

Futureproofing Your Farm Communications

Aug 1, 2023

**MAKING
EVERY
DROP
COUNT**

your
**DAIRY
CHECKOFF**
Dairy Management Inc.

How did farmers communicate 40 years ago?



**MAKING
EVERY
DROP
COUNT**

**your
DAIRY
CHECKOFF**
Dairy Management Inc.



**How do farmers
communicate today?**

**MAKING
EVERY
DROP
COUNT**

**your
DAIRY
CHECKOFF**
Dairy Management, Inc.

What have I seen farmers communicating with?

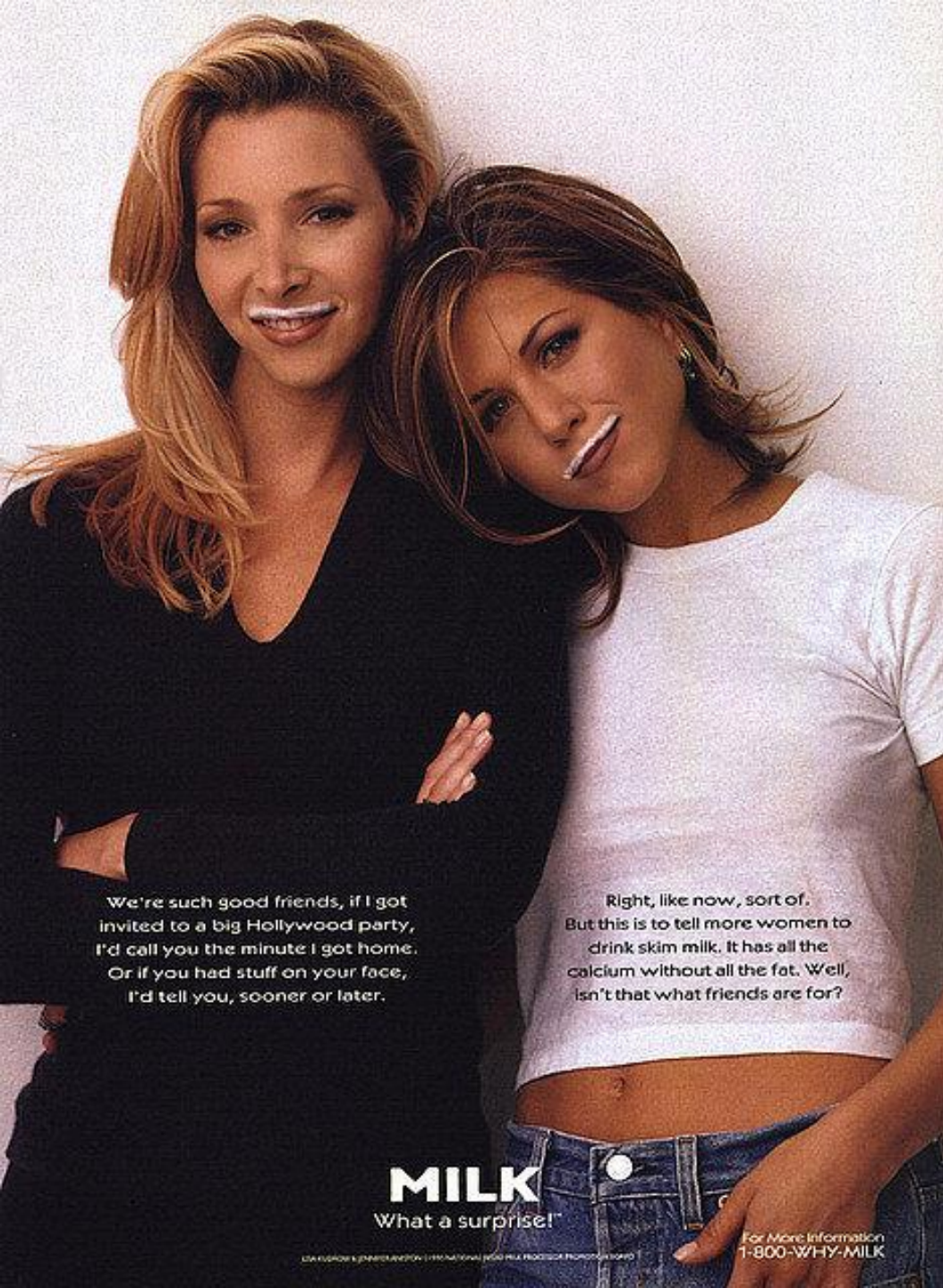
- Text messaging
- Slack / MS Teams
- Asana
- Groupme
- WhatsApp
- What are your favorites?



