



National Dairy Month June 2023

National Dairy Month and World Milk Day are around the corner! This year we are celebrating the farmer and the cow, highlighting cow care and the amazing things dairy farmers are doing across the U.S. on both big and small farms. Join us in celebrating and feel free to leverage the following assets, resources, message territories and more as we collectively showcase dairy's responsible production story during National Dairy Month and beyond.



Sustainability Territories and Messaging

Top Performing Consumer Messages

- On some farms, manure can be converted into electricity and renewable natural gas that heat and power facilities.
- New technologies on farms help turn cow manure into helpful environmental resources, including manure pellets that are used to fertilize crops and liquid fertilizer.
- By 2050, goals set by the dairy industry aim to: Achieve greenhouse gas neutrality & optimize water usage and improve water quality by optimizing utilization of manure and nutrients.
- Dairy farmers are making nutritional changes to their cow's diet, like adding starches, fats and seaweed, which may help reduce methane emissions of up to 20%-50%.
- Water conservation is a critically important practice on today's dairy farms. Water is recycled up to four times to cover uses from chilling the actual milk produced to drinking water for cows, to cleaning of stalls and irrigation of crops.

Top Performing Thought Leader Messages

- Due to innovative farming and feed production practices, a gallon of milk in 2017 required 30% less water, 21% less land, and a 19% smaller carbon footprint than it did in 2007.
- Up to one-third of a dairy cow's diet comes from byproducts (e.g., almond hulls and distillers' grains) which helps to reduce food waste and methane emissions in landfills.
- U.S. dairy is evaluating feed additives such as nitrate compounds and seaweed that have the potential to reduce enteric methane emissions from cow burps at least 30%.
- Dairy production creates a closed loop model of circularity : manure from dairy cows can be converted into fertilizer that can be applied to crop fields to grow more feed for dairy cows.
- U.S. dairy is supporting innovation and new technologies for significant reduction and mitigation of GHGs for all types and sizes of dairy farms.



Progress, Not Perfection

- Highlights industry work underway to improve sustainability
- Acknowledges there is more work to do



Dairy Cows are Superheroes

- Uses cows as a way in to sustainability
- Emphasizes their contributions beyond milk production



Dairy Farmers Love the Earth, Too

- Uses farmers as a way in to sustainability
- Puts a human face to sustainability efforts



National Dairy Month June 2023

Get ready to rally with us during National Dairy Month by amplifying the below assets and content on your channels. Consider activating farmer influencers by asking them to post on their social channels to help tell dairy's responsible production story. All resources can be found on the [Dairy Checkoff Exchange](#).



ACTIVATING FARMER INFLUENCERS

Activate farmer influencers who can amplify the commitment of dairy farmers' – our planet's natural innovators – to championing sustainability. Ask your dairy farmer influencers to ideate and create content around what it means to be a farmer and the many hats they wear each day when it comes to caring for animals, nourishing crops, cutting down their environmental footprints, recycling water and more.

Check out the [National Dairy Month Farmer Influencer Brief](#) for more details including content guidelines on how farmers can show they're so much more to what they do than consumers think, sample messaging and more. Reach out to [Corey DiGiovanni](#) and [Olivia White](#) for potential opportunities to amplify your farmers' posts.

SOCIAL MEDIA ACTIVATION

Work with your influencers and partners to amplify content and share highlights of farm tours, farmers and dairy's sustainability story. Help strengthen dairy's voice throughout June by tagging relevant accounts and sharing social content from across the Federation. Don't forget to use #WorldMilkDay (on June 1), #EnjoyDairy, #UndenablyDairy and #NationalDairyMonth hashtags in your posts!

World Milk Day

[Enjoy Your Favorite Dairy Treats Made from Milk](#)

Social Assets

- [Stop Scrolling Cow Video](#)
- [Cows and Antibiotics](#)
- [Chew on This](#)
- [National Dairy Month Badges](#)

TELLING DAIRY'S SUSTAINABILITY STORY

Sustainability Awards Winners

Share real examples of dairy's progress and commitment to a more sustainable future by highlighting U.S. [Dairy Sustainability Award winners](#) on your social channels.

Sample Social Post: *From finding innovative ways to reuse water to producing clean energy, see how U.S. dairy's Sustainability Awards Winners are making a positive impact on Earth's resources. #NationalDairyMonth #UndenablyDairy*

Sustainability Assets and Content

- [Methane Infographic](#) and [Methane Social Graphics](#)
- [Sustainability Awards Video](#)
- [How Dairy Farmers Are Reducing Methane and Greenhouse Gas Emissions](#)
- [Can dairy be sustainable?](#)
- [How Cows \(And Worms\) Can Make Dairy A More Sustainable Solution](#)
- [Why The World Is A Better Place With Dairy Cows](#)
- [Will Removing Dairy Cows Help Stop Climate Change?](#)
- **COMING SOON:** TIME Magazine article highlighting cows as the ultimate recyclers

Cow Care Assets and Content

- [Ask A Dairy Farmer: What Do Cows Eat?](#)
- [How Dairy Farmers Keep Cows Cool In The Hottest Weather](#)
- [You Asked, We Answered: Dairy Cow Facts](#)
- [In The Barn: Take A Peek Inside A Dairy Cow Barn](#)
- [Farm To Table: How Milk Goes From The Cow To Your Home](#)
- **COMING SOON:** A new story focused on cow care will be live on [USDairy.com](#) in early June



National Dairy Month June 2023



Join us in celebrating National Dairy Month and highlighting the dairy community in the Southeast region. This year we are celebrating the farmer and the cow, highlighting cow care and the amazing things dairy farmers are doing across the U.S. on both big and small farms. Join us in sharing some of the examples below!



Southeast Dairy Community

2023 Dairy Fact Sheets

Show the impact dairy is making in your state by sharing the 2023 dairy fact sheet. Find your state and additional National Dairy Month resources on our [landing page](#).

Farmer Spotlights

Throughout June we will be spotlighting a farmer from each of our states to showcase how they get involved in their local community by attending dairy festivals, milk donations to food banks, and more. Follow along on [The Dairy Alliance social media](#) to share the spotlights.



Sustainability Video Series

Continuing our sustainability video series, we are launching **J Team Dairy of Culpepper Virginia on Tuesday June 6th** explaining their partnership with the Alliance for the Chesapeake Bay and Maryland & Virginia Milk Cooperative to adopt new environmentally friendly practices that will improve their manure storage and preserve water quality. This launch coincides with Chesapeake Bay Awareness Week where Tuesdays theme is "Restoring our Watershed". We want to make sure dairy is included in these important conversations about preserving water quality. [Sneak peek here](#).



National Dairy Month Events

[Check out the various events](#) the Ag Affairs team will be attending or supporting throughout June!

