



National Dairy Month

Industry Relations Guide



**THE DAIRY
ALLIANCE**

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!



1

Taste test

Plan a taste-test event to showcase milk, cheese and yogurt. Offer brochures on the health benefits of milk and dairy foods.

2

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.

3

Spread the word

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



4

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.

5

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.



**THE DAIRY
ALLIANCE**

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



#2

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

#3

This June is the [##] annual celebration of National 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



#4

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 thedairyalliance.com



**THE DAIRY
ALLIANCE**

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 top-notch 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



**THE DAIRY
ALLIANCE**

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 National 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



**THE DAIRY
ALLIANCE**

National Dairy Month Proclamation:

WHEREAS dairy farmers have contributed to the development and well-being of _____ since the earliest formation of _____.
state, county or parish, city state, county or parish, city

WHEREAS, the dairy industry is a major industry in _____ and
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 and valuable nutrients; and

WHEREAS, real milk and dairy foods are superiors to their imitations in quality,
values and taste; and

WHEREAS, the _____ celebration of National Dairy Month, highlighting the dairy
current anniversary of annual celebration

industry, will occur during June _____.
current year

Now, therefore, be it resolved by _____ of _____,
name, official title state, county or parish, city

that June _____ is designated to the celebration of National Dairy Month, and I call upon
current year

all the government agencies and the people of _____ in order
state, county or parish, city

to observe the month with appropriate programs and activities.



**THE DAIRY
ALLIANCE**



Own, live and share the dairy story

thedairyalliance.com