

Promotion IN ACTION



March 31, 2022

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COMMENTS FROM OUR CEO

[Click here](#) to access the 2022 Annual Report.

Throughout 2022, Midwest Dairy worked diligently on your behalf, focusing on being efficient and effective with your 15-cent investment for promotion and research. Our continual pledge to *Make Every Drop Count* focuses on building demand for and trust in dairy food and dairy farmers.

The Annual Report looks different this year as we introduce a completely online version. The digital format aligns with farmer feedback for content available at your fingertips in engaging and user-friendly formats. In addition to aligning with farmer feedback, a digital report provides the following benefits:

- An online report allows the farmer to easily access it wherever they are with any of their devices (cell phone, computer, tablet, etc.).
- Going digital allows us to showcase more checkoff resources and initiatives through additional articles, photos, videos, and links for those who want to learn more about certain topics.
- The digital report allows us to measure how farmers interact with the website and content which helps us improve future reports.



MOLLY PELZER

reports

As you interact with parts of the annual report, I hope you find pride in the work of your dairy checkoff. Your investment was focused on activations across Midwest Dairy's 10-state region. Our work and our partnership with Dairy Management Inc. (DMI) reached millions of consumers in our region, nationwide, and even globally, to encourage all to choose dairy more often. On behalf of the Midwest Dairy staff, we salute you as we worked together to move the needle for dairy in 2022; these efforts will only continue throughout 2023.

2023 Dairy Ambassadors announced



Midwest Dairy's Dairy Ambassador Program is an educational and leadership opportunity for students who are passionate about dairy, are enrolled in post-secondary school, and possess strong communication skills. Recently, 26 college students from across the Midwest Dairy 10-state region were selected to serve as state-specific 2023 Midwest Dairy Ambassadors. Throughout the year, this group will promote the dairy industry and support Midwest Dairy's mission to give consumers an excellent dairy experience at a variety of industry and consumer events across the region. Dairy ambassadors will also have the chance to network with their peers and industry professionals.

To help the ambassadors prepare for conversations with consumers, Midwest Dairy offered two virtual ENGAGE training courses to this group. The ENGAGE training, facilitated by the Center for Food Integrity, provides skills to connect with consumers on shared values. The interactive training provided the ambassadors with tips and techniques so they could have meaningful conversations to help build trust in dairy foods and dairy farming. Additionally, the ENGAGE training allowed the dairy ambassadors to meet and network with ambassadors from other states.

Congratulations to these 2023 Dairy Ambassadors! We are excited to work with this great group of young dairy leaders this year! To learn more about our dairy ambassador program, visit MidwestDairy.com.

Illinois

- Rosalee Zehr of Pontiac, Illinois, attending Illinois State University
- Lilyanne Katz of Chicago, Illinois, attending the University of Illinois at Urbana-Champaign
- Jenna Hemker of Bartelso, Illinois, attending the University of Illinois at Urbana-Champaign
- Emma Tolentino of Naperville, Illinois, attending the University of Illinois Urbana-Champaign

Iowa

- Emily Church, attending Iowa State University
- Maggie Lupkes, attending Iowa State University
- Cheyanne Troendle, attending Northeast Iowa Community College

Minnesota

- Gracie Ash of Milaca, Minnesota, attending the University of Minnesota
- Brady Gille of Sobieski, Wisconsin, attending the University of Minnesota
- Luke Borst of Rochester, Minnesota, attending the University of Minnesota

Nebraska

- Jenna Albers of Randolph, Nebraska, attending the University of Nebraska-Lincoln
- Allison Engelman of Diller, Nebraska, attending the University of Nebraska-Lincoln
- Tessa Haahr of Wynot, Nebraska, attending Cedar Catholic High School
- Kaitlyn Hanson of Mead, Nebraska, attending the University of

Nebraska-Lincoln

- Libby Heenan of Chicago, Illinois, attending the University of Nebraska-Lincoln
- Brooke Hilgenkamp of Arlington, Nebraska, attending Arlington Public Schools
- Brianna Klabenes of Chambers, Nebraska, attending Chambers Public School
- Jenna Muntz of Louisville, Nebraska, attending Northeast Community College
- Emily Rempel of Beatrice, Nebraska, attending the University of Nebraska-Lincoln

North Dakota

- McKayla Carlson-Hughes raised near Braham, Minnesota, attending North Dakota State University
- ShiAnne Boehm raised near Mandan, North Dakota, attending North Dakota State University

South Dakota

- Lauren Steffl of Sleepy Eye, Minnesota, attending South Dakota State University
- Hayley Daubert of Dayton, Virginia, attending South Dakota State University
- Ting Mao of Brookings, South Dakota, attending South Dakota State University
- Holi Jark of Stratford, South Dakota, attending South Dakota State University
- Josephine Sutherland of Flandreau, South Dakota, attending South Dakota State University

New resource guide available for farmers



Searching for ways to tell your dairy story? Midwest Dairy is now offering a helpful dairy farmer resource guide. No matter the opportunity to connect with consumers, we have you covered with ideas and tools to showcase dairy products and the industry we are proud to be part of.

