



Creating Your Own Farm Fact Sheet

NOTE: The following are content considerations in creating your dairy farm fact sheet. It can be distributed on farm tours and to neighbors and community members.

Your fact sheet does not have to be fancy. It can be an introductory paragraph followed by bulleted items, including information about your operation. A farm fact sheet ensures the public has accurate information about your dairy farm.

You should use graphics to make the fact sheet visually appealing. Consider adding your farm logo, photos and applicable graphics.

Contact information: Include name, home phone, office phone, email address, website address and social media accounts people can follow to learn more about the farm. Optional information: cell phone and home address.

History/family: Tell the story of your dairy farm — who started it, what year it started, how long it has been in the family and anything unique or unusual about it. Also provide some personal information about your family — such as how many children and/or grandchildren you have and any history of dairy farming or farming in the family.

Visual description: Paint a picture of your dairy — describe the color of the outbuildings, your house, landscaping or gardens, wooden fences, green pastures, streams or ponds.

Community involvement: List membership or leadership roles you or your spouse hold in the community, such as positions in AG organizations, school organizations, civic groups and/or business groups.

Awards: Mention awards you have earned for yourself or your dairy, including milk quality and safety, conservation/stewardship and breed associations.

Hobbies: List a favorite hobby, as well as your spouse's, to help your neighbors and community members get to know you as the person behind the farm and the food you provide.

Education: List college degrees and higher education courses, as well as any specific training courses you or your employees have completed.



Dairy information: Provide basic details about your operation, such as the breed and how many cows you milk, number of workers/employees, the type of milking parlor you use, how often and at what times you milk each day, where your milk is sold, what label it is sold under, breed associations you belong to, specific animal care measures you employ on the farm and examples of on-farm technologies you practice.

Other agricultural production: Mention other livestock and crops produced on your farm.

Environmental initiatives: Provide specific details about any environmental initiatives on your farm, such as recycling efforts, conservation measures and energy-efficient technologies.

Other items of interest: List any other information you think would help establish a connection between community members and you and your dairy.