

NY ANIMAL AGRICULTURE COALITION

ANNUAL REPORT



*"Each one of us can make a difference.
Together we can make change."
~Barbara Mikulski*



WWW.NYANIMALAG.ORG

A WORD FROM THE CHAIRMAN

NYAAC has a mission to enhance the public's understanding and appreciation for animal agriculture and the work that we accomplished in 2019 did just that, through engagement, dialogue and collaboration. Sometimes it's a challenge to measure advocacy and outreach efforts but when we receive continuous, positive feedback from farmers and followers, we know that we're doing something right.

2019 brought about some new, exciting projects for NYAAC, thanks to NY dairy farmers and their check-off program. This was the first time we had the opportunity to implement projects utilizing funds from the Dairy Promotion Order Board. It was a learning process for all of us and a stepping stone for things to come. We firmly believe in utilizing these funds to their fullest potential and making the biggest impact. NYAAC sought these funds again for 2020 projects and were awarded more than double our 2019 funding, a great success that we're proud of. As an organization, NYAAC believes in making a positive impact through a proactive approach and we aim to continue that just as we did last year.

I have been part of NYAAC since its inception nearly 20 years ago and I have been proud to be part of an organization that focuses on growth, opportunity and embracing challenges. As you'll read in this report, we had a great deal of success in 2019 and I would be remiss if I didn't acknowledge that this report is coming out in mid-2020, in the middle of the global pandemic that we're all facing. As we work through the challenges of 2020, we are proud of where we've come from and the accomplishments we've made. Facing adversity is not a new concept for farmers and it's something that NYAAC continues to be part of as the dairy industry faces challenges and hardships ahead.

We are successful each year in bringing animal agriculture to the forefront of conversations because of YOUR support. The collaboration that our industry showcases all year long is unparalleled to any other and for that, I say thank you. Thank you for allowing NYAAC to advocate for you and with you to people across New York State. Thank you for your continued support over the years.

Steve Palladino

NYAAC Chairman

Walnut Ridge Dairy, Lansing, NY



WHO ARE WE?

VISION

To reside amongst a culture of understanding, trust and a positive image about animal agriculture, where consumers recognize the earnest efforts of farmers as they care for their farms, animals, environment and communities.

MISSION

To enhance the public's understanding of and appreciation for animal agriculture by fostering a dialogue with consumers, engagement with farmers and cooperation among members of the industry.



CORE VALUES

Integrity: NYAAC is committed to following ethical principles that guide the personal and professional actions of this organization.

Care: NYAAC is committed to supporting and promoting the compassion farmers have for animals, employees, food safety, the environment and their communities.

Respect: NYAAC is committed to treating others with courtesy, kindness and respect.

Openness: NYAAC is committed to participating in open and honest two-way communication, acknowledging differences and shared values. We are also committed to possessing a willingness to embrace change or to walk away from an unproductive conversation or situation.

Credibility: NYAAC is committed to being knowledgeable and delivering accurate and transparent information about animal agriculture.

Helpfulness: NYAAC is committed to being a strong and positive voice for and with the animal agriculture community, as well as a resource of factual and timely information and personal connections for consumers.

Resourcefulness: NYAAC is committed to developing effective communication models, and being early adopters of new technologies and approaches to enhance our interaction with others and advance our mission.



DAIRY COW BIRTHING CENTER



"I HOPE THIS CONTINUES FOR A LONG TIME AND I PLAN TO VOLUNTEER AT LEAST FOR THE REST OF MY CAREER."

