



BEST PRACTICES

County Dairy Promotion Groups

Goals



See examples of best practices when documenting your promotions



Know when and how to use the DFW logo



Understand what to share with DFW in your funding reports



Gather ideas from other county promotion groups

A reminder...

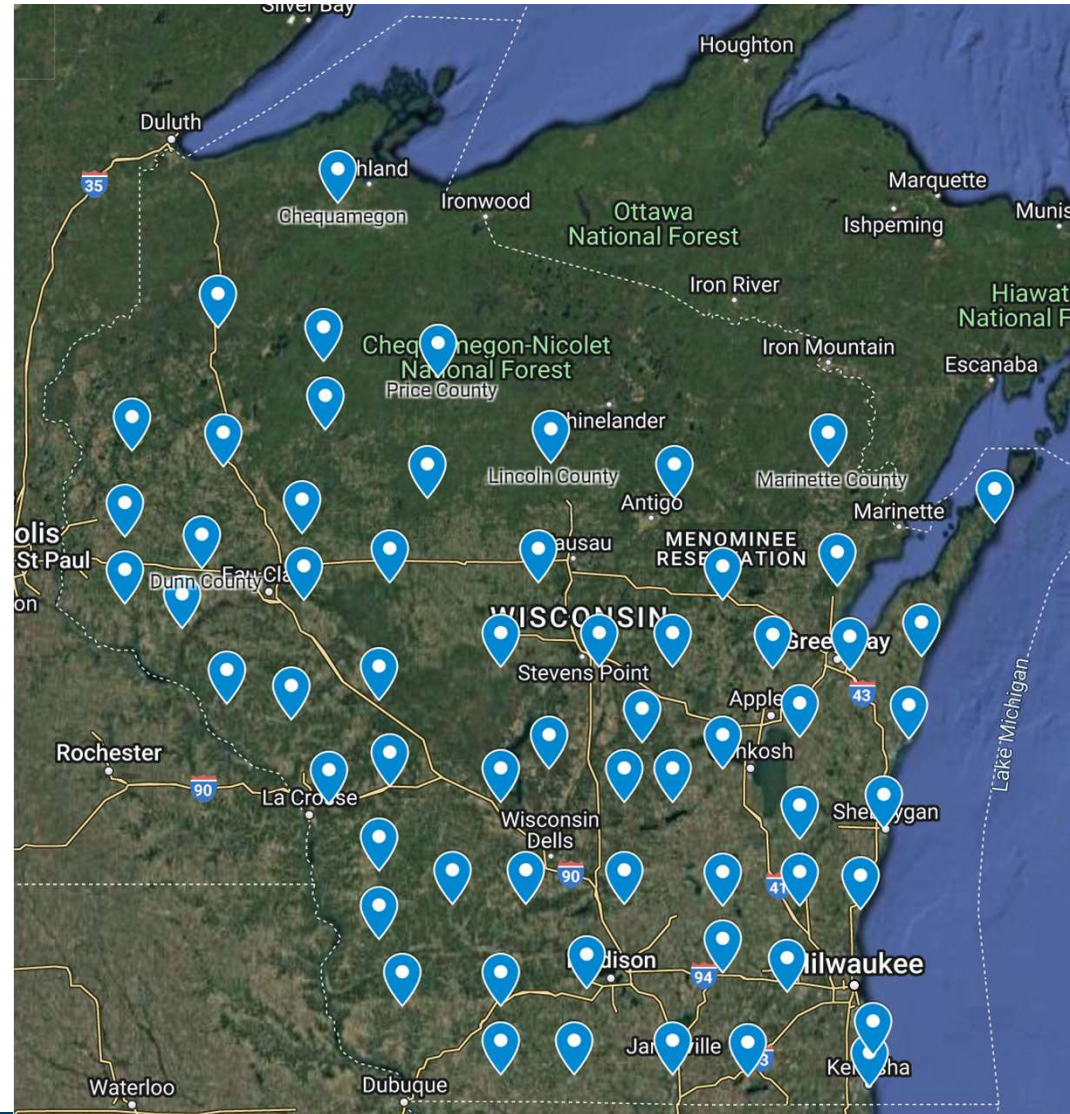
DFW Funds cannot be used to:

- Influence state or federal legislation or rulemaking- ATCP 140.47(e) & Chapter 96.16
- Directly impact milk pricing or supply- Chapter 96.18
- Make or deliver products- ATCP 140.47 (5)
- Make any gift or gratuitous payment for which the recipient gives no bona fide consideration. – ATCP 140.47 (6)

If your CDPG is sponsoring an event and/or product with dairy promotion funding dollars, a promotion and/or education must be tied to it.

Quick Overview

- ◆ 63 County/Area Promotion Groups
- ◆ Northmost Group: Chequamegon
- ◆ Southmost Group: Kenosha



Best Practices

Dane County Dairy
June 6 · 🌐

Weekend plans: eating a hearty breakfast, learning more about the dairy industry and having a GRATE time!

Without the support of our sponsors, our weekend would be a little slow and our stomachs would be a little empty. Thank you, 2024 Breakfast on the Farm Sponsors!

