
MILK MEANS MORE

United Dairy Industry of Michigan

FOR IMMEDIATE RELEASE

United Dairy Industry of Michigan

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MSU Football Players Partner with UDIM to Promote Dairy

Michigan State University football quarterback Payton Thorne and wide receiver Jayden Reed join dairy farmers in sharing the importance of dairy to fuel athletes.

OKEMOS, Mich. [December 7, 2021] – United Dairy Industry of Michigan (UDIM) has partnered with Michigan State University football quarterback Payton Thorne and wide receiver Jayden Reed to support Michigan dairy farmers and share dairy’s astounding impact on sports nutrition.

“Jayden and I are excited about this partnership with Michigan dairy farmers,” says Thorne. “As athletes, milk has always been a part of our diets, so we are looking forward to sharing the nutritional benefits of milk and other dairy products with everyone.”

“Being able to help educate others about the importance of milk, especially up and coming athletes, means a lot to us and is something we are proud to do,” adds Reed.

Reed and Thorne’s friendship began long before they arrived at Michigan State University. They are both from the Chicago area and have played football together for eight years. The friends first met in seventh grade, where they played on the same team for Pop Warner Little Scholars. They then went on to play high school football together and their bond has been unbreakable ever since. Partnering with UDIM is just the latest of these many endeavors.



They will work with UDIM to share with athletes how fueling themselves with healthy meals and snacks, including dairy, is vital to their performance.

“Enjoying a balanced diet which includes dairy can help fuel athletic performance at all levels,” says Melissa Gerharter, UDIM Executive Director, Youth Wellness. “Chocolate milk, specifically, provides nutrients that refuel and rehydrate after exercise. Payton and Jayden are the perfect athletic duo to bring awareness to this. We’re happy to have them on board.”

About the United Dairy Industry of Michigan

The United Dairy Industry of Michigan (UDIM) is dedicated to serving Michigan’s hard-working dairy farm families and promoting Michigan’s locally produced dairy products. UDIM is the umbrella

organization for the American Dairy Association and Dairy Council of Michigan. These non-profit organizations provide dairy product promotion and nutrition education services on behalf of their funding members.

Learn more about UDIM at milkmeansmore.org.

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UDIM and MSU.jpg: *Michigan State University football quarterback Payton Thorne and wide receiver Jayden Reed have joined forces with United Dairy Industry of Michigan to share with athletes how fueling themselves with healthy meals and snacks, including dairy, is vital to their performance.*