritative and influential. The group of thought leaders Midwest Dairy partners with are diverse, and we prioritize these relationships as great avenues for sharing dairy information. We value the role of health and wellness professionals, environmental experts, school dietitians, and many others who take the positive dairy information provided and share it further with their own following and contacts. By working with and through credible thought leaders, we can ensure dairy's sustainable nutrition story reaches a large group of consumers hungry for

information. In this edition of the Promotion in Action, you will find examples of different thought leaders and how Midwest Dairy capitalizes on building relationships with them.

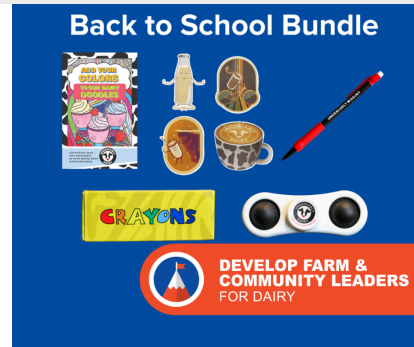
As we step into the fall months, I extend my heartfelt wishes to all farmers for a successful and healthy harvest season. As the silage chopping commences and the corn and beans start to turn, I urge you to prioritize your safety. I know this is no easy season, but your relentless efforts in providing nutritious dairy products to the world are commendable, and your hard work and dedication are appreciated!



### Making connections with a diverse group of thought leaders

Working with a diverse group of thought leaders ensures dairy's sustainable nutrition story reaches consumers seeking information.

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### Promo center back to school bundle

The back-to-school season is a great time to promote dairy in your community! To make it easy for you, Midwest Dairy has created a "Back-to-School Bundle."

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### Promoting sustainable dairy through Kroger Precision Marketing

In April of 2024, Midwest Dairy partnered with Kroger Precision Marketing to drive incremental dairy sales and awareness of dairy through targeted offsite display ads. Click below to learn more.

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### Leadership grant funds available to dairy farmers

Midwest Dairy encourages all dairy farmers to consider applying for a leadership grant to help enhance their leadership and advocacy skills. Find more grant information here!

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### Adopt A Cow registration is open until September 15

Midwest Dairy is partnering with the Adopt a Cow program for another school year. Registration is open until September 15.

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### 2024 dairy princess round-up

Meet the recently crowned Dairy Princesses from Iowa and Minnesota.

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**Midwest Dairy's fall partnership with  
Freddy's Frozen Custard and Steakburgers  
is NOW LIVE!**

Midwest Dairy is excited about our fall partnership with Freddy's Frozen Custard and Steakburgers. This partnership features the Grilled Cheese Steakburger, loaded with four slices of cheese, applewood-smoked bacon, and a creamy tomato sauce. On the ice cream menu, our partnership includes a promotion of the Pumpkin Pie Concrete and Apple Pie Concrete.

If you have Freddy's Frozen Custard and Steakburgers near you, head over and give these menu items a try!

*\*Checkoff will report these sales results once the promotion wraps up this winter.*

**Back to school bites at Coborn's**

Midwest Dairy recently partnered with Coborn's Inc. to sponsor their Back-to-School Kids Cook at Home Virtual Class presented through Coborn's online site. Learn more below!

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