

Click [here](#) to view this email in your browser.

Promotion IN ACTION



May 26, 2023



MOLLY PELZER, CEO

Comments from Our CEO

As the summer season ramps up, your checkoff investment is hard at work across the 10-state region. National Dairy Month is soon upon us, and I encourage you to share your dairy farm story during this time. Host an on-farm event, post to social media, or simply talk about dairy farming with a friend. It takes all of us to shine a spotlight on building consumer trust in dairy. Lastly, if you need any dairy promotional items [to elevate your event, please click here](#). [These materials are designed](#) to bring dairy to life in your communities, on your farm, or wherever you connect with consumers, and I encourage you to use them.



The Adopt-A-Cow program wraps up another successful year across the 10-state region

Minnesota, Kansas, and Nebraska dairy farmers are seeing the benefits of the Adopt-A-Cow program as they connect with classrooms full of eager kids.

[READ MORE](#)



Spring partnership with Dierbergs Markets kicks off

Midwest Dairy and Dierbergs Markets kicked off their 2023 partnership this spring with two dairy-focused campaigns.

[READ MORE](#)



Spread dairy awareness during National Dairy Month

It's dairy's time to shine as we celebrate National Dairy Month. Join us in celebrating by sharing your farm's story with your family, friends, and community!

[READ MORE](#)



2023 MDFRC Spring Meeting recap

On May 8 and 9, the 2023 Midwest Dairy Foods Research Center (MDFRC) Spring meeting was held at South Dakota State University (SDSU). Learn more here.

[READ MORE](#)



Price Chopper Enterprises promotes dairy recipes

In April of 2023, Midwest Dairy partnered with Price Chopper Enterprises to reach their audience by promoting three different recipes. Click here to find out what those recipes were.

[READ MORE](#)



Athletic thought leaders connect with dairy

Midwest Dairy partners with thought leaders who can positively showcase dairy in their professions and community. Learn how we are working with athletic thought leaders here.

[READ MORE](#)



Sign up now for the smartphone photography training

A picture is worth a thousand words, and on your farm, you have some amazing moments that can be caught on camera. Learn how to put your phone camera to work to capture it all!

[READ MORE](#)



Promoting dairy wellness

One of the ways Midwest Dairy is working to ensure that dairy's sustainable nutrition story is reaching consumers is through partnerships with credible experts in the areas of health, wellness, and nutrition who can reinforce dairy's message. Learn more about our wellness partners below.

[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