

# Promotion Ideas

## Animal Care

### Virtual Farm Tour

Want to have a farm tour, but it's too cold or raining outside? Just go interactive with Dairy Farming Today. They have a virtual farm tour on their web site that gives you the inside scoop on all aspects of dairy farming. Visit [www.dairyfarmingtoday.org](http://www.dairyfarmingtoday.org).

### Dairy Coloring Contests

Hold at schools, restaurants or through the newspaper. Provide a cow coloring sheet or dairy coloring sheet to children, and on a specified date collect all pictures and judge them in categories like: (a) prettiest, (b) funniest or (c) most colorful. For newspaper contests, place an ad including the picture to color. Have entries mailed to the coordinator's address.

**Dairy Proud Salute:** Recognize a local dairy family as the Dairy Family of the Year. Work with local merchants to award appropriate prizes, and ask local media to cover the award or award presentation.

**Dairy Day Camp:** Offer tours of local dairy farms for groups of families or local day camps. Help them experience, first-hand, how to take care of a cow.

**June Dairy Month Party:** Invite the neighborhood or town to celebrate June Dairy Month at your farm (or a friend's farm), and demonstrate how you and your family work to produce safe, high quality milk and dairy foods.

**Animal Care Bingo:** After a tour or presentation about dairy farms, have the kids play "Animal Care Bingo." Create sheets with daily animal activities – drink a bathtub of water; eat healthy meals; etc.

**Farmers and Cows Work on Christmas Too:** Invite local school children to decorate Christmas cookies. While there, talk about how farmers and cows have to work on Christmas – just like Santa.

**Pet a Calf:** Have a calf at a local fair for children to pet and take pictures with. While there talk to the audience about how dairy farmers care for their cows. Make sure to provide hand sanitizer, plenty of water, and a well-shaded area for the calf.

**Nutrition:** Talk to local dietitians about how dairy farmers plan nutritionally balanced meals for their cows – just like they do for their clients.

**What Do Cows Eat:** Have a station set up where kids can fill a zip lock bag with comparable human food: Wheat Bran (hay); popcorn (corn), etc.

# Promotion Ideas

## Environment

**Environment Open House:** Invite your neighbors over for a ride on the tractor –explain how the GPS units help farmers plant more efficiently. Tour the cow barns – showcase how the energy efficient light bulbs have help save the farm energy.

**Earth Day:** Work with the local newspaper on a special dairy-salute section. Publish an article in the local paper about a local dairy farmer who does an exceptional job preserving the land and water.

**Compost Manure:** Work with a local community or school garden to use composted manure from a local dairy farm.

**Digester:** Work with a local farm to host an open house for people to learn about how digesters are helping dairy farmers become more energy efficient.

**Dairy Proud Salute:** Recognize a local dairy family as the Dairy Family of the Year. Work with local merchants to award appropriate prizes, and ask local media to cover the award or award presentation.

**June Dairy Month Party:** Invite the neighborhood or town to celebrate June Dairy Month at your farm (or a friend’s farm), and demonstrate how you and your family work to produce safe, high quality milk and dairy foods.

**Painting Party:** Ask local schools to have their students paint a picture of a farm – feel adventurous? Use yogurt as paint.

**Environment Bingo:** After a tour or presentation about dairy farms, have the kids play “Environment Bingo.” Create sheets with daily environment activities – recycle water; recycle organic nutrients into soil; etc.

**Local Farmers:** Interview local dairy farmers about what they do to take care of their land. Submit an article to local papers.

# Promotion Ideas

## Food Safety

**June Dairy Month Party:** Invite the neighborhood or town to celebrate June Dairy Month at your farm (or a friend's farm), and demonstrate how you and your family work to produce safe, high quality milk and dairy foods.

**Milk's Journey:** Talk about the many steps milk takes before reaching the glass at their dinner table.

**Word Search:** Create a word search activity sheet for kids.

**Word Scramble:** Create a word scramble activity sheet for kids.

**Crossword Puzzle:** Create a crossword puzzle activity sheet for kids.

**Dairy Maze:** Create a maze activity sheet for kids that shows the "Cow to You" process.

**Coloring Page:** Use a page out of American Dairy Association and Dairy Council or Mid-Atlantic Dairy Association's coloring book to show the "Cow to You" process.

# Promotion Ideas

## Health and Wellness

### Milk Taste Test

**You'll need:** small disposable cups (2-3 ounces)  
½ gallon each: whole, 2%, 1% and fat-free milk  
cooler with ice packs  
display table, tray or muffin tins to hold cups of milk  
napkins  
trash cans  
sunglasses

#### **Method:**

It may be necessary to pour small amounts of milk into the cups while participants are watching. To maintain the integrity of the test, be sure you've removed or concealed any identifying characteristics from the milk carton (i.e.: removed the milk cap, covered the nutrition or brand label, etc.).

