



P.O. Box 179
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July 1, 2020

Dear NYS Dairy Promotion Order Board Members,

The New York Animal Agriculture Coalition (NYAAC) has a mission to help others understand and appreciate animal agriculture and we are able to do this because of the support from all of you and the NY dairy industry. We are looking forward to continuing to work with all of you and also offer a welcome and congratulations to the newly appointed members to the DPO Board.

In the following pages you will find a summary of each project that NYAAC is currently working on that is being supported through the dairy check-off funds. As expected, some of our work was impacted by COVID-19, however, our goals remained the same. We continued to strive to share the story of NY dairy farmers to build a positive image and increase consumption and sales of dairy products.

Also included in this mid-year update is a request for re-allocation. As you may or may not have heard the NYAAC Board of Directors made the decision to not participate in the NY State Fair this year due to the health concerns as a result of COVID-19. This means the funding that had been allocated for the State Fair won't be able to be utilized in that capacity. Knowing this, we have developed a new proposal for an engaging, exciting, virtual opportunity to be implemented in lieu of the 2020 Dairy Cow Birthing Center. Included in this request is a reallocation for the full amount that was earmarked for the New York State Fair.

We have been fortunate to partner with some amazing advocates this year allowing areas of expertise to shine through the work we're completing. Working with third party professional organizations has also helped ensure projects are completed within budget and on time.

Thank you for the opportunity to work for all of you and to promote the dairy industry to help showcase a positive farmer image to New Yorkers resulting in more consumed dairy products and a better appreciation for the industry. Please feel free to reach out if you have any questions.

Sincerely,

Eileen Jensen
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All-Star Advocates

2019 Funding Amount: \$44,000



Project summary & results to date

NYAAC implemented this project in 2019 which resulted in motivating and inspiring 12 dairy advocates from a variety of regions across New York. A goal of this experience was to help the All-Star Advocates to think outside the box and gather new promotional ideas. Upon returning from this experience, we encouraged all participants to think of some creative ways to promote the dairy industry in their local communities. Upon approval from the DPO Board earlier in 2020 to continue this project and help fund the participants' local ideas, all participants were contacted. Then COVID-19 hit and all events, fairs, in-person tours were canceled. We went back to square one and asked participants to, again, think creatively on items that they could utilize to promote the dairy industry.

Project to Date Spend

	Approved Budget	Spent to date	Balance
Transportation	\$5,000	\$4,864.61	\$135.39
Food & Lodging	\$11,500	\$10,547.79	\$952.21
Speakers & Tours	\$10,000	\$868.00	\$9,132.00
Supplemental Materials	\$2,500	\$685.52	\$1,814.48
NYAAC salaries (500 hours)	\$15,000	\$6,427.46	\$8,572.54
Total	\$44,000	\$23,393.38	\$20,606.62

Remainder of 2020

For the remainder of the year, we will work directly with attendees of this program to implement advocacy efforts in their local communities. These efforts will reach all regions of New York State from Erie County to Jefferson County and from Broome County to the Hudson Valley and many areas in between. The following ideas have been proposed by the All-Star Advocate participants and are in progress of being purchased and implemented with collaboration through NYAAC.

- Purchase "classroom calf kits" that can be utilized by a local farmer to bring calves to school to help educate students. This will help adhere to any new social distancing guidelines of needing to keep distance and spread apart while being outside rather than inside a classroom. A kit will include four small gates for the calf pen, a calf carrier for a truck and signage to be used during the presentation talking about calves, dairy products, and dairy farmers.



- Microphones for virtual farm tours which could be utilized in the future when in-person farm tours resume
- Design a trailer wrap that promotes the dairy industry and dairy farmers to be utilized on a farm that has large semi-trucks that are utilized all-year long
- Help provide financial assistance for farmers and the public to attend cheese making classes and to learn more about dairy products, cheese production and dairy farming.
- Design and purchase canvas/reusable grocery bags for a regional event that promotes purchasing NY dairy products
- Provide dairy filled thank-you baskets with positive dairy messages for essential workers in local communities
- Design and print hay wagon banners for high-traffic areas with a positive dairy and dairy product message
- Assist in milk drive-thru's in local communities in need
- Assist with advertising and promotional materials for on-farm drive-thru events that include milk distribution and dairy education

There are still some ideas left to be developed from a few participants so additional promotional ideas will be added to the list. Ultimately, the positive message of dairy farming will be making its way to local communities in a variety of ways throughout the coming months.

Dairy Dialogues

2019 Funding Amount: \$26,000

Project summary & results to date

The Dairy Dialogues program was a challenge for us but we were able to plan and implement 12 events throughout New York State. We worked with local organizations including Cornell Cooperative Extension, FFA Chapters, and universities to host our events where we openly invited the public to join us for a conversation related to the dairy industry. Part of the budget was to develop a new documentary that discusses the reality related to the labor force on dairy farms. Since receiving the extension from the DPO Board, we have finalized the documentary which can be viewed on the NYAAC YouTube page (@NYAnimalAg). The direct link is: <https://www.youtube.com/watch?v=cyvfj8YKJU8>.

