

SEPTEMBER 2020

# NY Animal Agriculture Coalition

*Dairy Promotion Order Board  
Request for 2021 Funding Presentation*



# Who is NYAAC?

Farmer Founded and Funded

**Mission:** to enhance the public's understanding of and appreciation for animal agriculture by fostering a dialogue with consumers, engagement with farmers and cooperation among members of the industry.

- Empowering farmers to tell their story firsthand
- Engaging the public in conversations about Ag

**Member Organizations:** American Dairy Association Northeast, Cayuga Marketing, Farm Credit East, New York Corn & Soybean Growers Association, New York Farm Bureau, and Northeast Dairy Producers Association





# TODAY'S ASK

DISPLAYING DAIRY IN METRO NY \$95,500

SHARING DAIRY IN WORDS &  
VOICES IN METRO NY \$39,750

DAIRY COW BIRTHING CENTER  
ENGAGEMENT \$30,000

DAIRY COW BIRTHING CENTER  
AWARENESS \$20,000

NEIGHBOR NEWSLETTERS \$32,000

**\$217,250**

# Why NYAAC and These Projects?

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## RESPECTED

We have become a respected organization for dairy promotion in New York State.

## ADAPTABLE

Despite challenges, we have adapted proving we have the end goal always in mind.

## EXCEEDED EXPECTATIONS

Despite societal and public health challenges, we have set goals and recently exceeded them

## RESPONSIBLE

We are fiscally responsible of the funds provided to us, knowing that these are farmer dollars.



# 2020 Successes Will Lead to Future Achievements

- 41% growth on Facebook this year
- More than 20% growth on Twitter
- Continued growth on Instagram with plans for the future
- Built relationships in regions and with new farmers through 2020 projects

## Why Metro NY?

- We've listened to this board over the past few years.
- Relationships have been built between Metro NY customers/businesses and NYAAC organizations

Influential and prominent members of the media that NYAAC has gained as Twitter followers this year

# Displaying Dairy in Metro NY

**\$95,500**

## GOAL

Improve the image of dairy products and / or dairy producers among consumers

## EXECUTION

- Dairy display(s) will be located in prominent locations throughout the NYC
- Each display will have dairy and farmer information promoting engagement opportunities
- Collaborate with farmers markets and well positioned grocery stores

## ENGAGEMENT

- Paid social media promotion
- Geo-targeting audience
- Actively participate in social media opportunities
- Communicate with dairy farmers on location

## RESULTS

- Social media following and engagement
- On-site events
- Surveys distributed through social media, on-site, and via formal research through Siena or Marist surveys



This image is for size depiction only. Our display will not be painted in this manner.

# Sharing Dairy in Words & Voices in Metro NY

**\$39,750**

## GOAL

Promote uniqueness of, and increase sales of, New York milk, dairy products and / or ingredients throughout the entire food supply chain through various distribution channels including but not limited to, e-commerce, curbside sales, etc.

## EXECUTION

- Write op-ed articles to be published in prominent, local, publications throughout Metro NY
- Transform the op-ed article into an audio book that features the "voice" of the farmer and includes previously recorded b-roll resulting in a video audio book
- Voices will be shared across established social media platforms

## ENGAGEMENT

- Op-ed articles and audio visual posts will include engaging opportunities
- Call to actions, responses, discussion points

## RESULTS

- Social media results
- Published reach



This project was funded for 2020 but due to the cancellation of the NYS Fair, as a result of COVID-19, the funds were re-allocated.

# Dairy Cow Birthing Center Engagement

**\$30,000**

## GOAL

Improve the image of dairy products and / or dairy producers among consumers

## EXECUTION

- Design and develop a new, engaging component to the Birthing Center
- Potential to showcase additional content including animal care, process of milk getting from farm to table, etc.

## ENGAGEMENT

- Reach 300,000 yearly on site and tens of thousands more online
- Visitors spend multiple hours on site

## RESULTS

- Survey visitors & farmer/industry volunteers
- Social media reach
- On-site impact

# Dairy Cow Birthing Center Awareness

**\$20,000**



This project was funded for 2020 but due to the cancellation of the NYS Fair, as a result of COVID-19, the funds were re-allocated.

## GOAL

Improve the image of dairy products and / or dairy producers among consumers

## EXECUTION

- Hold a presence in the Dairy Products Building at the State Fair
- Develop an engaging display showcasing dairy products
- Make visitors aware of the production process

## ENGAGEMENT

- Display would be engaging
- Volunteers would interact with fairgoers

## RESULTS

- On-site feedback/questions
- Sign-up for more information, survey could be distributed
- Potential sales

Spring 2019

## Welcome Triplets!



On February 20th one of our cows, who has since been named C3PO, gave birth to triplet heifer calves which is a rare occurrence on dairy farms. This was the fourth time C3PO has given birth. Last year she gave birth to twin heifers and had to other healthy calves before that!