#### **Sample Script:**

“You know that milk is an important food for both children and adults. It’s rich in calcium, protein and other essential vitamins and minerals. I’d like you to taste four kinds of milk. One is fat-free, which has no fat. One is low-fat or 1% milk, which has very little fat. One is 2% milk which has slightly more fat, and one is whole milk, which has more fat than the others. You’ll taste them in random order and I’ll hand you one cup at a time. After tasting each sample, I’ll ask you to identify it and tell me if you like it. This is not a comparison test, we want you to guess based on the taste of each type of milk individually, not rate one against the other.”

Explain that we don’t want the taster to get any clues from the appearance of the milk, so we are asking that testers wear sunglasses (or close their eyes).

Hand the taster one of each of the four types of milk to try. After he/she tastes it, ask, “Did you like it?” Then ask, “What type of milk do you think it was – fat free, 1%, 2% or whole.”

After all the samples are consumed, discuss the results with the participant. First, focus on the taste of the milk. Determine the lowest fat milk that the tasters liked and encourage them to switch to it if it is fat-free or 1%. Stress that switching the type of milk they drink is one of the easiest things they can do to take control over their health.

### School Activities:

**National Nutrition Month** - March is National Nutrition Month! Visit schools throughout your area and inform them of dairy’s nutritional values.

**Count Your Calcium** - Children need about 1,300 mg of calcium per day for building bone mass. Help your students discover what foods are calcium-rich by highlighting items on the tray line that are high in calcium.

**Milk Mustache Photos** - Tie-in with the popular Milk Mustache campaign! Select a day to have a milk mustache photo contest in the lunch room. For your mustache mixture, combine three parts ice cream and one part milk in a blender until smooth and creamy. Display the photos on the wall of the school.

**Lunch Tray Day** - Randomly place winning stickers on the bottom of milk cartons. Give the winning students an exciting prize.

**Milk and Cookies** - Run a special milk and cookies day. At this time, introduce the students to a new flavor of milk.

**Teach Your Community About Dairy's Powerful Nutrients** - Greet customers in your grocer's dairy aisle and teach them how to read nutrition labels to learn about dairy's powerful nutrients.

**Refuel At School** - Set up a booth after practice or a game and help school athletes refuel with ice cold chocolate milk.

# Promotion Ideas

## Consumer Contests

What better way to generate interest than by staging a contest? Bring out the competitive spirit in the contest and watch dairy sales soar! Depending upon the type of contest you undertake, it may be fairly simple or quite involved. Regardless, here are a few suggestions for staging a successful contest.

- Plan well in advance!
- Choose your date carefully, checking for any conflicting events in the community.
- Decide early who your target audience and participants might be. Notify the appropriate groups who may want to participate.
- Search for a co-sponsor and/or outside funding.
- Encourage consumer participation by awarding prizes and publicizing them in advance.

## Contest Ideas

### • Dairy Bumper Sticker Contest

Distribute dairy bumper stickers to consumers. Involve a local radio station, award prizes to car owners who have the dairy bumper sticker on their car. Announce winners over the station.

### • Dairy Poster Contest

Hold in an elementary school. Ask students to draw pictures of their favorite dairy food or cows, calves etc. Judge entries and award the winners gift certificates to a local ice cream shop.

### • Dairy Essay Contest

Follow same format as above, or run through a local newspaper.

### • Dairy Coloring Contests

Hold at schools, restaurants, or through the newspaper. Provide a cow coloring sheet or dairy coloring sheet to children and on a specified date, collect all pictures and judge them in categories like: (a) prettiest (b) funniest (c) most colorful. For newspaper contests, place an ad including the picture to color. Have entries mailed to the coordinator's address.

### • Identify the Cheese Varieties Contest

Place chunks of 10 different types of cheese on a table for consumers to view. Ask them to identify each kind on a written ballot. You can do this by just allowing them to "see" the cheese, or you may allow them to taste. Those guessing the most varieties could win a prize, such as a free five pound wheel of cheese.

### • Dairy Trivia Contest

Conduct over a local radio station. Every day during a specified time period, the announcer asks a "Dairy Trivia" question over the air. Award dairy product prizes to callers who correctly answer the questions. An extensive list of dairy trivia questions appears in this section.

## Social Media Posts

### Animal Care

- Dairy farmers' commitment to providing high-quality milk begins with taking good care of our cows.
- Dairy farmers care for our cows by providing a nutritious diet, good medical care and healthy living conditions so you and your family can enjoy high-quality milk.
- Did you know? Dairy cows have their very own nutritionists who work with dairy farmers to ensure cows receive the proper balance of food and water at each stage of their life.
- Dairy farmers work hard every day to bring you fresh, great tasting, wholesome milk products. Learn more at [www.dairyfarmingtoday.org](http://www.dairyfarmingtoday.org)
- Operation Dairy is a fun and interactive way for kids (and adults!) to learn about dairy farming. Take the challenge here: [www.operationdairy.com](http://www.operationdairy.com)
- Did you know? Dairy cows have their own doctors! Called veterinarians, these doctors work closely with dairy farmers to keep cows healthy and comfortable.

