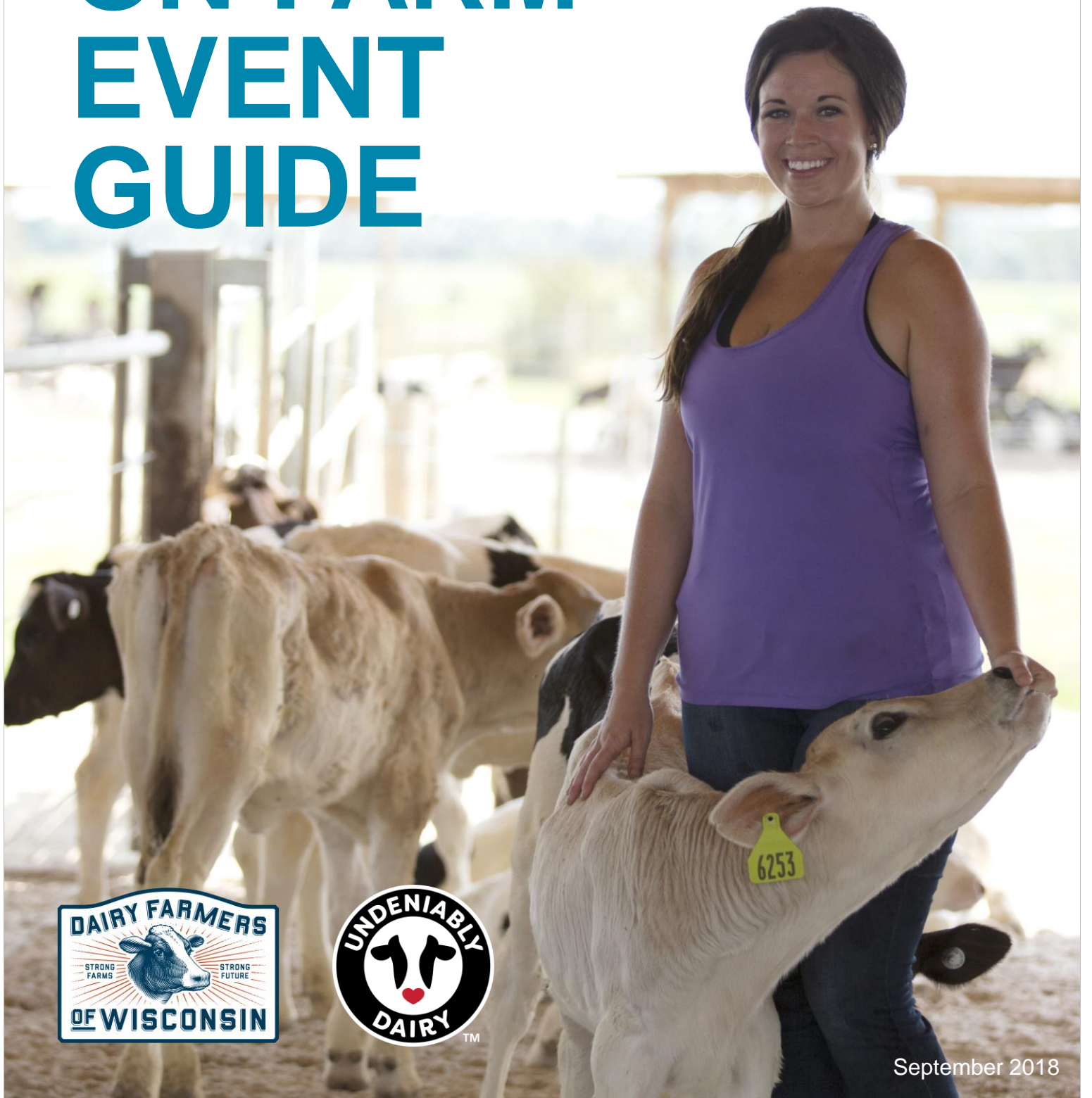


REINTRODUCTION TO DAIRY: ON-FARM EVENT GUIDE



September 2018

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1

**REINTRODUCTION
TO DAIRY:
HOW TO GET
INVOLVED**



As members of the dairy community, we know just how great dairy is. But consumers are confused by all the conflicting information within the category. So, we're drawing a line in the sand and taking back the dairy aisle. We're coming together as one voice, rekindling consumers' love and trust for dairy. And we need your help to do it!

Bringing the Joy of Dairy to Everyone

Your local and national dairy checkoff organizations are leading an industry-wide effort to help protect and grow public trust in dairy farmers, dairy foods and the dairy community through a multi-year Reintroduction to Dairy initiative. **This campaign boldly and proudly proclaims the importance of dairy to consumers and others, as U.S. dairy seeks to:**

- Take back the microphone.
- Define ourselves rather than have others define us.
- Provide comprehensive, proactive and response-based resources that help us all rally around a common goal to tell our stories.

This guide contains a wide range of internal and external materials and communications resources that can help you share your story during your on-farm event. Your local and national dairy checkoff staff also can provide additional resources and materials to support your event.

Contact your local state and regional dairy promotion organization for more information by visiting [here](#).

For more information about the overall Reintroduction to Dairy Initiative, Brand Guidelines and Frequently Asked Questions, please [visit the Dairy Hub](#).

Telling Dairy's Story

Farmers are critical to the initiative. We need you to tell your story and dairy's story.

