

Community outreach program provides PR plan for producers

Almost 40 producers in Georgia, North Carolina and Kentucky have participated in training to prepare them to play a more visible role in their communities.

The new “Telling Your Story” program is designed to protect and enhance dairy farmers’ image, assist producers in creating positive outreach to their communities and find local speaking engagements.

Four additional training sessions are planned for producers in Tennessee and Virginia and the program will expand to the other states across the SUDIA region.

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.

North Carolina producer Vickie

Smitherman utilized her skills by speaking to a group of approximately 20 children, ranging in age from 5 to 10 years old, at an elementary after-school program last month. During her presenta-



tion, she passed out string cheese, discussed the many health benefits of dairy foods, and talked about life on a farm.

“We have the opportunity to tell our story and make sure our community understands the importance of dairy farming and dairy foods,” said Smitherman.

”These sessions are important because they prepare us to become engaged in our communities and interact with our neighbors in ways that will build a positive image for the industry.”

For more information on the program, contact Amanda Trice at atrice@sedairy.org or JJ Collins at jjcollins@sedairy.org.

“Dairy farmers have a great story to tell and by providing training and tools, we can help producers be more confident while putting a face on our industry,” said Collins.



North Carolina producer Vickie Smitherman presents to a group of 5 to 10 year-olds about dairy farming and nutrition.

TASTE OF THE MEETING

During the annual meeting reception, SUDIA staff members Betsy Dietsch (left) and Trequita Overton serve Dairy Management Inc.’s Christopher Moore a sample of one of the new pizzas created by Domino’s, which feature 40 percent more cheese. Domino’s donated 20 of their new American Legends pizzas for producers to sample at the annual meeting.

