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Promotion IN ACTION

May 30, 2025



COREY SCOTT, CEO

Comments from Our CEO

June is near, and that means it's time to celebrate National Dairy Month. Checkoff is recognizing and sharing the hard work, dedication, and impact of dairy farm families during this time. Whether you host a farm tour, share your story on social media, or celebrate with your local community, there are so many meaningful ways to get involved this month.

If you're looking for support or ideas, I encourage you to visit the **Midwest Dairy website**. You'll find a variety of helpful resources, including social media toolkits, press releases, and other fun materials designed to help you make the most of your outreach. **Midwest Dairy also wants YOU to join the National Dairy Month fun!** Whether you go big or keep it simple, there's no wrong way to celebrate — and we're here to make it extra exciting. Check out these fun ways to get involved and receive a **FREE Midwest Dairy hat**. **Click here to learn more!**

As you consider how you might get involved this June, please know that Midwest Dairy is right there with you, actively working to build trust and drive sales in the marketplace. While our efforts to highlight the nutritious, sustainable value of dairy continue year-round, June is a special time to amplify that message. Together, we're celebrating your hard work and bringing the story of dairy to life for communities across the region!



Instacart recipe promotes high-protein dairy

Learn how one partner is utilizing proteins popularity to boost dairy sales.

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Midwest Dairy Foods Research Center Spring Planning Meeting 2025 recap

The Midwest Dairy Foods Research Center hosted its Spring 2025 planning meeting in early May in Brookings, South Dakota.

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Big 12 Wrestling Championship delivers a “legen-dairy” dairy experience

Midwest Dairy made a bold impression this spring as a Pillar Partner of the Big 12 Conference Wrestling Championship in Tulsa.

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Dierbergs promotes dairy throughout the first quarter

Midwest Dairy partnered with Dierbergs Markets on three in-store promotions, each focused on different dairy products and seasonal themes.

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Bakr Cookies: Where are they now?

In 2022, Midwest Dairy partnered with The Hatchery Chicago to launch an accelerator program aimed at sparking dairy innovation. See where one winner is now!

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Dairy goes viral in TikTok kitchens to South Beach glam

Midwest Dairy is teaming up with influencers from coast to coast to generate excitement around dairy, bust myths, and serve up some serious food inspiration.

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“Lose the Lactose, Not the Taste” – Midwest Dairy brings clarity to Illinois WIC Conference.

At the end of April, more than 330 staff from the Illinois Women, Infant and Children program gathered in Springfield for the annual Training and Education Conference.

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Celebrating Earth Day: Dairy builds trust through sustainability partnerships in South Dakota

In honor of Earth Day, Midwest Dairy is celebrating the power of partnership and shared values with two sustainability-focused events in South Dakota, highlighting dairy’s environmental progress and local impact.

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Highlighting dairy's role in health at the Nebraska Academy of Nutrition and Dietetics Conference

Midwest Dairy supported the Nebraska Academy of Nutrition and Dietetics Conference, held April 24–25 in Nebraska City, bringing together dietitians, interns, and students to explore emerging topics in nutrition and public health.

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Midwest Dairy advances nutrition equity with health professional partnerships in Oklahoma

Midwest Dairy has launched a strategic effort in 2025 to elevate the role of dairy in addressing nutrition equity and health disparities, partnering with influential organizations in both the medical and dietetics communities across Oklahoma.

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Have a question? Find and contact your Farmer Relations Manager

Farmer Relations Managers

MidwestDairy.com

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