This includes:

- Your commitment and dedication to animal care and environmental stewardship.
- The amazing work you do on your farm every day that is rooted in responsible production practices.
- Your contributions to the community — a story that not only needs to be told, but one that also captures peoples interest.

1 REINTRODUCTION TO DAIRY: HOW TO GET INVOLVED

No one is more credible than you are in sharing your story and further cementing your role in producing the nutrient-rich foods that feed your community, our nation and the world.

Opening Doors, Changing Minds

One of the best ways to bring a story to life is to have people experience it firsthand. And, what better way to help celebrate the joy of dairy than building Reintroduction to Dairy elements into the many on-farm activities planned throughout the year, specifically during June, National Dairy Month. These activities include breakfasts (and other meals) on-the-farm events, influencer/blogger tours, school field trips and open houses and other community events.

Your participation helps establish and strengthen your commitment to your community, and supports dairy overall by sharing your story in authentic, engaging and transparent ways.



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**HOW TO
MAXIMIZE THIS
OPPORTUNITY**



The following provides some idea starters on how to further enhance and extend the impact of your on-farm event. We also encourage you to reach out to your local checkoff staff to brainstorm other ideas and learn more about resources to help support your event. Visit [our website](#) for contact information.

Partnerships Work!

Invite those who help your farm business to join in your effort and celebrate dairy. This could include your veterinarian, animal nutritionist, farm equipment dealer, soil/crop specialist, and others to engage with your attendees and share how dairy farm businesses extend far beyond the barn in your community.

Engage with local customers and consumer partners — local grocers, neighborhood restaurants and cafés, and even community foodservice partners — to share the story and, if feasible, offer samples and coupon giveaways.

Don't forget, your local dairy processor could be a potential partner in exploring additional sampling opportunities.

Tap into current trends in food culture on [MilkPEP's website](#) (Milk Processor Education Program) and investigate working with a local chef or culinary expert to show recipe or food demonstrations — think of bringing kids into the mix with some fun, simple snack ideas!

Media Matters — Traditional and Social

Perhaps one of the best ways to extend your message to those who are not able to attend an event in person is working with and through media.

- Invite your local radio station or farm broadcaster to broadcast live from your farm.
- Participate in reader/listener giveaways for coupons, T-shirts and other items that may resonate with the public.
- Invite your local business or community newspaper editor to the farm to engage with the public to demonstrate reader interest and lead to follow-up stories.

Don't forget your online community, too:

- Create Facebook Live videos of your event.
- Share your social media properties on event signs and encourage attendees to follow and comment on the day.
- Conduct "interviews" with workers, volunteers and guests at your event to drive potential future content ideas.
- Create "selfie" stations throughout the farm to encourage guests to take photos and post on their personal social media channels.

Involve Your Guests

- Give your guests a hands-on experience — mixing cow feed ingredients, establishing a “petting zoo” for animals (if feasible) or offering children wagon/hayrides.
- Talk with your guests. Tell them — and if possible, show them — how cows are milked, what happens to milk after it leaves the farm and how it turns into their favorite foods.
- Bring fun to the farm — many events include stations for guests to have face paint designs, create barn balloon animals and other fun, kid-approved ideas.
- Perhaps you can even bring a local band to perform live and entertain your guests.

When available:

Visit the Reintroduction to Dairy [online store](#) to order fun, branded giveaways for your guests, like hats, shirts, stickers and more.



3

**REINTRODUCTION
TO DAIRY:
MESSAGES**



The following section includes messages for the Reintroduction to Dairy campaign, which you can build into conversations with visitors when you are hosting your on-farm event(s). Look to build them into the conversation at tastings when talking about the joy of dairy, or when providing visitors with a hands-on experience at the farm, showing the care that goes into looking after your cows.

What to Say and How to Say It

The dairy community is coming together as one voice so that those outside the industry can understand exactly who we are and what we stand for. We're doing this with the introduction of one simple declaration, helping consumers acknowledge that everything from the milk in their lattes to the cheese on their pizzas to the joyful sounds of the ice cream truck is dairy.

As you open your doors to visitors for on-farm events, think about what stories you want to talk to people about that help them understand where dairy comes from and help to rekindle their love and trust for all things dairy.

Below are some examples of themes you could focus on during your on-farm event. Think about how you can make them relevant to your visitors by providing examples specific to your farm. For example, where does the milk that you produce go? What are the technologies you put in place to provide better animal care?

RESPONSIBLY PRODUCED

Through the use of innovative and safe technology, the dairy industry delivers exceptional animal care, sustainable nutrition and a better, fresher product.

Possible topics for discussion include:

- Animal care practices on the farm.
- Environmental stewardship practices, including recycling and conservation of natural resources.
- Animal care-focused training for farm workers.
- Cow nutrition and feeding, including providing animals nutrients in foods that humans don't eat/digest.

3 MESSAGES

LOCALLY DRIVEN

The dairy industry works hard to ensure that our products are fresh, real and locally sourced. Our practices exemplify the farm-to-table movement and have a positive impact on thousands of local communities.

Possible topics for discussion include:

- Number of farm workers/employees.
- The journey of milk from your farm to milk processor and grocery store.
- Volunteer work of farmer owners and workers, including time given and food donated for community events, county fairs and other activities.
- Outreach to schools and other community/civic organizations, including farm tours and speaking engagements.

NUTRIENT-RICH

Packed with protein and important vitamins and minerals, dairy foods are nutrient-rich powerhouses that help fuel the body and contribute to a well-balanced diet. Fresh, wholesome products aren't hard to find — they're right down the dairy aisle.