### Environment

- All dairy farms must meet stringent federal and local regulations, including those developed by the U.S. Department of Agriculture (USDA), the Food and Drug Administration (FDA) and state regulatory agencies.
- Living near or close to the land is just one reason why dairy farmers take extra steps to protect natural resources for future generations.
- For information about how modern dairy farm families protect the land while growing healthy farming businesses for future generations, visit [www.dairyfarmingtoday.org](http://www.dairyfarmingtoday.org).
- Caring for the land, air and water is a responsibility dairy farmers take seriously. Dairy farmers work with government agencies and university experts to develop new technologies aimed at conserving natural resources and protecting the environment.
- Dairy farmers are committed to following regulations and best management practices to protect the health of our families and our cows, and to maintain the quality of our milk and the water we drink.
- Did you know? Dairy farmers are considered the original environmentalists? One way dairy farms are green is by reusing water responsibly.

### Food Safety

- From the dairy farm to you, milk goes through strict quality controls to ensure freshness, purity and great taste.
- Did you know that the milk you consume never touches human hands? Milking equipment delivers milk directly from the cows to a refrigerated holding tank to preserve freshness and safety. The milk is then quickly transported to processing plants for continued freshness and safety.
- Since its introduction over a century ago, pasteurization has been recognized around the world as an essential tool for ensuring that milk and dairy products are safe.

- Did you know that milk is quickly cooled to 40 degrees once it leaves the cow? From there, the temperature of the milk is kept at a cool 38 degrees to ensure its freshness when it reaches you!

## Health and Wellness

- As a dairy princess, I take tremendous pride that the milk my family produces delivers so many essential nutrients that are important for good health, including calcium, potassium, and protein.
- Americans are currently consuming about two dairy servings per day on average. Adding just one more serving of dairy can help fill some of America's nutrient gaps.
- Few foods deliver dairy's powerhouse of nutrients in such an affordable, appealing and readily available way.
- Nine out of 10 Americans are not getting the essential nutrients they need. Close the nutrient gap by adding one more serving of milk to your diet. Learn more [whymilk.com](http://whymilk.com).
- Don't let lactose intolerance stop you from reaping the benefits of dairy's great nutrient package. Did you know that leading health organizations such as the American Academy of Pediatrics and National Medical Association recommend dairy first, for lactose intolerance? These tips will help you enjoy your favorite dairy foods again: <http://goo.gl/LMWWP>
- After a hard workout, your body begins rebuilding and refueling tired muscles. Choose great tasting low-fat chocolate milk to give your muscles the high quality protein they need for rebuilding AND the power-packed carbs they crave for refueling.
- Did you know that the milk that dairy farmers produce is a key source of potassium and calcium in American's diets? Learn more about how local dairy farmers make milk here: <http://dairyspot.com/meet-local-farmers>
- Those who are lactose intolerant can continue to enjoy low-fat and fat-free dairy foods by drinking lactose-free milk, having small amounts of milk with meals or including natural cheeses or yogurt in their diet. Learn more here: <http://goo.gl/LMWWP>
- Say cheese! Power up your sandwich with a slice of low-fat cheese. You'll boost the flavor and add important nutrients such as calcium.
- Milk, whether it's white or chocolate, is packed with nine essential nutrients that are important for kids' health [www.raiseyourhand4milk.com](http://www.raiseyourhand4milk.com)
- Fuel Up to Play 60: A program for good nutrition and fitness that is a winning combination for lifetime wellness. [www.FuelUptoPlay60.com](http://www.FuelUptoPlay60.com)
- Nutrition Fact: Did you know that 8 ounces of milk and a banana have just about the same amount of potassium?
- Help students eat healthier, get active and make a difference in school. Join the Fuel Up to Play 60 movement. <http://ow.ly/4cyFC>
- Being busy doesn't mean you have to miss out on good nutrition. Power up your lunch with this easy tip: Swap out soda for an ice-cold low-fat chocolate milk. It's delicious and packed with calcium and eight other essential nutrients.
- Kids' Nutrition Fact: Diets rich in milk, cheese and yogurt can reduce the risk of bone fractures now and osteoporosis later in life.
- Ages 11 to 15 are a time when fast-growing bones need calcium. Learn why milk matters for tweens and teens. <http://ow.ly/4QuuN>



## **Public Service Announcements**

### **Animal Care**

#### **: 30 SECONDS**

HI, I'M \_(NAME)\_, (STATE/COUNTY) DAIRY PRINCESS. KNOW WHAT MAKES DAIRY FOODS SO GOOD AND WHOLESOME? IT ALL STARTS WITH THE COWS! DAIRY FARMERS KNOW HOW TO PAMPER THEIR COWS! REGULAR MEDICAL CARE, PEDICURES AND A PERSONALIZED DIET SELECTED BY THEIR NUTRITIONIST ARE JUST SOME OF THE STEPS DAIRY FARMERS TAKE TO KEEP COWS HEALTHY. DAIRY FARM FAMILIES FEEL A STRONG CONNECTION TO OUR COWS SO WE GIVE THESE GIRLS THE ROYAL TREATMENT...AND THAT MEANS DELICIOUS MILK FOR YOUR FAMILY.

