

**MONTH BY MONTH  
DAIRY PROMOTIONAL CALENDAR**

<b>MONTH</b>	<b>ACTIVITY</b>	<b>NATIONAL TIE-IN</b>
January	Dairy Resolution - milk giveaway at fitness center	
February	Cooking With Dairy - demonstration and tasting	Nutrition Month
March	Pint for a Pint - milk giveaway at blood drive	
April	Health Expo - yogurt giveaway at exhibition	Yogurt Month
May	Post-Race Refreshment - chocolate milk giveaway	
June	Dairy Sample Day - grocery store dairy giveaway	Dairy Month
July	Parade Float – cheese stick/ice cream bar giveaway	Ice Cream Month
August	Back to School Open House - milk giveaway	
September	Neighbor Night - food and tour of dairy farm	
October	Flu Shot Clinics - cheese stick giveaway	Cheese Month
November	Community Dinner - milk and dairy desserts	
December	Holiday Food Baskets - butter and milk giveaway	

## Toolkit for Dairy Promotion

As members of the dairy industry, we believe in the health benefits of dairy, know how modern dairy operations function, and follow sound farm practices that lead to safe and quality dairy products. But many of the people who consume our dairy products don't share that awareness. That makes the promotion of what we do and how we do it so vitally important.

UDIM supports dairy promotion events designed to fulfill the following health, education and consumer confidence goals of the national dairy checkoff program:

1. **Enhance awareness** of the nutritional and health benefits that come from including dairy products as part of a balanced diet.
2. **Increase knowledge** about and awareness of the dairy industry.
3. **Advance the image** of the dairy industry and foster public trust.

The mention of special events and promotions may bring to mind images of high-tech advertising and high-pressure sales tactics. But nothing flashy is required, just a genuine desire to connect with community in ways that make sense. Getting to know one another as neighbors, supporting community causes, and sharing the goodness of dairy are all natural extensions of dairy farm stewardship. Partnerships with other community groups, institutions and even other dairy farmers is encouraged for mutual assistance, positive affiliation and more far-reaching results.

To help cultivate ideas of more personable ways for dairy farmers to connect with community, several different, highly adaptable promotional events are outlined here. Each has been developed and used by an actual Michigan dairy farmer to help build relationships and promote dairy in his/her home community through:

- Participation in an existing local event; or
- Partnership with another community entity/organization; or
- Sponsorship of a community event; or
- Self-hosting a dairy farm event

The United Dairy Industry of Michigan staff is available to assist with grant applications, dairy information and promotional items that can help dairy farmers better connect with their communities. We support community-based dairy promotions that fit the interests of dairy farmers. The promotional ideas that follow can be modified based on dairy farm preferences.

## (January) DAIRY RESOLUTION

*Partnership with a local fitness facility*

**Event Description:** Introduce patrons of a local fitness facility to milk as a post-workout refueling beverage during the month when more people are resolving to become healthier and are joining fitness centers or renewing their memberships.

**Purpose:** Enhance awareness of the nutritional and health benefits that come from including dairy products as part of a balanced diet.

**Target Audience:** Adults and teens who desire to become more healthy and fit

**Suggested Partners:** Local YMCA or other fitness center and other dairy farmers.

**Suggested UDIM Resources:** Milk Nutrient Powerhouse handout

**Suggested Dairy Products:** Plastic, pint-sized bottles of white and chocolate milk

### Event organization checklist:

- \_\_\_ 1. Contact local fitness center and talk about milk as a post-workout drink.
- \_\_\_ 2. Ask for a date when you could share information and hand out samples.
- \_\_\_ 3. Estimate the quantity and cost of milk to be given away.
- \_\_\_ 4. Apply for a UDIM promotional grant to cover the cost of milk pints and supporting materials (*45 days in advance of the promotional event*).
- \_\_\_ 5. Request dairy promotional giveaways (*handouts*) from UDIM.
- \_\_\_ 6. Recruit family, employees and friends to volunteer at the blood drive.
- \_\_\_ 7. Send an event press release to the local media (*sample press release follows*).
- \_\_\_ 8. Order post-donation pints of milk from a local retail establishment.
- \_\_\_ 9. Arrange for a way to keep the milk pints cold prior to consumption.
- \_\_\_ 10. Dress in dairy farm-themed clothes on event day.
- \_\_\_ 11. Distribute pints of milk and handouts post-workout to gym patrons.
- \_\_\_ 12. Photograph people interacting with dairy farmers and enjoying milk.
- \_\_\_ 13. Submit receipts to UDIM for reimbursement.
- \_\_\_ 14. Submit photos to UDIM to showcase your promotional efforts.