Possible topics for discussion include:

- Cow's milk nutritional attributes compared to non-dairy alternatives (visit the [National Dairy Council website](#) for more information and resources).
- Positive health and wellness benefits of consuming three servings of milk, cheese and yogurt a day — there are many scientifically proven health benefits when low-fat and fat-free dairy foods are included as a part of an overall healthy eating style (in the areas of cardiovascular disease, type 2 diabetes, cancer, obesity and bone health in children/adolescents).
- Milk as a fresh, natural wholesome base for other foods and ingredients, including cheese, yogurt and whey, and other milk powders.

REAL ENJOYMENT

Dairy is the milk in your cereal, the cheese on your pizza, the yogurt in your morning smoothie. We are part of all the things you love to eat and we're present at some of the most special moments in your life.

Possible topics for discussion include:

- The joy of dairy — favorite foods and recipes that feature dairy.
- Versatility and variety of dairy foods — from exotic flavored milk options to hundreds of artisanal cheese options.
- Dairy where we don't think about it — specialty coffee and other drinks, sandwiches that include that special slice of cheese, the ice cream on the fresh apple pie or smoothies powered with whey protein after a tough workout.

How to Talk About Challenging Topics

For more information on how to talk about challenging topics, please see the full preparedness plan available [here on the Hub](#).

To join the Dairy Hub, contact Community Manager Kurt Vanderah at Kurt.Vanderah@Dairy.org.

Are you encountering activists and/or online trolls and need help? Please contact your local state and regional organization, with contact information available [here](#). Or, you can contact Scott Wallin at Scott.Wallin@Dairy.org.

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**ON-FARM EVENT
PLANNING:
BEST PRACTICE
MATERIALS**



The following documents provide useful background information and top tips on how to host a successful on-farm event. Please feel free to utilize them as necessary as you prepare for your event.

Planning for a Big Event

If you're holding a major event that will be open to the public, such as a "Breakfast on the Farm" or an open house, it takes more planning and handling more details. Work with others (dietitian, food blogger, grocery store manager, and others) to grow your audience.

Here are a few considerations:

To promote the event:

- Use your personal/farm social media accounts to raise awareness.
- Invite dairy advocates who have an online community.
- Contact local media and invite journalists to attend your event.
- Put an ad in a local paper.
- Share flyers with neighbors.
- Invite local businesses and their customers.
- Contact your local dairy promotion organization.
- Inform local sheriff/authorities well in advance.

Add to your checklist (See pages 19-24 of the On-Farm Event Guide for checklist):

- Create signs directing attendees to your farm.
- Create signs or handouts to thank your sponsors.
- Obtain a food permit from the health department if you plan to serve food.
Be prepared for an inspection.

Create Your Checklist



Checklists help ensure that you and your visitors have a great experience. When creating/updating your checklist, consider the size of the group, their ages and the topics they want to cover while visiting your farm.

One Month Before the Tour

○ Work with the organization leader or teacher to determine logistics.

- Set the date.
- How much time will they have for the tour?
 - ▶ Consider travel time to and from the farm.
 - ▶ Learn when the participants will arrive.
- If your farm is hard to find, discuss meeting the group in town and escorting them to your farm.
- Discuss snacks/food. Some groups will welcome a snack, but be aware of visitors with food allergies. NEVER offer/serve raw milk to visitors.
- If children may see a cow calving or breeding, let the teacher and parents know before the tour.

○ Find out how many people will attend.

- If this is a school tour, have at least one adult chaperone for every 10 children; ask the teacher or organization leader to bring volunteers.
- The chaperones, who by and large are the food buyers in their households, will have a different set of questions. You will want to keep them confident in the dairy foods they buy.
- While you don't need chaperones for adults, you should have someone from the farm walk with the group to answer questions — at least one for every 15 adults.

4 ON-FARM EVENT PLANNING: BEST PRACTICE MATERIALS

CREATING YOUR CHECKLIST

○ What do they want to see and learn? Tie this into writing your own goals.

- If a fourth-grade class is focusing on agriculture in your state, it may be a general tour. But a high school agriculture class may want to focus on how you grow crops and feed them to your animals.
- Establish with the leader that certain areas of your farm need to be off-limits because of insurance liability. For example, you may want to say, “I’d rather not have the group visit the manure lagoon because we haul manure a few days a week and I want to keep the group out of the way of the big tractors.”

With Your Farm Tour Team:

Just like running your farm, hosting farm tours takes a team. While you have a well-oiled machine to operate your dairy each day, hosting farm tours also needs a devoted team. When deciding who to help plan and host the tour, think about involving others outside of your immediate farm team. You also may include:

- Family members
- Employees
- Your veterinarian
- Nutritionists
- Co-op/processor field representatives
- Local dairy checkoff staff
- Local youth organizations — these organizations seek volunteer opportunities for their members and can help with various activities during the farm tour
- 4-H and FFA groups
- Dairy college students
- Girl/Boy Scout troops
- Local businesses you work with (e.g., equipment and feed dealers, bankers)
- Local adult organizations in your community (e.g., Lions, VFW, United Way)

4 ON-FARM EVENT PLANNING: BEST PRACTICE MATERIALS

CREATE YOUR CHECKLIST

○ Draft an outline of how you plan to conduct the farm tour.

