



United Dairy Industry of Michigan

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Chapin Recognized With Excellence in Dairy Promotion Award

Dairy producer from Remus, Michigan, honored for commitment to supporting dairy throughout the state and across the country.

OKEMOS, Mich. [Feb. 8, 2022] – The United Dairy Industry of Michigan (UDIM) honored Cheri Chapin of Remus, Michigan with the 2020-2021 Excellence in Dairy Promotion award at the Great Lakes Regional Dairy Conference. This award recognizes one outstanding Michigan dairy farm family member for their dedication to promoting dairy foods and their local dairy community.

“Cheri’s dedication to promoting dairy goes above and beyond,” says Corby Werth, UDIM President. “She’s an incredible role model of living and championing dairy’s goodness to everyone she meets. As Cheri says, ‘There is no such thing as a small promotion; it is all worthwhile.’”

A few of her notable volunteer service activities include:

- Her favorite dairy promotion is conducting farm tours for school children. She also makes sure the adults on her farm tours learn as much as the children.
- In 2013, Chapin was appointed by the U.S. Secretary of Agriculture to serve on the National Dairy Promotion and Research Board and served for six years. In this role, she helped direct national promotion, research and nutrition education programs.
- In addition to state and national involvement, Cheri volunteers at local county and school events to educate others about dairy. For instance, at the Agriculture and Natural Resources Stewardship Day in Mecosta County, Chapin shared dairy’s story with more than 300 elementary students and teachers.

Cheri has been deeply involved in dairy promotion for many years. According to her nomination, “She truly believes in the value of dairy and sharing that passion with others – from providing milk after local school track meets to Mecosta County Fair dairy promotions to traveling internationally in support of dairy’s mission and everything in between. Cheri embodies excellence in dairy promotion.”

If you are interested in nominating someone for the Excellence in Dairy Promotion award, nominations will be accepted for the 2021-2022 award winner from Nov. 1 – Dec. 31, 2022. Contact Jolene Griffin at Jolene@MilkMeansMore.org with questions about the application process.

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.

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UDIM_Excellence_in_Dairy_Pomotion_Chapin.jpeg: Sharon Toth, *United Dairy Industry of Michigan* CEO (left) and Corby Werth, UDIM President (right) honored *Cheri Chapin, Remus, Michigan, (center)* with the *Excellence in Dairy Promotion* award at the *Great Lakes Regional Dairy Conference*.