



Issue 2: June 9, 2023

## COORDINATOR CONNECTIONS NEWSLETTER

Ideas, collaboration and more for county princess programs

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### CONTACT US!

Have questions about the Princess Kay program? Or maybe you need to bounce a few ideas around with someone? Maybe you're looking for clarification. Reach out to us!

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Request Princess Kay for your consumer facing event!  
Follow this link:  
<https://www.midwestdairy.com/young-dairy-leaders/dairy-princesses/request-a-visit-by->

### National Dairy Month

As the calendar flips to June, it's time to celebrate National Dairy Month! Dairy princesses across our state play an important role in communicating dairy's story by connecting with consumers at a variety of events each June. Each of these unique events brings dairy to life! Thank you for serving as the local connection within your community.

This summer, we'd love to learn more about your county program. Scan the QR Code and take a quick survey to help us learn more about your county program as we enter a new decade of the Princess Kay of the Milky Way program.



### Promo Center Items

Make sure you are equipped with fun promotional items to share with consumers this summer. Check out Midwest Dairy's Promo Center to order items today. The most popular items of 2022 were: Coloring Books, Crayons, Fidget Spinners, Lip Balm and an Undeniably Dairy bag to carry all the fun swag. This year, we're excited to have new products like mechanical pencils AND sunglasses to share with consumers; they make excellent prizes for trivia winners! Allow two weeks for delivery; order today at [midwestdairy.com/promocenter](https://www.midwestdairy.com/promocenter).



### Floats: More than Parades!

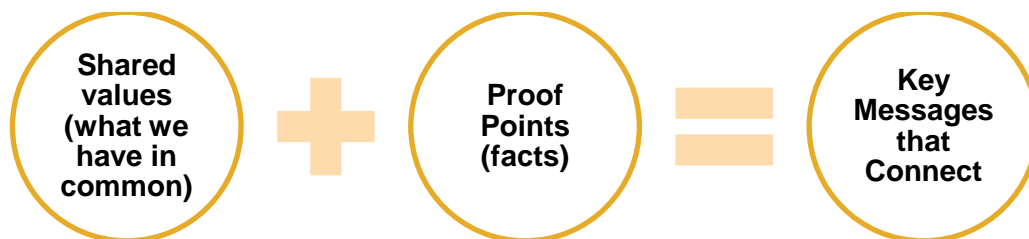
Community parades with marching bands, local businesses, and even floats with dairy royalty dot the landscape across the state each summer. While parades and floats are a good visual within your community--- building one-on-one connections is another critical role in which dairy princesses participate. This summer, consider paying homage to floats---ice cream floats that is!



This July, during National Ice Cream Month, think beyond traditional floats! Create a fun “Dairy Float” contest during July. Think about events where you already are promoting dairy within your community. Rather than traditional Root beer Floats—try a new soda option or pair classic root beer with a new ice cream flavor. Utilize your social media pages to share fun float recipes. Have each county princess create a quick video recipe and post their favorite ice cream float recipe.

## Tough Questions? Key Messages

Consumers today are curious. If we step back and think about this—it makes sense. Many consumers aren’t connected to agriculture at all. They have questions, driven by underlying concerns. To truly connect to this curiosity, it’s important to approach conversations by listening with an open mind. Listen and ask questions to uncover more of the story. After an open dialogue, you’re ready to lead the conversation with shared values. Values help you share your perspective by explaining why you care. Leading with shared values and adding proof points (facts) results in key messages that resonate. Consider using this formula to respond to tough questions:



We’ve all heard some of these tough questions from consumers. Below, is a tough question and a few responses. Give these questions and responses a try! Practice until you’re comfortable in the uncomfortable.

### Why do farmers take calves away from their mothers?

*Example 1: That’s a great question; I can see why you might be curious since beef calves can stay with their mothers. As a dairy farmer, these dairy calves are the future of my herd. At our farm, we separate calves from their mother to help protect them from any potential illnesses. Dairy calves have a fragile immune system, so it’s important that we guarantee they receive a high-quality colostrum within hours of their birth. For the first 6 weeks, we feed each calf individually ensuring they are receiving the highest quality nutrition while allowing their immune system to mature.*

*Example 2: I’m glad you asked! Another way to think about this is like daycare. We take dairy calves away from their mothers and send them to daycare. At our farm, I’m responsible for feeding each newborn calf twice a day. I make sure they receive high-quality colostrum and they have a clean area to grow. Meanwhile, my other family members take care of the mother cow who is at work—providing milk for you and I to enjoy in our favorite dairy products.*

Looking for more key messages about dairy? Order a “Telling Your Story” flip book from the Promo Center or: <https://www.midwestdairy.com/wp-content/uploads/Messages-DMI-FlipBook2021-FINAL.pdf>