

Staff educate, provide positive dairy messages to consumers during media tours

SUDIA staff have conducted over 146 interviews throughout the Southeast region so far in 2009, reaching over 4.5 million consumers.

Media tours are part of a plan to build relationships with media professionals and encourage them to feature dairy stories. Story topics have included good mood foods, (discussing the foods that encourage positive moods), and nutrition stimulus plan (discussing ways to eat healthy on a budget). All media coverage has included the health benefits of consuming three servings of dairy each day as part of a healthy diet.

Atlanta Program Account Man-



Jill Henderson shows "Daytime Tri-Cities" a healthy display of nutrient-rich foods including milk, cheese and yogurt.



Betsy Dietsch interviews live on CNN about affordable healthy food option

ager Betsy Dietsch interviewed with CNN about how to get families to eat healthier while on a budget. Dietsch focused on the importance of healthy diets including dairy foods and did a comparison of cost savings based on eating out vs. eating at home. She explained that the best beverage bargain is milk because of the nutrient package it provides. The interview reached over 651,000 people.

"Working with the media provides valuable opportunities to share our key messages and set the record straight on many dairy myths," said Mary Martin Nordness,

nutrition communications director. "The cost of advertising in these media markets would be unreasonable. By interviewing with reporters we are reaching just as many people in a cost-effective way."

This fall staff will continue to work with reporters to communicate dairy's value. Fall topics include healthy tailgating, good for your BBQ, healthy Halloween options and holiday gift ideas that include dairy.

"We'll continue to provide consumers with great ways to incorporate dairy into their diets," said Nordness.



Leanne Petty with Wolf 93.1 interviews Laura Buxenbaum for healthy Easter eating ideas with dairy.

Community program reaches 85 participants, continues outreach

Over 85 producers and industry friends have participated in the "Telling Your Story" community outreach program.

Producers are becoming involved in the program speaking to local civic organizations, starting farm tours and developing mission statements and taglines.

"This program provides resources to producers and enables them to reach out to their community and get more involved," said JJ Collins, SUDIA's industry outreach program manager.

The training includes customized presentations, tips, tools and materials on how to promote local dairy operations and assistance on how to develop mission statements, taglines and create a public relations plan.



"I'm excited about this program because it's the grassroots word-of-mouth work that helps educate consumers about the dairy industry. I hope more producers will take advantage of this localized program to promote their dairy farm," said Lanny Conerly, Louisiana dairy farmer.

The program is designed to protect and enhance dairy farmers' image, assist producers in creating positive outreach to their communities and find local speaking engagements.

Additional training sessions are being planned for this fall and winter. Please contact Amanda Trice at atrice@sedairy.org or JJ Collins at jcollins@sedairy.org or call 1-800-343-4693 to register for a training in your state.