Do your weekend plans include the Dane County Breakfast on the Farm?



Thank You Sponsors!

Gold Sponsors

Acepsis LLC | Advertisers Press Inc
Ag Site Crop Consulting, LLC | AmeriVet
Veterinary Partners-Lodi Livestock Division
Alliant Energy | BelGioioso Cheese-Green Bay
Carl F. Statz | CentralStar Cooperative
Chocolate Shoppe Ice Cream | Compeer
Financial | Crave Brothers Farmstead Cheese
LLC | Dairy Farmers of America | Double D

Gold Sponsors

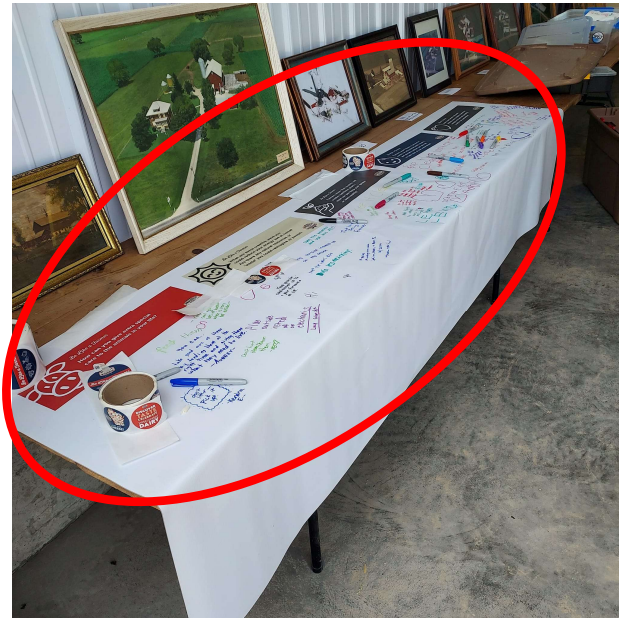
H Gabbei Meats | Insight FS | John Sayles
Kalschur Implement | Kwik Trip | Lake Ridge
Bank | Madison Metropolitan Sewage District
Mid-State Equipment | North Central Utility Of
Wisconsin LLC | Pellitteri Waste Systems
ProAGtive Dairy Nutrition | Sassy Cow
Creamery | Seedlink LLC | Sloan Implement
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Supply, LLC | FarmFirst Dairy Cooperative
Fields | Helt Builders LLC | Hinchley's Dairy Farm
Tours | Johnson Sales Inc | Klondike Cheese
Company | Meffert Oil Company



Buffalo County Dairy Promotion Committee
June 24 · 🌐

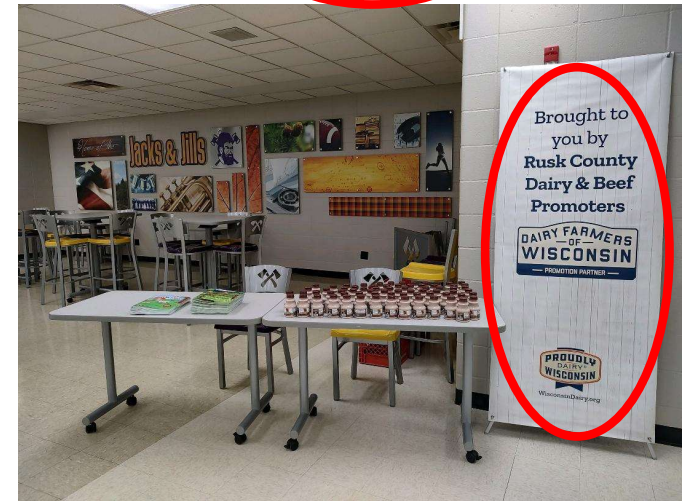
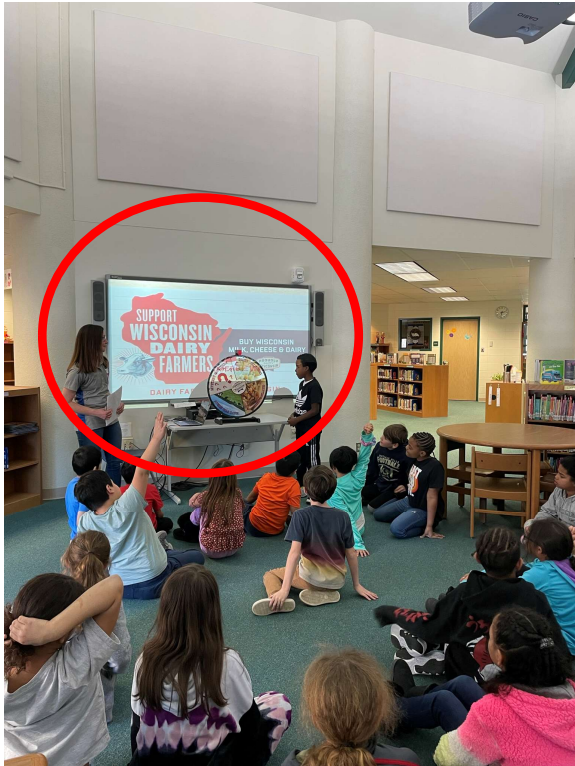
We have so many pictures from Sunday to share but here are a few! We hope they make you smile!



