

Marketing extended for *Milk on the Mooove* DVD

This fall SUDIA will launch another promotion blitz for our *Milk on the Mooove* dairy education video.

Marketing efforts include direct mail, email offers, Web site postings and articles in various publications. SUDIA is reaching out to a variety of outlets for maximum placement. The DVD is offered free of charge to Agriculture in the Classroom programs, elementary school librarians, school nutrition directors, Farm Bureau women's groups, county Extension offices, teachers and producers.

The eight minute educational DVD provides information from the farm to the school cafeteria. Scenes were shot at SUDIA area dairy farms, processing plants and schools. Topics covered include farming techniques, animal care

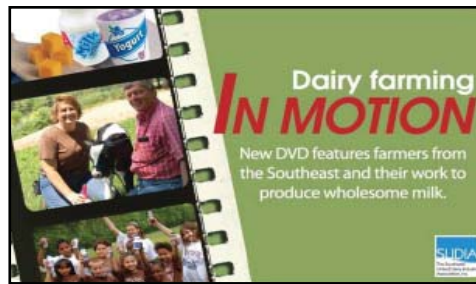
and dairy nutrition.

"This video puts an emphasis on dairy farming practices from animal care to environmental stewardship, while also showing how important dairy foods are in healthful diets," said Amanda Trice, SUDIA's integrated communications director.

Milk on the Mooove was developed with age appropriate messaging for kindergarten through fifth grade students and reviewed by a state department of education specialist. The video is also available to view on the Internet at

www.southeastdairy.org or on YouTube.

For more information or to order a copy of the video please contact Camilla Ellis at cellis@sedairy.org or 1-800-928-6455.



Social media provide opportunities to promote dairy industry, myDairy proves success

Dairy farmers across the Southeast are joining the social media revolution. Many producers are becoming active users of the Internet, using Web sites and blogs to promote the dairy industry and dairy foods.

Support of America's dairy farmers recently spread when three dairy farmers, Will Gilmer of Alabama, Ray Prock of California and Mike Haley of Ohio decided to celebrate Haley's birthday and raise awareness about the dire economic situation dairy farmers are facing at the same time.

They asked online advocates to use #moo in their Twitter posts. Twitter is a Web site where people can post what they are doing in 140 characters or less. Words that follow the # symbol are known as hashtags in the "Twitter world" and are used to search through Twitter posts. Hashtags increase visibility on Twitter—allowing more people to see what's being posted. The effort was successful and the response

was overwhelming. The #moo was the fourth tweeted trend that day on Twitter's daily trending topics list. Currently Twitter posts still include #moo and talk is still circulating about the activity.

To take advantage of the power of social media and to help ensure



consumers receive accurate information about the dairy industry and dairy foods, your national promotion organization Dairy Management, Inc. established myDairy. This initiative encourages dairy producers and

industry friends to become online advocates for dairy.

To date over 600 dairy farmers are involved in the myDairy program, with SUDIA leading the country with the most participants.

Dairy producers who are engaged in social media efforts are sharing their love of dairy farming, dairy foods and the dairy industry through this growing medium.

"Not only does myDairy teach us how to use social media sites, but it also gives us key messages to use to make us more effective communicators," said Gilmer. "It's important for producers to share our own unique perspective and experiences with modern dairy farming, and present a unified voice to the public."

To get a login and password for the toolkit or for more information about how SUDIA is using social media to promote dairy foods, please contact Janet Grubbs at jgrubbs@sedairy.org.