#### **: 30 SECONDS**

HI, I'M \_(NAME)\_, (STATE/COUNTY) DAIRY PRINCESS. EVER WONDER ABOUT WHAT GOES INTO PRODUCING THE MILK YOU POUR ON YOUR CEREAL? GREAT MILK STARTS WITH HEALTHY COWS. THAT'S WHY TAKING SUCH GOOD CARE OF THEIR COWS IS THE MOST IMPORTANT THING DAIRY FARM FAMILIES DO, SO OUR COWS ARE COMFORTABLE, HEALTHY AND WELL-FED. ALL THAT ATTENTION MEANS YOU AND YOUR FAMILY CAN KEEP ENJOYING HIGH QUALITY, WHOLESOME MILK AND MILK PRODUCTS, THREE SERVINGS A DAY.

**: 30 SECONDS**

HI, I'M \_(NAME)\_, (STATE/COUNTY) DAIRY PRINCESS. DID YOU KNOW THAT HEALTHY COWS MAKE MORE MILK? THAT'S ONE REASON DAIRY FARMERS TAKE SUCH GOOD CARE OF THEIR COWS, LIKE PROVIDING A BALANCED, NUTRITIOUS DIET, SANITARY LIVING CONDITIONS, AND A COMFORTABLE PLACE FOR COWS TO RELAX AND CHEW THEIR CUD. FOR DAIRY FARMERS, TAKING GOOD CARE OF THEIR COWS IS THE RIGHT THING TO DO---PLUS, IT JUST MAKES GOOD BUSINESS SENSE. TO FIND OUT MORE ABOUT HOW DAIRY FARMERS CARE FOR THEIR COWS, VISIT DAIRY FARMING TODAY (DOT) ORG.

**: 30 SECONDS**

WOULDN'T IT BE GREAT TO HAVE YOUR OWN PERSONAL NUTRITIONIST TO HELP YOU EAT BETTER? HI, I'M \_(NAME)\_, (STATE/COUNTY) DAIRY PRINCESS. DID YOU KNOW THAT COWS HAVE THEIR OWN NUTRITIONIST? YES, THAT'S RIGHT! DAIRY FARMERS WORK WITH ANIMAL NUTRITIONISTS SO COWS GET THE NUTRITION THEY NEED FOR OPTIMUM HEALTH. COWS HAVE ACCESS TO FOOD AND WATER TWENTY FOUR HOURS A DAY BECAUSE A GOOD DIET AND CLEAN WATER ARE ESSENTIAL TO PRODUCING QUALITY MILK. FIND MORE ABOUT MODERN DAIRY FARMING AT DAIRY FARMING TODAY (DOT) ORG.

**: 30 SECONDS**

EVER WONDER WHAT COWS DO WHEN IT'S REALLY HOT OR COLD OUT? HI, I'M  
\_(NAME), (STATE/COUNTY) DAIRY PRINCESS. DAIRY FARMERS OFTEN HOUSE  
COWS IN FREESTALL BARNs TO PROVIDE SHADE AND PROTECTION FROM BAD  
WEATHER, LET IN FRESH AIR AND SUNSHINE IN NICE WEATHER, AND ALLOW  
COWS TO MOVE AROUND WHENEVER THEY WANT TO EAT, DRINK OR REST.  
DURING EXTREME TEMPERATURES, VENTILATION, WATER-DISTRIBUTION  
SYSTEMS, AND EVEN FANS AND MISTERS KEEP COWS COMFORTABLE---AND  
THAT MEANS THEY CAN MAKE MORE WHOLESOME MILK FOR YOU TO ENJOY.

**:30 SEONDS**

WHAT MAKES MILK AND DAIRY FOODS SO GOOD AND WHOLESOME? IT STARTS  
ON THE FARM. HI. I'M \_(NAME)\_, (COUNTRY/STATE) DAIRY PRINCESS. LIKE  
OTHER DAIRY FARM FAMILIES, MY FAMILY SUPPLIES OUR COWS WITH CLEAN  
WATER AND COMFORTABLE HOUSING, CONSULT WITH A NUTRITIONIST TO  
PROVIDE THE RIGHT FEED, AND SCHEDULE REGULAR MEDICAL CHECKUPS —  
ALL TO ENSURE GOOD ANIMAL HEALTH. DAIRY FARMERS KNOW THAT PROPER  
PAMPERING LEADS TO HEALTHIER COWS...AND TO SOMETHING ELSE—  
WHOLESOME, QUALITY MILK. TAKE A VIRTUAL FARM TOUR AT DAIRY FARMING  
TODAY (DOT) ORG.

