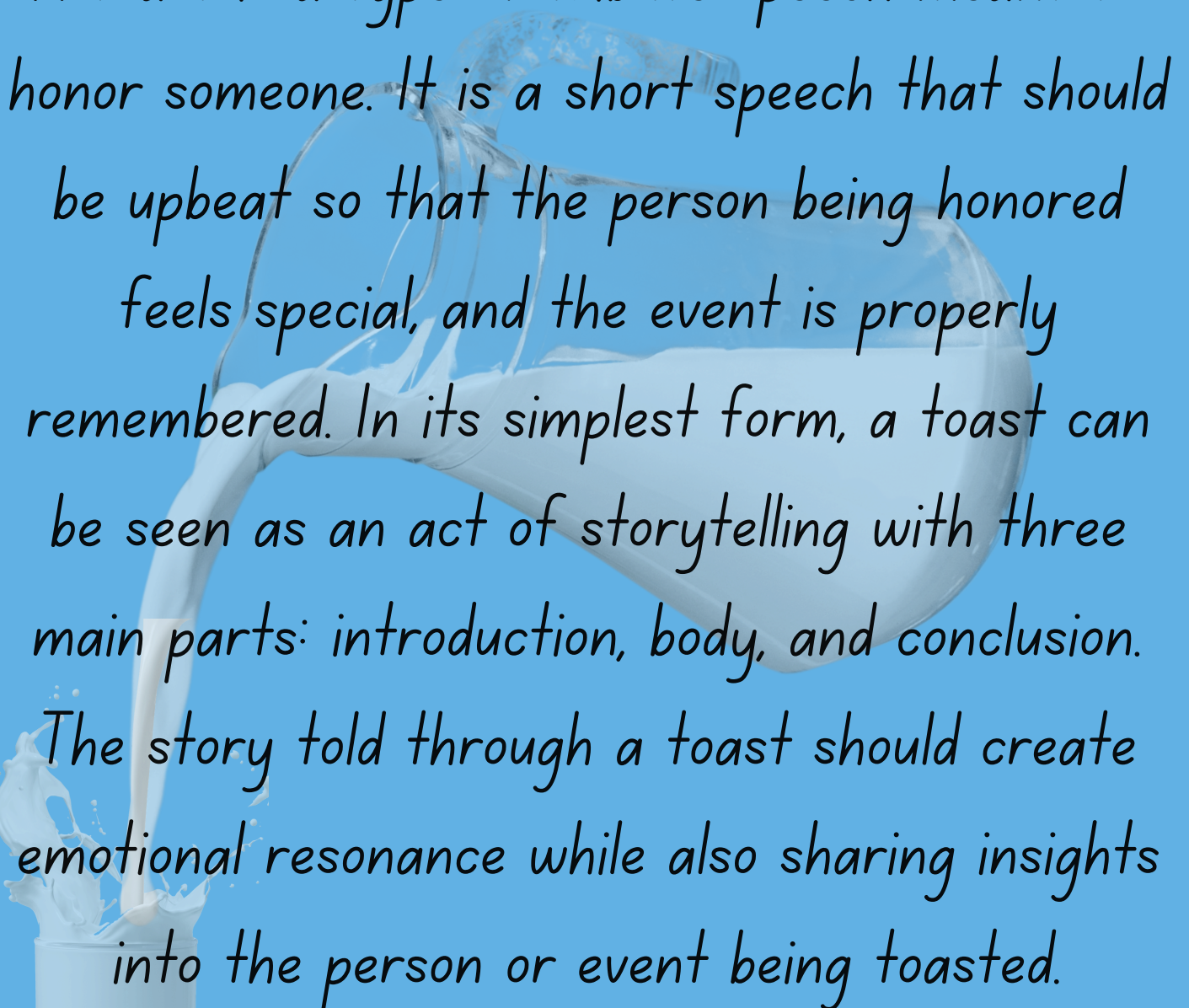




# *Cheers to Dairy*



A toast is a type of tribute speech meant to honor someone. It is a short speech that should be upbeat so that the person being honored feels special, and the event is properly remembered. In its simplest form, a toast can be seen as an act of storytelling with three main parts: introduction, body, and conclusion. The story told through a toast should create emotional resonance while also sharing insights into the person or event being toasted.



