NY Animal Ag Coalition

Dairy Promotion Order – 2022 mid-year update
July 25, 2022
Our Plan Today

• Dairy Cow Birthing Center
• Moving Across NY – Mobile Experience
• Dairy on the Moo-ve
• Neighbor Newsletters (2021)
• Displaying Dairy (2021)
Dairy Cow Birthing Center

• T-21 days for bleachers, 23 days for set-up, 30 days to Opening Day!
  • August 24-September 5 at the State Fair

• New this year
  • Signage on Wall of Knowledge
  • 6 NEW Host Farms (new videos)
  • Additional engagement opportunities (sponsor table/tv, photo/SM opportunities)
Dairy Cow Birthing Center
Moving Across NY – Mobile Experience

- Committee
  - Natasha Stein, Paul Molesky, Brian Aukema, Patti Fisher, Kerry Adams, Mark Modzeleski, Alyssa Kealy

- Messaging
  - Farmers care for their animals.
  - Farmers implement sustainable practices on their farm.
  - Dairy products are delicious and nutritious.

- Hired Craftsmen (St. Louis) as our design & engineering company

- Design concepts – first draft has been reviewed

- Eileen & Hannah (NYAAC staff) will be heading to St. Louis to explore ideas & visit dairy & processing
Dairy on the Moo-ve

- 10 visits so far (variety of farms)
- 7 showcased on social media (one coming up soon and others in August)
- Purchased a camera to help capture high-quality footage
- 4-6 farms left to visit in September-December
- On target to exceed our goal
Dairy on the Moo-ve

As young farmers, Tucker & Amanda look forward to raising their children on the farm. Their goal is to eventually build a new milking parlor and get to a point where they can be less labor-intensive while keeping the health and safety of their herd as a top priority. Thank you to the Coryn family for showing us around the farm today!

To learn more about their farm, visit our website’s Find a Farm page: https://www.nyanimalag.org/farms/

Get more likes, comments and shares. When you boost this post, you’ll show it to more people.

Blue Hill Farm’s calves are transferred to individual hutchs shortly after being born so they can be adequately cared for and get the best start in life. After getting acclimated to the world and being fed with a bottle for a couple of weeks, the ca...

See more

M Sue England Kotzbauer
Nice to get all that information farmers are hard-working people and we appreciate them immensely
## Dairy on the Moo-ve CAT

<table>
<thead>
<tr>
<th>Category</th>
<th>NYS Goal*</th>
<th>Description of Goal</th>
<th>Actual NYS Result*</th>
<th>% of Goal Achieved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dairy on the Moo-ve</td>
<td>12</td>
<td>Visit and promote 12 different farms on social media</td>
<td>7</td>
<td>58%</td>
</tr>
<tr>
<td></td>
<td>1</td>
<td>Purchase appropriate supplies to capture impactful on-farm footage</td>
<td>1</td>
<td>100%</td>
</tr>
<tr>
<td>350,000</td>
<td>Organic impressions on social media</td>
<td>200,913</td>
<td>57%</td>
<td></td>
</tr>
<tr>
<td>15,000</td>
<td>Organic engagements on social media</td>
<td>7,000</td>
<td>47%</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Organic average engagement rate on social media</td>
<td>5</td>
<td>83%</td>
<td></td>
</tr>
<tr>
<td>20,000</td>
<td>Organic video views on social media</td>
<td>23,732</td>
<td>119%</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Organic link clicks on social media</td>
<td>10</td>
<td>50%</td>
<td></td>
</tr>
<tr>
<td>10,000</td>
<td>Organic accounts reached on Instagram</td>
<td>1,746</td>
<td>17%</td>
<td></td>
</tr>
</tbody>
</table>
Neighbor Newsletters (2021)

• 5 done (spring/summer)
• 3,800 mailboxes
• 7 in progress (anticipated additional 8,500 mailboxes)
Neighbor Newsletters (2021) CAT

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<th>% of Goal Achieved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neighbor Newsletters</td>
<td>20</td>
<td># of farms developing neighbor newsletters</td>
<td>15</td>
<td>70.00%</td>
</tr>
<tr>
<td></td>
<td>6</td>
<td># of new farms added that have never done a newsletter</td>
<td>2</td>
<td>33.30%</td>
</tr>
<tr>
<td></td>
<td>15,000</td>
<td># of rural neighbors reached</td>
<td>30,000</td>
<td>200.00%</td>
</tr>
</tbody>
</table>

Remaining funds are currently being spent in 2022
Displaying Dairy (2021)

- Milk & Honey month @ Queens County Farm Museum (full results aren’t available yet)
- Sponsor/Collaborator – press release
## Displaying Dairy (2021) CAT

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</tr>
</thead>
<tbody>
<tr>
<td>Displaying Dairy</td>
<td>1</td>
<td>Cow purchased for display</td>
<td>2</td>
<td>200.00%</td>
</tr>
<tr>
<td></td>
<td>5</td>
<td># of &quot;displays&quot; where the herd of cows will be &quot;visiting&quot;</td>
<td>12</td>
<td>240.00%</td>
</tr>
</tbody>
</table>

| Average Result    | 220.00%  |

These goals were met in 2021

Remaining funds were spent in 2022
What’s Next?

• Dairy Cow Birthing Center – see everyone at the Fair!
• Moo-ving Across NY – finalize concepts & budget. Goal is Summer 2023 launch
• Dairy on the Moo-ve – will be visiting at least 4-6 more farms in September-December
• Neighbor Newsletters – will continue to work with variety of farms in different geographies
• Displaying Dairy – our cows will be traveling home this Fall. Interest from a variety of places to use them in the future.