

## 2021 Champions of Dairy Consumer Key Messages

*Dairy Farmers of Wisconsin, November 2020*

**Dairy is Good for My Body, My Community and My Planet.**



## ***Introduction***

Dairy Farmers of Wisconsin is proud to partner with local dairy promotion volunteers to provide support through grant funding and resources.

Volunteers are invaluable partners in sharing the dairy story in Wisconsin's communities. Volunteers have consistently created and executed dairy promotions designed to meet their communities' unique dairy education and promotion needs. Connecting with consumers in local communities is crucial in building trust in dairy.

*Volunteers* are champions at planning and executing dairy promotions that connect consumers with local dairy and dairy farmers to build your community's trust in dairy and dairy farmers. These events, social media engagements and educational partnerships are invaluable in telling the dairy story.

To best support your local promotion and education work and align in-state consumer messaging, Dairy Farmers of Wisconsin and Dairy Market Inc. (National Dairy Check Off) have tested consumer-facing messaging that consumers are needing to hear, learn and experience to build their trust in dairy, and ultimately build demand for dairy.

Foundational key messaging will bring focus to Champions of Dairy with key messages, resources and grant funding to build a stronger, unified voice for dairy.

The following narrative and messages are foundational to Dairy Farmers of Wisconsin youth and local promotion messaging. These messages will be applied to all future Champions of Dairy funding programs, support resources and marketing activities to ensure a consistent dairy voice across the community, state and national levels. These messages can be a starting point for future promotions around ***Dairy is good for My Body, My Community and My Planet*** based on audience and community.

### ***Why are these messages important to Wisconsin consumers?***

#### **Dairy is Good for my Body**

The United States Department of Agriculture recommends 3 servings of dairy every day. Milk's essential nutrients can be difficult to replace in a healthy eating pattern. Every 8-ounce glass of milk provides you with nine essential nutrients like high-quality protein, calcium, vitamin D and more. These nutrients help our bodies function properly. For example, protein helps rebuild and repair muscle tissue while calcium and vitamin D help support and maintain strong bones and teeth. (MilkPEP, 2020)

The body of science indicates that eating nutritious dairy foods — such as milk, cheese and yogurt — improves bone health, especially in children and adolescents. They are also associated with a reduced risk of cardiovascular disease, Type 2 diabetes and lower blood pressure in adults. (Dairy Market Inc., 2020)

## **Dairy is Good for my Community**

Sustainable food systems are about more than just a carbon footprint. They're about making positive contributions to promoting community vitality, strengthening rural and urban economies, and protecting and preserving our natural resources. All facets must work together to truly embody a sustainable society from farm to table.

Dairy is a vital part of the economy in nearly every Wisconsin county, whether urban or rural. Family-owned farms, dairy processors and dairy-related businesses generate thousands of jobs and millions of dollars of economic activity while contributing to local income and tax revenues.

Wisconsin dairy farmers support local school food service and youth nutrition programs to show the importance of nutrient-rich foods and regular physical activity for all kids, helping to alleviate hunger, foster growth and development, and support learning.

Our Wisconsin dairy farmers and their employees have strong ties to volunteerism and community service in local community schools, civic organizations, and local governments.

## **Dairy is Good for my Planet**

Environmental stewardship has a lot of definitions, all of which are essential for the farm business to truly thrive. One that is particularly near and dear to all dairy farmers is having a commitment to our farmland and the environment. After all, without acting as environmental stewards, how would a dairy farm family preserve their land for future generations?

Our dairy farm families are committed to sustaining and preserving the environment by finding new and better ways to care for and manage land and water resources. Wisconsin's natural resources are a large part of what makes our state and milk great. Our farmers continue to innovate in their sustainable farming practices to keep it that way.

Real dairy is produced by real dairy farmers who care for animals, land and water resources. Dairy farmers are on the job 24 hours a day, 7 days a week, 365 days a year to feed and care for their animals.

## **How to read messaging**

Key messaging is broken into three key areas or "buckets" – Dairy is Good for My Body, Good for My Community and Good for My Planet. Each key message bucket has a foundational background statement, multiple supporting statements and additional messaging resources.

