

2026 NMPF COOPERATIVE COMMUNICATIONS CONTEST

AWARD WINNING ENTRIES



Publications

Member Publications

First Place – **Milk Messenger**

MMPA Communications Team, Michigan Milk Producers Association

Second Place – **Prairie Farms Member Newsletter**

The Prairie Farms Family of Companies Marketing Team, Prairie Farms Dairy, Inc.

Third Place – **First District Association Monthly Patron Newsletter**

Ashley Nelson, First District Association

Employee Publication

First Place – **thescoop July 2026**

DFA Communications Department, Dairy Farmers of America

Second Place – **2026 May Employee Newsletter**

Kelsey Layman, Foremost Farms USA

Third Place – **Milkline Employee Newsletter**

Roxy Helman, United Dairymen of Arizona

E-Newsletter

First Place – **Hiland Dairy Sales Team Newsletter**

The Prairie Farms Family of Companies Marketing Team, Prairie Farms Dairy, Inc.

Second Place – **Prairie Farms and Hiland Dose of Dairy Quarterly Sales Team Newsletter**

Darin Copeland and Prairie Farms Marketing Team, Prairie Farm Dairy, Inc.

Third Place – **Powering Progress**

DFA Communications Department, Dairy Farmers of America

Annual Report

First Place – **Land O'Lakes, Inc. 2025 Annual Report**

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

Second Place – **Make Your Maola Mark**

Maola Communications Team, Maola Local Dairies

Third Place – **2025 AMPI Annual Report**

Mandy Hunceke, Associated Milk Producers Inc.

Single Issue/Special Purpose Publication

First Place – **2025 Social Responsibility Report**

DFA Communications Department, Dairy Farmers of America

Second Place – **2024 Cooperative Social Responsibility Report**

MMPA Communications and Sustainability Teams, Michigan Milk Producers Association

Third Place – **2024 Responsible Dairy Report**

Kelsey Layman, Foremost Farms USA

BEST OF SHOW – **Land O'Lakes, Inc. 2025 Annual Report**

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

Writing

Informative Feature

First Place – **A Quick Guide to Milk Options That Fit Today's Lifestyles**

DFA Communications Department, Dairy Farmers of America

Second Place – **The Soybean Solution**

Mikayla Bowen, Michigan Milk Producers Association

Third Place – **Land O'Lakes Spreads Innovation Across the Butter Aisle**

The Land O'Lakes Communications Team, Land O'Lakes, Inc.

Profile Feature

First Place – **The Long Game**

Mikayla Bowen, Michigan Milk Producers Association

Second Place – **Six Weeks**

Maola Communications Team, Maola Local Dairies

Third Place – **Good Culture: The Brand Responsible for the Cottage Cheese Comeback**

Emily Kittendorf-King, Michigan Milk Producers Association

Editorial

First Place – **Why Agricultural Labor Reform Is Essential for U.S. Dairy**

Dennis Rodenbaugh and DFA Communications Department, Dairy Farmers of America

Second Place – **Milk Minute: It's all about the story.**

Joe Diglio, Michigan Milk Producers Association

Third Place – **Milk Minute: Supporting MSU's Dairy Program is a Win for the Industry**

Doug Chapin, Michigan Milk Producers Association

News Story

First Place – **A New Era for Dairy at MSU**

Mikayla Bowen, Michigan Milk Producers Association

Second Place – **Land O'Lakes, Inc. and Getty Images Launch Initiative to Challenge Rural Stereotypes**

Natalie Long, Land O'Lakes, Inc.

Third Place – **Tyler Texas Plant Opening**

The Prairie Farms Family of Companies Marketing Team, Prairie Farms Dairy, Inc.

News Release

First Place – **Jasper Products 25th Anniversary Press Release**

DFA Communications Department, Dairy Farmers of America

Second Place – **Land O'Lakes, Inc. and Imagine Entertainment Announce Collaboration to Redefine Storytelling and Narratives of Rural America**
Abigail Schilling, Land O'Lakes, Inc.

Third Place – **Prairie Farms Family of Companies Announces Partnership with Folds of Honor**
The Prairie Farms Family of Companies Marketing Team, Prairie Farms Dairy, Inc.

