

2020 National Dairy Month Ideas

To help get National Dairy Month started, here are a few ideas for using these resources to Celebrate Wisconsin Dairy Farmers and Buy Local Wisconsin Dairy.

Community Rally for Dairy

Spread the message to support dairy by buying local with window clings and stickers.

- Share social media assets with local retailers to share on their social page(s) or website.
 - Send a “Buy Wisconsin Dairy” window cling
- Partner with local restaurants to offer a dairy special for take-out orders.
 - Send stickers to restaurants to include on take-out containers
- Send a “Support Wisconsin Dairy Farmers” window cling to businesses who have supported previous June Dairy Month breakfasts/on-farm events.
 - Send a Support Wisconsin Dairy Yard Sign
- Miss the May Zoom Idea Sharing Meetings? [Get the recap here!](#)

#DairyDash

Start a social, social movement. Throughout National Dairy Month in June, engage with local businesses to encourage a Dairy Dash in your community— that is, encourage consumers to leave the house on foot, bike or car to get their favorite dairy foods – ice cream, malts, pizza, cheeseburgers, Sundaes, or Wisconsin cheese curds. Share the #DairyDash to encourage consumers to share the enjoyment of real dairy products while supporting local restaurants and stores.

Social Media Trivia Contest

Hold a National Dairy Month trivia contest on your social media page.

- Post a new social media trivia graphic each week or pick a week to post each day (or create your own local trivia).
- Award the winners gift certificates to local stores/restaurants to promote the buying and support of dairy locally.
- Award tickets to a future dairy promotion event(s).
- Award the winners dairy swag from www.cheeseanddairygear.com

Meet a Wisconsin Dairy Farmer

Shine a light on dairy farmers in your county and help consumers learn and meet the farmers in your community.

- Post/share the “[I’m a Wisconsin Dairy Farmer](#)” stories on your social page and encourage your local community to share/nominate a farmer in your community who goes “Above and Beyond the Barn” to serve their community.
- Partner with a local restaurant or supermarket to play the “[I’m a Wisconsin Dairy Farmer](#)” video for guests who are waiting for pick-up or in check-out lines OR on their social media and websites.
- Need inspiration? Check out [Langlade County Dairy Promotion Committee](#) and [La Crosse County Dairy Promotions](#) farmer stories from 2019.

Dairy Delicious

Consumers have returned to their kitchens in a big way – share recipes to get your community cooking with delicious Wisconsin Dairy Products.

- Post these recipes and suggested copy to your social media page.
- Share recipes and tips from Wisconsincheese.com to your social page and ask your followers to post/share their favorite dairy recipes.

Dairy on the Air

- Work with your local radio station to play the pre-recorded 30 second PSAs or use these script to create your own.
- Share the dairy trivia with radio hosts to use on air to share dairy information and encourage listener interaction. Award gift certificates or dairy swag to winners.
- Utilize social images as part of an advertisement or article for your local newspaper or community shopper.

Dairy Love at Libraries

- Many libraries are offering amazing web-based content including story hours, book promotion and other literacy programming. Partner with a library to feature dairy books during the month of June. Check out this new accurate ag book – [Tales of the Dairy Fairy Godmother – Chuck’s Ice Cream Wish](#)
- Sponsor a coloring contest and use these [FREE downloadable dairy coloring pages](#) and [Activity Sheets](#)
 - Coloring contests can happen in lots of places in your community – reach kids where their parents are – grocery stores, school meal distribution, etc.

Virtual Dairy Breakfast and Farm Tour with Alice in Dairyland

- Abigail Martin, 72nd Alice in Dairyland, will be hosting a Virtual Dairy Breakfast and Dairy Farm Tour on the weekend of June 6 & 7.
- Follow and Share Alice’s social channels on Facebook, Instagram and her blog to add to your social content and share pieces of the virtual event throughout June.

National Dairy Month Ideas from Community Rally for Dairy Idea Sharing Zoom Meeting

| Program/Presenter/Contact | Key Program Details |
|--|--|
| Pepin County Dairy Promotion Drive Thru Breakfast (Wed & Thurs) Randy Koller randyncarm@aol.com Marissa Koller kollermarissa@gmail.com | <ul style="list-style-type: none">• Sat. June 20; 7:30 AM-10AM• 2 locations will distribute groceries to make breakfast• Education materials and links to Local dairy farm and cheese factory virtual tours• Kids bags for every child will include dairy education materials• All food has been donated; will have a free-will offering• Working on World Milk Day milk giveaway – stay tuned! |
| Walworth Dairy Month Radio (Wed & Thurs) Katy Katzman | <ul style="list-style-type: none">• Run dairy promotion ads on 3 radio stations• Sponsor trivia and prizes |

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| katzman@idc.net | |
| Dodge County Dairy Promotion (Tues) Brenda Conley dodgecountydairy@gmail.com | <ul style="list-style-type: none"> • Sponsoring farmer interviews and ads on local radio • Partnering with multiple communities for large listening area reach |
| Virtual Cows on the Concourse (Tues) Sydney Endres sfendres@gmail.com | <ul style="list-style-type: none"> • Will utilize social media to host virtual “Cows on the Concourse” week of June 1st |
| Drive Thru Ag Venture Amy Ries aries@envisiongreaterfdl.com | <ul style="list-style-type: none"> • Local dairy farm is willing to host a drive-thru farm tour. • Local radio station is going to work with us to provide audio during the tour via the radio. • Will hand out car-friendly family activities to complete during the tour and will be handing out goody bags containing educational materials, local agri-business brochures and coupons, recipes, dairy products and other local WI products as well. • Sunday, June 28th from 9:00am-1:30pm (cars must be in line by 1:30pm). • Will have other animals and educational stations throughout the tour too |

These are just a few ideas to get you started – be sure to visit www.wisconsinidairy.org/ndmpromotion or follow America’s Dairyland on social media for the latest updates on National Dairy Month!