~BIRTHING CENTER VOLUNTEER

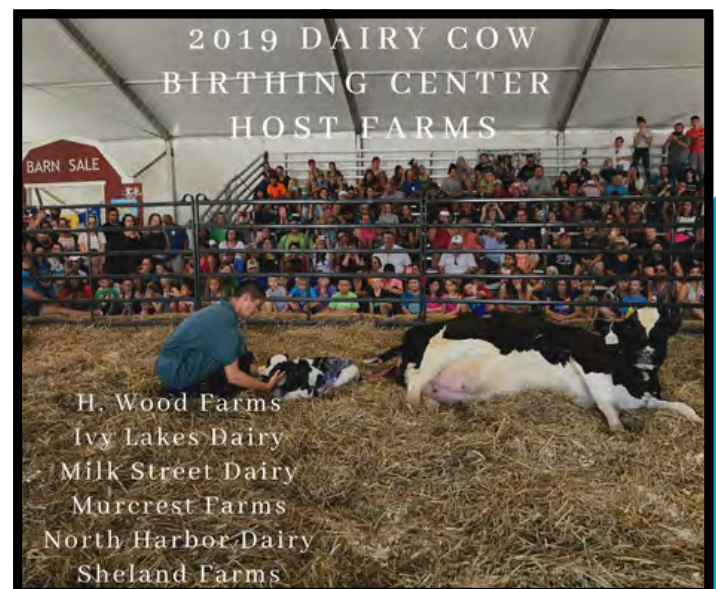
"THANK YOU! SEEING THE HARD WORK AND CARE THAT IS INVOLVED IN DAIRY FARMING HAS BEEN EDUCATIONAL FOR ME AND MY DAUGHTER."

~BIRTHING CENTER VIEWER~

The Dairy Cow Birthing Center began in 2013 and since then NYAAC has raised nearly \$700,000 to ensure this experience continues to be a sought out attraction at the New York State Fair each year. Sometimes it's a challenge to keep exhibits fresh and exciting in an environment that provides so much engagement for families but our experience continues to rise above the rest.

In 2019, with help of more than 200 volunteers and more than 40 sponsors, the experience that was provided to more than 300,000 fairgoers continued to showcase the importance of teamwork and collaboration within the dairy industry. This year we continued to welcome fairgoers into our tent to witness the miracle of life, see a calf up close and personal, and visit with farmers. Because State Fair made some changes with their entrance locations, we saw additional foot traffic and heard the question, "Is this new?" quite often during the 13 days of the Fair, making it obvious that our reach still has a long ways to go on the Fairgrounds.

We try to continuously enhance the experience for our visitors to attract people year after year. With continued support from the New York Corn & Soybean Growers Association, we were able to provide some additional hands-on and engaging activities to help fairgoers make connections within all facets of the agriculture industry, from crops to cows. Additional signage showcasing the process of milk going from the farm to the table and how calves become cows allowed visitors to visually see a process that might not have been previously understood.



Our #uddermiracles were streamed live on YouTube with nearly 45,000 hours of watch time being recorded by our at-home viewers. Social media reached more than one million people as our online presence was enhanced with a new and improved website. We were truly appreciative of the “swAG” that was offered by more than 40 donors and put into swag bags for volunteers. This allowed our farmer and industry volunteers understand the financial support that goes into making the Dairy Cow Birthing Center come together.

It takes a year to plan and more than a week to set up the exhibit but many hands truly make light work. We could not make this happen without the support of our volunteers and donors. Teamwork truly makes the dream work and this is our dream, the dream of NYAAC, to help others understand and appreciate animal agriculture.



Thank you to our Sponsors!

Agri-Mark
Allflex USA
American Dairy Association Northeast
ASAP Interiors
Battenkill Veterinary
Boehringer Ingelheim
Camping World
Cargill
CaroVail
Central NY Community Foundation
Central New York Feeds, Inc.
Chobani
Clinton Tractor
CNY Farm Supply
Community Bank
Cornell Center for Dairy Excellence
Corteva Agriscience-Pioneer Seeds
Dairy Farmers of America
DeLaval
DFA Farm Supplies
Farm Credit NE Ag Enhancement
Future Cow
Gold Star Feed & Grain
Hale Farm Supply/IBA
Holtz-Nelson Dairy Consultants
JDJ Solutions
Lalleman Animal Nutrition
Legacy Wealth Advisors of NY
Mercer Milling
Merck Animal Health
MicroNutrients
Monroe Tractor

