

2025 NMPF COOPERATIVE COMMUNICATIONS CONTEST

AWARD WINNING ENTRIES



Publications

Member Publications

First Place – **Milk Messenger**

MMPA Communications Team, Michigan Milk Producers Association

Second Place – **Creamery Scenery**

Chandra Allen, Tillamook County Creamery Association

Third Place – **Dairymen's Digest**

AMPI Communications Team, Associated Milk Producers Inc.

Employee Publication

First Place - **thescoop March 2025**

DFA Communications and Marketing Department, Dairy Farmers of America

Second Place – **Maola Monthly**

Maola Communications Team, Maola Local Dairies

Annual Report

First Place – **2024 Land O'Lakes, Inc. Annual Report**

Land O'Lakes Communications & Brand Studio Team, Land O'Lakes, Inc.

Second Place – **CHARGE**

MMPA Communications Team, Michigan Milk Producers Association

Third Place – **Upstate Niagara Cooperative 2024 Annual Report**

UNC Marketing Team and Leadership Team, Upstate Niagara Cooperative

Single Issue/Special Purpose Publication

First Place – **2025 DFA Calendar**

DFA Communications and Marketing Department, Dairy Farmers of America

Second Place – **Co-op Crafted For The Good: 2022-2023 AMPI Stewardship Report**

AMPI Communications Team, Associated Milk Producers, Inc.

Third Place – **Giant Clean Water Farm Tour Brochure**

Maola Communications Team, Maola Local Dairies

BEST OF SHOW – **2025 DFA Calendar**

DFA Communications and Marketing Department, Dairy Farmers of America

Writing

Informative Feature

First Place – **The Low Down on FMMOs**

Emily Kittendorf-King, Michigan Milk Producers Association

Second Place – **The Dish on 2025 Food Trends**

Logan Schumacher, Land O'Lakes, Inc.

Third Place – **Michigan State University Researchers Study Tar Spot**

Mikayla Bowen, Michigan Milk Producers Association

Profile Feature

First Place – **From Trans Am to Tractor**

Emily Kittendorf-King, Michigan Milk Producers Association

Second Place – **The Real Faces Behind #Farmcore: Meet Becky Clark**

Michelle Ngo, Land O'Lakes, Inc.

Third Place – **Continuing the Tradition: The Seiler Family's Journey at DFA**

Sarah Moser, DFA Communications and Marketing Department, Dairy Farmers of America

Editorial

First Place – **Milk Minute: 2024 in Review**

Doug Chapin, Michigan Milk Producers Association

Second Place – **Beginning a New Journey at Maola**

Maola Communications Team, Maola Local Dairies

Third Place – **Building a Sustainable Future: Progress on the Dairy Distillery Alliance Project**

Brad Parks, Michigan Milk Producers Association

News Story

First Place – **MMPA Members and Guests Gather to Celebrate Association's Success**

MMPA Communications Team, Michigan Milk Producers Association

Second Place – **MMPA Partners with Nurri to Launch Innovative High-Protein Milk Shake**

Mikayla Bowen, Michigan Milk Producers Association

Third Place - **Giant Awards \$65,000 for Sustainable Dairy Practices**

Maola Communications Team, Maola Local Dairies

News Release

First Place – **The Prairie Farms Family of Companies Announces Partnership with ALEX's Lemonade Stand Foundation**

Prairie Farms Marketing Team, Prairie Farms Dairy, Inc.

Second Place – **Integrated Dairy Ingredients**

Maola Communications Team, Maola Local Dairies

Third Place – **Endowment Established in Name of MMPA President & CEO to Support Michigan 4-H Dairy Youth**

MMPA Communications Team, Michigan Milk Producers Association

BEST OF SHOW – **The Low Down on FMMOs**

Emily Kittendorf-King, Michigan Milk Producers Association

Graphics

Portrait Photography

First Place – **Sam**

Mike Olbinski Photography, Roxy Helman, United Dairymen of Arizona

Second Place – **Every Drop Begins with Care**

Maola Communications Team, Maola Local Dairies

Third Place – **Bovine Curiosity**

Mikayla Bowen, Michigan Milk Producers Association

Scenic Photography

First Place – **Calf Barn at Sunset**

Mike Olbinski Photography, Roxy Helman, United Dairymen of Arizona

Second Place – **Planting Hope, Making an Impact**

Maola Communications Team, Maola Local Dairies

Third Place – **Stewards of the Stall**

DFA Communications and Marketing Department, Dairy Farmers of America

Smartphone Photography

First Place – **Caught in the Glow**

DFA Communications and Marketing Department, Dairy Farmers of America

Second Place – **Droessler Dairy**

Prairie Farms Marketing Team, Prairie Farms Dairy, Inc.

Third Place – **Hydrate with Maola**

Maola Communications Team, Maola Local Dairies

Infographics, Illustration and Graphic Art

First Place – **What's a Holiday Meal without Dairy?**

DFA Communications and Marketing Department, Dairy Farmers of America

Second Place – **RISE Logo**

Maola Communications Team, Maola Local Dairies

Third Place – **The Milk Breakdown: How Ultra-filtered Milk is Made**

MMPA Communications Team, Michigan Milk Producers Association

Cover Design

First Place – **thescoop March 2025**

DFA Communications and Marketing Department, Dairy Farmers of America

Second Place - **Milk Messenger: May/June 2025**

MMPA Communications Team, Michigan Milk Producers Association

Second Place – **School Milk Portfolio**

Maola Communications Team, Maola Local Dairies

BEST OF SHOW – **Caught in the Glow**

DFA Communications and Marketing Department, Dairy Farmers of America

Special Projects

Marketing Campaign

First Place – **Stories from the Farm**

Farm Services, Tillamook County Creamery Association

Second Place – **Bison Expansion Campaign**

UNC Dairy Marketing Team, Mirror Matter, Sahlen's and Piston Activation, Upstate Niagara Cooperative

Third Place – **UNC Dairy Rebrand**

UNC Marketing Team, Crowley Webb, Upstate Niagara Cooperative

Promotional Video

First Place – **Dinner Bell Creamery – Siewert Family**

AMPI Communications Team, Associated Milk Producers Inc.

Second Place – **Bison TV Spot**

UNC Dairy Marketing Team, Crowley Webb, Upstate Niagara Cooperative

Third Place – **Dinner Bell Creamery – Luehmann Family**

Sarah Schmidt, AMPI Communications Team, Associated Milk Producers Inc.

Documentary Video

First Place – **Harvue Farm Celebrates 75 years with Maola**

Maola Communications Team, Maola Local Dairies

Second Place – **2025 Quality Milk Awards**

MMPA Communications Team, Michigan Milk Producers Association

Website, Webpage or Digital Feature

First Place – **Maola Milk Website**

Maola Communications Team, Maola Local Dairies

Second Place – **mimilk.com**

MMPA Communications Team, Michigan Milk Producers Association

Third Place – **myDFA Farmer Website**

DFA Communications and Marketing Department, Web Services Team, Dairy Farmers of America

Social Media Feature or Campaign

First Place – **Chef Darien Bryan Social Media Campaign**

Chef Darien Bryan, UNC Marketing Team, Crowley Webb, Upstate Niagara Cooperative

Second Place – **Prairie Farms Indy 500 Social Media Campaign**

Prairie Farms Marketing Team, Prairie Farms Dairy, Inc.

BEST OF SHOW – **Dinner Bell Creamery – Siewert Family**

AMPI Communications Team, Associated Milk Producers Inc.