

National Dairy Month Campaign



SUPPORT WISCONSIN DAIRY FARMERS

BUY WISCONSIN CHEESE AND DAIRY

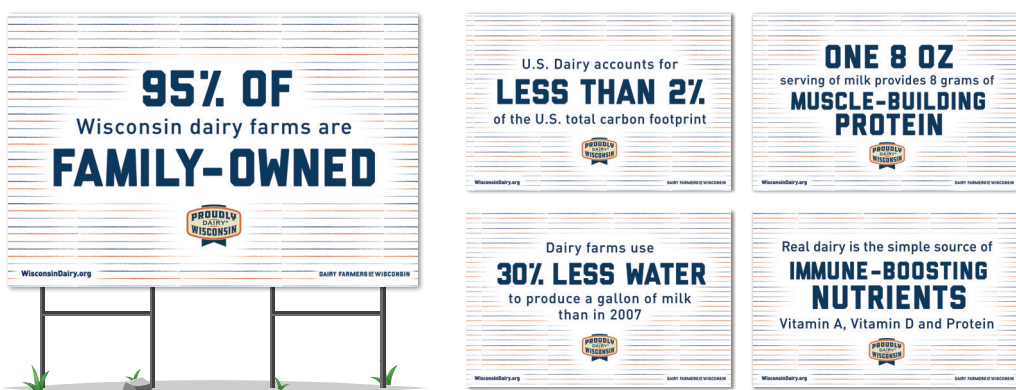
Kit Materials Include:

- 1 Banner
- 300 Buttons
- 1 Set of 5 Yard Signs w/ Stands
- 300 Stickers
- 50 Small Clings
- 300 Plastic Bags
- 50 Large Clings
- 300 National Dairy Month Recipe Booklets
- 20 Balloons

Request your kit by April 16 at wisconsinmilk.org/Promote-Dairy/dairy-month-promo



Banner (6' x 3')



Dairy Fact Yard Signs (3' x 2')



Large Clings (8" x 9.25")



Small Clings (4" x 1.5")



Recipe Booklets



Stickers (3" x 3")



Buttons (1.5" x 1.5")



Plastic Bags (13.5" x 15")

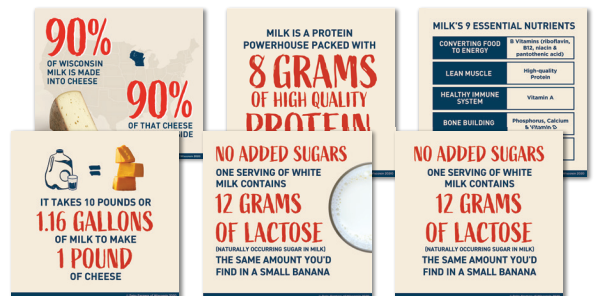
Digital Assets



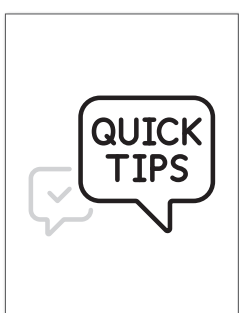
Hero Social Asset



Dairy Trivia Social Assets



Dairy Infographics Social Assets



Tips Sheet



Radio Scripts



Milk Carton Craft Activities

Why this is important:

With National Dairy Month fast approaching, help focus your community promotions on building consumer trust in dairy farmers and their commitment to the health of Wisconsin's communities and land. Today's consumers are concerned with animal care and water quality – National Dairy Month is an optimal time to share dairy's story of sustainability.

What Dairy Farmers of Wisconsin will do for you:

DFW has created a robust kit of assets that will build consumer confidence in dairy that will work for virtual and socially distanced National Dairy Month promotions. Physical and digital assets have been developed to support the promotions that will fit the needs of your community.