- Identify your goals — determine if your timing is the appropriate length and the number of people you need to help.
- Consider if you need tents, sun shades, portable toilets, tables and chairs, podium and microphone, sound system, portable lights, trash barrels, and/or orange construction fencing.
 - ▶ Test the sound system and lights ahead of time.
 - ▶ Have alternative plans for inclement weather.

○ Select your farm tour stations (see section on Farm Tour Stations on page 25).

- Consider stations that show how milk flows on the farm. For example, begin in a field where crops are grown, then move to the feed storage, then the barn, milking parlor and so forth.
- Create signs for each station with a brief description. Your local dairy promotion organization can help.
- Be sure that everyone will be able to hear and see. You may need to separate into smaller groups and include additional tour guides. Or, consider renting a portable microphone or standing on an elevated surface. If the group stays together, have someone from your team bring up the rear to ensure that no one strays from the group and to help answer questions from people in the back of the group.

4 ON-FARM EVENTS PLANNING: BEST PRACTICE MATERIALS

CREATE YOUR CHECKLIST

One Week Before the Tour

- **Connect with the group leader to finalize logistical details, including timing, number of people, where to park, and other considerations.**

With Your Farm Tour Team:

- **Conduct a walk-through of the farm tour.**
 - Pick up miscellaneous items and equipment that visitors could trip over.
 - Remove anything that can be knocked down or rubbed up against, especially sharp objects. Pull out nails or screws that might catch on clothing, and look for sharp shelf corners and unstable objects.
 - Employees who are helping should practice their roles.
 - Make sure chemicals of any kind — cleaners, pesticides and antibiotics — are safely contained.
 - Saws, drills, files, needles, blades, and other similar items should be put away and kept out of sight.
 - This may be the first time your visitors step foot on a dairy farm. Try to see your farm through their eyes. If something doesn't look right, either remove it from sight or fix it. Remove anything that does not look sanitary (e.g., dirty rags, rusty pieces of equipment, trash).
 - ▶ Ask one of your non-farming family members or friends to accompany you on a walk-through to provide their perspective.
- **Hold an employee meeting a few days before the tour.**
 - Review roles.
 - Talk with employees who are not playing a role in the tour.
 - ▶ Notify them of the timing of the tour.
 - ▶ Remind them to be aware of the visitors as they conduct their normal routines.
 - ▶ Remind them to be respectful of animals and equipment.

4 ON-FARM EVENT PLANNING: BEST PRACTICE MATERIALS

CREATE YOUR CHECKLIST

○ Provide for sanitation needs, such as hand-washing stations and restrooms.

- Hand-washing is important, so provide running water, soap and disposable towels for participants to wash their hands immediately after contact with animals.
- If running water is not available, waterless cleaner or antibacterial wipes can be substituted, but it's likely these substances have not been tested for their ability to inactivate pathogens under farm conditions.
- Provide adult supervision, especially for children under the age of 5.
- Identify and signpost restrooms visitors can use.
- Place waste cans throughout the farm tour.
- Consider water stations, especially if you are hosting the tour on a warm day.

Day of the Tour

Conduct a final walk-through to confirm cleanliness and safety — make sure paths are clear, animals are fed/watered and looking healthy.

○ Establish a place where vehicles will park.

- Have a clearly marked entrance and exit for visitors, and have someone direct vehicles.
- Do not let vehicles drive near the animals or in the path of large farm equipment.

○ Your visitors will be curious about your farm; what you see every day is new to them so you'll want to give extra thought to keeping them safe around these areas.

- Keep people — especially children — away from electric fencing. If it is necessary to have your guests near an electric fence, mark wires with a rag tie or tape. People should see where the wires are so they can be avoided. Also, explain why you have electric fencing, what happens when you touch it and that it is not harmful to the animals.
- Haymows and chutes are enticing to children. Unfortunately, it doesn't take much for a child who is unfamiliar with the surroundings to fall down a chute or leap off something too high and hurt themselves. Show the haymow to demonstrate where you store cow feed, but refrain from letting people walk around or play in the area.

4 ON-FARM EVENT PLANNING: BEST PRACTICE MATERIALS

CREATE YOUR CHECKLIST

- Avoid taking your guests through rocky or slippery terrain. If barn floors are slick, take measures to dry them by using barn lime, straw or wood shavings.
- Keep the group away from large equipment.
 - ▶ If you raise crops, consider planning tours around the busy spring planting and fall harvest to ensure large equipment is not in use in areas where the tour will be held.
 - ▶ Do not run machinery, tractors, wagons and other equipment during the tour. Pull keys out of the tractors.
- **Make sure your farm is neat and tidy; remember that first impressions are lasting ones!**
 - Set up a hand-washing station.

Right Before Your Visitors Arrive:

- **Change into clean clothes — perhaps a shirt with the farm's name (no stains).**
 - Have others who are helping you with the tour do the same.
 - Smile and have fun! You are the best person to tell your story!



Selecting Your Farm Tour Stations

Plan a specific route where you will take the participants and include areas you plan to avoid. (They don't have to see every aspect of the farm, such as the manure lagoon.) Use each area as an opportunity to talk about what takes place at that location and work to build in Reintroduction to Dairy messages (on pages 13-15 of this On-Farm Event Guide) at each station. **See the sample farm tour for inspiration.**

Possible stations include: (TIP: Have someone from your farm or your circle of experts at each station to help provide specific messages.)