**For questions about the UDIM Dairy Promotion Grant Program, contact Michelle Hart at 1-800-241-6455.**

## **February: COOKING WITH DAIRY DEMONSTRATION**

*Partnership with a local health care provider or television station*

**Event Description:** As a tie-in with National Nutrition Month, hold a cooking with dairy demonstration at a community event where dairy can be emphasized as part of a healthy diet.

**Purpose:** Enhance awareness of the nutritional and health benefits that come from including dairy products as part of a balanced diet.

**Target Audience:** Mothers and others who cook and purchase groceries

**Suggested Partners:** Local dieticians and/or other health care providers

**Suggested UDIM Resources:** Milk! handouts and Recipe Booklet

**Suggested Dairy Products:** Milk, butter, cheese and yogurt

### **Event organization checklist:**

- \_\_\_ 1. Find a few dairy-intensive recipes that could be easily demonstrated.
- \_\_\_ 2. Contact local health center or health department for community events.
- \_\_\_ 3. Secure a date and time for the demonstration event.
- \_\_\_ 4. Gather equipment needed for demonstration.
- \_\_\_ 5. Estimate the quantity and cost of dairy products needed.
- \_\_\_ 6. Apply for a UDIM promotional grant to cover the cost of dairy products.
- \_\_\_ 7. Request dairy promotional giveaways (*handout/recipe booklets*) from UDIM.
- \_\_\_ 8. Send a short event press release to the local media.
- \_\_\_ 9. Purchase dairy cooking supplies from a local retail establishment.
- \_\_\_ 10. Arrange for a way to keep the dairy products cold prior to use.
- \_\_\_ 11. Dress in dairy farm-themed clothes on event day.
- \_\_\_ 12. Demonstrate cooking with dairy items and give out samples to audience.
- \_\_\_ 13. Take photographs of the cooking and tasting of dairy-intensive recipes.
- \_\_\_ 14. Submit receipts to UDIM for reimbursement.
- \_\_\_ 15. Submit photos to UDIM to showcase your promotional efforts.

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# SAMPLE PRESS RELEASE

CONTACT: *Name of farm contact person*  
PHONE: *Your phone number*  
EMAIL: *Your email*

FOR RELEASE: *Today's date*

## Local dairy farm demonstrates dairy cooking ideas

DAIRYTOWN – Local dairy farmer Lynda Farmer wants people to know dairy foods not only taste great, but provide a powerful nutritional punch. She will demonstrate making a healthy Monterey Jack pita pizza at Cardiac Hospital's February 14 "Heart of Nutrition" seminar.

Farmer will be one of four local cooks there to share fun and nutritious cooking ideas to help busy families boost their nutrition input. Farmer will also serve a batch of her family's special apple yogurt smoothies for workshop participants to savor while watching her cook.

"As dairy farmers, our family well knows what it's like to be busy. Sometimes it's hard to find the time to cook," Farmer said. "Eating on the go isn't the best idea nutritionally. That's why I wanted to share with other busy families some of the recipes our family enjoys when we're short on time, but don't want to come up short on nutrition."

According to Farmer, whose family raises and milks registered Guernsey cows on a fourth-generation dairy farm two miles east of Dairytown, three servings of dairy per day are an important and cost-effective part of a daily diet. Milk, for example, provides nine essential nutrients, yet milk costs only about 25 cents per 8 oz. serving.

Apple yogurt smoothies combine the goodness and affordability of yogurt with the sweet taste of apples and honey to create a satisfying, healthy road beverage the whole family can enjoy. Farmer will share the recipe for it and several other dairy-intensive foods on February 14.

