



**YOUR MINNESOTA CHECKOFF
AT WORK TO BUILD TRUST**



Bringing Dairy to Life through...

DIGITAL ENGAGEMENT



17,000 Reached by thought leaders such as dietitians, influencers, and physicians

15,448 Students participated in the Adopt-a-Cow program in **728** classrooms

17,700 VIEWS



APPEARED AT

57

EVENTS



TRAVELED TO

23

COUNTIES



REACHED

60

CLASSROOMS
AT ONCE

The 2020-2021 Princess Kay of the Milky Way

BRENNA CONNELLY

THE 2021-2022 PRINCESS KAY OF THE MILKY WAY IS **ANNA EUERLE**

Building trust through...

LEVERAGING NFL PARTNERSHIP

DALVIN TOMLINSON'S
VIRTUAL FARM TOUR

3,200

VIEWS

CJ HAM'S AG IN THE
CLASSROOM EVENT REACHED

2,308

STUDENTS

"MINNESOTA HISTORY: FARMING &
FOOTBALL" WITH CHAD GREENWAY

1,900

STUDENTS ENGAGED

DEVELOPING DAIRY LEADERS

5 DAIRY AMBASSADORS

5 DEAL PARTICIPANTS

3 INTERNS





**YOUR MINNESOTA CHECKOFF
AT WORK TO BUILD TRUST**



Bringing Dairy to Life through...

**BUILDING DAIRY DEMAND
THROUGH RETAIL AND
FOODSERVICE**

RETAIL & FOODSERVICE PARTNERS



**BUILDING COMMUNITY:
HELPING COMMUNITIES DURING PANDEMIC**

**GRAB 'N' GO
BREAKFAST CARTS**

SUMMER FEEDING

11,700

**POUNDS OF MILK IN
17,800 MEALS**

23

**COMMUNITY SITES FOR
56 DAYS**