<p>CALVES — include calf care and how they are the future of your farm.</p>	<p>COW BARN — include cow care, bedding, fans, and misters.</p>
<p>MILK HOUSE/BULK TANK/TANKER TRUCK — include milk testing, refrigeration, safety, and transportation.</p>	<p>MILKING PARLOR/ROBOTIC MILKER — mention how milk never touches human hands; it travels directly from the cows to a refrigerated holding tank.</p>
<p>FEED STATIONS — show what feed is provided to the cows and why; consider letting your guests touch the ingredients.</p>	<p>NATURAL RESOURCES/ENVIRONMENT, ENERGY, RECYCLING — talk about recycling water and nutrients, energy production and steps to protect air quality.</p>
<p>IF WORKING WITH SCHOOLS — consider setting up a physical activity station to tie into the dairy checkoff's Fuel Up to Play 60 program. Have one station pertain to the importance of good nutrition and physical activity. Have the attendees move a feed sack or hay bale or carry a pail in a relay activity. Your local dairy promotion organization may have further ideas and resources to consider.</p>	<p>FARM ECONOMICS — if you have an adult audience, consider a station on farm economics. Use visuals to demonstrate how many dollars are generated in the community from each dairy cow.</p>
<p>TAILOR YOUR MESSAGES to the audience that is visiting the farm, including messages that support Reintroduction to Dairy and share with your farm employees.</p>	<p>HAVE EACH PRESENTER PRACTICE TELLING HIS OR HER STORY. Think of likely questions to not only respond, but to encourage guests to engage. If possible, conduct hands-on activities, such as touching the feed or holding the calf bottle.</p>

Preparing and Practicing Your Messages

What should I say about what I do on my dairy?

Research shows that communicating with the public about today's modern dairy farms helps create a positive image of farmers and the industry, which, in turn, helps protect dairy demand and sales. That's why your dairy checkoff funds research on what consumers think about modern on-farm practices to make sure our entire dairy community is sharing stories that are relevant to and resonate with visitors.

Please refer to the Reintroduction to Dairy messages on pages 13-15 of this On-Farm Event Guide for guidance on the main messages we are using to talk about dairy during this activity. **And remember, personal stories are critical to bringing dairy's story to life!**

Things to remember:

- **Keep it simple:** Don't use industry jargon or acronyms. You work in the dairy industry every day, but some people may not know that Holstein and Jersey refer to different breeds of cows. Explain things in simple terms and offer analogies. For example, only female cows give milk; a milk truck is like a big thermos on wheels; a newly born cow is a calf; the feed room is our cow's kitchen; the milking machine is like a vacuum; compare breeds of cows to breeds of dogs.
- **Audience point of view:** Look at your farm from your guests' point of view. Before your tour, think about how you are going to explain things in consumer-friendly terms. Knowing about the specific audience will help you personalize your messages and let your audience know that you are informed and interested in them.
- **What to say:** No matter what the age or occupation, most tour participants won't be familiar with the farm terms you use on an everyday basis. Keep the following tips in mind when preparing for and giving a farm tour.
 - ▶ Instead of using lots of numbers and statistics, use comparisons they can relate to (e.g., cows drink about a bathtub full of water every day; our cows produce XX gallons {not pounds} of milk per day).
 - ▶ Stick with the basics. You don't have to explain every aspect of dairy farming, just the highlights that consumers need to understand.
 - ▶ Stay positive, even if you are challenged about animal care or production practices. Continually remind tour participants of how you care for your animals and the land. Give them specific examples.

4 ON-FARM EVENT PLANNING: BEST PRACTICE MATERIALS

PREPARE AND PRACTICE YOUR MESSAGES

Talking to audiences of different ages.

- Never venture into subjects such as breeding and artificial insemination with school-age children or adults.
- Young children (ages 3-8) take your words literally. If you say a calf drinks from a bottle, show them a calf bottle or they will picture a baby bottle.
- Older children (ages 9-12) usually have lots of questions about the process of milking. Some of their ideas may be incorrect. Correct these ideas gently. A good technique is to ask them questions and then provide the “correct” answer.
- Teens and adults may ask tough questions about how you care for your animals and natural resources. Use the messages to form your personal story — remember you cannot speak for all of dairy, but you can speak to what you do on your farm.

Speak loudly and clearly.

- Repeat any questions that may be asked so everyone can hear.

Avoid industry jargon, such as TMR, days in milk and silage. Use verbiage friendly to the audience. For example:

- ▶ Cows drink about a bathtub full of water every day.
- ▶ Our cows produce XX gallons (or glasses) of milk each day. Avoid using pounds of milk.
- ▶ Not all aspects of dairy or the farm need to be explained to each tour. For example, most consumer groups do not need to hear about your timed breeding program.
- ▶ Provide farm shirts or hats to station presenters so they are easy to identify, and to help establish pride in your farm.
- ▶ Have each presenter stress your farm’s messages about animal care, environmental stewardship, and milk quality and safety. This will ensure that your visitors leave with a great impression of your farm. Remember, personal examples are important!

Interacting with the Media, Bloggers & Other Influencers

As you plan your on-farm event, you may consider a farm tour. If you do, consider the audience you are hosting and what Reintroduction to Dairy message themes/topics will resonate best with your guests.

Media

Media comes in many forms —from broadcast to print media, to trade publications and consumer outlets, to digital and social websites and bloggers. To learn more about specific Reintroduction to Dairy messages and topic areas to help guide conversations, see pages 13-15 of this On-Farm Event Guide.