Some of the challenges we faced impacted attendance so we were unable to reach our attendance goal last year. We had all intentions of continuing this program in 2020 however, COVID-19 hit resulting in colleges and universities closing and social gatherings were put to an end.

Project to Date Spend

	Approved Budget	Spent to date	Balance
Advertising	\$1,500	\$967.03	\$532.97
Farmer Appearance	\$1,500		\$1,500
Dairy Refreshments	\$1,500	\$129.37	\$1,370.63
Brochures	\$1,000		\$1,000
NYAAC salaries (250 hours)	\$7,500	\$5,732.59	\$1,767.41
Staff mileage/travel		\$2,578.40	-\$2,578.40
Video Production	\$13,000	\$15,562.00	-\$2,562.00
Total	\$26,000	\$24,969.39	\$1,030.61

Remainder of 2020

- With a small amount of money left in this budget, we have reviewed all expenses and have determined the remainder of the budget at this time will serve as a thank-you to the farmers who participated in this program and served as spokespeople. We hope this thank you will serve as a small token of motivation to continue to face the challenges of being proactive and sharing the positive message of dairy farming.
- With the future still unknown and so many uncertainties facing us, we don't know if we'll be able to get onto college campuses in the fall to continue these efforts. With a limited budget at this time, we will re-evaluate this possibility as colleges and universities announce their re-opening plan.
- There is a potential opportunity for virtual showings that wouldn't cost on-site funding but wouldn't necessarily be as impactful as in-person events.



*"The farmers that led the conversation were honest in their answers and shared their true passion for farming. It was appreciated."
Dairy Dialogues participant*

Documenting Dairy

2020 Funding Amount: \$10,000

Project summary & results to date

The goal of this project was to provide positive, proactive stories about the dairy industry to the media. We have partnered with Ivy Partners for this project and kicked it off in April with our first article being sent to media outlets in June to celebrate Dairy Month. The first article was focused on NY dairy farms being the economic backbone in rural communities. More than ten farmers were interviewed for the first article and then local stories were developed regionally and pitched to media outlets. The media markets we've defined for this project are Buffalo, Rochester, Watertown, Syracuse, Utica, Albany, Plattsburgh, Binghamton, Elmira, and New York City. We are working on tracking any stories that were published and reaching back out to media outlets to determine any additional interest. This topic was selected as our first topic because of COVID-19 and the challenges that farmers faced while also facing questions from the public about the availability of milk and dairy products.

Our July story is in progress and will be focused on technology on the farm. We have interviewed four farmers that are relevant to this storyline and plan to develop a story for their local media outlets.

Project to Date Spend

	Approved Budget	Spent to date	Balance
Salaries (200 hours)	\$6,000	\$600	\$5,400
Printing/Supplies	\$1,000		\$1,000
Travel & Mileage	\$3,000		\$3,000
Contractor Professional Fee (Ivy Partners)		\$6,000	-\$6,000
Total	\$10,000	\$6,600	\$3,400

Remainder of 2020

We will work to develop stories for the remainder of 2020 that focus on the following topics: diversification, animal husbandry, and environmental stewardship. Our goal is to have one storyline for each month. However, our topics are fluid and can change based on industry needs and additional positive messages that might be needed in the media.

