

Dairy Farmers of America

with *Your Dairy Checkoff*



FROM CALF BLANKETS TO CUDDLE CORNERS
Innovative Winter Practices on Dairy Farms

Godfrey Dairy in Georgia, GW Bell & Sons in North Carolina, Bishop Jersey's in Kentucky and Middleton Farms in Mississippi were four of five farms The Dairy Alliance spotlighted in January 2024 as part of the **Animal Care Farmer Spotlight series**. This series shed light on the many ways dairy farmers keep their animals comfortable during the winter months including bringing out the calf blankets, providing extra bedding for calves and cows, and increasing the amount of feed so animals have additional energy for warmth. Godfrey Dairy Farm shared "For those really cold spurts we tend to have, we go the extra mile and have a PolyDome Calf Warmer which our calves can walk into and cuddle up to stay toasty!"

January spotlights received over **17,400 impressions**

COW-TASTIC CONNECTIONS
Southern Farms and Schools Unite!

Katelin Benkoski in Georgia, Courtney Henderson in Virginia and Chris Huffman in Kentucky are #DFAProud to serve as the host farm for the **Adopt a Cow program** in their respective states. For the 2023-2024 school year, **11,567 classrooms with over 638,000 students** across the Southeast registered for the program and are receiving regular updates on their "adopted calf" including birth announcements, farm videos, lesson plans, and a live virtual chat with the farm at the end of the program.



Georgia
1,691
CLASSROOMS

Virginia
1,267
CLASSROOMS

Kentucky
1,097
CLASSROOMS

MEET A FARMER AT FALL EVENTS
Georgia National Fair + Sunbelt

State fairs and Ag Expo's during the Fall season are a great opportunity for consumers to learn more about agriculture and speak directly to local farmers. In October 2023, The Dairy Alliance exhibited at



Georgia National Fair which receives over **500,000 visitors** from across the state. Our booth included educational materials, interactive displays, 15,000 half pints of local milk, and the opportunity to meet a dairy farmer. DFA members Schaapman Holsteins and Barrington Dairies supported the dairy exhibits by handing out milk and answering questions about



dairy farming to fairgoers and providing cows for the Mobile Dairy Classroom and Baby Barn. Continuing the roadshow to **Sunbelt Ag Expo** in Moultrie Georgia, Schaapman Holsteins graciously lent their cows for the milking competition among local 4-H and FFA students.



BEYOND THE BARN Unveiling New Perspectives

The Dairy Alliance *See Dairy Differently* series launched in November 2023 and will run through April 2024. This series surprises consumers and thought leaders with a new way of seeing dairy and dairy farming that disrupts and challenges their current perceptions. This series includes videos and graphics that showcase different aspects of a dairy farm- the cows, the fields, the farmer, the farm, glass of milk, and how all these portions of the farm are evolving to mitigate climate change. DFA members Sweetwater Valley Farms in Tennessee, Adam Graft in Georgia, Pete Gelber in Georgia, and Sam Craun in Tennessee are all featured throughout the series.

From November 2023-January 2024, this series has received over 1.5M impressions.

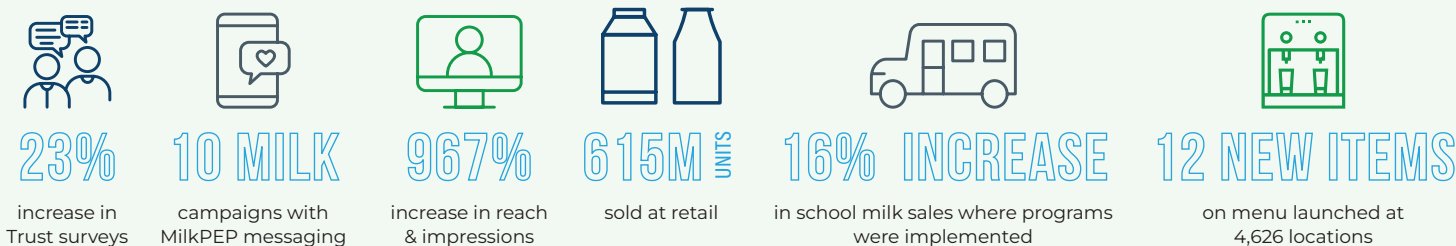
MILK, COWS, AND CONSERVATION A Journey into Sustainable Dairy Practices

In 2023, The Dairy Alliance embarked as a vocal advocate in the importance of **sustainability in the dairy industry through a video series**. In each video, farm owners across the Southeast, including DFA members Pete Gelber from Georgia, and Sam Craun from Tennessee, shared their unique stories about how they are utilizing technology, local resources and implementing best management practices to preserve natural resources in their communities. A press release announcing the video series reached over **4 million people** and directed them to The Dairy Alliance Facebook page to watch the full stories. From April to August, the series received over **555,000 impressions** with more than **2,800 post engagements**. The final video in the series was amplified by DMI in the Fall of 2023 targeting thought leaders and received over 1 million views through paid advertising and holds a spot on the USDEC Farmers in Action website.

Representing DFA on Checkoff Boards

- **Dan Holsinger**
Virginia ADA Vice President
- **Tammy Craun**
Virginia ADA Secretary and The Dairy Alliance Director
- **Cecelia Moyer**
Virginia ADA Treasurer and The Dairy Alliance Director
- **Jennifer Leech**
The Dairy Alliance Director, At-Large Seat
- **Cameron Eaker**
North Carolina ADA President and The Dairy Alliance Director
- **Richie Traylor**
Alabama ADA President and The Dairy Alliance Director
- **Ben Brown**
Alabama ADA Secretary
- **Judd Chambers**
Georgia ADA Secretary
- **Brendon Eberly (GA)**
The Dairy Alliance Director
- **Ted Trotter (GA)**
The Dairy Alliance Director
- **Pete Gelber**
Georgia ACCM representative on The Dairy Alliance Director
- **Samantha Craun**
Tennessee ADA Secretary and The Dairy Alliance Director
- **Steve Lee**
Tennessee ADA Vice President and The Dairy Alliance Director
- **Joe Bratcher**
Kentucky ADA Treasurer and The Dairy Alliance Director
- **Chris Huffman**
Kentucky ADA President and The Dairy Alliance Director
- **Kelly Obert**
Kentucky ADA Secretary and The Dairy Alliance Director
- **Hope Reynolds**
Kentucky ADA Vice President

— 2023 BY THE NUMBERS —



\$200,000
awarded from GA + TN

25% INCREASE
Increase participation in College & Universities

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