"The wrap sandwich I'm going to show people how to make and then taste-test is centered around Monterey Jack cheese. Cheese is the number two source of dietary calcium for Americans," Farmer said. "Research shows the incidence of obesity and hypertension is lower in higher cheese-consuming countries like Greece, France and Germany. I am happy to be a part of this unique healthy food event and to show people dairy's benefits to a healthy diet."

"The Heart of Nutrition" will run from 7-9 PM Tuesday, February 14 at Cardiac Hospital. The event is free, but registration is required. Call (555)555-5555 by February 10 to register. Learn more about the Farmer family at their farm Facebook page.

**NOTE:** *This is only a sample press release. Modify it with your own information before using it.*

**March: PINT FOR A PINT**  
*Sole sponsorship of a community event*

**Event Description:** Host a community blood drive where you give away milk as a post-blood donation recovery beverage - *a pint of milk for a pint of blood*.

**Purpose:** Enhance awareness of the nutritional and health benefits that come from including dairy products as part of a balanced diet.  
Advance the image of the dairy industry and foster public trust.

**Target Audience:** Blood donors and blood drive workers

**Suggested Partners:** American Red Cross or Michigan Blood

**Suggested UDIM Resources:** Re-think Your Drink handout

**Suggested Dairy Products:** Plastic, pint-sized bottles of white and chocolate milk

**Event organization checklist:**

- \_\_\_\_\_ 1. Contact local Red Cross or Michigan Blood for sponsorship information.
- \_\_\_\_\_ 2. Estimate the quantity and cost of milk to be given away at blood drive.
- \_\_\_\_\_ 3. Apply for a UDIM promotional grant to cover the cost of milk pints and supporting materials (*45 days in advance of the promotional event*).
- \_\_\_\_\_ 4. Request dairy promotional giveaways (*recipes and handouts*) from UDIM.
- \_\_\_\_\_ 5. Recruit family, employees and friends to volunteer at the blood drive.
- \_\_\_\_\_ 6. Send an event press release to the local media (*sample press release follows*).
- \_\_\_\_\_ 7. Order post-donation pints of milk from a local retail establishment.
- \_\_\_\_\_ 8. Arrange for a way to keep the milk pints cold prior to consumption.
- \_\_\_\_\_ 9. Dress blood drive volunteers in dairy farm-themed clothes on event day.
- \_\_\_\_\_ 10. Distribute pints of milk and handouts post-blood donation.
- \_\_\_\_\_ 11. Photograph people interacting with dairy farmers and enjoying milk.
- \_\_\_\_\_ 12. Submit receipts to UDIM for reimbursement.
- \_\_\_\_\_ 13. Submit photos to UDIM to showcase your promotional efforts.

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# SAMPLE PRESS RELEASE

CONTACT: *Name of farm contact person*

FOR RELEASE: *Today's date*

PHONE: *Your phone number*

EMAIL: *Your email*

## Local dairy farm volunteers to sponsor “Pint for a Pint” blood drive

DAIRYTOWN – Blood donors at the Sept. 3 blood drive at the Local Community Center who come with the intention of giving a pint will also leave with one, thanks to the efforts of one local dairy farm.

Lynn and Lynda Farmer of Plentiful Acres Farm will be supplying all blood donors of this drive with a delicious pint of either white or chocolate milk in exchange for the pint of blood they just donated (find the Farmer family farm on Facebook for additional information).

“Our farm is proud to be a part of this community where people willingly give of themselves to meet one another’s needs through activities like giving blood,” said Lynn Farmer. The Farmers have been milking cows in Dairytown for four generations, since 1927.

“Supplying the milk is our way of sharing dairy goodness with the blood donors who are kind enough to share their own goodness that day,” Farmer said. The pints of milk given out at the blood drive will naturally contain nine essential nutrients – calcium, potassium, protein, phosphorus, vitamins A, D and B12, riboflavin and niacin, making the beverage an excellent post-blood donation recovery drink.

In addition to supplying milk at the Pint for a Pint blood drive, members of the Farmer farm family will also serve as volunteers. “We look forward to meeting all the donors and appreciate the opportunity to partner with the American Red Cross and the United Dairy Industry of Michigan to make this event possible,” said Lynda Farmer.