This guide includes links to printable materials such as activities and games, classroom educational information, and dairy product nutrition information. There also are links to virtual farm tours and promotional items you can order for prizes or to give away. The dairy farmer resource guide is at MidwestDairy.com on our *Resources* page. You can also download the guide by [clicking here](#).

Has your farm been impacted by changing weather?



Researchers at the University of Vermont, with funding from the US Department of Agriculture and DMI, are conducting a nationwide survey of US dairy farmers to understand how they're thinking about climate change, preparing for new weather, and implementing climate-friendly practices on their farms.

The survey is part of a national project in collaboration with Colorado State University and the University of California, Davis, assessing how milk yield will be impacted by climate change and climate-friendly feeding strategies. Share your thoughts alongside other farmers by filling out [this survey](#) and be entered for a chance to win \$500! Your answers will remain confidential and must be completed by April 15th.

Dakota makes her debut at North Dakota's Gateway to Science in Bismarck



North Dakota's [Gateway to Science](#) recently celebrated its grand opening in Bismarck, North Dakota. The new center is focused on STEM (Science, Technology, Engineering, and Math), with over 50 hands-on exhibits for kids and adults of all ages. Midwest Dairy collaborated with Gateway to Science to include a dairy display focusing on dairy farm technology to monitor cow health and comfort. Dakota, the exhibit dairy cow, is wearing a collar to show visitors one of the devices used on dairy farms. As part of the interactive booth, visitors can select a cow on the computer monitor, read her values (movement, rumination, etc.) and determine if the cow is happy and healthy or if the dairy farmer should check on her. Qual Dairy of Lisbon, North Dakota, is featured as part of the exhibit and helped review the featured information. In addition, family members from Qual Dairy attended the ribbon-cutting ceremony and met with visitors to share their dairy story.





**Connecting with youth through
hands-on activity**



GROW TRUST
IN DAIRY

University of Illinois athletes promote dairy on Instagram to build trust

On July 1, 2021, the NCAA approved a name, image, and likeness (NIL) policy that allows college athletes to earn money utilizing their influence as athletes. As a result, Midwest Dairy has partnered with an agency to pilot two small-scale NIL influencer campaigns. The most recent campaign concluded in February 2023 with positive results.

For this pilot, Midwest Dairy asked two athletes to complete two dairy-positive and educational Instagram reels. The athletes were vetted and selected based on several criteria, including their love for dairy and a significant peer following. As we searched for athletic partners, Luke Goode, a sophomore basketball player, and Luke Ford, a senior football player, both attending the University of Illinois, stood out to us. Each player completed an onboarding where they learned about Midwest Dairy's mission and the idea behind peer-to-peer marketing to Gen Z. Afterwards, they were encouraged to engage with dairy authentically to build trust among their followers.

The first post from Luke Ford went live in late October 2022. He highlighted his love of using chocolate milk for post-workout fuel in a video that reached over 6,700 peers. Ford posted his second video on January 1, 2023, where he captured himself heading out for the day, saying, "on the go, on the run, fuel your fun!" which received over 4,400 viewers.

Luke Goode took a different approach for his reels. He first went live in November, when he took his followers into the kitchen and showed them how he likes to prepare smoothies. He is known as the team chef, so he was excited to showcase his culinary skills using an Undeniably Dairy recipe. That video reached over 20,000 of his peers. Unfortunately, Goode sustained an injury during the season. His second post went live on January 17, 2023, where over 17,000 viewers followed him through the day while he enjoyed dairy and discussed how dairy's nutrition was instrumental in his injury recovery. Although his team was eliminated, his recovery with dairy helped him perform well in the March Madness tournament.

The NIL work is proving to be an effective way to reach Gen Z, and Midwest Dairy will continue looking for ways to utilize athletes to build trust in dairy.

Chicago Bears and Midwest Dairy support female athletes

Midwest Dairy and the Chicago Bears recently partnered, utilizing the 2023 Hometown Grant Assembly of \$10,000 to create a Girls Flag Football Clinic. This year the Chicago Bears chose Round Lake High School, and the grant was used to educate and train the intramural high school Girls' Flag Football team.

Over 50 girls participated in the clinic, which included 45 minutes of different interactive stations. David Montgomery, a running back from the Chicago Bears, also participated. After the clinic, there was an assembly where Katie Knappenberger, the Sports Nutrition Director for Northwestern University, gave a presentation about proper nutrition for athletes with tips about plates and refueling. Dairy Farmer Katie Vanderstappen also discussed dairy farming and shared that 96 percent of farms are family owned.