In addition, here are a few other considerations when hosting media, bloggers or other influencers at your farm:

- **The media, blogger or other influencer has no obligation to write a story, post or share information from your farm.** More pressing news may mean your story never appears. Use the experience of a farm tour to educate the media and build new relationships and opportunities.
- **Don't make your tour too long.** In most cases, your influencer visit will have other obligations throughout their dairy. When planning, ask how much time he or she has and work to keep the tour length to a minimum if necessary. Keep your information basic and to-the-point. (If your guest is a member of an industry trade outlet or well versed in dairy and agriculture, you may share more detail.) You also may consider focusing on areas of your farm that best tells your story – a tour doesn't need to cover every area of your operation.
- **Prepare ahead of time.** Review the messages on pages 13-15 of this On-Farm Event Guide. Plan the best ways to build them into your tour.
- **The information you give is a matter of interpretation – and everything you say is on the record.** You can't control how people interpret things. Think about what you share and ask yourself if you'd be comfortable seeing this topic, practice, comment, or other information in a news headline or on a blog post. Most journalists are fair and professional. If there is a mistake in an article, broadcast or post, politely ask to have it corrected. Keep in mind that although it may be simple to correct a mistake, it is not easy to change someone's opinion.

How to End Your Tour

It's a good idea to think about how you will close your tour so that attendees are aware that the tour is over. Below are some helpful tips to consider.

- Thank guests for attending and ask if there are any final questions.
- Hand out your farm brochure, fact sheet or other farm resources.
- Contact your local dairy promotion organization ahead of time for potential giveaway items to hand out to guests. Also visit our [online store](#) to order fun, branded giveaways for your guests, like hats, shirts, stickers and more.
- Provide contact information for additional questions.
- Encourage tour participants to 'like' or 'follow' your farm online and refer tour participants to DairyGood.org.
- Ask tour participants to complete an evaluation (either online, mobile or print) — see page 37 of the On-Farm Event Guide for an example evaluation form.

After the Tour

Meet with all station managers and other volunteers to evaluate the day.

Some elements you might like to consider are:

- What did and didn't work?
- Ask for suggestions for the next tour.
- Thank your team for their time.
- Celebrate your successful farm tour!

Send a thank you note to the classroom or group that visited. Add some personal notes about specific questions they asked, or include photos of a calf that was born during their visit or of the entire group and your staff.

Planning for Protestors

Although rare, occasionally a well-publicized, on-farm event may attract protestors who are exercising First Amendment rights. Follow these tips if you expect protestors:

- **Leave it to law enforcement:** Protestors have a right to free speech. Law enforcement officials can help designate a place for protestors to gather on public ground away from the farm's entrance.
- **Protestors are not allowed to protest on your land:** Protestors may decide to enter the event with their signs and chants. They do not have the right to disrupt business on your farm.
- **Alert law enforcement officials:** Do not attempt to engage with protestors. A visual of a police officer stopping them demonstrates they are breaking the law. A visual of a dairy farmer stopping them says "get off my property" and could be positioned to make you look like the bad guy.
- **Ask for help:** Call your state or regional dairy promotion organization to provide additional support and/or assist you.
- **Tell everyone on your farm (including your guests and employees) to leave protestors alone:** Do not engage with the protestors through discussions, shouting, mimicking, or violence. Engaging with them feeds into their goal and makes a great lead-in for the news. Speaking with them or trying to hold a conversation so they "see both sides" will not change their minds. Someone may use a videophone or flip camera to record your voice and give it to the media.
- **If challenged about issues such as animal rights and vegetarianism, don't take the bait. Make non-defensive, positive statements:**
 - "Yes, animals deserve kindness and good care. That's why I/farmers make sure my/their animals have warm barns, balanced diets and regular check-ups from a veterinarian."
 - "It's true, some people choose not to eat animal products. Each person can make up his or her own mind."
 - "We both have a passion for animals. I work every day to make sure my animals receive the best care."

4 ON-FARM EVENT PLANNING: BEST PRACTICE MATERIALS

Sample Farm Tour Plan

Create a map or chart to help organize what will be discussed at each station.

See the following example.

