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Promotion IN ACTION



September 27, 2024



COREY SCOTT, CEO

Comments from Our CEO

As students return to school and the fall air settles in, Midwest Dairy is forming new seasonal partnerships. This season brings numerous opportunities to engage with Gen Z in new ways. Families may be looking for dairy options when preparing back-to-school snacks, or students might experience checkoff initiatives at athletic events. Regardless of the scenario, Midwest Dairy is teaming up with those who can authentically share dairy's sustainable nutrition story.

This month's newsletter highlights the many university partnerships that have enabled Midwest Dairy to connect with students as they return to campus life. College campuses are filled with Gen Z, who research shows are the least trusting consumer segment. Midwest Dairy knows that positive consumer perception of dairy leads to increased sales, making college campuses an ideal place to connect with Gen Z shoppers. Students are always looking for something to do, and university athletics, classrooms, and campus events bring together large groups, providing the perfect opportunity for Midwest Dairy to make those connections.

As I mentioned last month, I know that farmers are extremely busy this fall. Please continue to have a safe harvest, and remember that your hard work is appreciated. If you or someone you know is struggling with mental health during this busy season, I urge you to share this [Farm Stress Resource](#) with them. Your efforts are greatly appreciated and are vital as we work together to nourish the world!



Summer and fall sports partnerships draw large crowds

Sports and dairy make a great combination. Learn how Midwest Dairy partners with athletes and sports teams to engage with enthusiastic sports fans on their home turf.

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Savings a Float at Dierbergs

Dierbergs Markets and Midwest Dairy partnered to celebrate ice cream in July resulting in dairy sales.

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Husker partnership provides opportunities to connect with Gen Z and consumers

To kick off the school year, Midwest Dairy staff, dairy farmers, and ambassadors interacted with students and Nebraska Husker fans at the University of Nebraska-Lincoln.

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Midwest Dairy sponsors the Midwest Agriculture Export Summit

This annual gathering serves as a platform for leaders from across the Midwest to engage in discussions that translate into actionable strategies benefiting the entire agricultural community, and Midwest Dairy was present.

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South Dakota State University Miller Wellness Center hosts the Dairy Dash

New this year, the Dairy Dash moved to South Dakota State University. Learn how our partnership with the Miller Wellness Center builds trust in dairy amongst college-aged students and families.

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Urban Ag Crawl partnership brings dairy to Southside Chicago

Exploring the sustainability space in Chicago has led Midwest Dairy to have conversations and build partnerships with urban ag farmers as a route to telling dairy's sustainability story.

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