NY Beef Producers Association
New York Corn & Soybean Growers
Northeast Agricultural Education Foundation
Northeast Ag & Feed Alliance
Novus International
Phibro Animal Health
Pikeside Ag Machinery
Seedway
Select Sire Power
Seneca Dairy Systems
Trouw Nutrition
Van Erden Richardson, PLLC
Upstate Niagara Cooperative
Walker Law Firm
Zoetis Animal Health



Thank you to the Dairy Promotion Order Board and New York dairy farmers for funding this project.

ALL-STAR ADVOCATES

Thanks to New York dairy farmers and their check-off funds, 12 dairy advocates were able to experience an opportunity to expand their network and learn new ways to advocate for the dairy industry in their local community. The goal of this new experience was to allow advocates to enhance current local advocacy projects or develop new programs that help share the positive message of dairy farming across New York. The All-Star Advocates program participants traveled to Minnesota in early November to visit with farmers, business owners and dairy industry professionals to expand their horizons and think outside the box when it comes to advocacy. One of the positive outcomes of the program was the inclusion of participants that were diverse in age, background and location throughout New York. Common themes of conversation included on-farm opportunities, thinking globally but acting locally, utilizing social media and technology, stepping out of comfort zones, and thinking creatively. Stay tuned for exciting events and programs in local communities from our participants.



Program participants included Brian Aukema, Courtney Bailey, Hannah Bush, Emily Chittenden, Terri DiNitto, Christina Geary, Rachel Holtz, Quade Kirk, Rhonda Lindquist, Ann Prescott, Casey Porter, and Julia Robbins.

"NYAAC should be very proud of this program. I'm proud to have been part of the launch."
~All-Star Advocates Program participant

Tour stops included:
Milk Specialties Global
Culvers
Zwebers Farm
Redhead Creamery
Riverview Farm
Carlson Dairy
Bonnie Mohr Farm & Studio
Bongards Creamery



"This trip has spurred so many new ideas that I cannot wait to share with NY farmers. A 10 out of 10 experience."
~All-Star Advocates Program participant

Thank you to the Dairy Promotion Order Board and New York dairy farmers for funding this project.

New in 2019 were the Dairy Dialogues, a project that was funded through the Dairy Promotion Order Board. This program provided local communities and college campuses the chance to invite community members together to have dialogue about the dairy industry. Each event included the showing of a dairy documentary, dairy products and a few local farmers sharing their story with attendees. NYAAC partnered with several organizations in a variety of locations from Broome County to Clinton County and hosted more than ten events throughout New York. Check out the new documentary, *The Labor Behind Modern Dairy Farming*, on our YouTube channel that was developed for this program. We faced some challenges while implementing this program and didn't reach our attendance goal, however the dialogue we had during these events was engaging and impactful. We learned a lot through this project and based on what we learned, we hope to continue to utilize this format to provide dialogue opportunities with local community members.

Dairy Dialogue Event Locations

Black River Naturals Creamery	Salem Public Library
Broome County CCE	Saratoga Public Library
Cornell University	St. Lawrence University
Hamilton Public Theater	SUNY Orange, Newburgh
Hobart & William Smith College	SUNY Plattsburgh
North Harbor Dairy	Utica Public Library



DAIRY DIALOGUES



"I enjoyed having the opportunity to ask questions in an informal setting."
~Dairy Dialogues participant

"The farmers that led the conversation were honest in their answers and shared their true passion for farming. It was appreciated."
~Dairy Dialogues participant



NEIGHBOR NEWSLETTERS

Neighbor newsletters continue to remain an effective tool to communicate with those closest in proximity to farms. Oftentimes, farmers don't typically talk about the farm with their neighbors at a community gathering or get together, but rather about the topic at hand being family, community, school, sports, and so much more. Farm work and exchanging knowledge about current farm events are not usually at the top of the conversation list. This is why newsletters have proven to be an effective and efficient way of spreading proactive, positive news about the current happenings on the farm. In 2019, NYAAC worked with a variety of farms to create and mail 12 different newsletters reaching more than 15,000 mailboxes. Newsletters will continue to be sent to mailboxes throughout the state and help community members understand what's going on down the road.