**: 30 SECONDS**

HI, THIS IS (NAME), (STATE/COUNTY) DAIRY PRINCESS. DID YOU KNOW THAT A COW DRINKS ABOUT A BATHTUB-FULL OF WATER EVERY DAY? CLEAN WATER IS ESSENTIAL ON A DAIRY FARM SO COWS CAN PRODUCE TOP QUALITY MILK. THAT'S WHY DAIRY FARMERS ARE SERIOUS ABOUT FOLLOWING REGULATIONS, TO PROTECT THE HEALTH OF OUR FAMILIES AND OUR COWS, AND TO MAINTAIN THE QUALITY OF OUR MILK WE PRODUCE AND THE WATER WE DRINK. SINCE DAIRY FARM FAMILIES LIVE ON OR NEAR THE LAND WE FARM, CARING FOR THE LAND IS GOOD FOR BUSINESS AND FUTURE GENERATIONS.

**Environment**

**: 30 SECONDS**

HI, I'M \_(NAME)\_, (STATE/COUNTY) DAIRY PRINCESS. MANURE JUST COMES WITH THE TERRITORY ON A DAIRY FARM. BUT DAIRY FARMERS INVEST MONEY EACH YEAR SO THAT THERE ARE INNOVATIVE WAYS TO MANAGE MANURE WHILE PROTECTING AIR AND WATER QUALITY. BY LAW, MANURE MUST BE STORED IN SECURE, ON-FARM FACILITIES TO SPEED UP ITS BREAKDOWN AND REDUCE ODOR. FARMERS RECYCLE MANURE, KEEPING DETAILED RECORDS TO MAKE SURE THEY USE JUST ENOUGH TO NOURISH CROPS. SOME FARMS EVEN TURN MANURE INTO ELECTRICITY!

**: 30 SECONDS**

WHEN YOU GROW UP ON A DAIRY FARM, YOU LEARN THAT WHERE THERE ARE COWS, THERE'S MANURE. HI, I'M \_(NAME)\_, (STATE/COUNTY) DAIRY PRINCESS. DAIRY FARMERS HAVE A VESTED INTEREST IN FOLLOWING RULES THAT PROTECT THE HEALTH OF OUR FAMILY, OUR COWS AND THE ENVIRONMENT. FOR EXAMPLE, FARMERS ABIDE BY CLEAN WATER LAWS, SPREADING MANURE AWAY FROM STREAMS, WELLS AND OTHER WATER SOURCES. TAKING CARE OF NATURAL RESOURCES IS GOOD FOR THE ENVIRONMENT AND GOOD FOR FARMS, SINCE MOST DAIRY FARMERS PLAN TO PASS THEIR DAIRY ON TO FAMILY MEMBERS.

**: 30 SECONDS**

HI, I'M (STATE/COUNTY) DAIRY PRINCESS, \_(NAME). LIKE MY FAMILY, DAIRY FARMERS LIVE ON OR NEAR THE LAND WE FARM. SINCE WE BREATHE THE SAME AIR AS OUR NEIGHBORS, WE UNDERSTAND THE IMPORTANCE OF AIR QUALITY. THAT'S WHY DAIRY FARMERS WORK TO CONTROL FARM ODORS BY CONTAINING, CONTROLLING AND RECYCLING MANURE. WE WANT TO PROTECT THE HEALTH OF OUR FAMILIES, OUR COWS AND THE AIR WE ALL BREATHE. AND DAIRY FARMERS WANT TO BE A GOOD NEIGHBOR. AFTER ALL, THIS IS OUR COMMUNITY, TOO.

**: 30 SECONDS**

WHEN YOU GROW UP ON A DAIRY FARM, YOU LEARN THAT COWS PRODUCE MANURE AND THAT IT DOESN'T ALWAYS SMELL GOOD. HI, THIS IS (STATE/COUNTY) DAIRY PRINCESS, (NAME). NATURALLY, THERE ARE ODORS ASSOCIATED WITH LIVESTOCK FARMING. BUT AS DAIRY FARMERS RECYCLE MANURE, THEY DO IT IN A WAY TO HELP CONTROL ODOR. AS A COURTESY, WE LET OUR NEIGHBORS KNOW WHEN WE'RE GOING TO SPREAD MANURE AND TRY TO AVOID DOING THAT WHEN OUR NEIGHBORS ARE HAVING OUTDOOR EVENTS. FOR MORE ABOUT HOW DAIRY FARMERS CARE, VISIT DAIRY FARMING TODAY (DOT) ORG.