The Bears are committed to getting Girl's Flag Football recognized as a sport and part of the Illinois High School Association, and this was a significant step in that plan. The event received [media coverage](#), and an [article](#) was posted on the Chicago Bears website. David Montgomery also did live social media updates during the event to promote it further.

Minnesota Ag in the Classroom & Vikings successfully collaborate

For the third year in a row, Midwest Dairy was able to use one of our Fuel Up to Play 60 player visits to support the Minnesota Ag in the Classroom (MAITC) Farm and Book Week in February. Harrison Phillips, defensive tackle, had the opportunity to share the book "Clarabelle: Making Milk and So Much More" by Cris Peterson with students. To create excitement, Harrison [tweeted](#) the registration information to his 50,000 followers, contributing to 160 classrooms signing up. Harrison loves all dairy foods, which he often shared during the reading. He also recalled many childhood experiences he had spending time on his grandparents' dairy farm in Nebraska.

Snowstorms forced many schools to close on the day of the reading, but Midwest Dairy was happy to have 66 classrooms still participate. Harrison brought energy and excitement to the classroom, and the kids asked more questions than he could answer in the allotted time. MAITC is a great power partner in youth trust with shared values. Their established network of teachers across the state, combined with our NFL star power assets, is a strong combination.

Educating urban youth about dairy's sustainable practices

Midwest Dairy was approached by Omaha Public School's Bryan High School Urban Ag Academy to provide an educational opportunity for students to learn about dairy and the sustainable practices of dairy farmers. This diverse student audience were all urban with no background or experience in agriculture.

At the beginning of class, students brainstormed and filled out an [Undeniably Dairy bingo card](#) with various dairy-related terms. Throughout the 40-minute session, students crossed off any words they heard and received a prize when completing their entire card. Students watched a farm tour from Prairieland Dairy in Firth, Nebraska, and learned about technology on the farm, composting and manure use, animal care, antibiotic testing, and the milking process. Over 50 students were engaged in the two sessions.

Following each short video, students discussed details of the Net Zero commitment, sustainability practices, and the specifics of each dairy word that students heard. Following the session, students shared that they were surprised at the vast number of ways farmers work to be good stewards of the land and how manure serves as a natural fertilizer. They were eager to try recipes from the booklets they were provided.



Over 50 girls participated in the Bears and Midwest Dairy clinic, which included 45 minutes of different interactive stations.



Milking tour followed by guided discussion at the Omaha Public School's Bryan High School.

FARM AND FOOD BOOK WEEK

WHO MADE MY LUNCH?

FROM MILK TO CHEESE

GUEST READER

DALVIN TOMLINSON

February 15 at 10 a.m. CST
Book: Who Made my Lunch Series: From Milk to Cheese
by Bridget Heos.

Harrison Phillips, defensive tackle, had the opportunity to share this book with students.

Communicating checkoff value at state events



Midwest Dairy communicates checkoff value during the Nebraska State Dairy Convention

Midwest Dairy engaged with dairy farmers about local checkoff and other opportunities available to them during the 2023 Nebraska State Dairy Convention in late February in Columbus, Nebraska.

The Midwest Dairy booth allowed board members and staff to interact with fellow dairy farmers and advocates attending the convention. Nebraska Division Board Members Jodi Cast, David Crook, and Joyce Racicky spoke directly to dairy farmers about the checkoff and helped build advocacy in the dairy community. In addition, the interactive spin wheel offered a fun way for farmers to learn more about what Midwest Dairy is doing to help share the sustainable nutrition story of dairy.

The convention luncheon included the Midwest Dairy Checkoff Update presented by Mike Denning, Manager of Demand in Business Unit East, and featured recent direct-to-consumer marketing events and activations with retail and foodservice partners. Other opportunities throughout the event highlighted board members and shared checkoff information.

Dairy influencer panel reaches collegiate dairy leaders at dairy challenge

The 2023 Midwest Regional Dairy Challenge was co-hosted by Iowa State University and UW-Platteville in late February this year in Dubuque, Iowa. Dairy Challenge is a farm evaluation competition focused on training the next generation of dairy leaders and connecting them with industry professionals. This year's contest featured 98 students from 15 colleges and universities in the Midwest. Teams are aggregated across participating universities for regional competitions.

In collaboration with Dairy Challenge staff, Midwest Dairy showcased a panel of dairy influencers titled "Advocacy in the Influencer Era" for the attendees. The featured panelists were Dan Venteicher (@IowaDairyFarmer), Megan McAllister (@Megan DairyGirl), Becca Hilby (@Hilby Family Farm), and Taylor Schaefer (Alice in Dairyland). The panelists emphasized the importance of sharing dairy's story online, especially to Generation Z, by utilizing the social platforms they feel most comfortable with. The students asked many great questions and left the room as an inspired group of young future dairy leaders.



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