

Fair and Event Dairy Display Toolkit

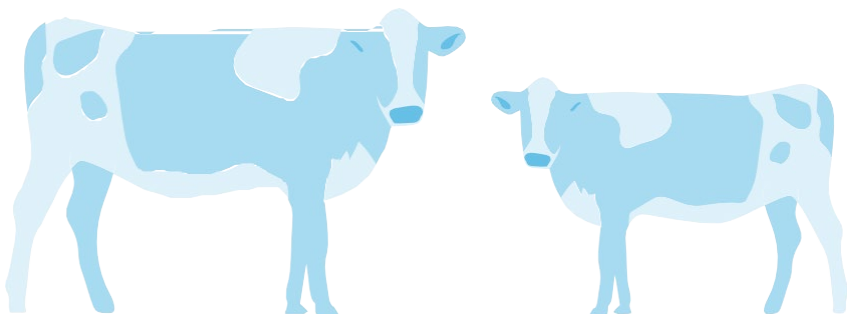
In this kit you will find educational and interactive dairy-focused activities. Feel free to modify to fit your specific display and the event you're hosting.

Resource Links:

- Dairy Material Ordering Form:
 - The Dairy Alliance offers **free** resources for educators, health care professionals, partners and the dairy community in the Southeast. This includes educational handouts, fun activities and promotional giveaways.
 - Click [here](#) to order materials.
 - You can also call your Ag Affairs manager to place your order.
- Ready to Download Dairy Handouts
 - Throughout this toolkit you'll find various print ready creative resources that you can utilize as part of your interactive displays.

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Hands-On Opportunities

Think your Drink: How much sugar is really in your drinks?

- Overview: Show consumers how much sugar is in popular beverages.
- Materials
 - Sugar
 - Different Drinks
 - Recommend: milk, chocolate milk, juice, soda, sports drink, etc.
 - Chose as many as you want!
 - Clear cups for each drink
 - Scoop or measuring cups - recommend teaspoon size scoop
 - The Dairy Alliance Resources
- Setup & Activity
 - Set your drinks of choice on the table and place an empty cup in front of them.
 - Prepare cups or jars with the correct amount of sugar for each drink displayed.
 - To the side, have a bowl of sugar and scoops.
 - Ask consumers how much sugar they think is in each type of drink and have them pour the corresponding amount in each cup.
 - Once they are done, show them the real amounts in each product:

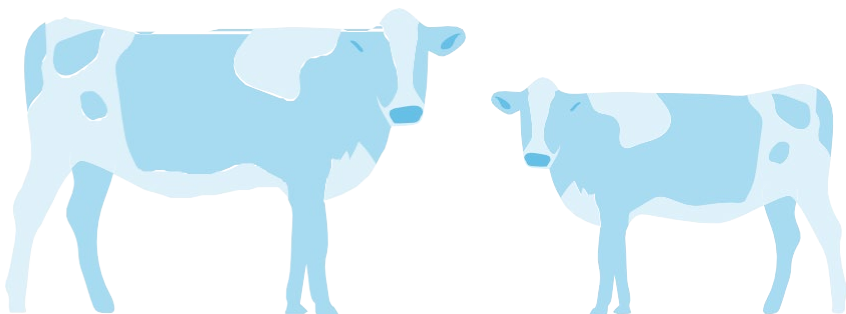
Drinks	Grams	Tablespoons
Milk	12	1
Chocolate Milk	18	1.4
Energy Drink	27	2.1
Sports Drink	22	1.7
Cola	37	3
Diet Cola	0	0
Orange Juice	21	1.6
Fruit Punch	25	2
Sweet Iced Tea	30	2.3
Water	0	0

- Explain why milk and chocolate milk are great choices because they are lower in sugar while still offering protein, and both contain 13 essential nutrients our bodies need, including vitamins and calcium.
- Hand out educational material relating the benefits of milk. Suggested:
 - [Think Your Drink \(Flyer\)](#)
 - [13 Essential Nutrient \(Flyer\)](#)
 - [How To Fuel Your Student Athlete \(Flyer\)](#)
 - [The Magic of Milk \(Flyer\)](#)
- Suggested set ups, make it your own!