👍 25

🔗 2 shares

Best Practices



Things to Avoid

Old JDM Logos

Celebrate JUNE DAIRY MONTH

HOORAY WISCONSIN DAIRY

Dairy Breakfast

Adults \$7.00 • Children 5 - 12 \$5.00
Under 5 FREE!

Serving from 6:30 AM to 10:30 AM

**Pancakes • Maple Syrup • Honeybutter • Sausage
Ice Cream & Strawberries • Cheese • Milk • Juice • Coffee**

Face Painting • Door Prizes
Barrel Train Ride • Kid Prizes
Antique Tractors • FFA Alumni
Kiddie Barn • Silent Auction

NOW HANDICAP ACCESSIBLE
Access Assistance Available

Music by Tommy Ray

Free Ice Cream Cones

DAIRY FARMERS OF WISCONSIN
— PROMOTION PARTNER —

Jun 11, 2023

And that's a wrap on the 35th County Dairy Breakfast! We served 1,893 people yesterday morning enjoying the beautiful weather with lots of activities going on. An extra special thank you to the breakfast hosts. Happy June Dairy Month!

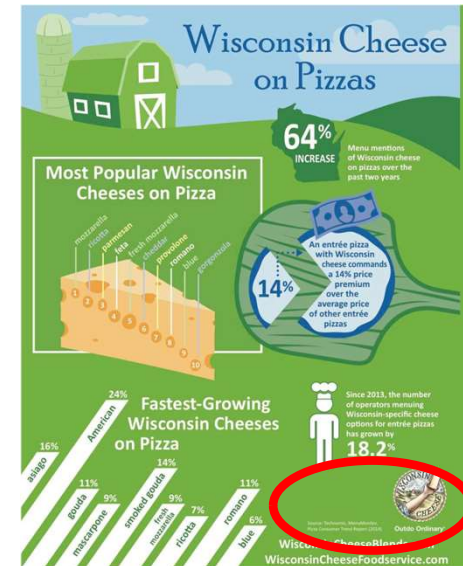
Photo credits for some of these photos goes out to [WRDN 1430AM STEREO-107.3FM](#).



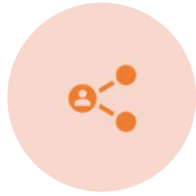
Photos with no DFW Logo



Old Wisconsin Cheese Logo/Outdated Information



Sharing your promotional efforts



SHARE THE REACH OF IN-PERSON AND SOCIAL EFFORTS



SHARE YOUR PARTNERS TO HELP SHOW THE TRUST YOUR COMMUNITY HAS IN YOUR PROMOTIONS



SHARE TARGET AUDIENCES TO SHOW WHO YOU ARE REACHING



SHARE THE PARTNERSHIP WITH DFW TO SHOW FUNDS ARE USED IN ACCORDANCE WITH CHECKOFF RULES



SHARE CONSISTENT MESSAGING WITH THE TARGET AUDIENCES



SHARE ITEMS FROM THE CDPG FACEBOOK PAGE & COW NEWSLETTER TO WIDEN OUR PROMOTIONAL EFFORTS

DFW Logo Use

- ◆ As a CDPG you have access to the DFW logos
- ◆ Logos must follow a Style Guide when in use



PRIMARY WORDMARK MISUSES

Our primary wordmark is proprietary. It has been thoughtfully created.

Do not change or distort the logo in any way. Never recreate elements and always use approved artwork. Improper usage, changing color or proportions will diminish the brand recognition and credibility.

Consistency is key.



PRIMARY LOGO MISUSES

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Consistency is key

Points to Remember- Funding Report

- ◆ We (CDPG & DFW) are accountable to our dairy farmers, and we want to use their money for promotion in the best possible way.
- ◆ Pictures from previous years will not be accepted.
- ◆ Funding reports will be released end of November and will be **due Jan 31, 2025**
- ◆ Funding report is to show DFW how you spent your funds this year.
 - Reference Slides 5 to 7, Best Practices & Things to Avoid when submitting pictures for your funding report.
- ◆ If your funding is not fully used, the remaining balance will be removed from next year's funding.
 - For example: Group received \$4750 for 2024, and only spent \$2948.27. The group will only be receiving \$2948.27 in 2025 because they have \$1801.73 left from the previous funding.

Points to Remember- Funding Application

- ◆ Funding applications will be open at the beginning of February 2025.
- ◆ **Groups must have 4 non-related officers to protect** (you) the local groups as it eliminates the appearance of collusion, provides separation of duties to mitigate the opportunity for fraud, and affords checks and balances to lessen the chance of mistakes.
 - This also helps reduce the possibility of favoritism, conflicts of interest, and discrimination occurring

Stay Connected

- Join the COW Facebook Page: facebook.com/groups/championsofwisconsinidairy
- Make sure you subscribe to the COW Newsletter: [Click Here to Sign Up](#)
- If you have any questions or need assistance, please reach out directly to Erika Schade at eschade@wisconsinidairy.org
608.400.9865