# *Cheers to Dairy*

## *Sample Toasts*

### **Women In Dairy/Agriculture**

Please Join in a milk toast to the Women in Dairy

To the women who wake up each morning and hit the ground with a smile, as she starts milking in the wee hours of the morning. Her work will continue far after the sun disappears into the evening skies helping a newborn calf or managing a herd of cattle, using the same delicate touch as she uses with her children.

To the women who support the Dairy Industry in educational opportunities. Opportunities like today, to grow and learn new practices and teach others about agriculture and the importance of Ag in everyday life. She teaches because she believes that the future of Agriculture and the dairy industry is bright.

To the women young and old, that will spend countless hours promoting the Dairy Industry in her community. Promoting in a business suit, promoting in her barn clothes and even in a crown and sash, to have a genuine conversation with her neighbors about her dairy farm and the products that come from it.

Here's to the women in Agriculture.  
Cheers!



## **Agriculture event**

A puzzle consists of a multitude of uniquely shaped pieces, which alone are inconsequential and ineffective. But when correctly assembled, create a masterpiece

Each of us here today is an important piece of a puzzle. Without each other, our industry is incomplete.

Thank you to the \_\_\_\_\_ for pulling the pieces together and organizing this event. As we work together, we strengthen our bonds and relationships with each other, and we learn to work as a team. The same can be said about all of you who make up the components of the industry. It is around our kitchen tables where our bonds and relationships are built. The more we work together, the stronger we become as a team.

So, whether you are a farmer, nutritionist, veterinarian, mechanic, legislator, consultant or lender, agronomist, hauler, processor, marketer, retailer, promoter, or consumer.

We will raise our glasses to you. Without each other, we are incomplete. But together, we are a beautiful industry.

## **Farm Bureau/Agriculture event**

Ladies and gentlemen, guests and most importantly, our hard-working dairy farmers, It is truly an honor to stand before you today to offer a toast to a group whose contributions go largely unseen but are felt in every household from a glass of milk to a cone of ice cream. To the men and women who wake up before the sun and the world, who work though all the weather 365 days a year 7 days a week, and who's dedication ensures that our communities have access on natures most nearly perfect beverage --milk.

You are the backbone of not only our county but of all agricultural landscapes. You manage herds, work the land, and you do it all with resilience and sense of duty that inspires admiration. The work is not easy, but your commitment is unwavering. From the first light of dawn to the setting sun, you show up, day in and day out, ensuring we have what we need to sustain our health and our families.

So, to the dairy farmer's—to the men and women who keep our refrigerators stocked, to those who care for the animals, and those who preserve the land—We raise our glasses in gratitude-. Thank you for your tireless effort, your skill, and your passion for this important work.

Without you we would not have a rich tradition that sustains and nourishes each and every one of us.

Here's too strong herds, bountiful harvest, and the continued success of every dairy farmer! May your days be as steady and strong as the milk you provide.

Cheers

# *Cheers to Dairy*

## *Sample Toasts*



### **Anniversary event**

Honoring the Past Ladies and gentlemen, as we raise our glasses tonight, let us first toast to the legacy that has brought us here. The \_\_\_\_\_ was founded with a vision of strengthening our dairy industry and supporting the families and communities who dedicate their lives to it. To the farmers, innovators, and leaders of the past, your perseverance laid the foundation for our success. We toast to your hard work, your dedication, and the values that inspire us every day.

Celebrating the Present Tonight, we also celebrate the incredible achievements of today. Through innovation, collaboration, and a steadfast commitment to excellence, they continue to uphold the mission of supporting our dairy producers and ensuring the vitality of this essential industry. To all the farmers, partners, and team members here with us tonight—you are the heart and soul of this work. Your efforts not only sustain us but inspire us to keep striving for a brighter future

Looking to the future, let us lift our glasses to the promising future ahead. As we look forward, we see opportunities to grow, to innovate, and to face challenges with the same resolve that has carried us through the years. Together, we can ensure that the \_\_\_\_\_ continues to lead the way, nurturing the next generation of dairy leaders and preserving this vital industry for decades to come. To the bright and enduring future of dairy excellence, we say cheers!

### **Holstein Association or Dairy cattle event**

It is an honor to stand before you tonight as we gather to celebrate the dedication, passion, and perseverance that define our dairy farmers, and industry leaders. This banquet is more than just an evening of recognition—it is a testament to the unwavering commitment each of you has to excellence in dairy farming, the advancement of the dairy industry, and the future of Pennsylvania agriculture.