## **Dairy is Good for my Body**

***Key Message: Real Wisconsin Dairy products are a natural source of protein, Calcium and essential nutrients.***

Supporting Statements:

- Three servings of low-fat and fat-free dairy foods like milk, cheese and yogurt are recommended for those 9 years and older as a part of an overall balanced, healthy eating style. (Dairy Management Inc., 2020)
- Dairy foods are a source of high-quality protein because they contain essential amino acids the body cannot make on its own.
- Dairy provides more than half of the calcium and vitamin D and 18% of the protein consumer by Americans, while the U.S. dairy industry's greenhouse gas footprint is only about 2% of the U.S. total. (Dairy Management, Inc., 2020)
- Real milk offers a unique nutrient package that's difficult to match in any other single food or beverage.
- There are options in the dairy case for almost everyone — including those with lactose intolerance and other specific dietary needs. (Dairy Market Inc., 2020)
- Real cow's milk is the only beverage that has five naturally occurring vitamins and minerals, including a whopping 30% of your daily recommended intake in every 8-ounce glass. (MilkPEP, 2020)
- Real dairy foods, including milk, cheese and yogurt have simple lists of ingredients.
  - The list of ingredients on milk...just a few simple words including Vitamin D (to help calcium be absorbed by your bones).

## **References**

Dairy Management, Inc. (2020, October 7). *USDairy*. Retrieved from Undeniably Dairy Health & Wellness: <https://www.usdairy.com/dairy-nutrition/health-wellness>

Dairy Management, Inc. (2020, November 3). *What is the Carbon Footprint of a Gallon of Milk*. Retrieved from US Dairy: <https://www.usdairy.com/news-articles/what-is-the-carbon-footprint-of-a-gallon-of-milk#:~:text=We're%20happy%20we%20can,by%20the%20University%20of%20Arkansas.>

MilkPEP. (2020, October 10). *9 Milk Nutrition Facts You Need to Know*. Retrieved from MilkLife.com: <https://milklife.com/articles/nutrition/9-milk-nutrition-facts-you-need-know>

MilkPEP. (2020, October 7). *It's Time to Learn Your Milk Facts*. Retrieved from Milklife:  
<https://milklife.com/articles/nutrition/it%E2%80%99s-time-learn-your-milk-facts>

United State Department of Agriculture. (2020, October 7). *All about the Dairy Group*. Retrieved from  
Choose My Plate: <https://www.choosemyplate.gov/eathealthy/dairy>

### **Additional Resources**

- Milk Processor Education Program, [milklife.com](http://milklife.com)
- National Dairy Council. [usdairy.org](http://usdairy.org)
- International Dairy Foods Association, [idfa.org](http://idfa.org)

## **Dairy is Good for my Community**

Key Message: ***Wisconsin Dairy contributes to the vitality and economic health of our communities.***

Supporting Statements:

- Dairy farmers are passionate about providing wholesome food to our community.
  - 95% of Wisconsin dairy farms are family-owned
  
- In Spring 2020, farmers, community groups and dairy companies worked to support local food banks to deliver nutritious dairy foods to their neighbors in need, providing over 12 million pounds of dairy – including milk, cheese, butter and other dairy products to local Wisconsin foodbanks and raised over \$800,000 for food banks and food pantries.
  - Milk is one of the most requested items in U.S. food banks.
  
- The dairy community is working hard to ensure every child has access to nutrient-rich foods – including dairy foods – to help them grow, learn and thrive.
  - Wisconsin dairy farmers have supported wellness and nutrition programs in our schools that have reached nearly 3 million students in the past 10 years.
  
- Wisconsin dairy supports jobs in our communities and cities.
  - Dairy, combining both on-farm and dairy processing, contributes \$45.6 billion to industrial revenues (7.1% of the state total, nearly half of agriculture revenues), 157,100 jobs (4.2%), \$9.0 billion to labor income (4.5%) and \$15.1 billion to total income (4.7%). Dairy processing accounts for roughly two-thirds of this contribution. ( University of Wisconsin Extension, 2020)
  - 1 out of every 9 Wisconsinites are employed in agriculture, with dairy being the largest sector.

