

**MAKING
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Dairy Farmer Resource Guide



How to use this guide

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Attending an event with young children? Hosting a community dairy breakfast? Need fresh ideas for an engagement in the community? No matter the opportunity to connect with consumers, we have you covered with ideas and tools to showcase dairy products and the industry we are proud to be part of.

This guide includes links to printable materials such as activities and games, educational information for classrooms and dairy product nutrition information. There are also links to virtual farm tours and promotional items you can order for prizes or to give away.

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[Dairy Industry Statistics by State](#)

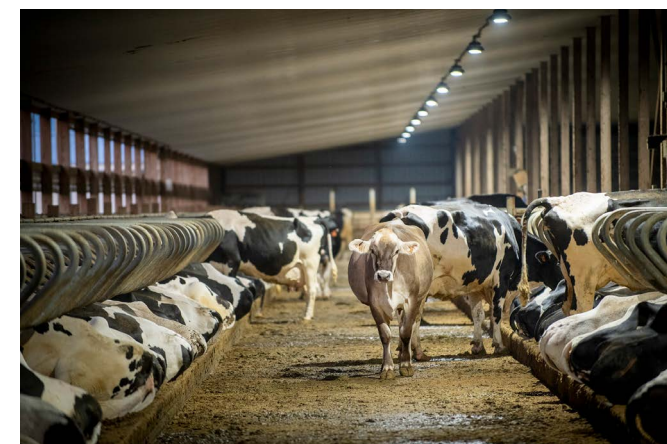
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Dairy Industry Statistics by State

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Learn how dairy farms in your state have changed, then and now through innovation, conservation and dedication. You'll find these especially valuable when interacting with community and state leaders.



ARKANSAS



ILLINOIS



IOWA



KANSAS



MINNESOTA



MISSOURI



NEBRASKA



NORTH DAKOTA



OKLAHOMA



SOUTH DAKOTA

All-Ages Ideas and Resources

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If you are planning an all-ages event or simply want ideas to create a new way to promote dairy, look no further. These ideas and resources will make your efforts a success!

HELP! I NEED AN IDEA.



Community Engagement Guide

Bring Undeniably Dairy to your community year-round with these ideas.



Elevate Your Event

Whether on the farm or at a grocery store, here are some ideas to elevate your events and provide a memorable experience.

ACTIVITY PRINTABLES



Dairy Farm Bingo Cards

An activity for the classroom or an on-farm visit, Dairy Farm Bingo will get your audience thinking about dairy and dairy farming.



Cheese Pairing and Cheeseboard Guide

Learn the simple steps to wow guests with a perfect cheese pairing or cheeseboard with tips and recipes from our new guide.



Farm Scavenger Hunt

Whether on the farm on a virtual tour, these dairy farm scavenger hunt riddles will engage consumers.



Dairy Trivia

Whether you're hosting an event, having game night with friends, or looking for fun facts to share, here are some Undeniably Dairy trivia questions and answers.

Farm Tour Booties *Don't forget to order some farm tour booties for biosecurity!*

Classroom Event Ideas and Resources



We've gathered a wealth of resources of classroom activities for all ages. Be sure to utilize the age-appropriate discussion guides to help lead the conversation. Discover all of our educational resources here:

ONLINE FARM EXPERIENCE AND DISCUSSION GUIDES

Witness the journey milk takes from the farm to the fridge in this behind-the-scenes tour of a working dairy farm in the Midwest. Learn how cows are milked, fed and even where they go "on vacation." Watch the video series and leverage the discussion guides by age group.

[Grades 3-6 Discussion Guide](#)

[Grades 7-9 Discussion Guide](#)

[Grades 10-12 Discussion Guide](#)

VIRTUAL FARM TOURS

You won't have to leave the classroom or get your boots dirty with these tours. Choose a dairy farm to tour virtually.

[Carlson Dairy, Minnesota](#)

[Trailside Holsteins, Minnesota](#)

[Hildebrand Farms, Kansas](#)

[Fellwock Dairy, Missouri](#)

[Boadwine Farms, South Dakota](#)

[Bohnert Dairy, Illinois](#)



ONLINE PROMOTION RESOURCES

Looking to share resources virtually? We have some excellent tools for you.

