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Promotion IN ACTION

December 5, 2025



COREY SCOTT, CEO

Comments from Our CEO

As global food demand grows, U.S. dairy is well-positioned to help meet it. At the IDF World Dairy Summit in Santiago, Chile, I joined Midwest Dairy leaders Charles Krause and Tom Walsh to explore this firsthand.

Among the critical conversations, U.S. Dairy Export Council (USDEC) President and CEO Krysta Harden highlighted how innovations in genetics, nutrition, herd management, and animal health have boosted efficiency.

Investments in infrastructure, production capacity, sustainable practices, and on-farm innovation further support global dairy consumption. USDEC Vice Chair and Missouri dairy farmer Alex Peterson also had the opportunity to share his experiences as a dairy farmer and insights into the next generation of dairy farmers.

Engaging with international dairy professionals shed light on critical issues, animal health, human nutrition, labeling, research, and promotion, and reinforced the importance of U.S. dairy's role in promoting, researching, and engaging in global trade to address them. The future of dairy is bright, and I look forward to sharing more about your checkoff's dedication to promoting dairy regionally, nationally, and globally.



Illinois Farm Families Take Center Ice

Illinois dairy farmers connected with hockey fans to share how local farms produce safe, nutritious food.

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Dairy Fuels Nebraska Kids Fitness Day

Nebraska 4th graders learned healthy habits and discovered how dairy fuels growing bodies.

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Dairy Lessons Featured at Science Conferences

Fields of STEM educators showcased interactive dairy-focused science lessons at state and national conferences, reaching teachers across the country.

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Dairy Shines at National Nutrition Event

Dietitians from across the country experienced real dairy stories and innovation ahead of a major nutrition conference.

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Sharing Dairy's Story Through Influencers

Five influencers visited Midwest dairy farms, sharing authentic stories about animal care and sustainability with young audiences.

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Seasonal Dairy Hits at Kwik Trip

Kwik Trip's seasonal dairy flavors drove strong engagement and more than 564,000 incremental pounds of milk sold.

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Back-to-School with Dairy at Schnucks

A back-to-school partnership with Schnucks inspired families to choose dairy for easy lunches and snacks.

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Tools to Strengthen Digital and Crisis Plans

Two Midwest Dairy webinars gave farmers practical tools to strengthen their online presence and on-farm preparedness.

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Important Updates: The **DEAL** and **Ambassador** program applications have both been extended to **Dec. 15**. Please also note that the **Promo Center** will be closed for annual inventory from Dec. 12–Jan. 5.

Have a question? Find and contact your Farmer Relations Manager

Farmer Relations Managers

MidwestDairy.com

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