

BRINGING UNDENIABLY DAIRY

to Your Community

As a hard-working and trusted member of your community, you have the unique opportunity to engage with the public about dairy's role in their lives. Undeniably Dairy grants are available to help bring your community engagement to life. This guide will hopefully spark a few ideas throughout the year.



Visit the [Midwest Dairy web site](#) today to learn more and apply!

ANYTIME OF THE YEAR

Items from [Midwest Dairy's Promo Center](#) or [Resource Center](#) are available to help promote dairy along with [Dairy Flair](#) for purchase.

JANUARY

Starting a new year provides an opportunity to reassess life's priorities and ways we can **better our individual and community goals**. Take this moment to build a healthier community that will give back all year.

- Partner with a community health organization that's **supplying food to the public**
- Gather a group of hearty fellow farmers to sponsor or participate in a **local polar plunge** or **winter 5K race**
- Co-host a **winter sledding/tubing party** on pastureland



FEBRUARY

Share the love and all the heart healthiness this month brings.

- [Share Lactose Intolerance Month](#) tips/info with schools/community health centers
- Host a **cow kissing contest** around Valentine's Day
- **Share Super "Bowl"** foods in honor of the big game: dairy goodness found in a bowl, like yogurt, milk and cereal or ice cream



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MARCH

March is National Nutrition Month, helping us identify better food options and more positive eating habits. While we roll out some fun and engaging ways to think about dairy as a [smart, nutritious choice for our diets](#), farmers can help bring this to life in more personal and local ways.

- What dairy-centric, better-for-you **recipes** will you be sharing?
- Join in the perfect marriage of milk and cereal during [National Cereal Day](#) (March 7)
- There are [80 St. Patrick's Day runs/walks](#) in the Midwest. Participate and help others refuel with dairy goodness at the finish line
- Partner with WIC to support local moms with Undeniably Dairy cups and resources.



APRIL

The month we celebrate [Earth Day](#) gives us a chance to demonstrate how we're caring for the land and animals. As we take this conversation nationally, how can you engage your local community on the topic of sustainability? Consider:

- **Hosting school science class tours** (live or virtual) highlighting ways farms are working to become more sustainable



- See **Discover Dairy virtual tour resources** for elementary and middle school programs [here](#)



- **Invite local media for a photo opp.**
- Partner with community groups or the city/county to **plant trees, shrubs and grasses** in public spaces



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MAY

Remembering moms and memorializing others, May is a time to appreciate those that sacrifice.

- Partner with local businesses to **deliver surprise gifts for deserving area moms**
 - Local spa/massage/salon or restaurant gift cards
- Co-host (with other local farmers) a **community farmyard brunch** for area moms
- For **Memorial Day**, supply flags and volunteer time to display at area cemeteries/memorials



JULY

There's nothing more American than **celebrating our national pride** at local community festivals and displaying what it means to own and operate your own business in this great land of ours. Tap into this national and local community pride that lifts us all up.

- Partner with local businesses for an **ice cream social**
- Host a **community hayride** with bonfire and s'mores



AUGUST

At the end of summer, we begin to think about a return to certain routines, like going **back to school** and the needs of our educators and school staff. Let's honor these important leaders in our communities by offering some of the goodness from their local dairy farmers.

- Apply for a **school equipment grant** to support your local district
- **Surprise bus drivers with treats**
- Partner with school concession stands during home games to stage a **milk and cookies stand/menu** option
- **Hands-on learning at the farm:** class visits and activities that connect curriculum to real-life farm examples (math & sci. exercises)
 - Encourage local schools/teachers to enroll in [Discover Dairy Adopt a Cow](#)



JUNE

We don't have to remind you of the importance and opportunities June brings with **National Dairy Month**. However, finding new and creative ways to amplify this occasion with friends, families and followers may take some additional effort, yet deliver a big return. How will you embrace and maximize this moment? A few ideas:



- Co-host a **community BBQ** with other farmers for leaders in your community
- Provide **hayrides and farm tours**
- Partner with a local business for a **brew and moo or wine and cheese event**.

JOIN US FOR A DELICIOUSLY GOOD **Cheeseboard Chat** CLICK HERE to Register Now - Expires 10/31/2016

THURSDAY, NOVEMBER 12TH | 3:00-4:30 PM

Register Today! A complimentary cheeseboard and wine or beer will be provided to the first 100 registrants. Seating is limited to 100 people. Reservations are required. A non-refundable deposit is required.

Featured Guests

- Christina Boudreau, President, Dairy Producers of Michigan
- Michelle Kasper, President, Michigan Dairy Producers
- Christina Miller, Dairy Producers of Michigan

MidwestDairy.com



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SEPTEMBER

As one of the hardest working members in your community, you have a chance to **lift up fellow laborers** that make your immediate world a better place to live.



- Partner with local businesses to **deliver “take-a-break” gift baskets** to local nurses, police/ firefighters, teachers, restaurant employees and manufacturers, among others

- Invest in and volunteer with a **local meal delivery service** for those in need



OCTOBER

Another key month for the ag community, **National Farmers Day**, provides a broad platform to showcase the vital role and progress we’re making as an industry. Latch on to this national calendar event to highlight the good work you’re doing on a local level.

- **Share social media badges/content** that followers can share to expand key messages
- Let’s not forget about Halloween either! How about a **haunted hayride and bonfires** with milk and cookies for the community?



FYI – Chocolate Milk is the official beverage of Halloween

NOVEMBER

As the year winds down and we **take stock of what we’re thankful for**: family, community, the opportunity to help feed the world – giving thanks means paying it forward and reinforcing those special ties with our greater community. Consider:

- Recognize local heroes with **dairy-themed gift baskets**
- Apply for a **refrigerator grant** for a local food shelf
- **Volunteer** at community Thanksgiving dinner events
- Invite deserving family to the farm to **cut down live Christmas tree** and document



DECEMBER

The holidays bring out the best in all of us. The warmth of having friends and family near, reflecting on what the year meant and what the new year will bring, gives us a chance to **spread the love, making our community a better place to live.**

- **Decorate farm buildings/yard** with holiday lights and host drive-throughs
- **Ice skating or sledding party** inviting the community to the farm