slack



group**me**



How did checkoff reach consumers then?





I Made a \$50,000 Player Building Competition!

33M views • 2 years ago



Thank you to America's Dairy Farmers for sponsoring this video! We hosted a 100-player building challenge for \$50,000.

How does checkoff reach consumers now?



Sponsored



midwestdairy.com

<https://www.midwestdairy.com>

Sustainable Dairy Farming Practices | Midwest Dairy

We Help Farmers Spread Awareness of the Benefits of Dairy - Check out our Resource Guides

**What do consumers
expect from the creators
of the food they eat?**

What does checkoff talk about with consumers?

- **Recipes**
- **ICED – Immunity, Calm, Energy, Digestive Health**
- **Animal Care**
- **Sustainability**
- **Milk Safety**



MAYO CLINIC Mayo Clinic Diet

Sponsored Webinar

The Mayo Clinic Diet and Healthy Aging



July 27th, 12:30pm-1:30pm EST

Mayo Clinic Lead Dietitian
Tara Schmidt

NDC
NATIONAL DAIRY COUNCIL™

**What do consumers
expect from the farmers
of the food they eat?**

What should farmers talk about with consumers?

- **Animal Care**
- **Environmental Practices**
- **How milk gets from cow to store**
- **Everyday life on the farm**



The basics of farm communications to consumers



RESPONSIBLE FARMING IN A BIG WAY



It all started with a farm.

Twenty years ago, we started farming Threemile Canyon Farms with the intent to make it a special place that demonstrates our respect for our people, community, and natural resources. We're proud to be the 2020 U.S. Dairy Sustainability Awards recipient for Outstanding Dairy Sustainability. Thank you. We will continue to work hard to safely and sustainably produce food for future generations.

Since we took ownership of Threemile Canyon Farms in 1999, we've challenged ourselves to question long-standing agricultural practices. "Business as usual" really has no meaning at Threemile, because we know that as the population grows and the world changes, we must continuously adopt new and better technologies and operational practices to remain relevant and successful.

A safe and rewarding work environment means a happy, satisfied workforce that shares ownership in our philosophy and pride in carrying it forward every day, both at work and in our local communities.

A farm website

- Squarespace
- Wix
- Wordpress

What should be on the website?

- Where to find your products
- Animal Care
- Environmental Practices
- History of the farm
- Contact Us
- Careers in Ag



First-Class Cow Care

At MVP Dairy, we strive to create the perfect environment for our cows to keep them healthy and happy. Our 4,500 Holstein cows live in six tunnel-ventilated freestall barns that are furnished with sand bedding, misters and fans to keep them cool and even cow brushes to scratch their backs.

We work with experts in animal health and nutrition to ensure our cows have everything they need from balanced and nutritious diets to veterinarian care.



Animal Welfare Standards

We look to [Validus](#) and the FARM program to audit our animal welfare practices to not only verify our care, but to also help us continuously improve.



MVP Dairy, LLC and its four sister farms are the first and only dairies to receive all four certifications from Validus:

- Animal Welfare
- Worker Care
- Environmental Responsibility
- On-Farm Security



How to give a cow a pill:

Social Media

- Facebook
- Instagram
- YouTube



Become a Subscriber!