Calves are the future of our dairy farm so we treat them right. For their own safety, the triplets were removed from their mother after she thoroughly lick them dry. Mother cows can easily harm their babies by stepping or laying on them. The triplets were quickly feed colostrum, which is dense in nutrients and antibodies to jump start their immune system. Our calves live in white dome-shaped houses called hutches, allowing us to provide the calves with individual

### FARM INFO

Owned & Operated by  
Bill & Barb Young,  
along with children  
Matt Young and  
Hannah & Matt Worden

Got Questions?  
Contact Hannah  
585.455.6399  
adminwocf@attcomail.com

Follow us on Facebook  
@willocrestfarm

Proud producers for



In honor of this special

care, room to run and enjoy the sun outside, and to stay warm and dry inside.

C3PO did great with the birth and was given a calcium supplement afterwards. We kept close eye on her; however in a few days we could tell she wasn't feeling good and her health was declining. Our cows are equipped with activity and rumination (chewing) collars which help us track their health and C3PO's showed she was not eating well. We responded by giving her supportive treatments with IV fluids, vitamins, and ground alfalfa. After a couple of days without responding and the onset of a fever, she was diagnosed with an infection in her uterus; a result of the difficult birth. She was put on an antibiotic prescribed by our veterinarian and moved to our hospital pen where her milk was discarded. Within 48 hours she was noticeably better and has held strong ever since! After her treatment was finished and her milk was tested safe and she returned to the herd.

This course of treatment is typical for farmers. We set our animals up for success by providing clean and comfortable barns with 24-hour access to high-quality food and water, and a dry comfortable place to lay down. The health of our animals is continuously monitored, and antibiotics are never used unless other treatments have failed and the animal has a true need. Our veterinarian has worked with us to develop protocols for when and how to use different medications. Caring for our animals is our passion and the more tools we have in our toolbox to nurse cows like C3PO back to health the better we can care for them.

**Did You Know?** All milk is antibiotic-free. Milk is strictly regulated, plant and in transport for quality and safety, and stored at 40°F for you.



OUR HERITAGE. OUR PASSION. OUR BUSINESS.  
Fall 2020

### Hi Neighbors!

What a year this has been! We hope that you and your family have remained safe and healthy through these challenging times that 2020 has brought our way. Life on the farm, while challenging at times, has remained the same in most ways. We are entering into a busy time of year as we are working to harvest our crops we planted earlier this spring. We hope that as we head into a beautiful fall season that dairy continues to be on your table, three times a day. If you ever have any questions about our farm, what you're seeing in the fields, or the dairy products you're purchasing, please don't hesitate to contact us. Thank you for reading and supporting our family business!

- The Bankers

### Manure Storage Project - A Success!

Last time we shared that our manure storage facility had just recently been completed and today, we're excited to share that it worked beautifully all winter long, just as it was designed. Remember, that as dairy farmers, our cows produce more manure than we can handle all at once so this storage facility has allowed us to store the manure all year before applying it to the ground at the most opportune time. We did have a few extremely cold days last winter where we had to work out some issues because when manure freezes, it doesn't pump. But, we've worked past that and we've even made some more additions this year.

This summer we added what is called a leachate system. This system collects any "black water" that may have run off from our bunk feed area from any potential wet forages that we had to harvest. This area of the farm has a concrete floor that is sloped so that liquid flows towards the leachate system for collection and is then pumped into our storage facility. We haven't had to use this system yet, but it's ready to go when we need it.

We also know that storm runoff is a possibility after larger rain storms. This water might be considered "clean" water but we still want it to flow through a filtration area that is designed to slow the water down resulting in an extra layer of filtration.

Manure storage is considered a best management practice by both agriculture and environmental organizations. It was designed by a certified professional engineer and is regulated by the New York State Department of Environmental Conservation. Our storage is able to hold enough manure for many months, which also has the capacity to fertilize the acres of crops we grow for our cows. We are happy with our decision to build a manure storage facility because in the end, it's better for the land, the environment, our business, and ultimately the future of our farm.

### CONTACT US ANYTIME!

We want to hear from you! Please let us know if you have any questions about our farm, or if there is anything we can do to be better neighbors.

Bill & Corinne Banker  
315-684-9631  
billbzr@gmail.com



2020 was a year of challenges for many, but our family focused on making improvements around our farm. We strive to provide the best care for our cows while caring for the land we live on and the community we live in, all year long.

# Neighbor Newsletters

**\$32,000**

## GOAL

Improve the image of dairy products and / or dairy producers among consumers

## EXECUTION

- Design and develop newsletters for NY dairy farms
- Collaborate with new farms to implement
- Provide financial assistance to farms for printing and shipping (up to \$1,000/year/farm)

## ENGAGEMENT

- Individual farms would engage with local neighbors
- Offer tours, videos, engage on social media

## RESULTS

- Number of mailboxes reached
- Number of farms we collaborate with
- Specific feedback from farms
- Feedback from newsletter recipients

# Our Ask Today

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# THANK YOU

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