

**Dairy Promotion Order Board  
Re-allocation of Funds Request  
July 1, 2020**



We all know by now the challenges that everyone has faced and continues to face due to the global pandemic of COVID-19. It is because of this pandemic that we've been challenged to think differently about how we promote dairy products and the positive image of dairy farming. As you've heard by now, the NYAAC Board of Directors has decided to forgo the 2020 New York State Fair. Since the decision was made to not participate in the fair this year, due to health and safety concerns, we are asking for consideration to re-allocate the \$50,000 that was approved for NYAAC to utilize at the State Fair.

Summary of re-allocation request:

Dairy on the Moo-ve	requesting \$20,000
Paid Dairy TV Campaign	requesting \$12,000
Professional Partnership	requesting \$10,000
Social Media Sponsored Content	requesting \$8,000

The information below will help explain each one of the requests listed above with the Dairy on the Moo-ve project being the largest component and most amount of detail provided due to the nature of the proposed project.

**Dairy on the Moo-ve**

**Purpose**

To provide an experience, in lieu of the 2020 Dairy Cow Birthing Center, for our online followers to learn about the dairy industry and provide a positive image for dairy farming and animal agriculture in New York State.

**Objectives**

- Showcase dairy farms in all regions of New York State by visiting and spending a day at each farm
- Broadcast live, and provide photos and video clips highlighting different topics that are relevant and pertinent to each farm
- Utilize farm owners, manager, employees, family members, and/or a few local volunteers to be spokespeople and topic experts throughout the day
- Provide an opportunity for viewers and followers to engage and ask questions to be answered throughout each day
- Utilize the NYAAC social media channels and website to distribute content

**Implementation**

NYAAC staff will work with dairy farms to develop a route across the state to showcase the breadth and depth of the New York dairy industry. The goal will be to spend a single day at each farm location showcasing the farm family, a specific topic, and potentially the birth of a calf.

Each year at the Dairy Cow Birthing Center, farmers and industry volunteers share their experiences and talk about topics that can actually be seen on farms. We typically talk about them, but are sometimes unable to show these topics. For example, conversations are had about technology, soil, nutrition, milking parlors, and so much more. Dairy on the Moo-ve will allow us to show these topics, firsthand, from the farm.

We will aim to begin each morning announcing which farm we are visiting and some topics that we're going to cover. We will plan to broadcast a calf birth, live from the maternity pen on each farm but each farm visit experience will be different. On one farm, we'll talk about technology as it relates to robotic milking. On another farm, we will talk about nutrition and potentially interview the nutritionist that is visiting and working with the farmer or herd manager. Another visit will focus on animal health or crop production as we visit with a veterinarian or walk through the fields inspecting the crops before harvest.

Each farm will be featured through digital communications throughout the day on all NYAAC social media channels. Videos, photos and live footage will be provided for viewers to learn from and engage with. Depending on the exact happenings on the farm, if there is field work occurring, we will plan to conduct some "tractor talk," straight from the cab. Q&A sessions will be produced and shown featuring equipment, crops, soil health, environmental stewardship, and animal nutrition.

Finally, another topic of consideration will be previous Dairy Cow Birthing Center updates. Some of the anticipated farms that we plan to visit have participated in the Birthing Center in the past and we want to provide updates. Updates will be focused on calves that were born and cows that gave birth. We can provide additional educational information about milk production, different nutritional needs, calf care, and the process of milk production from the farm to the table.

Our audience that we anticipate following and engaging in this experience thrive on seeing the miracle of life each year at the Dairy Cow Birthing Center. If we are able to continue to keep their excitement and provide that experience, from the farm, we can then provide additional information about farming and agriculture.

### **Anticipated Dates**

Monday August 17-Friday, August 21 (Northern/Eastern)

Monday, August 24 - Friday, August 28 (Central)

Monday, September 14 - Friday, September 18 (Finger Lakes)

Monday, September 21 - Friday, September 25 (Western)

These dates were selected to provide a variety of experiences that occur on the farm throughout the late summer/early fall. One week is during what would be our State Fair time so want to continue to provide information and opportunities for engagement during this time period. There are several farms in the proposed Central NY area that have participated in the Dairy Cow Birthing Center in previous years. We would include some cow/calf updates during this time.