The local Community Center Pint for a Pint blood drive will be held from 12 Noon to 6 PM on Sept. 3 at 555 Main Street in Dairytown. Call 1-800-Red Cross if you would like to schedule a donation appointment. Walk-in donors are welcome.

**NOTE:** *This is only a sample press release. Modify it with new information before using it.*

## **April: HEALTH EXPO**

*Participation in a larger, community event with many vendors*

**Event Description:** In observation of ***National Yogurt Month***, create a dairy information display and hand out samples of yogurt/Gogurt at a local health expo.

**Purpose:** Enhance awareness of the nutritional and health benefits that come from including dairy products as part of a balanced diet.  
Increase knowledge about and awareness of the dairy industry.  
Advance the image of the dairy industry and foster public trust.

**Target Audience:** Women, families and health professionals

**Suggested Partners:** Health center or health department and other dairy farmers

**Suggested UDIM Resources:** Yogurt recipe booklets

**Suggested Dairy Products:** Small, sample-sized yogurt containers or Gogurts

### **Event organization checklist:**

- 1. Contact local health department or center to learn of upcoming events.
- 2. Contact another dairy farmer to help you with your health expo project.
- 3. Estimate the quantity of product needed to be given away.
- 4. Apply for a UDIM promotional grant to cover the cost of yogurt/Gogurt and supporting materials (*45 days in advance of the promotional event*).
- 5. Request dairy promotional giveaways (*handouts*) from UDIM.
- 6. Recruit family, employees and/or other dairy farmers to help at expo.
- 7. Order yogurt or Gogurt from a local retail establishment.
- 8. Arrange for a way to keep the yogurt cold prior to consumption.
- 9. Dress health expo volunteers in dairy farm-themed clothes on event day.
- 10. Distribute yogurt/Gogurt and handouts to health expo visitors.
- 11. Photograph people interacting with farmers and enjoying yogurt/Gogurt.
- 12. Submit receipts to UDIM for reimbursement.
- 13. Submit photos to UDIM to showcase your promotional efforts.

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## May: POST-RACE REFRESHMENT

*Partnership with another community entity/organization*

**Event Description:** Farm partners with the organizers of a local running event to supply milk as a beverage to help runners recover at the finish of the race.

**Purpose:** Enhance awareness of the nutritional and health benefits that come from including dairy products as part of a balanced diet.  
Advance the image of the dairy industry and foster public trust.

**Target Audience:** Athletes, their friends and families

**Suggested Partners:** Local running club or school athletic department

**Suggested UDIM Resources:** “Rethink your drink” handouts

**Suggested Dairy Products:** Chocolate and white “chug” bottles of milk

### Event organization checklist:

- \_\_\_ 1. Contact area chamber of commerce for date of upcoming running event.
- \_\_\_ 2. Meet with race organizers to discuss partnership possibility.
- \_\_\_ 3. Put your farm’s name or [milkmeansmore.org](http://milkmeansmore.org) in race promo materials.
- \_\_\_ 4. Estimate the quantity and cost of pints of milk to be given away.
- \_\_\_ 5. Apply for a UDIM promotional grant to cover the cost of milk chugs and any supporting materials (*45 days in advance of the promotional event*).
- \_\_\_ 6. Request dairy promotional giveaways (*handouts*) from UDIM.
- \_\_\_ 7. Order post-race refreshment milk from a local retail establishment.
- \_\_\_ 8. Arrange for coolers to keep milk cold prior to consumption.
- \_\_\_ 9. Recruit family, employees and/or friends to hand out post-race milk.
- \_\_\_ 10. Dress milk distributors in dairy farm-themed clothes on day of parade.
- \_\_\_ 11. Distribute post-race the milk and handouts to runners.
- \_\_\_ 12. Photograph people interacting with dairy farmers and enjoying milk.
- \_\_\_ 13. Submit receipts to UDIM for reimbursement.
- \_\_\_ 14. Submit photos to UDIM to showcase your promotional efforts.

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**June: DELICIOUS DAIRY SAMPLE DAY**  
*Partnership with a local supermarket*

**Event Description:** Partner with a local supermarket to offer dairy samples.

**Purpose:** Enhance awareness of the nutritional and health benefits that come from including dairy products as part of a balanced diet.