**: 30 SECONDS**

"SUSTAINABILITY" AND "BEING GREEN" ARE NOTHING NEW TO DAIRY FARMERS. HI, I'M (NAME), (STATE/COUNTY) DAIRY PRINCESS. DAIRY FARMERS SUPPORT FARMING PRACTICES THAT MAKE ECONOMIC SENSE, HELP THE ENVIRONMENT, AND ARE SOCIALLY RESPONSIBLE. THINGS LIKE REDUCING ENERGY AND WATER USE, LOWERING COOLING COSTS, AND RECYCLING MANURE INTO RENEWABLE ENERGY. THE LATEST RESEARCH SHOWS THE U.S. DAIRY INDUSTRY ACCOUNTS FOR ONLY ABOUT 2 PERCENT OF U.S. GREENHOUSE GAS EMISSIONS---AND DAIRY FARMERS ARE WORKING TO REDUCE THAT EVEN MORE.

**: 30 SECONDS**

DAIRY FARMERS SHARE A LOT WITH THEIR NEIGHBORS, INCLUDING AIR AND WATER. HI, I'M (NAME), (STATE/COUNTY) DAIRY PRINCESS. SINCE PRACTICALLY ALL DAIRY FARMS ARE FAMILY FARMS, TO FARMERS, IT'S ESPECIALLY IMPORTANT TO PROTECT LAND, AIR AND WATER FOR FUTURE GENERATIONS. MANAGING NATURAL RESOURCES IS ALSO ESSENTIAL TO SUCCESSFUL FARMING. REPLENISHING FARMLAND WITH MANURE AND SAFEGUARDING OUR WATER SUPPLY ARE JUST TWO PRACTICES THAT LEAD TO PRODUCTIVE COWS, WHOLESOME DAIRY FOODS AND SUSTAINABLE COMMUNITIES. LEARN MORE AT DAIRY FARMING TODAY (DOT) ORG.

**: 30 SECONDS**

DID YOU KNOW ALMOST ALL DAIRY FARMS ARE FAMILY FARMS? HI, THIS IS (NAME), (STATE/COUNTY) DAIRY PRINCESS AND IT'S TRUE. WHETHER BIG OR SMALL, DAIRY FARMS ARE FAMILY FARMS. IN FACT, MANY FARMS ARE CARED FOR BY THE THIRD OR FOURTH GENERATION. WHEN SIBLINGS OR CHILDREN JOIN THE FAMILY FARM, DAIRY FARMS MAY MODERNIZE AND EXPAND, LIKE OTHER BUSINESSES. THEY'LL WORK WITH LOCAL AUTHORITIES TO MEET ANY NEW REGULATIONS AND REQUIREMENTS FOR EXPANSION SO THEY CAN CONTINUE TO PROVIDE A SAFE AND WHOLESOME PRODUCT, FROM OUR DAIRY FARM FAMILIES TO YOURS.

**: 30 SECONDS**

HI, THIS IS (NAME), (STATE/COUNTY) DAIRY PRINCESS, I KNOW DAIRY FARMERS CARE ABOUT NATURAL RESOURCES. TO HELP PROTECT AND CONSERVE OUR WATER SUPPLY, DAIRY FARMERS PARTNER WITH GOVERNMENT AGENCIES AND UNIVERSITY EXPERTS TO DEVELOP BETTER TECHNIQUES AND TECHNOLOGIES TO MAINTAIN CLEAN WATER. FOR INSTANCE, DAIRY FARMERS WORK WITH SOIL EXPERTS TO IDENTIFY HOW MUCH MANURE TO APPLY TO WHICH CROPS, SO NUTRIENTS CAN BE ABSORBED RATHER THAN WASHED INTO LOCAL STREAMS. DAIRY FARM FAMILIES ARE SERIOUS ABOUT CLEAN WATER. AFTER ALL, THIS IS OUR HOME, TOO.

**: 30 SECONDS**

HI, I'M (NAME), (STATE/COUNTY) DAIRY PRINCESS. DID YOU KNOW THAT DAIRY IS ONE OF THE MOST REGULATED INDUSTRIES IN AGRICULTURE? FOR EXAMPLE, FARMERS WORK CLOSELY WITH GOVERNMENT OFFICIALS TO PROTECT THE WATER SUPPLY. AGENCIES CONTINUALLY INSPECT AND TEST THE WATER ON OUR FARMS. THERE ARE RIGOROUS PROCESSES FOR RECYCLING COW MANURE, INCLUDING A PLAN CUSTOMIZED TO OUR FARM SIZE, SOIL AND CROPS. CLEAN WATER LAWS REGULATE HOW MANURE IS SPREAD ON CROPLAND, SO NUTRIENTS GO INTO THE CROPS, NOT INTO THE GROUNDWATER.



**: 30 SECONDS**

HI, THIS IS (NAME), (STATE/COUNTY) DAIRY PRINCESS. BECAUSE DAIRY FARM FAMILIES LIVE ON OR NEAR OUR FARMS, WE WANT TO PROTECT NATURAL RESOURCES. WHEN WE RECYCLE COW MANURE, WE SPREAD IT OVER CROPS IN A WAY TO MINIMIZE ODOR IN THE COMMUNITY. AND WE FOLLOW GUIDELINES FROM SOIL EXPERTS, USING JUST ENOUGH MANURE TO NOURISH CROPS YET PROTECT OUR WATER SUPPLY. TREATING THE SOIL WITH MANURE INCREASES BY 20 PERCENT THE AMOUNT OF WATER IT CAN HOLD, WHICH IN TURN REDUCES THE AMOUNT OF GROUNDWATER NEEDED TO GROW CROPS.

