



NATIONAL DAIRY MONTH ROUNDTABLE

Round Table Overview

- ◆ Who's in the House Tonight?

- ◆ Where are we right now?

- ◆ [NDM Checklist](#)

- ◆ What are our sticking points right now?

- ◆ National Dairy Month Resources

<https://wisconsindairy.org/Promote-Dairy/dairy-month-promo>

Ashleigh –2020 Pittsville FFA Alumni Drive Thru Breakfast

- ◆ Offered normal breakfast fare – charged \$2 less than usual (no coffee or ice cream)
 - Drive through style at local business – allowed for ample parking lot space
 - Served 700 people in 3 hours
 - Did pre-orders online (used Google Forms, collected all money day-of; cash and check only)
 - 2 drive thru lines
 - One pre-paid/order ahead
 - One line for day-of
 - Put everything in to-go containers (worked with local grocery to get containers)
 - Used post it notes to mark containers (regular pancakes vs. potato pancakes)
 - Worker Protocols
 - Took temps for all volunteers
 - Only 18 yrs or older were allowed to volunteer (the FFA Alumni is tied to the school)
 - Logged all volunteer temps
 - 4-H created trivia cards that were added to to-go bags
 - 2021 would like to go to a farm but Dependant on volunteers – waiting for school guidance on student volunteers from school.
 - Fundraiser Idea – Basket auction on Betterworld.org (online auction site; 31auctions is another option)

Volunteers

- ◆ Shawano County 4-H clubs likely not to volunteer
- ◆ Wisconsin state 4-H Guidelines this year- 8-11: <https://4h.extension.wisc.edu/4-h-faqs-related-to-covid-19/>

Drive Thru

- ◆ Traffic Jams – how can you avoid?
 - Dependent on location
 - Farm vs Business
 - Evaluate parking lot or drive area
 - Talk to local law enforcement especially if it is on farm☺
 - Make traffic jams a learning opportunity for customers
 - Trivia Yard signs (coming from DFW☺)
 - Mobile website (DFW is creating a site with trivia and farm/dairy videos)
 - Know your community to point people to where they can eat (parks, etc.)
 - Create a parking spot/location to park and people ate in their cars
 - [Sign Up Genius](#) (online sign up form)
 - Allocated time slots
 - Pre-sold tickets (sale happened pre Covid)
 - Pricing
 - Winnebago was a free event; sponsorships and dairy promo funds were used to cover expenses
 - Pittsville lowered price \$2 (no ice cream or apple sauce), sold by container/breakfast
 - Pizza Drive Thru sold by the pizza, not the car load

Katie Baroun – Manitowoc County Pizza Appreciation

- ◆ Pizza, Ice Cream, Milk
 - Farm/Ag Business appreciation event
 - Businesses sometimes buy tickets for their farmers
 - Partner with a local pizza restaurant, Luigis in Manitowoc
 - 500-600 people

Dan Hinz – Winnebago County Drive Thru Grilled Cheese

- ◆ Started with Beef Promotion for May and a drive thru steak fry
- ◆ Drive Thru Grilled Cheese
 - Used Google Doc to sign up
 - 500 sandwich cap
 - All spots filled in 1 day!
 - Event held at farm,
 - drove through farm got their grilled cheese
 - Grilled cheese, chocolate milk, potato chips custard coupon for local custard shop
 - 12 volunteers total (Reps/Assemblyman helped too!)
 - Held twice,
 - 2nd event was 525 people
 - 2 Different farms
 - Drove through freestall
 - Planning same set up for 2021
 - Time frame was 10 AM – 1 PM
 - Like format – less volunteers, less planning
 - Route around the farm was ½ mile to ¾ mile
 - Had equipment on the route
 - Trivia signs
 - Had a volunteer to answer questions at the end of the free stall barn
 - Had traffic director and strawbales to mark path

Ensuring You Meet Covid Guidelines

- Reach out to your county public health officials. Find your local health [department here](#)
 - What is the current COVID situation in your area?
 - What protocols are currently in place for gatherings, serving food and for sanitization?
 - How would each of your promotion ideas be impacted by these protocols?

- ◆ Marathon County is not giving a ton of guidance

- ◆ Shawano County
 - **Wisconsin Economic Development Corporation Reopening Guide**
 - Review this [Outdoor Gatherings Guidelines](#) and [General Guidelines](#) from the [Wisconsin Economic Development Corporation](#).
 - [National Farm Medicine Center](#)

- ◆ Liability Waivers for volunteers
 - Liability statement/sign off for participants – check with insurance and/or UW Extension for samples
 - [Wisconsin Limited Liability Law Signage Information](#)
 - Post sign at entrance(s) of event to meet legal requirements of the law
 - For more information, reach out to [Wisconsin Agricultural Tourism Association \(WATA\)](#)

Educational Resources – What can DFW provide to help you reach your goals?

- ◆ Dairy focused ready-to-go social media
 - More in June (specifically)
- ◆ Guide/Talk Points on how to talk to consumers/customers about the farm
 - FAQ, Farm Event Guide
- ◆ Education Items for goodie bags
 - Parent item
 - Child/youth items
 - Bags
 - Goodie Bag and/or Food Bags
 - Mobile sites/apps
- ◆ Local FM/radio station recorded farm tour/farm facts/ provide a script outline for a farm tour
- ◆ Canvas bags with logo to pack meals, ed materials/good bag (10x18) (2 Styrofoam containers in each bag)

Add't Educational Resource/ Support Ideas

- ◆ Downloadable ½ page coloring pages for easy, printable and customizable
- ◆ Paper plate cow craft activity, cut out/pop out message driven activities
- ◆ Reusable grocery bags/totes for carry out (fit Styrofoam containers)
- ◆ Reusable Tupperware for carryout – is there a possibility of a bulk order opportunity?