Behind every great dairy cow is a dedicated hand that guides her, a family that nurtures her, and a community that supports the industry that sustains us all. Dairy farming is not just an occupation, it is a way of life that requires patience, resilience, and an unyielding commitment to progress. It is a labor of love, passed down through generations, rooted in values of hard work, integrity, and stewardship.

So, as we raise our glasses filled with nature's nearly perfect beverage and the product that brings us together let us toast to the cows that sustain us, the families who dedicate their lives to their care, and the bright future ahead for Pennsylvania's dairy industry. May our Holsteins continue to thrive, our farms continue to flourish, and our passion for this industry never wavers.

To the farmers, and the future—cheers!

# Lets write a toast



*Introduction*



*Body*



*Conclusion*

*Cheers!*



# Public Service Announcement

A public service announcement, commonly known by the PSA acronym, is a message spread in the interest of the public. Their objectives are to bring about awareness about and change public attitudes, opinions, or even actions towards an issue. These can be instructional, inspirational, or even shocking to elicit emotion and action. Their meanings can vary widely depending on the specific purpose. However, they generally aim to convey important information, discuss social issues, promote responsible behavior, inspire action, and contribute to positive changes in society.



# *Lets write a Public Service Announcement*



*Choose a Key message*



*Key words*



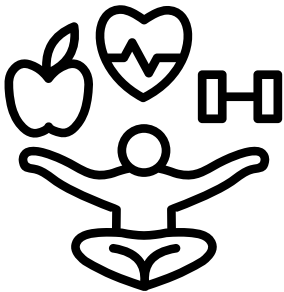
*Keep it short and simple 30 - 60 seconds*

# Public Service Announcement

## PSA Samples

### COMMUNITY

SUPPORT FARMERS & YOUR FUTURE  
DAIRY FARMERS WORK 365 DAYS A YEAR  
TO FEED YOUR COMMUNITY. WHEN YOU  
CHOOSE DAIRY, YOU'RE NOT JUST MAKING  
A HEALTHY CHOICE—YOU'RE SUPPORTING  
A SUSTAINABLE FUTURE.

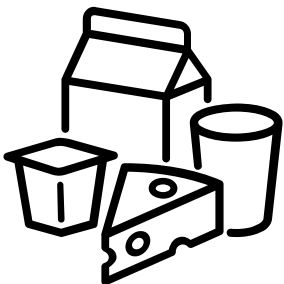


### HEALTH AND WELLNESS

DAIRY DELIVERS NUTRITION YOU NEED  
YOUR BODY IS STILL GROWING—AND  
DAIRY GIVES IT WHAT IT NEEDS. JUST  
ONE CUP OF MILK HAS 13 ESSENTIAL  
NUTRIENTS. THAT'S REAL FUEL FOR  
REAL LIFE.

### SUSTAINABILITY

TODAY'S DAIRY FARMS ARE LEADING THE  
WAY IN ENVIRONMENTAL INNOVATION—  
PRODUCING MORE MILK WITH LESS LAND,  
WATER, AND CARBON. REAL DAIRY IS  
MORE SUSTAINABLE THAN EVER. THINK  
GLOBAL. CHOOSE LOCAL.

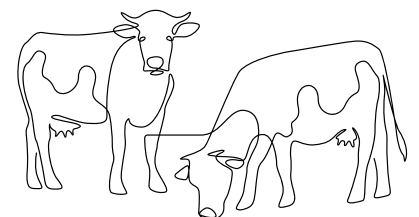


### FOOD SAFETY

DID YOU KNOW THAT MILK IS TESTED  
17TIMES BEFORE IT EVER REACHES YOU?  
DAIRY FARMERS AND PROCESSORS  
FOLLOW STRICT SAFETY AND QUALITY  
STANDARDS TO MAKE SURE EVERY DAIRY  
PRODUCT YOU ENJOY IS FRESH, CLEAN  
AND SAFE!

### ANIMAL CARE

DAIRY FARMERS WORK 365 DAYS A YEAR TO  
KEEP THEIR COWS HEALTHY AND HAPPY.  
THAT MEANS COWS ARE GIVEN CLEAN  
BEDDING, BALANCED DIETS, REGULAR  
VETERINARY CARE AND PLENTY OF FRESH  
WATER!



# Impromptu questions and consumer conversations

## Tips and suggestions



Take a deep breath and repeat the question



Focus on one clear point



It's okay to pause before you speak