



**Sponsor a student 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.

**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.



**The following producer sponsorship levels are available:**

- \$1,000 Diamond Sponsorship**
- \$650 Sponsor a Student**



**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.