We take a short break and come back in September because we want to showcase the crop side of being a dairy farmer and provide accurate information about what people are seeing in the fields. Being on the farm during this time period will allow us to showcase animal nutrition and crop production.

**Impact/Results**

We will provide opportunities for engagement and questions to be asked resulting in a change of perception and an improved, positive image of NY dairy farms. We will also gauge our impact and results through online analytics and reach through social media.

**Promotion**

Website/Blog

- Our website and blog will feature the farms, topics, and sponsors that help make this experience possible

Social Media

- With a following of nearly 15,000 people on Facebook and more than 1,500 followers on Instagram, we will aim to utilize our social media platforms to provide this virtual experience to our followers.
- Events will be made for each farm visit that can be sponsored/boosted with available funds.
- The goal will be to post a variety of information from each farm, every day including photos, videos, and live footage.
- Farms with active social media channels can share all pertinent information to our Dairy on the Moo-ve program. NYAAC will develop and provide graphics to each farm to help promote the experience.

Press/Media

- We will develop a press release for local media outlets to showcase the dairy industry and feature local dairy farms. We also hope to work with Corning Place Communications to secure an exclusive interview to be conducted at the first location stop in each region.

**Potential Sponsors**

Committed sponsors for the 2020 Dairy Cow Birthing Center are as listed below. It is our goal to provide this project information to all current donors/sponsors for approval to re-allocate funds already provided to the newly proposed, creative, engaging Dairy on the Moo-ve project.

Sponsors are: Community Bank, Dairy Farmers of America, Dairy Promotion Order Board, Farm Credit Ag Enhancement Grant, Merck Animal Health, New York Corn & Soybean Growers Association, and Trouw Nutrition.

All sponsors will be recognized in a variety of ways including: website, blog, social media, verbally throughout each visit, and a press release.

**Proposed Budget**

Budget Item	Notes	Unit	Mileage/Cost	Total Cost
Vehicle Rental	Four separate weeks of vehicle rental			\$2,000.00

Fuel	Fuel to drive 3000 miles			\$500.00
Hotel	25 nights	25	150	\$3,750.00
Food	\$150/day (includes staff & volunteers), breakfast, lunch for staff & volunteers, dinner	150	20	\$3,000.00
Social Media	Boosted posts/events	30	150	\$4,500.00
Text Messages	1 per day, 6,500 plus extra	150,000	0.05	\$7,500.00
Videographer	Variety of locations (not everyone)			\$5,000.00
Photographer	Variety of locations (not everyone)			\$5,000.00
Farmer Thank You's	20 farms	20	100	\$2,000.00
Volunteer t-shirts	100 volunteer shirts (farms, speakers)	75	10	\$750.00
Misc expenses	Technology, supplies, logo development, etc.			\$8,000.00
Staff Hours	Staff Hours	600	30	\$18,000.00
				\$60,000.00

The items listed below reflect \$30,000 total of the requested re-allocation.

- Collaborate with Corning Place Communications (CPC) to provide earned media relations support during the Dairy on the Moo-ve regional tours. CPC will pitch an exclusive with a regional TV station, at the first location on each regional tour (6 total) in the months of August and September.
- Secure TV ads on Spectrum stations in Upstate NY and the Hudson Valley. CPC would support the creation of visual advertisements. These paid ads would run for 7 weeks from mid-November through the end of the year, focused on promoting NY dairy products during the holiday/family season. Spectrum ads would run at a variety of times throughout the day and within the following regions: Capital, Rochester, Buffalo, Syracuse, and Hudson Valley. We would receive 245 ads in EACH region. Ads would be mostly 30-second ads and also opportunity for some short 10 second billboard ads. (\$12,000)
- Extend the professional partnership with CPC through the end of the year. NYAAC currently has funding through the Vision 2020 project for CPC partnership until October. These funds would allow us to collaborate on this paid campaign promotion. (\$10,000)
- Boost original/owned content on social media. Utilize ads being produced by Spectrum News and develop original ads focus on dairy products. Boost ads for eight (8) weeks (November – December) and promote NY dairy products for seasonal and holiday selections. We are asking for \$4,000 for Facebook and \$4,000 for Instagram. (\$8,000)