Location/Activity	Messages	Materials Needed
ON SCHOOL BUS ✓ Introduction to tour	✓ Dairy foods like milk, cheese and yogurt are very nutritious and taste great. ✓ Dairy cows must be healthy and well cared for in order to produce wholesome, quality milk. The welfare of our animals is top priority. ✓ Dairy farmers are committed to being good stewards of the environment. ✓ Farmers have always had respect for the land. We protect it not only for our own children and grandchildren, but for our community.	<input type="checkbox"/> Parking Area sign
FEEDING AREA ✓ Explain that this is the cow kitchen where all the feeds are mixed together	✓ A cow must be well cared for and content to be a good milk producer. So raising healthy livestock is simply good business for dairy farmers. ✓ Dairy cows receive daily nutritious diets and medical care when needed. ✓ Farmers are the original recyclers. We are constantly finding ways to reuse water and manure. ✓ Water quality is important to us and our families. We live where we work and we work where we live. The cows also need quality water to produce wholesome milk.	<input type="checkbox"/> Feeding Area sign <input type="checkbox"/> Feed samples
MATERNITY WARD ✓ where cows give birth to calves	✓ Dairy cows receive daily nutritious diets and medical care when needed.	<input type="checkbox"/> Maternity Ward sign
NURSERY ✓ Calves are fed from bottles ✓ NO touching	✓ Dairy calves receive daily nutritious diets and medical care when needed.	<input type="checkbox"/> Nursery sign <input type="checkbox"/> Feeding bottle
HAND WASHING	✓ Dairy cleanliness is very important for our visitors, too.	<input type="checkbox"/> Antibacterial wipes <input type="checkbox"/> Trash bin
PASTURE ✓ Touch soil ✓ Smell grass	✓ Farmers have always had respect for the land. We protect it not only for our own children and grandchildren, but for our community. ✓ Land is one of our most precious assets. Farmers have always been environmentalists. ✓ Farmers are the original recyclers. We are constantly finding ways to reuse water and manure.	<input type="checkbox"/> Hull samples <input type="checkbox"/> Bag of lawn manure fertilizer
HOUSING	✓ A cow must be well cared for and content to be a good milk producer. These barns provide easy access to feed and clean water as well as shade and protection from bad weather. ✓ Cow comfort is important to dairy farmers because a comfortable cow will give more milk. Dairy farmers provide clean dry bedding and access to food and water 24-hours a day.	<input type="checkbox"/> Barn sign
MILKING PARLOR ✓ Demonstrate process ✓ Thumbs into pulsating teat cup ✓ Watch milk move through pipeline	✓ Dairy cows must be healthy and well cared for in order to produce wholesome, quality milk. The welfare of our animals is top priority. ✓ Consumers can be confident that the milk and other dairy foods they buy are safe. Strict safety regulations are required at every step of production. Safety of our products is very important to every farmer.	<input type="checkbox"/> Milking Parlor sign
MILK STORAGE ROOM ✓ Feel tanks ✓ NO sampling of raw milk!	✓ Consumers can be confident that the milk and other dairy foods they buy are safe. Strict safety regulations are required at every step of production. Safety of our products is very important to every farmer.	<input type="checkbox"/> Milk Storage sign <input type="checkbox"/> Empty cartons of milk, flavored milks, yogurt, cheese products
SNACKS ✓ Do an activity ✓ WASH HANDS	✓ Dairy farmers are dedicated to producing wholesome, quality milk and dairy products. ✓ Dairy foods like milk, cheese and yogurt are very nutritious and taste great. Calcium is a nutrient we all need for strong bones and dairy foods are the number one source of calcium in our food supply. ✓ Dairy cows must be healthy and well cared for in order to produce wholesome, quality milk	<input type="checkbox"/> Yogurt, flavored milk bottles & string cheese <input type="checkbox"/> Signs thanking sponsors <input type="checkbox"/> Tables and chairs
EVALUATION ✓ Review day with helpers ✓ Call tour contact and get input ✓ Write down how to improve	✓ Thank the tour contact. Tell them that they can contact you if they have any questions about dairy farming.	<input type="checkbox"/> Tour feedback form

5

**ON-FARM EVENT
PLANNING:
SUPPORTING
MATERIALS**



This information can be used to help provide additional content for visitors to enjoy at the on-farm event and can be used as needed. Should you want to receive more information on how to host an on-farm event and prepare for any questions, training can be found on the [Dairy Hub](#).

Photography/Video Policy

Encourage tour/on-farm event participants to take photos and post on social media to extend your message and dairy's story.

- Look for scenes you would not want to be photographed during the pre-tour walk-through with your team. Either remove the concern or divert the tour from that area.
- Consider a photo-taking or “selfie” station (e.g., with the farmer or calf, near a tractor or other safe equipment).
 - ▶ Remove the keys from the equipment if visitors will be allowed to pose near it.
 - ▶ Wash the animal the morning of the tour.
- Remember that you are not authorized to post faces of people on the tour on social media unless you have their written permission. A sample photo waiver is included on page 39 of this On-Farm Event Guide.




Photo Waiver

Name and address of farm

I, the undersigned, do agree to waive all rights and/or residual payments for the use of my name and/or likeness of me however created, as well as reproductions in any form, with or without alteration or omissions by _____ for advertising, trade and art purposes, in any and all publications, online and other media, without limitations or reservations.

Name _____

Address _____

City _____ State/Zip _____

Signature _____
If under 18 parent or guardian must sign.

Date _____



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Name _____

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City _____ **State/Zip** _____

Signature _____

If under 18 parent or guardian must sign.

Date _____

Creating Your Own Farm Fact Sheet

NOTE: The following are content considerations in creating your dairy farm fact sheet. It can be distributed on farm tours and to neighbors and community members.

Your fact sheet does not have to be fancy. It can be an introductory paragraph followed by bulleted items, including information about your operation. A farm fact sheet ensures the public has accurate information about your dairy farm.

You also can use graphics to make the fact sheet visually appealing. Consider adding your farm logo, photos and applicable graphics.

Contact information: Include name, home phone, office phone, email address, and website address. Optional information: cell phone and home address.

History/family: Tell the story of your dairy farm — who started it, what year it started, how long it has been in the family, and anything unique or unusual about it. Also provide some personal information about your family — such as how many children and/or grandchildren you have, and any history of dairy farming or farming in the family.

Visual description: Paint a picture of your dairy — describe the color of the outbuildings, your house, landscaping or gardens, wooden fences, green pastures, streams, or ponds.

Community involvement: List membership or leadership roles you or your spouse hold in the community, such as positions in AG organizations, school organizations, civic groups, and/or business groups.

Awards: Mention awards you have earned for yourself or your dairy, including milk quality and safety, conservation/stewardship and breed associations.

Hobbies: List a favorite hobby, as well as your spouse's, to help your neighbors and community members get to know you.

Education: List college degrees and higher education courses, as well as any specific training courses you or your employees have completed.