FOLLOW A COW
UNCENSORED FOOTAGE



IowaDairyFarmer

1M followers · 249 following

[Subscribe](#) [Following](#) [Message](#)

Social Media

- Easily share your messages via video and text – get instant feedback
- More than 80% of US pop has a presence
- Build an audience that can defend you

The screenshot shows the Instagram profile for 'richlandsdairy'. The profile picture is a close-up of a cow's face. The bio reads 'richlandsdairyfarm' and 'Family owned Virginia Dairy Farm and Creamery specializing in milk and ice cream', with a link to 'richlandscREAMERY.com/'. The page shows a grid of video posts with various captions and view counts.

richlandsdairy
richlandsdairyfarm

1538 Following 358.1K Followers 18.6M Likes

Family owned Virginia Dairy Farm and Creamery specializing in milk and ice cream
richlandscREAMERY.com/

Videos Liked

We get 1 chance to make the cow's food for the entire next year
▶ 10.9K
we better do a good job! ...

The rain is moving in
▶ 20.9K
At least the kids got extr...

It's HONKITY HONK time again!!
▶ 19.9K
#busstop ...

Nice da for a scr...
▶ 24.2K
#itsbeenawhile ...

Stay until the end for the super cute calf
▶ 57K
Reply to @blantontiger N...

Could you do a video about dehorning and the method you use?
▶ 214.8K
Reply to ...

Guess what today is!
▶ 115.5K
Im away from the farm to...

Why them cows got an bracelets
▶ 183.3K
Reply to @asacka

Manage Alerts Delete CREATE Alerts

	RESULT TYPE	LANGUAGE	COUNTRY	HOW OFTEN	HOW MANY	LAST SEEN	ACTIONS
<input type="checkbox"/>	News, Blogs, Discussions	All languages	All countries	As it happens	Best	11/07/22	Edit
"dairy management inc."							
<input type="checkbox"/>	Everything	English	All countries	Once a day	Best	11/08/22	Edit
dairy social media							
<input type="checkbox"/>	News, Blogs, Discussions	All languages	All countries	Once a day	Best	11/08/22	Edit
DMI dairy							
<input type="checkbox"/>	News, Blogs, Discussions	All languages	All countries	As it happens	All	08/22/22	Edit
"don schindler"							
<input type="checkbox"/>	News, Blogs, Discussions	All languages	All countries	As it happens	All	02/17/21	Edit

Alerts

- Whenever your farm or names are mentioned on the web
- Not for SOCIAL MEDIA

**Can farmers be social
media influencers?**



Potential Revenue

- Farm Merchandise
- Video Streaming Ads
- Public Speaking



In-Stream Ads

Earning period

Last 7 days: Jul 20, 2023 – Jul 26, 2023

Approximate in-stream ad earnings ⓘ

\$5,609.65 ↑ 47%

Video earnings

In-Stream ads

Stars

Can this be a revenue stream for you?

