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Promotion IN ACTION



October 25, 2024



COREY SCOTT, CEO

Comments from Our CEO

As we transition from the summer season to tailgating, school activities, and ramping up for the holiday season, consumers seek creative recipe options. Midwest Dairy spends time evaluating emerging trends. We share this exclusive information with our partners, who can use it in the marketplace to connect with consumers. Recently, cheese consumption in the United States reached an all-time high of nearly 42 pounds per person annually, according to U.S. Department of Agriculture (USDA) data. Data shows an ever-

increasing variety of flavors and forms continues to draw consumer attention to the category. In response to increasing consumer demand, new product introductions are rising in the following areas:

1. Health and wellness claims, specifically gluten-free, high-protein, and natural
2. Snacking and portion control across more flavors and forms, especially gouda and cheese bars
3. More affordable options, particularly from private label brands
4. Animal welfare-related claims
5. Environmental claims such as recycling and zero carbon

Midwest Dairy's retail and foodservice partners are capitalizing on this growing trend in cheese. For example, this summer, Marco's Pizza launched its Fiery Flavors limited-time offer, featuring an innovative spicy cheese using the "Real Dairy. Real Fresh." tagline and the Undeniably Dairy logo to drive incremental dairy sales. Additionally, retail partners recognize that promoting cheese drives sales in other categories. This fall, several tailgating-themed promotions have showcased the versatility of cheese for football celebrations. Recipes featuring cheese often include other products, making this a promotional "win" for retailers and dairy farmers.

Midwest Dairy's partners show how consumers can enjoy the cheese they love by delivering a delicious dairy experience that makes them want to return for more. That's the sweet spot for incremental growth!

**LIMITED TIME OFFERS
DRIVE DAIRY**

**FREDDY'S FROZEN CUSTARD
AND STEAKBURGERS
AND MIDWEST DAIRY'S
THREE-YEAR PARTNERSHIP**

Your dairy checkoff podcast

**CREATE DAIRY
CHECKOFF
ADVOCATES**

Your Dairy Checkoff Podcast Features Midwest Dairy and Freddy's Frozen Custard and Steakburgers Partnership

Midwest Dairy had the opportunity to share more about its partnership with Freddy's Frozen Custard & Steakburgers on a [recent episode of Your Dairy Checkoff podcast](#). Listen in now!

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**ADVANCE
RESEARCH
IN DAIRY**

Midwest Dairy Foods Research Center Annual Meeting 2024 recap

The Midwest Dairy Foods Research Center held its annual meeting in late July. Click here to learn more about projects selected for 2025 funding.

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**SHAKE
GIVEAWAY**

**INCREASE
DAIRY SALES**

Runza sweet treats connect the farm to table

In April 2024, Midwest Dairy partnered with Runza National to promote the reinvention of its milkshake offerings.

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**GROW TRUST
IN DAIRY**

UNDeniably Dairy lands in Grand Forks

Over 11,600 fans attended the University of North Dakota's homecoming game against Montana. Learn how these football fans interacted with dairy!

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Upper Midwest Association for Campus Sustainability Conference builds trust

For the second year, Midwest Dairy sponsored and participated in the Upper Midwest Association for Campus Sustainability Conference. Learn more about this partnership!

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