5 SUPPORTING MATERIALS



Farm Name:

Contact information:

History/family:

Visual description:

Community involvement:

Awards:

Hobbies:

Education:

Processor and end product produced:

5 SUPPORTING MATERIALS

CREATING YOUR OWN FARM FACT SHEET

Dairy information: Provide basic details about your operation, such as the breed and how many cows you milk, number of workers/employees, the type of milking parlor you use, how often and at what times you milk each day, where your milk is sold, what label it is sold under, breed associations you belong to, specific animal care measures you employ on the farm, and examples of on-farm technologies you practice.

Other agricultural production: Mention other livestock and crops produced on your farm.

Environmental initiatives: Provide specific details about any environmental initiatives on your farm, such as recycling efforts, conservation measures and energy-efficient technologies.

Other items of interest: List any other information you think would help establish a connection between community members and you and your dairy.



Dairy Farm Scavenger Hunt

✓ Check off the items you saw while touring the farm today!



Cows Eating

Name two ingredients in their feed.

1 _____

2 _____



Cows Being Milked

How many times a day are they milked?



Milk Tank

Name one thing a farmer does to make sure milk is safe before transporting to the processing plant.



Hay

What is one type of plant from which farmers make hay?



Something Being Recycled

What was it?



Calves

Can newborn calves walk the same day they are born?

YES _____ NO _____



People Working On The Farm

Name three different jobs that dairy farm workers perform.

1 _____ 2 _____ 3 _____

PROUDLY WISCONSIN

- Dairy Facts -



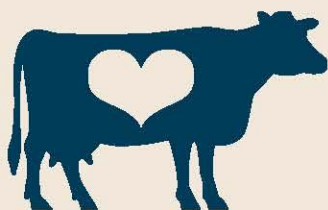
We believe exceptional dairy makes the world a tastier place. Check out these delicious facts to see why Wisconsin dairy is best in class.



23% OF THE TOTAL DAIRY FARMS
in the U.S. are in
WISCONSIN

IN 2017 WISCONSIN PRODUCED
OVER 30 BILLION POUNDS OF MILK

That's 14% of the total U.S. milk production



WISCONSIN AVERAGES 145 COWS PER HERD

well below the U.S. average of 234

96% OF WISCONSIN DAIRY FARMS ARE FAMILY OWNED



THE WISCONSIN DAIRY INDUSTRY GENERATES \$43.4 BILLION

each year for the state's economy

This is more than the combined value of citrus to Florida, potatoes to Idaho, apples to Washington and raisins to California



WISCONSIN DAIRY FARMS HELP FUEL THE STATE'S ECONOMY

at the rate of more than

\$80,000 PER MINUTE

HUNGRY FOR MORE WISCONSIN DAIRY?

Look for the Proudly Wisconsin Cheese logo or the Wisconsin Master Cheesemaker mark on packaging nationwide.

Learn more at WisconsinDairy.org/Facts



PROUDLY WISCONSIN

-Cheese Facts-



Wisconsin Cheese is best in class. What's more, its contributions extend throughout the entire country. Check out these facts to see how.

WISCONSIN WON MORE AWARDS THAN ANY OTHER STATE OR COUNTRY AT THE 2018 WORLD CHAMPIONSHIP CHEESE CONTEST

Bringing the award count to over 5,500 since 1995



47% OF ALL SPECIALTY CHEESE made in the U.S. comes from Wisconsin.

WISCONSIN IS HOME TO 1,200 LICENSED CHEESEMAKERS

who produce

OVER 600 VARIETIES, TYPES AND STYLES OF CHEESE

That's two times the number of any other state

WISCONSIN IS THE ONLY STATE THAT REQUIRES A LICENSE TO MAKE CHEESE

And the only Master Cheesemaker program outside of Europe



90% OF WISCONSIN'S MILK IS MADE INTO CHEESE

90% of that cheese is sold outside of Wisconsin

WISCONSIN PRODUCES ONE OF EVERY FOUR POUNDS OF CHEESE

in the U.S. (3.17 billion lbs per year)



HUNGRY FOR MORE WISCONSIN CHEESE?

Look for the Proudly Wisconsin Cheese logo or the Wisconsin Master Cheesemaker mark on packaging nationwide.

Learn more at WisconsinCheese.com/Facts



Resources

On-Farm Event Questions

If you have any questions or concerns as you are planning your on-farm event, please reach out to Farmer Communications and Programs at Dairy Farmers of Wisconsin, hello@WisconsinDairy.org or call 608.836.8820

Order Farm Tour Materials

If you are planning a farm tour, visit the online "[America's Dairyland](#)" catalog for some great fun and affordable handout items. Active Wisconsin Dairy Producers can also order free additional resources online at [WisconsinDairy.org](#) or by calling Dairy Farmers of Wisconsin 608.836.8820. All requests are subject to WMMB review and availability.

The Dairy Hub: Your Online Home for Resources

The Dairy Hub is a secure place for people across the dairy community to connect, learn and share, as we build more trust and understanding among us. From The Daily Newsroom Feed to the latest research and signing up for social media training, the Hub is the place to be.

To join the Dairy Hub, contact Community Manager Kurt Vanderah at Kurt.Vanderah@Dairy.org.

We're Here to Help

Are you encountering activists and/or online trolls and need help? Please contact Farmer Communications and Programs at Dairy Farmers of Wisconsin, hello@WisconsinDairy.org or call 608.836.8820. Or, you can contact Scott Wallin at Scott.Wallin@Dairy.org.