Approximate in-stream ad earnings ⓘ

\$20,680.98 ↓ 33.2%

Approximate earnings for Live ⓘ

\$1.49 ↓ 73.8%

Ad CPM ⓘ

\$12.66 ↓ 3.9%

Monetizable view RPM ⓘ

\$4.71 ↑ 2.8%

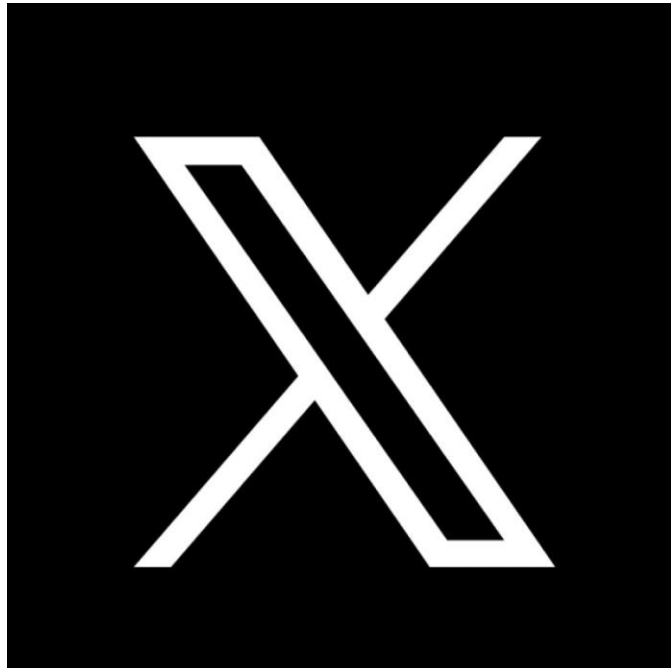
Monetizable 1-minute video views ⓘ

4,390,221 ↓ 35.1%



New platforms:

- Tik Tok
- Threads
- X



12:30

5G 85



cabotcreamery

18h

We're so excited for a weekend filled with live music, loads of fun, and all the good vibes. Tickets to the Thursday (The Backseat Lovers with Bendigo Fletcher) and Friday (Gregory Alan Isakov with Josh Ritter) Cabot Waterfront Concert shows are still available! The Cabot Cruiser Cheese Truck will be there serving up cheesy bites, see you at the Burlington waterfront 🧀🎵😎