**Target Audience:** Grocery shoppers

**Suggested Partners:** Local supermarket and other local dairy farmers

**Suggested UDIM Resources:** Milk vs. “Milk” substitutes handout  
Dairy Foods Facts & Myths handout

**Suggested Dairy Products:** Cheese sticks; Gogurts; mini ice cream sandwiches

**Event organization checklist:**

- \_\_\_ 1. Contact local supermarket to obtain dairy sampling permission and rules.
- \_\_\_ 2. Establish a date and time for dairy sampling to take place.
- \_\_\_ 3. Estimate the quantity and cost of dairy products to be given away.
- \_\_\_ 4. Apply for a UDIM promotional grant to cover the cost of dairy products and any supporting materials (*45 days in advance of the promotional event*).
- \_\_\_ 5. Request dairy promotional giveaways (*handouts*) from UDIM.
- \_\_\_ 6. Put together a sample station with a table, dairy information display, etc.
- \_\_\_ 7. Recruit family, employees and friends to volunteer at sample station.
- \_\_\_ 8. Ask local supermarket to mention event in their advertising.
- \_\_\_ 9. Order dairy to be sampled through the local supermarket you are using.
- \_\_\_ 10. Arrange for a way to keep the dairy products cold/frozen prior to use.
- \_\_\_ 11. Dress sampling volunteers in dairy farm-themed clothes on event day.
- \_\_\_ 12. Distribute dairy samples, booklets and handouts to shoppers.
- \_\_\_ 13. Photograph people interacting with dairy farmers and enjoying products.
- \_\_\_ 14. Submit receipts to UDIM for reimbursement.
- \_\_\_ 15. Submit photos to UDIM to showcase your promotional efforts.

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## July - A: PARADE FLOAT

*Participation in an existing community event*

**Event Description:** Farm assembles a dairy-themed float for a local parade. Farm family members and/or employees wear dairy-identifying clothing and hand out free cheese sticks and dairy messaging stickers along the parade route.

**Purpose:** Increase knowledge about and awareness of the dairy industry.  
Advance the image of the dairy industry and foster public trust.

**Target Audience:** Community members of all ages

**Suggested Partners:** Chamber of commerce, other local dairy farmers

**Suggested UDIM Resources:** Milk moustache stickers

**Suggested Dairy Product:** Cheese sticks

### Event organization checklist:

- \_\_\_ 1. Contact area chamber of commerce for date of next community parade.
- \_\_\_ 2. Estimate the quantity and cost of cheese sticks to be given away.
- \_\_\_ 3. Apply for a UDIM promotional grant to cover the cost of cheese sticks and any supporting materials (*45 days in advance of the promotional event*).
- \_\_\_ 4. Request dairy promotional giveaways (*milk moustache stickers*) from UDIM.
- \_\_\_ 5. Build a dairy-themed float with help from family, employees and friends. (*Another option might be to decorate a tractor or another piece of farm equipment*)
- \_\_\_ 6. Enter the float in the upcoming community parade.
- \_\_\_ 7. Recruit family, employees and friends to ride/walk in parade with float.
- \_\_\_ 8. Purchase cheese sticks and arrange to keep cold prior to consumption.
- \_\_\_ 9. Dress parade participants in dairy farm-themed clothes on day of parade.
- \_\_\_ 10. Distribute cheese sticks and milk moustache stickers along parade route.
- \_\_\_ 11. Photograph float, parade participants and people enjoying cheese sticks.
- \_\_\_ 12. Submit receipts to UDIM for reimbursement.
- \_\_\_ 13. Submit photos to UDIM to showcase your promotional efforts.

**NOTE:** *Parade float could promote a post-parade ice cream bar social, also sponsored by your farm!*

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## July - B: ICE CREAM BAR SOCIAL

*Piggybacking one event on another event*

**Event Description:** Farm serves ice cream bars in a park *following a local parade*; uses parade float to promote post-parade ice cream bar social.

**Purpose:** Increase knowledge about and awareness of the dairy industry.  
Advance the image of the dairy industry and foster public trust.

