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Promotion IN ACTION



February 23, 2025



COREY SCOTT, CEO

Comments from Our CEO

As spring appears, it's time to think about ways to connect with consumers by bringing dairy to life in our communities. Midwest Dairy offers Undeniably Dairy grants to help you do just that. These grants provide farmers the opportunity to connect with their communities and share their stories. They can be used for local promotional efforts that highlight the benefits of dairy for people, the planet, and families.

Farmers can use these grants to bring dairy to unexpected places, host on-farm

events, engage with Generation Z, and much more. What I love most about these grants is that no two activities are alike. It's inspiring to see how farmers showcase their work, and to me, that's a win!

I strongly encourage you to explore this opportunity and brainstorm how Midwest Dairy can help you bring dairy to life in your community. Need some inspiration? [Click here](#) to find examples from past Undeniably Dairy grant recipients. If you need assistance, please reach out to your Farmer Relations manager, who will be happy to help you.



Joy of Dairy Campaigns

During November and December Midwest Dairy partnered with Chicory and Instacart to capitalize on the holiday season.

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Apply for on-farm grants through Lasso grant writing support

Check out this free service, which aims to increase awareness and access to public funding opportunities for Midwest dairy farmers.

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Fareway spreads holiday cheer with a dairy-driven campaign

Learn how this campaign made it easier for shoppers to find and enjoy their favorite dairy items during the holidays.

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Partnership with South Dakota Science Teaching Association reaches local teachers at STEM Education Conference

This partnership helped SDSTA increase membership and provide teacher leadership and continuing education opportunities.

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Hen House promotes dairy through recipes

Midwest Dairy partnered with Hen House Markets to increase dairy sales through recipe-driven marketing.

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