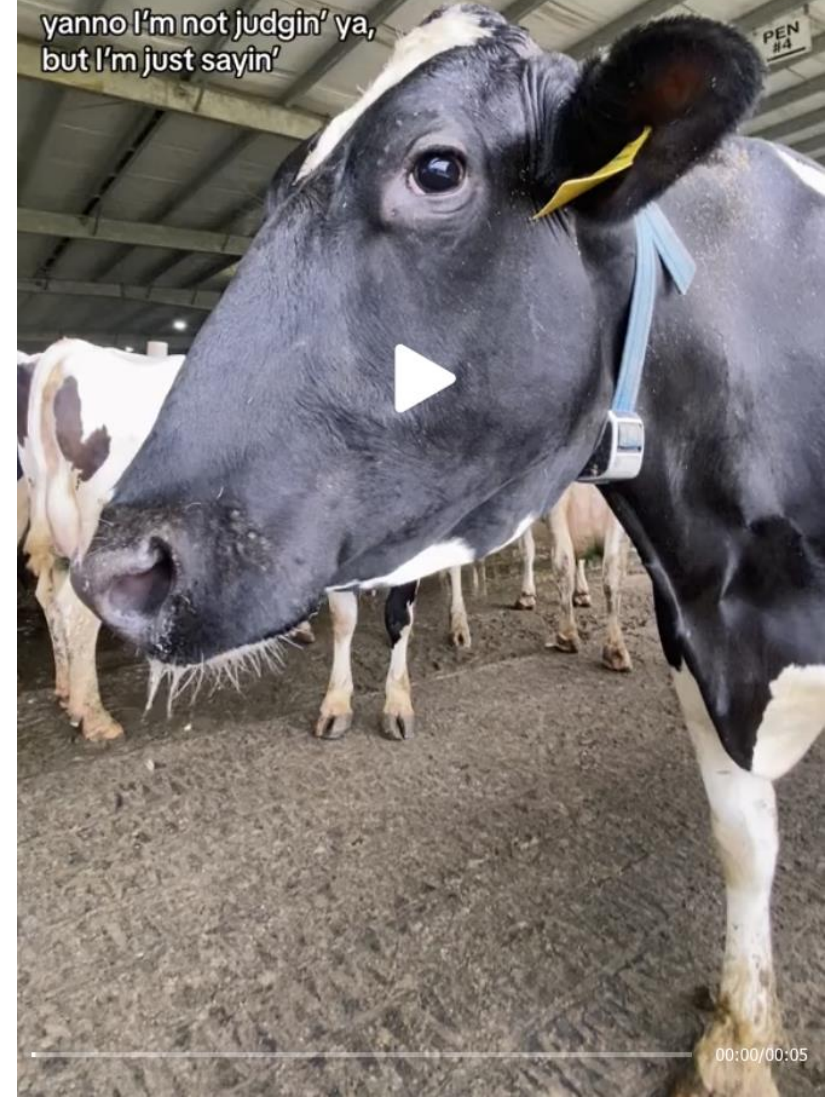
Find related content



Reply to Joanie Cahill758's comment

J soo cows and cattle are eating there own crap, mmm, thank god I'm vegan

yanno I'm not judgin' ya, but I'm just sayin'



00:00/00:05

**Where is
communication going?**

Twitter to X transformation



Elon Musk  
@elonmusk
Subscribed

Subscribe



Twitter was acquired by X Corp both to ensure freedom of speech and as an accelerant for X, the everything app. This is not simply a company renaming itself, but doing the same thing.

The Twitter name made sense when it was just 140 character messages going back and forth – like birds tweeting – but now you can post almost anything, including several hours of video.

In the months to come, we will add comprehensive communications and the ability to conduct your entire financial world. The Twitter name does not make sense in that context, so we must bid adieu to the bird.

9:52 PM · Jul 24, 2023 · **1.7M** Views

2,932 Retweets **968** Quotes **14.8K** Likes **935** Bookmarks



Facebook to Meta transformation

Generative Artificial Intelligence



How are dairy cows treated on the farm?



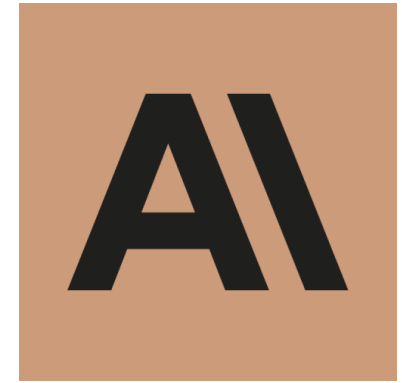
As of my last knowledge update in September 2021, I can provide information on how dairy cows are typically treated on farms. However, please note that farming practices can vary depending on the region, farm size, and specific management practices. Improvements or changes in practices might have occurred after my last update.



Dairy cows on farms are generally taken care of to ensure their health, well-being, and productivity. Some common aspects of their treatment include:

1. **Housing:** Dairy cows are usually provided with shelter to protect them from harsh weather conditions, such as extreme heat, cold, or rain. They are often kept in barns or free-stall systems where they have space to move around and lie down comfortably.
2. **Nutrition:** Proper nutrition is essential for dairy cows to maintain good health and produce milk. Farmers work with nutritionists to design balanced diets that meet the cows' energy and nutrient requirements. Diets typically include a combination of forages (such as hay or silage) and grains or other concentrates.
3. **Healthcare:** Dairy cows receive regular veterinary care to monitor their health and address any medical issues. Vaccinations, deworming, and preventive measures against common