**Target Audience:** Community members of all ages

**Suggested Partners:** Chamber of commerce, other local dairy farmers

**Suggested UDIM Resources:** Milk moustache stickers

**Suggested Dairy Product:** Individually-wrapped ice cream bars

### Event organization checklist:

- \_\_\_ 1. Contact area chamber of commerce for date of next community parade.
- \_\_\_ 2. Obtain permission to host an ice cream bar social following the parade.
- \_\_\_ 3. Select a location where and time when to hold the ice cream bar social.
- \_\_\_ 4. Estimate the quantity of ice cream bars needed to be given away.
- \_\_\_ 5. Apply for a UDIM promotional grant to cover the cost of ice cream bars and any supporting supplies (*45 days in advance of the promotional event*).
- \_\_\_ 6. Request dairy promotional giveaways (*milk moustache stickers*) from UDIM.
- \_\_\_ 7. Put together a work area for dispensing the ice cream bars.
- \_\_\_ 8. Order ice cream bars through a local retail establishment.
- \_\_\_ 9. Recruit family, employees and friends to help serve on day of the event.
- \_\_\_ 10. Arrange a means to keep the ice cream bars frozen prior to serving.
- \_\_\_ 11. Put together a work area from which to dispense ice cream bars.
- \_\_\_ 12. Dress volunteers in dairy farm-themed clothes on day of event.
- \_\_\_ 13. Use farm float in parade to promote post-parade ice cream bar social.
- \_\_\_ 14. Photograph dairy farmers with people who are enjoying ice cream bars.
- \_\_\_ 15. Submit receipts to UDIM for reimbursement.
- \_\_\_ 16. Submit photos to UDIM to showcase your promotional efforts.

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## **August: BACK TO SCHOOL OPEN HOUSE**

*Collaboration with local schools, PTA/PTO, local grocers and other farmers*

**Event Description:** Supply dairy treats to local back to school open house.

**Purpose:** Enhance awareness of the nutritional and health benefits that come from including dairy products as part of a balanced diet.  
Advance the image of the dairy industry and foster public trust.

**Target Audience:** Parents and younger children

**Suggested Partners:** Schools, PTA/PTO, local grocers and other farmers

**Suggested UDIM Resources:** Healthy Students Are Better Students handouts

**Suggested Dairy Products:** 8 oz. bottles of white & chocolate milk, cheese sticks

### **Event organization checklist:**

- \_\_\_ 1. Contact the local elementary school in June for open house dates.
- \_\_\_ 2. Ask to be able to give out dairy products and information at open house.
- \_\_\_ 3. Contact another dairy farmer to help you with the open house project.
- \_\_\_ 4. Estimate the quantity and cost of milk and cheese sticks to distribute.
- \_\_\_ 5. Apply for a UDIM promotional grant to cover the cost of milk pints and supporting materials (*45 days in advance of the promotional event*).
- \_\_\_ 6. Request UDIM's dairy promotional giveaways (*Healthy Students handout*) from UDIM.
- \_\_\_ 7. Recruit family, employees and other farmers to help at open house.
- \_\_\_ 8. Order milk and cheese sticks from a local retail establishment.
- \_\_\_ 9. Arrange for a way to keep the dairy products cold prior to consumption.
- \_\_\_ 10. Dress open house volunteers in dairy farm-themed clothes on event day.
- \_\_\_ 11. Distribute milk half-pints and Milk! brochure at the school open house.
- \_\_\_ 12. Photograph students enjoying milk and cheese sticks with dairy farmers.
- \_\_\_ 13. Submit receipts to UDIM for reimbursement.
- \_\_\_ 14. Submit photos to UDIM to showcase your promotional efforts.

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**September: NEIGHBOR NIGHT**  
Self-hosted event on a dairy farm

**Event Description:** An evening of food and socializing where those who live near in the community have the opportunity to better get to know you and your farm.

**Purpose:** Increase knowledge about and awareness of the dairy industry.  
Advance the image of the dairy industry and foster public trust.