BEST OF SHOW – **A Quick Guide to Milk Options That Fit Today's Lifestyles**
DFA Communications Department, Dairy Farmers of America

Graphics

Portrait Photography

First Place – **Cow's-Eye View**
Riley Babel, Upstate Niagara Cooperative

Second Place – **Everyday Pride**
DFA Communications Department, Dairy Farmers of America

Third Place – **Life in the Barn**
Madison Lindsay, Upstate Niagara Cooperative

Scenic Photography

First Place – **Elm Farms – Cow in Pasture**
The Prairie Farms Family of Companies Marketing Team, Prairie Farms Dairy, Inc.

Second Place – **Lights Across the Dairy**
DFA Communications Department, Dairy Farmers of America

Third Place – **Culture in Motion**
Emily Kittendorf-King, Michigan Milk Producers Association

Smartphone Photography

First Place – **Daybreak on the Dairy**
DFA Communications Department, Dairy Farmers of America

Second Place – **Heart of the Herd**
Hailey Koller, Foremost Farms USA

Third Place – **Frank Doll World Series Trophy Cow**
The Prairie Farms Family of Companies Marketing Team, Prairie Farms Dairy, Inc.

Infographics, Illustration and Graphic Art

First Place – **UDA 2025 Stats: A Year in Numbers**
Roxy Helman, United Dairymen of Arizona

Second Place – **Your Glass of Milk, Explained**
DFA Communications Department, Dairy Farmers of America

Third Place – **The Milk Breakdown: How Cottage Cheese is Made**
MMPA Communications Team, Michigan Milk Producers Association

Cover Design

First Place – **thescoop July 2026**
DFA Communications Department, Dairy Farmers of America

Second Place - **Milk Messenger: November/December 2025**
MMPA Communications Team, Michigan Milk Producers Association

BEST OF SHOW – **Cow's-Eye View**
Roxy Helman, United Dairymen of Arizona

Special Projects

Marketing Campaign

First Place – **Folds of Honor – Honor Their Sacrifice, Educate Their Legacy**
The Prairie Farms Family of Companies Marketing Team, Prairie Farms Dairy, Inc.

Second Place – **Farmer in the Fridge**
Maola Communications and Marketing Teams, Maola Local Dairies

Third Place – **Erie County Fair Installation**
UNC Dairy Marketing Team, Mirror Matter, Streamline Graphics, Upstate Niagara Cooperative

Promotional Video

First Place – **Folds of Honor Showcase Video**

The Prairie Farms Family of Companies Marketing Team, Prairie Farms Dairy, Inc.

Second Place – **2025 Recap Video**

UNC Dairy Marketing Team & Mirror Matter Marketing Agency, Upstate Niagara Cooperative

Third Place – **Cybersecurity Superheroes Season 2: Rise of the Everyday Defenders**

DFA Communications Department, Dairy Farmers of America

Documentary Video

First Place – **Owen's Story: The Brezinski Family on Driver Safety**

DFA Communications Department, Dairy Farmers of America

Second Place – **Empowering Growth: Inside Foremost Farms' Learning & Development Team**

Hailey Koller, Foremost Farms USA

Website, Webpage or Digital Feature

First Place – **Indy 500 - United in Tradition**

The Prairie Farms Family of Companies Marketing Team, Prairie Farms Dairy, Inc.

Second Place – **Nutrition Page on dfamilk.com**

DFA Communications Department, Dairy Farmers of America

Third Place – **mimilk.com**

MMPA Communications Team, Michigan Milk Producers Association

Social Media Feature or Campaign

First Place – **SupChef Bison Dip Videos**

Alex Dispence "SupChef", UNC Dairy Marketing Team, & Crowley Webb, Upstate Niagara Cooperative

Second Place – **Red, White, & Boom – Celebrating 250 Years**

The Prairie Farms Family of Companies Marketing Team, Prairie Farms Dairy, Inc.

Third Place - **Connor Farrell Intense Milk Videos**

Connor Farrell, UNC Dairy Marketing Team, & Crowley Webb, Upstate Niagara Cooperative

BEST OF SHOW – Folds of Honor – Honor Their Sacrifice, Educate Their Legacy

The Prairie Farms Family of Companies Marketing Team, Prairie Farms Dairy, Inc.