What You Do, Dairy Does Too

You will find printable posters, infographics, influencer videos and more to help spread awareness of the many delicious benefits of dairy. Great for farm tours, grocery store displays or community events.

National Dairy Month Resources

Dairy farmers, sharing your story with your community is an important part of growing trust in dairy. Midwest Dairy has compiled a list of resources you may find helpful in sharing your story, including sample social media posts, tips to elevate your events, grant information and more. These resources focus on National Dairy Month, June, but can also be found year-round.

Undeniably Dairy Logo

The Undeniably Dairy logo is the perfect way to brand your consumer-facing efforts like signage or any in-grocery merchandising tools. There are a variety of logo versions available to support the Undeniably Dairy campaign including round, horizontal and two-tiered options. For a copy of the Branding Guidelines, specific logo files and assistance in using the various logos in your materials in an approved way, please contact Jenna Finch at jfinch@midwestdairy.com or 402-500-9091.



Classroom Event Ideas and Resources

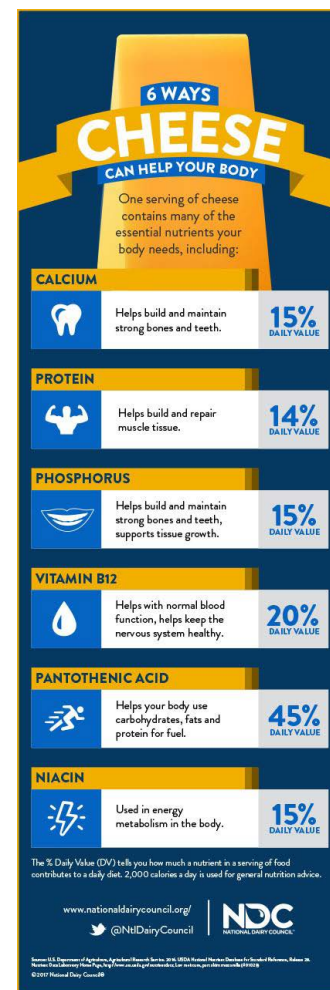
MAKING EVERY DROP COUNT



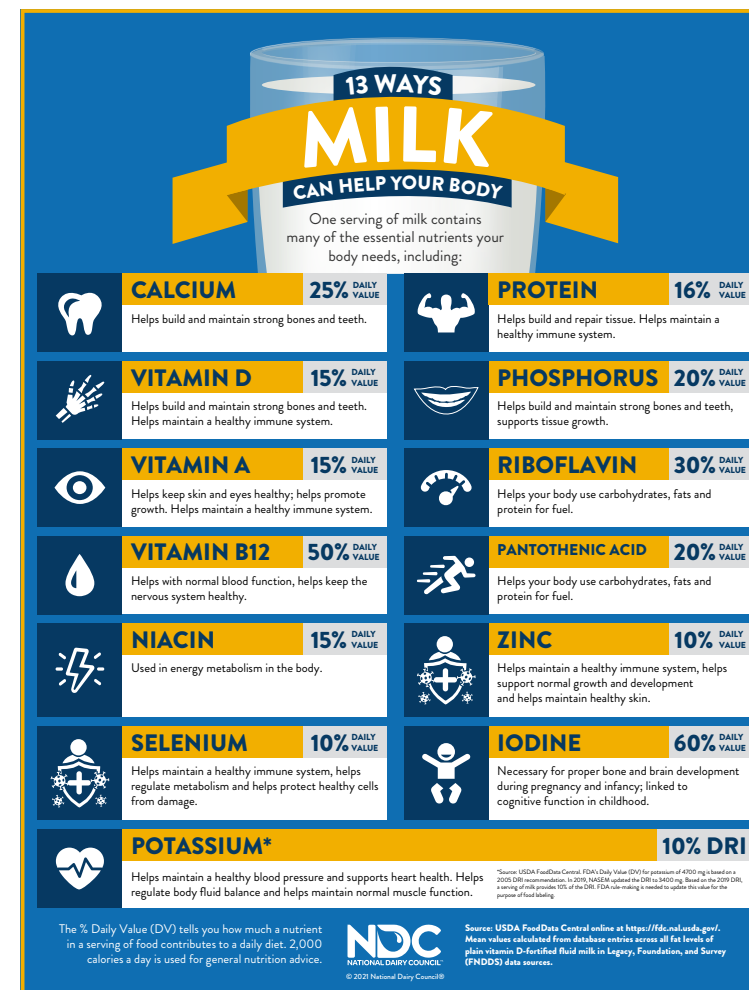
NUTRITIONAL INFOGRAPHICS

Use these images to showcase the nutritional package of milk, cheese and yogurt.

