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# Promotion IN ACTION



July 26, 2024



**COREY SCOTT, CEO**

## Comments from Our CEO

It's incredible to think that we are already a third of the way through the 2024 summer season, but that brings excitement for upcoming county and state fairs! While you and your family may be prepping show animals and projects, the Midwest Dairy staff is hard at work planning for fall and winter partner promotions. In this month's Promotion in Action, you will find some hidden treats for the upcoming Back to School season, as well as our favorite highlights from the first part of summer, where we've been connecting with consumers and partners in new and creative ways.

Enjoy the second half of summer and be sure to beat the heat with your favorite frozen treat!



## Bringing science and dairy together for educators

Throughout June, Midwest Dairy partnered with multiple organizations to provide STEM (Science, Technology, Engineering, Math) learning opportunities to youth and educators.

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## Dairy and conversation: A 5-course conversation

To grow trust in dairy, Midwest Dairy is building relationships with environmental thought leaders influential in sustainability and food systems in South Dakota.

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## Missouri Farmers Care hosts dairy farmers at Cardinals game

Midwest Dairy and [Missouri Farmers Care](#) (MFC) joined forces at the June 23 St. Louis Cardinals game, which attracted 37,492 fans.

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## Adopt a Cow continues to connect youth with farmers to grow trust

Summer is here, and so are the highlights from our annual partnership with Discover Dairy's Adopt a Cow program.

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## Cub Foods Springtime magazine celebrates the re-invention of cottage cheese

Midwest Dairy partnered with Cub Foods, a retailer from Stillwater, MN, during March to educate consumers on the nutritious and high-protein uses of cottage cheese.

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## Going back to school with Walmart and Dollar General

With back-to-school season right around the corner, consumers are feeling inflationary pressures on their household budgets and are looking for affordable solutions.

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## Young dairy leaders develop communication skills at June event

To kick off June Dairy Month, the Iowa Dairy Princess Program held its annual June Event - a youth dairy communications workshop and dairy princess orientation.

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## Recent consumer and market insights webinar focuses on sustainability

In early June, Midwest Dairy hosted a consumer and market insights webinar for processors and retail partners.

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## New partnership offers grant writing support for farmers

"I'm considering an equipment upgrade, but I have no idea if there is a grant that can help me fund this. On top of that, I don't have the time to put together whatever complicated application the grant requires." Does this sound like you?

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