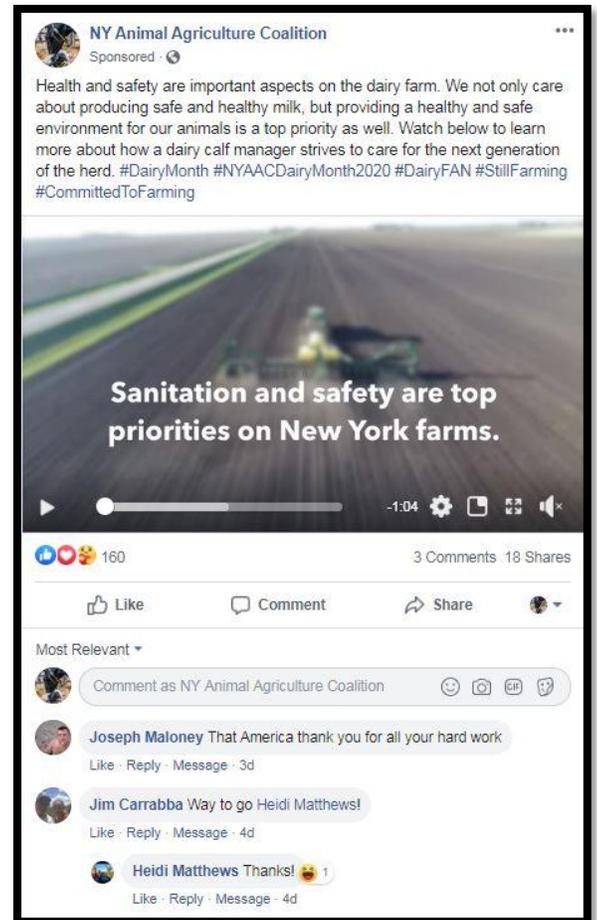
Vision 2020

2020 Funding Amount: \$90,000

Project summary & results to date

We kicked this project off in the spring and like many others, we adapted to the challenges of COVID-19. Despite having to adopt to virtually capturing farmers messages, our goal remained the same – to showcase the realities of dairy farming in the year 2020. Our topic choices immediately changed to represent the challenges that farmers were facing including supply challenges, employee safety, and community support. To date, in partnership with Corning Place Communications, we have developed six videos and published them on the NYAAC YouTube page and social media platforms. All videos have been boosted and encouraged increased engagement. The first few videos were developed virtually, followed by two recent on-farm video shoots, both while following social distancing guidelines. The following videos have been produced:

1. Ideal Dairy, posted April 22 and discusses dairy supply challenges
2. Lamb Farms, posted April 24 and discusses keeping farms and employees safe through the pandemic
3. Patterson Farms, posted May 5 and discusses providing support to team members and supporting NY products
4. Lamb Farms, posted May 12 discussing providing essential dairy products and donations
5. Kings Dairy, posted June 7 discussing dairy product processing,
6. Ideal Dairy, posted June 17 discussing sanitation and safety while caring for the next generation on the farm (calf care)



Online Engagement Results (4/24 -6/19)

Twitter	Impressions	Video Views	Users Who Engaged	Total Cost
TOTAL	1,313,506	762,964	8,335	\$3,300

Facebook	Total Reach	Video Views	Users Who Engaged	New Page Likes	Total Cost
TOTAL	147,559	87,640	91,606	1,906	\$1,435

Project to Date Spend

	Approved Budget	Spent to date	Balance
Contractor Professional Fee (Corning Place Communications)	\$50,000	\$10,000	\$40,000
Video Production/Travel	\$16,470		\$16,470
Paid Digital Promotions	\$15,030	\$4,735	\$10,295
NYAAC Salaries (200 hours)	\$6,000	\$1,050	\$4,950
NYAAC travel/mileage	\$2,500		\$2,500
Total	\$90,000	\$15,785	\$74,215

Remainder of 2020

We will continue to produce videos that adhere to our goal of showcasing what is happening on dairy farmers in 2020. We will be honest and transparent while sharing positive, proactive messages about the dairy industry and dairy products.

There will continue to be more in-person video shoots so the production and travel budget will continue to decrease. Our team will continue to adhere by any special guidelines and make appropriate changes based on any health concerns moving forward. Paid digital promotions will continue and NYAAC staff will plan on attending a few close video shoots as time allows as well. Remaining topics for videos include sustainability, environmental stewardship, animal care, dairy product consumption, and many more.

New York State Fair
Dairy Cow Birthing Center Engagement & Awareness
2020 Funding Amount: \$50,000

Project summary & results to date

On June 12, 2020 the NYAAC Board of Directors made the decision to postpone the 8th annual Dairy Cow Birthing Center and ultimately foregoing our participation in the 2020 New York State Fair. This was a very hard decision but one that needed to be made this year due to the COVID-19 health risks. The NYAAC staff and Board of Directors did not take this decision lightly but weighed the risk versus reward after surveying volunteers and taking timelines into consideration.

The exhibit relies heavily on volunteer participation and after surveying more than 500 volunteers, it was determined that less than 40% were willing to commit to attending the State Fair. Compile this with the overall risk of keeping volunteers, farmers, and visitors safe helped make the decision to not participate this year. The Board also considered the challenges and ability to comply with anticipated social distancing requirements including one-way traffic and audience limitations. Our exhibit takes pride in being very open and personable and with limitations and many risks this year, that goal would be sacrificed.

A final item that was taken into consideration was the timelines to make reallocations of funds. If we waited to make the decision until later in the summer, the timelines to re-allocate funding with our sponsors and donors would be limited as would our time to allow for another experience to take place. We have secured funding from numerous sources for the Birthing Center this year so we are able to work on asking for a re-allocation of these funds to a new, engaging, and exciting virtual opportunity that we can provide to our avid followers to help alleviate any disappointment in the Dairy Cow Birthing Center not occurring this year.

As a note and a reminder, there was funding allocated for the Dairy Cow Birthing Center and for NYAAC presence in the Dairy Products Building to help bring awareness to New York dairy products. Below is a breakdown of the original proposal that was approved.

	Approved Budget	Spent to date	Balance
Salaries (300 hours)	\$9,000		\$9,000
Supplies including printing, displays, contractors, etc.	\$41,000		\$41,000
Total	\$50,000		\$50,000

Re-allocation Request

At this time, NYAAC is submitting a request to re-allocate the original \$50,000 in the following ways:

Dairy on the Moo-ve - \$20,000

NY Dairy Products Promotion Campaign - \$30,000

Both of these proposals and re-allocation requests are explained in the separate accompanying documents provided to Ag & Markets.