

Promotion IN ACTION



June 30, 2023



MOLLY PELZER, CEO

Comments from Our CEO

Summer is officially upon us, and Midwest Dairy staff are busy connecting with consumers working with and through thought leaders, healthcare professionals, retailers, and many other partners aiming to build demand for dairy. As you continue reading, you will notice many blue tags showcasing our work to build trust through strategic partnerships that reach diverse groups of consumers and bring dairy to new and unexpected places. Your checkoff dollars are truly proving how versatile dairy is in consumers' search for wellness and how important the sustainable nutrition conversation is to today's consumers. I hope you will also enjoy an article reviewing Undeniably Dairy grant recipients and how dairy farmers are celebrating dairy within their own community. Midwest Dairy staff is dedicated to telling your dairy story to build trust for dairy that leads to more dairy sales!



On-farm experiences offered for next-generation leader

Through programs such as the Dairy Ambassador and Princess Programs, checkoff helps develop the next generation of leaders.

[READ MORE](#)



Coborn's celebrates Earth Day

Coborn's promotes dairy sustainability during Earth Day 2023 campaign.

[READ MORE](#)



Bringing dairy to unexpected places all summer long

From the ballpark to concerts and even college classrooms, dairy shows its versatility and connects with consumers.

[READ MORE](#)



Celebrating National Dairy Month on the farm

Family farms across the Midwest Dairy region celebrate dairy with their community.

[READ MORE](#)



Midwest Dairy partners with Iowa sustainability organizations

Midwest Dairy educates environmental sustainability thought leaders so they can use their personal channels and voice to share dairy's sustainable nutrition story with their followers.

[READ MORE](#)



New nutrition resources meet partner's needs

Midwest Dairy recently partnered with Roseland Hospital on the South Side of Chicago's Roseland Community to participate in their Youth Violence Awareness Day.

[READ MORE](#)



Arkansas / Southern Missouri /
Oklahoma
Stacy Dohle
417-298-2780
sdohle@midwestdairy.com

Iowa
Mariah Busta
563-449-2414
mbusta@midwestdairy.com

Minnesota
Shannon Watrin
763-355-9686
swatrin@midwestdairy.com

North Dakota
Char Heer
701-321-1239
cheer@midwestdairy.com

Illinois
Kendra Anderson
309-825-2196
kanderson@midwestdairy.com

Kansas / Northern Missouri
Ron Grusenmeyer
816-873-0351
rgrusenmeyer@midwestdairy.com

Nebraska
Tracy J Behnken
531-207-4291
tbehnken@midwestdairy.com

South Dakota
Tom Peterson
605-251-2439
tpeterson@midwestdairy.com

MidwestDairy.com

You can [unsubscribe](#) from this email.
This email was sent by Midwest Dairy – 2015 Rice Street, St. Paul, MN 55113