How Many Servings of Dairy a Day Carnival Game

- Overview: Knock over the milk bottles with a ball to guess the daily dairy servings.
- Materials
 - Tennis balls or bean bags
 - At least 6 stackable targets (use empty cans or cups)
 - Purchase set: [Blank cans](#) or [Character Cans](#)
 - DIY: Collect empty food cans and remove the labels or cover them with your own decoration
 - Table or small counter
 - The Dairy Alliance Resources
- Setup and Gameplay
 - Build varying towers with different number of bottles representing servings, examples are shown below.
 - Ex: Towers of 1, 2, 3, 6 or any numbers you choose
 - Ask participants how many servings of dairy you should consume a day and have them throw at the tower with the corresponding number.
 - If they miss or get it wrong, give them one more try.
 - Share with them why we need 3 servings of dairy each day
 - Ages 9 and up: 3 cups
 - Kids 2-8 years: 2-2.5 cups
 - Hand out prizes along with educational materials for participating. Suggested:
 - [My Plate \(Flyer\)](#)
 - [The Magic of Milk \(Flyer\)](#)
 - [Super Dairy Snacking \(Recipe Cards\)](#)
- Booth Setup Example
 - Tip - Decorate Cans or Cups to draw attention to your booth!



Very Dairy Ring Toss

- Overview: Have players toss a ring and land around a bottle's neck to get a fun question to answer.
- Materials
 - At least 6 bottles, cones, or pegs
 - Purchase: [Bottle & Ring Set](#) or [Cone & Ring Set](#)
 - DIY Video and Substitutions: [Video Instructions](#)
 - Bottles- collect empty pop or water bottles and remove the labels
 - 3 or more rings- diving ring toys, rope tied together, cardboard with duct tape around it to give it weight
 - Sheet of questions----> [Very Dairy Ring Toss Questions.docx](#)
 - The Dairy Alliance Resources
 - Optional: a short box, crate, or tray to place the bottles on to keep it organized
- Set Up and Game Play
 - Number the bottles 1-6
 - Place the bottles in even rows
 - Hand the player the 3 rings and have them toss the rings at the bottles.
 - If they land a ring around the bottle, have them answer the corresponding question on the list.
 - If they don't make it, you can have them try again or have them answer the "No Ringer" question. If there is a little kid, you can ask them the kiddie question.
 - If they get it right, congratulate them! If they answer their question wrong, no worries, take this chance to share the correct answer!
 - Offer the players a prize and educational materials. Suggested ordering from The Dairy Alliance:
 - Get the Facts on Dairy Booklet
 - Recipe Booklet
- Booth Setup Example



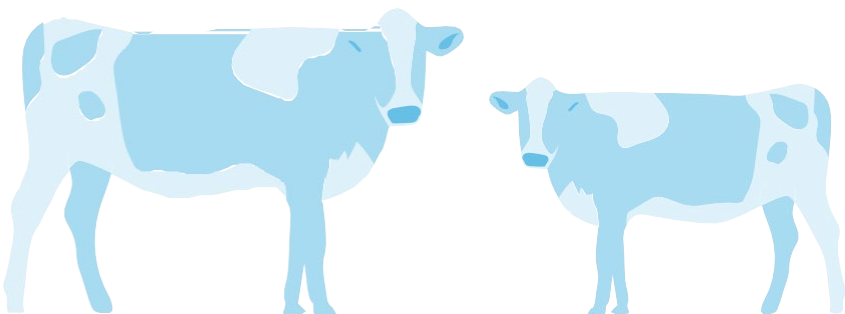
What Do Cows Eat: Trail mix station

- Overview: Learn what cows eat and make your own “ration”.
- Materials
 - Plastic baggies
 - Bowls
 - Labels
 - Scoops and gloves
 - Ration Examples
 - The Dairy Alliance Resources
- Setup and Operations
 - Find similar looking foods to represent ration ingredients and put them in separate bowls. Examples for trail mix foods:
 - Cottonseeds = Tiny marshmallows
 - Haylage = Pretzel sticks
 - Corn = Cheese crackers or Goldfish
 - Grain = Granola
 - Byproducts (Citrus Foods) = Dried fruit or Raisins
 - Soybean meal = Cheerios
 - Etc.
 - Place feed components in pails or bowls by each corresponding trail mix item to create educational comparisons.
 - Include signs on how each feed component provides benefits to cows (ex. Energy, Fiber, etc.) and relate it back to human health.
 - Ask them questions regarding cow nutrition to start. Questions or statements like:
 - Do you know what cows eat?
 - Did you know that cows eat cottonseeds?
 - Come look at what cows eat!
 - Cows are great recyclers, here’s how!
 - By eating plants we can’t, giving us manure for fertilizers, etc.
 - What do you think this item represents in the cow feed?
 - Have one person designated to be the scooper to maintain equal portions and sanitation.
 - Ask them what they would like in their “ration” and scoop it.
 - Provide a cheese stick or other dairy treat to help connect how cows turn feed into milk, and we turn those into dairy goodies!
 - “All of these items that cows eat, helps them produce milk for delicious snacks like cheese sticks.”
 - Also provide educational materials. Suggested Resources from The Dairy Alliance:
 - [Cows are the Ultimate Up-Cyclers \(flyer\)](#)
 - [Food Waste Into Taste Handout](#)