**Target Audience:** Neighbors of your farm

**Suggested Partners:** Farm veterinarian; nutritionist; co-op field representative

**Suggested UDIM Resources:** Recipe Booklets/Coloring Books and Crayons

**Suggested Dairy Products:** Yogurt, cheese, ice cream and milk

**Event organization checklist:**

- \_\_\_\_\_ 1. Set a convenient date for hosting a Neighbor Night.
- \_\_\_\_\_ 2. Make a guest list of neighbors you would like to invite.
- \_\_\_\_\_ 3. Develop an event menu that features dairy products.
- \_\_\_\_\_ 4. Estimate the quantity and cost of dairy products to be used during event.
- \_\_\_\_\_ 5. Send out invitations to the Neighbor Night event.
- \_\_\_\_\_ 6. Apply for a UDIM promotional grant to cover the cost of dairy products and any supporting materials (*45 days in advance of the promotional event*).
- \_\_\_\_\_ 7. Request dairy promotional giveaways (*recipe booklets, etc.*) from UDIM.
- \_\_\_\_\_ 8. Purchase dairy products needed from a local retail establishment.
- \_\_\_\_\_ 9. Arrange for coolers to keep dairy products cold prior to consumption.
- \_\_\_\_\_ 10. Recruit family, employees and/or friends to help with the event.
- \_\_\_\_\_ 11. Dress volunteers in dairy farm-themed clothes on Neighbor Night.
- \_\_\_\_\_ 12. Cook with and/or serve the dairy products and distribute giveaways.
- \_\_\_\_\_ 13. Conduct a tour of your dairy farm, covering suggested talking points.
- \_\_\_\_\_ 14. Photograph neighbors interacting with you and enjoying dairy products.
- \_\_\_\_\_ 15. Submit receipts to UDIM for reimbursement.
- \_\_\_\_\_ 16. Submit photos to UDIM to showcase your promotional efforts.

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**NEIGHBOR NIGHT**  
*suggested talking points*

Name of Farm:

Year Founded: \_\_\_\_\_ # of Generations in Agriculture: \_\_\_\_\_

Family Members Involved:

Brief History of Farm:

# of Cows Milked: \_\_\_\_\_ # of Heifers: \_\_\_\_\_ # of Calves \_\_\_\_\_

Milking Schedule: \_\_\_\_\_ # of Employees \_\_\_\_\_

# of Acres Farmed (by crop):

Positive promotional messages about your farm:

- Milk's journey from your farm to the consumer's table
- Animal care and comfort practices
- Milk quality and safety practices
- Environmental stewardship practices
- Nutritional value of dairy
- Your farm's involvement in the community

## October: FLU SHOT CLINIC

*Partnering with a health care provider*

**Event Description:** Celebrate National Cheese Month by connecting with the community by sharing cheese sticks and information at a local flu shot clinic.

**Purpose:** Enhance awareness of the nutritional and health benefits that come from including dairy products as part of a balanced diet.  
Advance the image of the dairy industry and foster public trust.

**Target Audience:** Adults who are proactive with their health care.

**Suggested Partners:** Local medical clinic, pharmacy or (wherever shots are given)

**Suggested UDIM Resources:** Cheese and Nutrition handout

**Suggested Dairy Products:** Cheese sticks

### Event organization checklist:

- \_\_\_ 1. Contact local flu shot providers in late summer, before flu shot season.
- \_\_\_ 2. Ask to partner with them to give out dairy treats at a flu shot location.
- \_\_\_ 3. Estimate the quantity and cost of cheese sticks to be distributed.
- \_\_\_ 4. Apply for a UDIM promotional grant to cover the cost of cheese sticks and supporting materials (*45 days in advance of the promotional event*).
- \_\_\_ 5. Request dairy promotional giveaways (*handouts*) from UDIM.
- \_\_\_ 6. Recruit family, employees and friends to volunteer flu shot clinic.
- \_\_\_ 7. Ask to be included in flu clinic press releases to the local media.
- \_\_\_ 8. Order individually wrapped cheese sticks from a local food store.
- \_\_\_ 9. Arrange for a way to keep the cheese sticks cold prior to consumption.
- \_\_\_ 10. Dress farm volunteers in dairy farm-themed clothes on flu shot day.
- \_\_\_ 11. Distribute cheese sticks and handouts post flu shots.
- \_\_\_ 12. Photograph people interacting with farmers and enjoying cheese sticks.
- \_\_\_ 13. Submit receipts to UDIM for reimbursement.
- \_\_\_ 14. Submit photos to UDIM to showcase your promotional efforts.

