



Building on the Best

May Dairy Promotion and Leadership Event Presenters

Making Farming Famous

Dan Venteicher, @IowaDairyFarmer

The @IowaDairyFarmer has captured the hearts of millions by his educational, honest and humorous Facebook, Tiktok and Instagram posts. He educates with truth and tact and is the largest dairy social media influencer in the world. Learn how he makes farming famous in this keynote presentation.

Life's a Dance

Karin Schaefer, Minnesota Farm Bureau

Lean in as Karin shares her lessons in agricultural leadership. She will review how critical it is to have goals, develop a strategy and encouragement along the way. During this motivation session, you'll find the journey is as important as the destination.

What's the Beef with Dairy? How to ag-vocate using facts on social media

Kennedy Youngren, @the.legendaire.dietitian

Ever wondered how to begin advocating online? Learn more about starting your own social media advocacy profile, discover social media strategies for increasing reach, and more. Kennedy will also equip candidates with dairy nutrition facts while untangling common myths & misconceptions.

The FARM Program and Managing Public Perception

Nicole Frank, First District Association

We've requested and stated over and over that we want consumers to understand what happens on a dairy farm. Well, they have done their homework, now what? Nicole Frank talks about the National Farmers Assuring Responsible Management (FARM) Program and the positive ability for farmers and dairy processors to be transparent to dairy buyers and consumers to share their dairy story.

Who is Midwest Dairy?

Jenna Davis, Midwest Dairy

Sure, we've heard the name and seen the logo, but what is Midwest Dairy and how does it work? During this session, we'll answer that question and more as we explore what checkoff is, how it works, and why it's important for dairy farmers and consumers. Resources for you will be shared.

Princess Kay for a Day

Rachel Rynda, 69th Princess Kay of the Milky Way

This year, Princess Kay Rachel Rynda made a variety of appearances. While interacting with students in classrooms across the state or even peers at her college campus, Princess Kay connects the importance of dairy through everyday conversations. She'll share tips on how to prepare for appearances and ideas to connect with learners of all ages.