Dairy Sampling

- Overview: Offer different types of dairy foods to consumers to see which they like best!
- Materials
 - Sampling cups, small spoons, or toothpicks, plastic gloves for handling food
 - Different Samples (Up to you to pick which ones!)
 - Milk - Regular, Strawberry, Vanilla, Chocolate
 - Cheese - Sharp Cheddar, Mozzarella, Colby Jack, etc.
 - Cottage Cheese- Plain, Fruit Mixed in, Chives
 - Yogurt- Plain, Greek, Fruit flavors, etc.
 - Trash Can
 - The Dairy Alliance Resources
- Setup
 - Pick your variety of dairy foods to sample.
 - Dish them into the cups and place them on the table.
 - Invite people to taste each flavor and pick which one they like best.
 - Optional- Have them vote on a whiteboard or poster which flavor they like best to add a little extra fun.
 - Optional- Have them guess the flavor!



Dairy Education

Display these posters, flyers, or videos at your booth to share information about cows, production, sustainability, etc. Combining these topics with relevant interactive activities like those above are sure to draw a crowd and help spread the importance of dairy.

1. **Lactose Intolerance Flyer**

- Suggested Ordering from The Dairy Alliance:
 - [Lactose Intolerance Tips \(Flyer\)](#)
 - [Lactose-free recipes](#)

2. **Milks 13 Essential Nutrients and Decoding the Dairy Aisle**

- [13 Ways Milk Can Help Your Body \(Handout\)](#)
- [Decoding the Dairy Aisle \(handout\)](#)

3. **Your Glass of Milk is Becoming More Sustainable**

- Discuss what you are doing personally on your farm or in your community to be sustainable.
 - Show images of machines or devices invented with sustainable farming in mind.
- Suggested Resources from The Dairy Alliance:
 - [Your Glass of Milk \(Handout\)](#)
 - [Your Glass of Milk State-specific Handout](#)
 - [Are All GHG Emissions Created Equal](#)

4. **Dairy Myths and Facts**

- Poster
- Simple Game
 - Print out the list of dairy myths and facts from our sheet and cut the statement into strips. Click below to access:
 - [Dairy Myths and Facts.docx](#)
 - Place them in bowl and have people draw one.
 - Ask them if it is a dairy fact or a myth.
 - After the answer is given, either explain why that is the correct answer or provide them with the correct answer.
- Suggested Ordering from The Dairy Alliance:
 - Get the Facts on Dairy Booklet
 - [Milk Safety \(Handout\)](#)

5. **Careers in Dairy**

- Highlight varying careers in dairy using the [Dairy Career Handout](#)
 - Display Pictures of different jobs and how they connect to dairy
 - Interview people you know in different dairy jobs asking why they chose this career, what the job takes, and the best part about their job.
 - Record them and play the video at your booth.
 - Print out pictures of them and display an impactful quote about their career.
- Suggested Ordering from The Dairy Alliance:
 - Children's Activity and Coloring Book
 - Young Adult Activity and Coloring Book

6. Dairy Today

- Demonstrate how far dairy has come since 1944 by making 2 milk jug towers.
- Materials
 - 12 Empty Milk Gallons
 - Metal, Wood, Plastic Base
 - String, Tape, glue, or staples
 - Signs
- Setup
 - Take an empty milk jug and secure it to some sort of base.
 - Cut a small hole in the second jug to place on top of the one secured to the base.
 - Glue, staple, tape, or tie the two jugs together
 - Print out sign that says, "In 1944 one cows would produce 2 gallons of milk per day."
 - For the second tower, you will again secure one jug to the base.
 - Repeat step 2 until you have a tower of 10 milk jugs.
 - Print out a sign that says, "Today one cow can produce 10 gallons of milk a day."
 - Share why cows today give more milk to consumers:
 - Cows give more milk today because of advancements in genetics. Farmers select genetics for milk production and longevity traits thanks to modern science.
 - Cows give more milk today because we give them better feed and care. Over the years, farmers have paid close attention to the needs of their animals and have innovated their operations to meet those needs.
- Resources
 - [Lower Carbon Footprint Graphic](#)
- Booth Setup Example