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**November: COMMUNITY HARVEST DINNER**  
*Collaboration with local non-profit organizations*

**Event Description:** Supply milk and dairy-based desserts for a community dinner.

**Purpose:** Enhance awareness of the nutritional and health benefits that come from including dairy products as part of a balanced diet.  
Advance the image of the dairy industry and foster public trust.

**Target Audience:** Community members of all ages.

**Suggested Partners:** Area service clubs, churches and food retailers

**Suggested UDIM Resources:** Holiday Recipe Booklets

**Suggested Dairy Products:** Milk, cream cheese, butter and whipped cream

**Event organization checklist:**

- \_\_\_ 1. Contact local chamber of commerce for date(s) of community dinner.
- \_\_\_ 2. Ask to be able to provide milk and dairy desserts for the occasion.
- \_\_\_ 3. Contact other dairy farmers to make desserts/volunteer at the dinner.
- \_\_\_ 4. Estimate the quantity and cost of milk and other dairy products needed.
- \_\_\_ 5. Apply for a UDIM promotional grant to cover the cost of dairy items and supporting materials (*45 days in advance of the promotional event*).
- \_\_\_ 6. Request dairy holiday recipe booklets from UDIM.
- \_\_\_ 7. Assemble for the dinner a small display on your farm, dairy and recipes.
- \_\_\_ 8. Recruit family, employees and other farmers to help at open house.
- \_\_\_ 9. Order milk and other dairy products from a local retail establishment.
- \_\_\_ 10. Put your farm's name or [milkmeansmore.org](http://milkmeansmore.org) in dinner promotion fliers.
- \_\_\_ 11. Arrange for a way to keep the dairy products cold prior to consumption.
- \_\_\_ 12. Dress dinner volunteers in dairy farm-themed clothes on event day.
- \_\_\_ 13. Help set up, serve and clean up after the community dinner.
- \_\_\_ 14. Photograph diners enjoying milk, butter and dairy-based desserts.
- \_\_\_ 15. Submit receipts to UDIM for reimbursement.
- \_\_\_ 16. Submit photos to UDIM to showcase your promotional efforts.

**For questions about the UDIM Dairy Promotion Grant Program,  
contact Michelle Hart at 1-800-241-6455.**

## **December: HOLIDAY FOOD BASKETS**

*Partnering with multiple entities for a community-wide event*

**Event Description:** Supply butter, milk or milk vouchers for holiday food baskets.

**Purpose:** Enhance awareness of the nutritional and health benefits that come from including dairy products as part of a balanced diet.  
Advance the image of the dairy industry and foster public trust.

**Target Audience:** Recipients of community holiday food baskets.

**Suggested Partners:** Local grocery store and other local dairy farmers

**Suggested UDIM Resources:** Milk Nutrient Powerhouse handout

**Suggested Dairy Products:** Butter and milk gallons

### **Event organization checklist:**

- \_\_\_ 1. Contact community food drive organizations to determine dairy needs.
- \_\_\_ 2. Estimate the quantity and cost of butter & milk for holiday food baskets.
- \_\_\_ 3. Partner with another local dairy farmer who can also apply for a grant.
- \_\_\_ 4. Apply for a UDIM promotional grant to cover the cost of butter, milk and any supporting materials *(45 days in advance of the promotional event)*.
- \_\_\_ 5. Request dairy promotional giveaways *(handouts)* from UDIM.
- \_\_\_ 6. Recruit family, employees and friends to help with holiday food baskets.
- \_\_\_ 7. Ask to be included in food basket press releases to the local media.
- \_\_\_ 8. Order butter and/or milk or procure vouchers from a local grocery store.
- \_\_\_ 9. Arrange for a way to keep the butter and milk cold the day of delivery.
- \_\_\_ 10. Dress food basket volunteers in dairy farm-themed clothes on event day.
- \_\_\_ 11. Help pack and deliver food baskets with dairy products and handouts.  
(if available - drive a vehicle that has the name of your farm on it).
- \_\_\_ 12. Photograph dairy farmers helping to pack and/or deliver holiday baskets.
- \_\_\_ 13. Submit receipts to UDIM for reimbursement.
- \_\_\_ 14. Submit photos to UDIM to showcase your promotional efforts.

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