These can be printed and shared with different audiences or even used on social media.



Is Cheese Good for You?



Is Milk Good for You?



Is Yogurt Good for You?

Promotional Items/Novelties

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Available to order free of charge to all dairy farmers who provide funding to Midwest Dairy. These materials are designed to bring dairy to life in your communities, on your farm, or wherever you connect with consumers. When placing an order, please allow two weeks for shipping.

CLICK TO ORDER



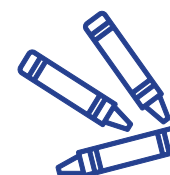
Cow Hats

Share your love for cows with everyone using these cow hats that fold and latch to accommodate dairy enthusiasts of all ages.



Coloring Books

A coloring adventure ideal for grades K-6 that features a did-you-know fun fact on each page.



Crayons

Colors in the crayon box include red, yellow, blue and green.



Did You Know? Poster Set

Give everyone something to remember with these did-you-know fun facts about all things dairy. The set includes four different posters.



Telling Your Story Booklet

A pocket-sized guide to answering some of those tough questions you may face.

May include one booklet per order.

You can view a PDF version of the booklet online.



Undeniably Dairy Sticker Roll

Hand out these stickers during your farm tour, school visit or other educational event.



Farm Tour Booties

These waterproof booties will help protect your farm and keep your visitors clean on dairy tours and at events.



Plastic Bags

Help your guests carry their goodies with these 10" x 15" plastic bags.

Promotional Items/Novelties

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PRIZES

Use these items as a prize for a spinning wheel, scavenger hunt or bingo!



Cellphone Pocket



Undenially Dairy Fidget Toy



Lip Balm



Eye Black with Milk
Mustache Sticker



Undenially Dairy Pens

GRANTS

Financial support may be available for your dairy promotion efforts.

Undeniably Dairy Grant

Available to Midwest Dairy farmers, dairy groups and agricultural organizations, Undeniably Dairy Grants help turn great ideas for promoting the dairy community to consumers into reality. Applicants can apply for up to \$5,000 in one calendar year. These are competitive grants and funding is subject to availability.

Here are a few great ideas on how the Undeniably Dairy Grant could be used:

- **Bring dairy to unexpected places.**

Look for opportunities to bring dairy to new places. You could partner with a local brewery on a brew and moo event, host an interactive exhibit at an urban health fair or food festival, or work with community education organizations or a local retailer on a wine and cheese experience. Bring dairy into schools, bookstores, libraries, YMCA or other community education/youth focused program.

- **Host on-farm events.**

Open your dairy and connect with your community. You could host a farm-to-table event inviting local influencers, an ice cream social for school educators, or a breakfast on the farm for your surrounding community.

- **Engage with Gen Z (ages 13-25)**

Host a dairy day at your local middle school and/or high school to showcase the importance of dairy in their lives. Bring dairy into middle school and/or high school classrooms by providing a dairy themed ag literacy kit (check out our Educator Resources page for inspiration). Partner with a high school science teacher to host a farm tour for their science classes. Sponsor programs connecting Gen Z with local dairy ambassadors or princesses. More ideas for inspiration can be found in our [Interact with Gen Z Guide](#).

Check out our community engagement guide for even more ideas!

Leadership Grant

Dairy farmers who contribute to the Midwest Dairy checkoff are encouraged to apply for dairy farmer leadership grants. These grant dollars can be used toward becoming a leader in the dairy industry and/or developing skills that allow you to better share your story with consumers.

This could include, but is not limited to:

- Leadership programs like Young Dairy Leadership Institute, Minnesota Agricultural and Rural Leadership Program, South Dakota Ag and Rural Leadership, etc.
- Leadership conferences, ag or non-ag
- Virtual or in-person classes

Stay Connected With Midwest Dairy!

Watch our social channels for the latest resource updates.



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