**Food Safety**

**: 30 SECONDS**

DID YOU KNOW THAT MILK AND DAIRY PRODUCTS ARE AMONG THE SAFEST AND REGULATED FOODS YOU CAN BUY? HI, I'M \_(NAME)\_, (STATE/COUNTY) DAIRY PRINCESS. ONE TOOL THAT KEEPS MILK SAFE IS PASTEURIZATION, A SIMPLE, EFFECTIVE METHOD OF HEATING MILK FOR A SHORT TIME, TO KILL POTENTIALLY HARMFUL BACTERIA. PASTEURIZED MILK OFFERS THE SAME HEALTH BENEFITS AS RAW MILK, WITHOUT THE RISKS. IN FACT, HEALTH EXPERTS, FEDERAL AGENCIES AND THE DAIRY INDUSTRY RECOMMEND THAT NO ONE CONSUME UNPASTEURIZED MILK, AS A MATTER OF FOOD SAFETY.

**: 30 SECONDS**

HI, I'M (NAME), (STATE/COUNTY) DAIRY PRINCESS. DID YOU KNOW MILK IS ONE OF THE SAFEST FOODS YOU CAN BUY? MULTIPLE TESTS BETWEEN MY FAMILY'S FARM AND YOUR FRIDGE GUARANTEE THAT SAFETY. DAIRY FARMS AND PROCESSING PLANTS MUST MEET LOCAL AND FEDERAL INSPECTIONS AND STRINGENT SAFETY REQUIREMENTS. REFRIGERATION, PASTEURIZATION AND CLEAN EQUIPMENT PRESERVE MILK'S FRESHNESS AND SAFETY. PLUS, EACH TANKER OF MILK IS TESTED FOR ANTIBIOTICS AND BACTERIA. MILK THAT DOESN'T PASS IS DISCARDED, NEVER REACHING YOUR KITCHEN TABLE.

**: 30 SECONDS**

ARE YOU BUYING LOCAL THESE DAYS? THEN DON'T FORGET THE MILK! HI, I'M (NAME), (STATE/COUNTY) DAIRY PRINCESS. MILK PROCESSING PLANTS — WHICH ARE OFTEN FARMER-OWNED — REQUIRE A CONTINUAL SUPPLY OF MILK EVERY DAY TO RUN EFFICIENTLY AND KEEP EMPLOYEES WORKING. THE PLANTS PREFER TO BUY MILK FROM LOCAL FARMERS, INSTEAD OF PAYING TO SHIP MILK FROM LONGER DISTANCES. SO, MORE--OR BIGGER--LOCAL DAIRY FARMS MEAN MORE LOCAL MILK, ENSURING A STEADY SUPPLY OF FRESH MILK FOR THE PROCESSING PLANT AND A GOOD LOCAL MARKET FOR DAIRY FARMERS.

**: 30 SECONDS**

HI, I'M (NAME) , (COUNTRY/STATE) DAIRY PRINCESS. EVER NOTICE HOW MANY CHOICES THERE ARE WHEN IT COMES TO BUYING DAIRY FOODS? WELL, NO MATTER WHICH MILK YOU CHOOSE, YOU'VE MADE A GOOD CHOICE. THAT'S BECAUSE ALL DAIRY PRODUCTS ARE SAFE AND WHOLESOME. REGULATIONS REQUIRE IT...AND MY PERSONAL PRIDE DEMANDS IT. SO MAKE SURE YOU GET THREE SERVINGS OF DAIRY FOODS, EVERY DAY, TO HELP BUILD STRONGER BONES. CALCIUM-RICH FOODS LIKE MILK, CHEESE AND YOGURT MAY REDUCE THE RISK OF OSTEOPOROSIS AND BROKEN BONES. FIND MORE AT DAIRYSPOT (DOT) COM.

**: 30 SECONDS**

HI, THIS IS ( NAME), (STATE/COUNTY) DAIRY PRINCESS. DID YOU KNOW THAT MILK IS AMONG THE SAFEST FOODS AVAILABLE? LOTS OF QUALITY AND SAFETY PROCEDURES KEEP MILK WHOLESOME. LIKE THE WAY DAIRY FARMERS CLEAN MILKING EQUIPMENT BEFORE AND AFTER EACH USE—AND THE WAY MILK IS DELIVERED DIRECTLY TO A REFRIGERATED HOLDING TANK. BEFORE MILK IS PROCESSED, IT'S TESTED FOR ANTIBIOTIC RESIDUES AND BACTERIA LEVELS, THEN PASTEURIZED,--A STEP THAT HEATS MILK WITHOUT AFFECTING ITS NUTRITIONAL QUALITY. ALL SO EVERY GLASS OF MILK YOU POUR IS SOOOO DELICIOUS!