7. **Videos playing on a laptop or TV**

- [Virtual Dairy Farm Field Trip](#)
 - Print out the [dairy farm scavenger hunt](#) for an interactive activity while watching the videos
- [Meet Your Southeast Dairy Farm Families](#)
- [Virtual Farm Tours Across the Southeast](#)
 - Virtual Farm Tour for STEM Educators:
 - A behind the scenes look of "Tri-Spring Jerseys", a working dairy farm in Henry County Tennessee, and learn about [related resources available for STEM educators.](#)
- Sports- [Milk Bowl 2023](#) with Joe Milton and Ladd McConkey
- [Southeast dairy farmers embracing innovations](#)
- [The Dairy Alliance Facebook Videos](#)

Classroom Ready STEM Resources



The Dairy Alliance offers classroom resources, recipes, and videos focusing on sustainability.



Happy dairy cows produce higher-quality milk more frequently. Visit our farms!



Discover Dairy offers a yearlong free in-classroom experience with Adopt-A-Cow. Register Here!



Discover Dairy has a variety of classroom resources for you! They offer graphics, videos, virtual farm tours, and much more!



Fuel Up offers STEM Learning Plans for Educators.



Fuel Up offers Classroom - Ready Resources for STEM, agriculture, and SEL topics.

UNDENIABLY
DAIRY[™]

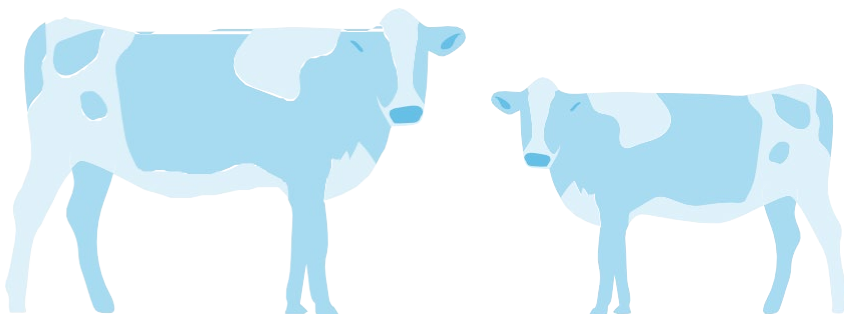


Undeniably Dairy provides Ag Day and Sustainability resources.

THE DAIRY
TRUTH



A documentary that details the innovations and technology the industry is leveraging to grow a better climate for tomorrow.



Promotional Event Ideas

Each year, Southeast farm families host hundreds of successful events promoting dairy in their communities. Here are some examples of events your fellow dairy farmers have participated in. Use these as inspiration for your own events. Additionally, we are sharing a dairy promotional calendar with various observance days/months associated with dairy that you can celebrate throughout the year. We understand that dairy farmers are busy, and hosting an event is not always a possibility. This promotional calendar will give you ideas of what can be shared on your farm's or your own personal social media accounts.

Need some inspiration? Here are actual events where your fellow dairy farmers promoted the dairy industry:

- Community 5K Races
- County Fair Dairy Booth
- Food Pantry Donation
- Farmers Market Dairy Booth
- Farm Tour for school groups, local organizations, or local businesses
- Dairy Day Camp
- Farm City Days
- Ag & Art Tour

Other Ideas:

- Pancake Breakfast
- Sports Tournaments
- Ice Cream Social
- Ag Olympics & Kids Day
- Baked Potato Bar
- Wine & Cheese Pairing
- Outdoor Youth Day

Dairy Day Camp at Big Sandy Creek Dairy in Georgia



Cresthaven Farms at the Virginia Dairy Expo





2024 Dairy Delicious Meals All Year Long



Can Increase Breakfast at High Schools by 5%

January

Lactose Intolerance Awareness Month
 American Heart Month
 Flat! Oatmeal Month
 Shape Up US Month

February

Lactose Intolerance Awareness Month
 American Heart Month
 Children's Dental Health Month

March

National Agriculture Month
 National Nutrition Month

April

National Grilled Cheese Month

May

Osteoporosis Awareness Month
 National Physical Fitness and Sports Month

June

National DAIRY Month

July

National Ice Cream Month
 National Picnic Month

August

National Back to School Month

September

Better Breakfast Month
 National Childhood Obesity Month

October

National Farm to School Month
 National Pizza Month

November

Eat Smart Month
 American Diabetes Awareness Month

December

National Pear Month
 Worldwide Food Service Safety Month

Help Your Students Enjoy Delicious Dairy Foods with Each Meal | Recipes from theicn.org and thedairyalliance.com

[Dairy Promotional Calendar Downloadable Version](#)