Generative Artificial Intelligence

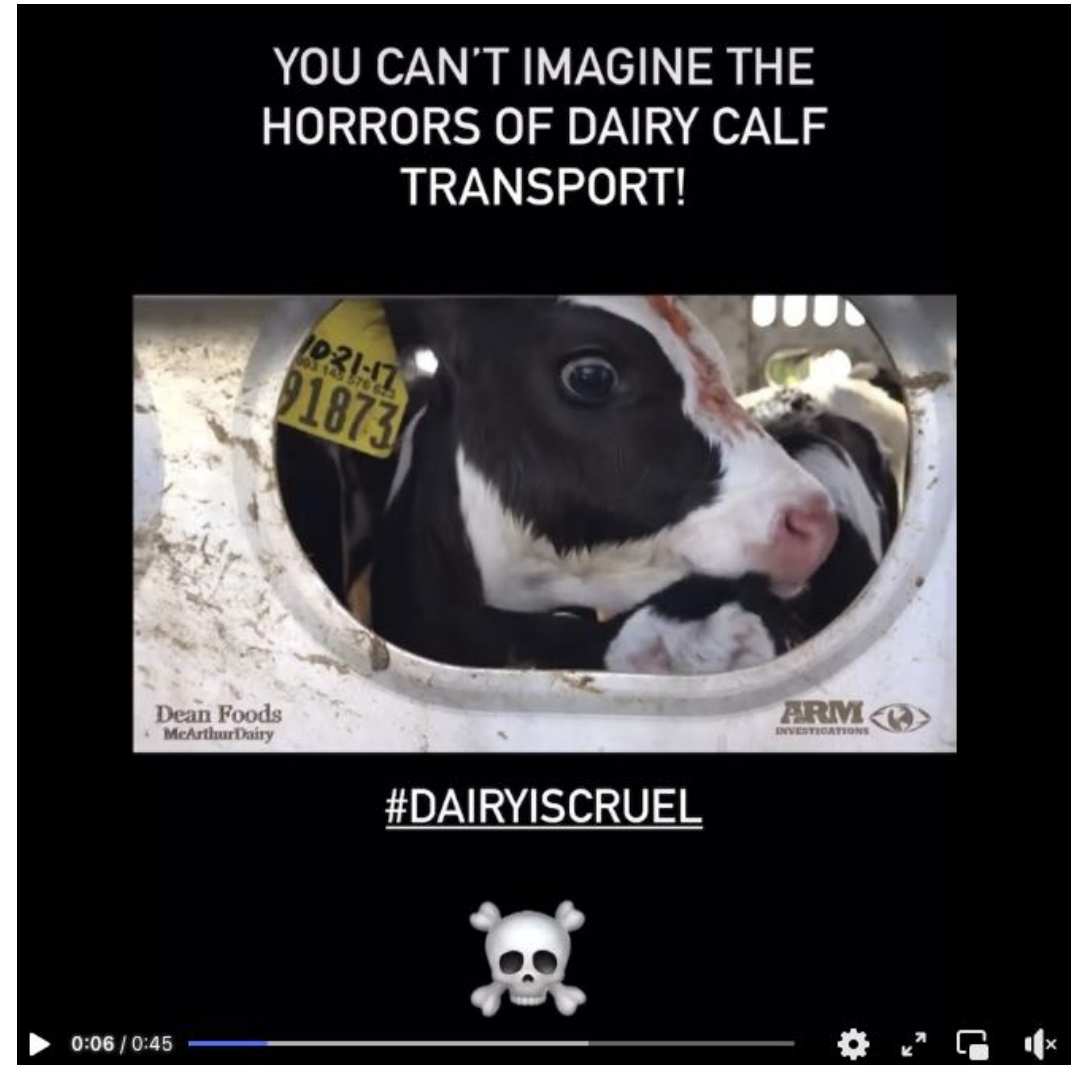




Augmented / Virtual reality dairy farm tours

Crisis and Issues

- Available through The Dairy Alliance
- Develop a plan for your team
- Protect your investment and your family
- Update every year



How do you start?



The Dairy Alliance is seeking farmers and industry affiliates to serve as Community Engagers for our new WaveMakers community outreach program. Participants will:

- Speak and engage with consumers in your communities
- Engagers will include farmers, industry specialists, veterinarians, animal science extension staff, etc.
- Receive training and support from our communications team
- Connect with consumers across the Southeast

Talk to The Dairy Alliance and get their resources



Wave Makers



Community Outreach

Want to learn more?
Email Farrah Newberry at:
fnewberry@thedairyalliance.com



Sign up for newsletter

Any questions?