## **References**

Extension, U. o. (2020, November 3). *Contribution of Agriculture to the Wisconsin Economy*. Retrieved from Center for Community and Economic Development - Division of Extension:  
<https://economicdevelopment.extension.wisc.edu/eda-university-center/contribution-of-agriculture-to-the-wisconsin-economy/>

## **Additional Resources**

Find county ag economic impact data at

<https://economicdevelopment.extension.wisc.edu/eda-university-center/contribution-of-agriculture-to-the-wisconsin-economy/county-agriculture-impacts/>

## **Dairy is Good for my Planet**

***Key Message: Wisconsin dairy products are responsibly and sustainably produced by dairy farmers.***

### *Supporting Statements*

- Given how important dairy is to the American diet, producing dairy has a surprisingly small impact on the environment. In 2008, U.S. dairy was the first agricultural sector to commission a life cycle assessment on fluid milk, which showed that dairy accounts for just 2% of total GHG emissions in the U.S. – and yet we are committed to doing more. (Dairy Management, Inc., 2020)
- The U.S. dairy industry is working to become carbon neutral or better by 2050. These efforts also include reducing water usage and optimizing use of manure and nutrients to improve water quality.
- Wisconsin Dairy Farms use fewer resources due to innovative practices in cow comfort, improved feed and genetics, and modern barn design, the environmental impact of producing a gallon of milk in 2017 shrunk significantly, requiring (Dairy Management, Inc., 2020)
  - 30% less water,
  - 21% less land
  - 19% smaller carbon footprint than it did in 2007
- Data from a nationwide study indicates U.S. dairy is responsible for only 5.1% water use and less than 2% of the U.S. total carbon footprint. It also uses just 3.7% of U.S. farmland. (Innovation Center for U.S. Dairy, 2020)
  - Dairy farmers continuously look for innovative ways to recycle and upcycle resources like crops and water to produce milk in a more sustainable way.
  - Dairy cows play an important role in a sustainable food system. They can eat leftovers that people can't eat, like almond hulls and orange peels, which would otherwise go into landfills.
- Dairy Farmers safeguard our land and water
  - Dairy farmers rely on clean and abundant water supplies to grow crops, feed animals and for themselves and their families to drink.
  - Wisconsin has over 28 dairy farmer led watershed groups that protect over 500,000 acres of land. (DATCP, 2020)

- Wisconsin Dairy Farms lead in bioenergy
  - Wisconsin has more on-farm bio-energy systems than any other state. (US EPA, 2020)
  - Bio-energy systems convert manure into renewable energy, powering more than 7,500 Wisconsin homes 24 hours a day, 7 days a week! (Dairy Farmers of Wisconsin, 2020)
  
- Over 97% of the Wisconsin milk supply comes from farms participating in the National Dairy [Farmers Assuring Responsible Management™](#) (FARM) program (Dairy Farmers of Wisconsin, 2020)
  - The four program silos – animal care, environmental stewardship, antibiotic stewardship and workforce development – help to show consumers that the dairy industry holds itself to the highest standards.
  - Certified experts evaluate farmers at least once every three years, and third-party verification ensures program integrity from authorities outside of the dairy industry.

## References

- Dairy Farmers of Wisconsin. (2020, November 3). *Our Cows*. Retrieved from Dairy Farmers of Wisconsin: <https://www.wisconsinmilk.com/Our-Farms/Our-Cows>
- Dairy Farmers of Wisconsin. (2020, November 3). *Wisconsin Cow Power*. Retrieved from Dairy Farmers of Wisconsin: <https://www.wisconsinmilk.com/Our-Farms/Sustainability>
- DATCP. (2020, November 3). *Producer-Led Watershed Protection Grants*. Retrieved from State of Wisconsin Department of Agriculture, Trade and Consumer Protection: [https://datcp.wisconsin.gov/Pages/Programs\\_Services/ProducerLedProjects.aspx](https://datcp.wisconsin.gov/Pages/Programs_Services/ProducerLedProjects.aspx)
- Innovation Center for U.S. Dairy. (2020, November 3). *U.S. Dairy's Environmental Footprint*. Retrieved from US Dairy: <https://www.usdairy.com/getmedia/c9d3f013-c34c-42b4-9ee0-18885837bdc6/dairysenvironmentalfootprintbrochure%20july.pdf.pdf.aspx>
- US EPA. (2020, November 3). *AgStar Livestock Anaerobic Digester Database*. Retrieved from United States Environmental Protection Agency: <https://www.epa.gov/agstar/livestock-anaerobic-digester-database>

## Additional Resources

- Dairy Management, Inc., [usdairy.com](http://usdairy.com)
- Innovation Center for U.S. Dairy, [usdairy.com/about-us/innovation-center](http://usdairy.com/about-us/innovation-center)