

### **National Dairy Month**

**Industry Relations Guide** 



Own, live and share the dairy story

### Let's Celebrate National Dairy Month

This June, pay tribute to dairy farmers across the Southeast by participating in one of the many local, county, parish or state events planned for your area!

### In the Beginning

June Dairy Month started out as a way to distribute extra milk during the warm months of summer.

The commemoration was established in 1937 by grocer organizations sponsoring "National Milk Month." By 1939, June became the official "dairy month."

### Get More With Yearly Theme

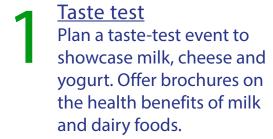
Each theme encourages families to make milk their first beverage choice based on its value, nutritional qualities and wholesomeness.



Whether it's in a cappuccino, cereal, or smoothies, adding one more serving of milk to your family's day can help ensure they get the nutrients they need to build strong bones and teeth.

At the same time, they benefit from decades of tradition and hard work by dairy farm families who pride themselves on producing wholesome dairy foods that help their children grow strong."

This National Dairy Month, get your family and friends involved by planning fun dairy themed events!

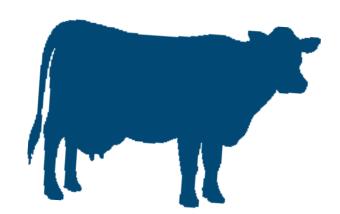




Chill out
Have a "chill out" night.
Encourage local restaurants
to offer special ice cream
sundaes and milk shakes
one night. Ask them if they'll
offer a special sale or a group
discount.

Throw a parfait party
Gather up delicious
ingredients such as fresh
fruit, granola and yogurt,
then invite friends to a party
where they can create their
own custom yogurt parfaits.

3 Spread the word
Use social media sites to
let others know about the
benefits of dairy foods.



Milk party
Host a milk "tea" party for
young children at a local
coffee shop or restaurant.
Instead of using tea, fill their
cups with milk. You can
also offer ice cream, fruit or
cookies with their milk.



# 15 SECOND Public Service Announcements

Looking for new ways to promote dairy in your area? Encourage a local dairy farmer to share these 15 second public service announcements with a local radio station.

#1

This June, help us celebrate National Dairy Month to honor dairy farm families and the wholesome, nutritious milk they produce. Look for family events and activities scheduled in your area. For more information about how you can celebrate, visit thedairyalliance.com



This June, celebrate National Dairy Month by pouring one more glass of wholesome, nutritious milk in honor of Southeast dairy farm families. Dairy farmers work 365 days a year to provide you with nature's most perfect beverage. Learn more at thedairyalliance.com



This June is the [##] annual celebration of Naitonal Dairy Month! Honor Southeast dairy farm families for the wholesome, nutritious milk they provide for you and your family by celebrating at fun events and activities planned for your area. For more information, visit thedairyalliance.com



Own, live and share the dairy story- our cows, our milk, our land. I'm (NAME). As a dairy farmer, I live those words each day by the way I care for my land, my animals and ultimately the wholesome food I produce - milk. I hope you're getting your three-every-day of milk, cheese or yogurt! Learn more at thedairyallinace.com







# 30 SECOND Public Service Announcements

Use these 30 second public service announcements to promote dairy in your area at a local radio station.

#1

This June we are celebrating [##] years of National Dairy Month and the farm families of the Southeast who provide you and your family with nature's perfect beverage. When you sit down to dinner and pour one more glass of milk, why not say thanks to the hardworking dairy farmers who are dedicated to dairy and to your good health. Visit thedairyalliance.com for delicious recipes, nutrition tips, information about dairy farming in your state and much more.



#2

Hello, I'm [NAME] and I'm a [##] generation dairy farmer calling you from my milking parlor in [STATE]. With 8 grams of protein per 8 ounce serving, milk is a nutritional powerhouse and an important part of a well-balanced lifestyle. Milk is also packed full of essential vitamins and minerals such as calcium, vitamin D and vitamin A. To learn more, visit thedairyalliance.com



#3

Hello I'm [NAME] a [##] generation dairy farmer from [STATE]. This month, join my family and dairy farmers across the [STATE] as we celebrate the [##] annual National Dairy Month. As a dairy farmer, I know the hard work and dedication it takes to produce high-quality milk. I'm passionate about my cows and make sure they receive topnotch care. From fresh feed and water, to clean, comfortable housing and medical treatment, we give our cows what they need to be healthy and happy. To learn more about [STATE] dairy farmers, visit thedairyalliance.com



### National Dairy Month: Make it Official!

Work with the offices of the Governor, county or parish commissioners or mayors to officially proclaim June as the annual celebration of National Dairy Month.

A sample proclamation follows.

### Points to include:

- Contributions of the dairy farmers and their families to the community
- Significance of the dairy industry to the economy of the state, county, parish or city
- Quality and taste of milk and dairy foods

- Request for all citizens to observe Naitonal Dairy Month with appropriate programs and activities
- Health benefits of milk and dairy foods

### Steps to take:

- Arrange ceremonies with the Governor, parish or county commissioners proclaiming that June is dairy month
- Contact newspapers to cover the event. They might like to include a photo and a copy of the proclamation
- Ask family and friends to share the news on social media websites

- Select persons to represent dairy farmers, dairy processors and supermarket distributors and invite them to attend the ceremonies
- Don't forget to be prepared to answer lots of questions about dairy farming - including the tough ones



### National Dairy Month Proclamation:

WHEREAS dairy farmers have contributed to the develop	oment and well-being of
since the earliest formation o	of
state, county or parish, city	state, county or parish, city
WHEREAS, the dairy industry is a major industry in	and
S	state, county or parish, city
a significant contribution to the economy of our	and
•	state, county or parish, city
WHEREAS, milk and dairy foods provide health benefits a	and valuable nutrients; and
WHEREAS, real milk and dairy foods are superiors to thei values and taste; and	r imitations in quality,
WHEREAS, the celebration of National Dairy current anniversary of annual celebratio	
industry, will occur during June	
current year	
Now, therefore, be it resolved by	of,
name, officia	I title state, county or parish, city
that June is designated to the celebration o	of National Dairy Month, and I call upor
current year	
all the government agencies and the people of	in order
state	e, county or parish, city
to observe the month with appropriate programs and a	ctivities.





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thedairyalliance.com