



We need your support for the
Midwest Dairy Challenge Regional Contest
to continue the high-impact training of tomorrow's dairy leaders.
February 12-14, 2025, Brookings, South Dakota



Dairy Challenge is a partnership with industry, producers and universities in the region whose goal is building a workforce that is well prepared to face the challenges of the dairy industry. Dairy Challenge promotes skill development for students related to applied dairy management, teamwork, communication and problem-solving. There will be 120 students attending this year's regional contest in Brookings from 15 upper Midwest universities and colleges. Students' attendance is fully funded through the generosity of industry support, which totals nearly \$650 per student for the 3-day event.



The following sponsorship levels are available:

\$15,000 1 Star Platinum Sponsorship
\$10,000 Platinum Sponsorship
\$5,000 Gold Sponsorship
\$2,500 Silver Sponsorship
\$1,000 Bronze Sponsorship
Other



At a regional Dairy Challenge, students work as a mixed team to:

- 1) Learn how to evaluate a modern dairy through a farm visit, record analysis and interviews with owner or manager.
- 2) Identify strengths and opportunities for the dairy.
- 3) Present recommendations to a panel of judges.
- 4) Teams include dairy industry mentors who work directly with students to guide them as they analyze and develop recommendations.
- 5) Meet with key sponsors about career opportunities and new technologies.



Join the growing list of NAIDC sponsors and make your gift on-line by scanning the QR code

For questions and additional information, contact: Kristi Fiedler, (920) 737-7640 or Ted Halbach (608) 219-5289.