**: 30 SECONDS**

EVER PICK UP A GALLON OF MILK AND WONDER WHAT IT TOOK FOR THAT MILK TO GET TO YOU? THE SHORT ANSWER? A LOT! HI, THIS IS (NAME), \_\_\_\_\_(COUNTY/STATE) DAIRY PRINCESS. NUMEROUS PROCEDURES PROTECT THE SAFETY AND QUALITY OF MILK. CLEAN EQUIPMENT, REFRIGERATED HOLDING TANKS AND QUICK PROCESSING ARE JUST SOME STEPS THAT PRESERVE MILK'S FRESHNESS. PASTEURIZATION---AS WELL AS TESTING TO KEEP ANTIBIOTICS AND PESTICIDES OUT OF MILK---FURTHER GUARANTEE THAT EVERY GLASS YOU POUR IS SAFE, WHOLESOME---AND OF COURSE, DELICIOUS!

**Health and Wellness**

**: 30 SECONDS**

DO YOU EVER STAND IN FRONT OF THE DAIRY CASE, NOT SURE WHICH MILK TO BUY? HI, I'M (NAME), (STATE/COUNTY) DAIRY PRINCESS. STRICT GOVERNMENT STANDARDS ENSURE THAT BOTH CONVENTIONAL AND ORGANIC MILK ARE WHOLESOME, SAFE AND NUTRITIOUS. EITHER CHOICE HAS THE SAME NINE NUTRIENTS THAT MAKE DAIRY PRODUCTS AN IMPORTANT PART OF A HEALTHY DIET, INCLUDING CALCIUM, VITAMIN D AND POTASSIUM. SO RELAX, WHETHER YOU CHOOSE CONVENTIONAL OR ORGANIC, YOU CAN FEEL GOOD ABOUT CHOOSING MILK, CHEESE AND YOGURT AS PART OF A BALANCED DIET.

**: 30 SECONDS**

READY TO HIT THE LOCKER ROOM AFTER A HARD WORKOUT? FIRST, RECHARGE THOSE TIRED MUSCLES WITH ICE COLD CHOCOLATE MILK. HI, I'M (NAME), (STATE/COUNTY). RESEARCH SHOWS THAT DRINKING CHOCOLATE MILK AFTER INTENSE EXERCISE HELPS ENDURANCE AT YOUR NEXT WORKOUT. WHEN YOU PLAY HARD, YOU LOSE IMPORTANT NUTRIENTS. TO RESTORE ENERGY AND TO REHYDRATE, CHOOSE LOW-FAT CHOCOLATE MILK AFTER YOUR WORKOUT. *PLUS* CHOCOLATE MILK JUST TASTES *SO GOOD!* SO PLAY HARD, DRINK UP, AND RECHARGE WITH CHOCOLATE MILK. LEARN MORE AT DAIRYSPOT (DOT) COM.

**:30 SECONDS**

PARENTS, WANT BETTER FOR YOUR KIDS? START WITH FAMILY MEALS. LESS THAN ONE-THIRD OF CHILDREN SIT DOWN TO EAT DINNER WITH BOTH PARENTS ON ANY GIVEN NIGHT. HI, I'M \_\_ (NAME), \_ (COUNTRY/STATE) DAIRY PRINCESS. THOUGH FAMILY MEALS PROMOTE MORE THAN JUST GOOD NUTRITION, WHEN FAMILIES EAT TOGETHER, KIDS ARE MORE LIKELY TO CHOOSE NUTRIENT-RICH FOODS, LIKE MILK—FOR STRONGER BONES AND BETTER HEALTH. FAMILY MEALS DON'T NEED TO BE ELABORATE. VISIT DAIRY SPOT (DOT) ORG FOR DELICIOUS RECIPES THAT ARE NUTRITIOUS AND EASY.

**:30 SECONDS**

MOMS, ARE YOU LOOKING FOR YUMMY, EASY-TO-PREPARE RECIPES THAT YOUR WHOLE FAMILY CAN ENJOY? IF SO, VISIT DAIRY SPOT (DOT) ORG TO FIND HEALTHY MEALS THAT ARE SURE TO DELIVER BOTH TASTE AND NUTRITION ANY NIGHT OF THE WEEK. HI, I'M \_\_ (NAME), \_ (COUNTRY/STATE) DAIRY PRINCESS., REMINDING YOU THAT MILK, CHEESE AND YOGURT CAN HELP BOOST YOUR FAMILY'S NUTRITION EVERY DAY. THAT'S BECAUSE DAIRY FOODS NATURALLY CONTAIN CALCIUM—PLUS EIGHT OTHER NUTRIENTS THAT KIDS AND ADULTS NEED.