Budget Adjustment Request

July 8th, 2026

HERD is requesting to have funds from the following categories allocated to the Administrative category to help cover the employer taxes that were underestimated.

Travel - $10,000

Supplies- $5000

Total Moved to Administrative- $15,000

The cost per contact of $5 proposed in the contract remains the same, the cost of supplies and travel was overestimated.

Best Regards,

Bethany Beechler and Rebecca Kaminski

Co-Founders, HERD WNY

716-353-3095

bethany@herdwny.org

NYAAC
NEW YORK ANIMAL AGRICULTURE COALITION

P.O. Box 179
Penn Yan, NY 14527
www.nyanimalag.org
315-719-2795

July 16, 2026

Re: 2026 DPO Budget Reallocation/Scope Change

Dairy Promotion Order Board

The scope for the New York Animal Agriculture Coalition (NYAAC) 2026 Dairy Cow Birthing Center project has changed. The scope from the RFA pitch from September 2025 said,

"The Dairy Cow Birthing Center has long been a staple attraction at the NY State Fairgrounds. For over a decade, it has offered visitors a unique opportunity to witness the miracle of life, while fostering trust and strengthening relationships between the public, farmers, and dairy advocates. Each year, Host Farms provide 36 cows that give birth during the Fair. Educational signage throughout the tent engages a wide range of learning styles. With more than 8,000 people subscribing to text updates, others tuning in to live streams and following along on social media, the Birthing Center's reach continues to expand…"

Our new scope recommendation is,
"The Dairy Cow Birthing Center has long been a staple attraction at the NY State Fairgrounds. Through collaborative efforts and discussion, the Dairy Cow Birthing Center will be on pause for 2026. This year, the Dairy Cow Birthing Center will pivot to be the Dairy Discovery Center where fairgoers will have the opportunity to learn about all things related to dairy. The Wall of Knowledge and additional signage will provide visitors with the chance to learn about dairy nutrition, health benefits of products, and the importance of farm employee team members. Visitors will have the chance to purchase dairy products, merchandise, and even make ice cream and/or butter throughout the 13-day State Fair. There will be calves inside the tent for fairgoers to see, pet, and ask questions about dairy farming, along with TV's that will be showcasing videos made by other DPO-funded organizations as well as the possibility of showcasing videos, live from dairy farms throughout the state. Our success is measured through meaningful interactions while we regularly gather feedback via surveys and encourage volunteers to share feedback, too. In recent years we have added additional programming with the purpose of allowing visitors to absorb information in a variety of ways. NYAAC will also look forward to visiting the previously agreed upon 2026 Host Farms during the fall of 2026. Visits will allow NYAAC staff to feature each farm, live on social media, providing our avid followers the opportunity to see life on the farm and meet the Host Farm families. This will allow the positive messaging of what was the Birthing Center to expand beyond the 13-day State Fair. We welcome all questions, as transparency remains a core value of the work NYAAC completes. By creating genuine connections and building consumer trust, the Dairy Discovery Center will continue to be a valuable asset to New York dairy farmers."

NYAAC is formally requesting a change in scope and a reallocation of already distributed funds. The previous project titled “Dairy Cow Birthing Center” was funded at $100,000 for 2026. NYAAC is requesting to utilize $48,750 for the 2026 reimagined project and reallocate the balance of $51,250 to the Mobile Dairy Experience project.

Reason for reallocation request
After extensive collaboration and evaluation with partners, NYAAC determined that pausing the Dairy Cow Birthing Center for the 2026 New York State Fair was the most responsible course of action. The decision followed careful consideration of operational changes and logistical requirements. While every effort was made to identify a workable solution, the proposed changes introduced too many uncertainties to ensure the exhibit could continue operating safely and successfully this year. The organization remains committed to its educational mission and looks forward to continuing its partnership with the New York State Fair while exploring opportunities for the exhibit's future.

NYAAC would like to reallocate the funds in the following way:

AV Rentals & Support	$5,000
Creative Design/Engagement	$8,000
Text Messaging	$1,000
Volunteer Support & Supplies	$3,000
Printed Materials	$250
Student Incentives	$2,500
Exhibit Insurance	$500
Scheduled Programming	$500
Store Front	$5,000
Dairy Products	$2,500
Misc. Exhibit Supplies & Rentals	$1,500
Staff Time & Travel	$10,000
TOTAL	**$39,750**

POST State Fair - Host Farm Visits	
Mileage	$2,500
Overnights	$1,500
Time	$5,000
	$9,000

The balance of $51,250 would be allocated to the Mobile Dairy Experience.
The breakdown would be as follows:

Mobile Dairy Experience	
Travel	$17,000
Management	$15,250
Event Sponsorship	$15,000
Media Relations	$4,000
	$51,250

All requested reporting and receipts will be delivered to the appropriate individuals before December 31, 2026.

If you have any questions about these requests or explanations, please feel free to contact me at eileen@nyanimalag.org or 315-719-2795.

Thank you,

Eileen Jensen
Executive Director
NY Animal Agriculture Coalition

Joel Riehlman
NY Dairy Farmer
NYAAC Chairman

MILK FOR HEALTH
on the Niagara Frontier Inc.

June 16, 2026

Dear Dairy Promotion Order Leadership,

Milk for Health would like to request two small budget modifications for 2026.

First, we would like to move $1,500 **from Cooking Classe**s to **Explore & More**. We have more opportunities this fall at Explore & More to conduct outreach programs which may actually be cooking classes. To properly represent where we are doing the programming, this move makes sense to us.

Second, we would like to move $5,000 **from Buffalo City/Community Schools** to **Social Media**. Our team has worked hard on efficiency and has therefore saved on program costs. Milk for Health's social media provides valuable outreach on dairy to our communities, we feel allocating additional funds there is necessary. We have nearly depleted that budget.

Thanks in advance for your consideration. Please let us know if you have any further questions.

Sincerely,

Tonya Van Slyke

Tonya Van Slyke and Heather Woodis
Milk for Health