Ivy Lakes Dairy

Hi 'Neighbors!

We wanted to send out a note to tell you about some exciting things happening at Ivy Lakes Dairy. This summer has been busy and filled with crop work, shows, and caring for our animals and employees through the heat. On top of that, we have a special opportunity to be involved in community outreach and education at The Great New York State Fair.

For the last three days of the fair, our expecting mother cows will give farmers a chance to witness a live calf birthing! Our trainees and other volunteers will be there to visit and answer any questions. For more details, read the "New York State Fair Dairy Cow Birthing Center" section. This is also a great opportunity for us to tell you about maternity care and new baby calf care.

Thank you for reading and supporting our farm business! We look forward to continuing this dialogue with you so please reach out anytime via email or Facebook.

-the Tshelzer, Copelanders, Mathlorn & Wood families

Moo-ternity Care

CONTACT US ANYTIME!
We want to hear from you! Please let us know if you have any questions about our farm, or if there is anything we can do to be better neighbors.
Email: ivy.lakes.dairy@gmail.com

Like "Ivy Lakes Dairy" to receive regular updates!

A NEWSLETTER FOR OUR NEIGHBORS

Farview Farms

Hello Friends & Neighbors,

Did you know that farmers make up less than one percent of the population in the U.S.? This means very few people are actually connected to a farm. We feel blessed to live on a farm and to have the opportunity to carry out our family's heritage every day. Therefore we want you to understand our farm better so you too can be confident in the practices we follow and be proud of the quality product we produce.

Farview Farms is a family farm, one of the roughly 2,000 farms in New York State that raise hogs and while agriculture is a top economic driver in our state, we recognize that now more than ever, people are interested in knowing where their food comes from and how it is grown or made, presenting us a great opportunity to fill that void and for you know a little bit more about hog farming.

We've developed a list of some of the commonly asked questions that we've been asked as it relates to our business and we hope this helps provide a little insight into what's happening on our farm and in the swine industry. Thank you for your support of our family business.

The Van Blarcom Family
We are a CAFO - and that's okay!

CAFO stands for "Concentrated Animal Feeding Operation." Sounds intimidating, right? CAFO is a federal program that requires farms with a certain number of animals to abide by a strict set of rules and regulations. For hog farmers like us, the number is 750 and since we have more pigs than that, we are a CAFO and that's okay. CAFOs can be any type of animal operation - organic farms, hog farms, horse farms, poultry farms, even fairs and race tracks.

Why does this program exist? We know that what goes in, must come out, and in the case of our pigs, that means they eat - and they poop! Well, the government wants to regulate the litter and have a plan for the nutrients in manure in order to better protect the environment. Note: manure is a very valuable commodity on a farm as it is used as fertilizer to help crops grow.

In New York, the Department of Environmental Conservation oversees CAFOs and in doing so they require farmers to track and document where, how much and how often they spread manure. We must contain and account for all manure that is produced on our farm, or else we will be fined. This is one reason why our pigs are not able to go out on pasture - the fields would be too muddy with too much manure, per CAFO regulations. We are inspected annually to ensure compliance with CAFO regulations and to make sure we are not polluting the land or water.

Our treasuries move slow. Our equipment is large and we ask that you help parkers with us on the road and to please use caution. We try hard to not crowd things, but sometimes we're stuck in traffic and we try hard to allow cars to pass when we feel it's safe. When those car lines are showing down at just one a half or one more mile, we're making unnecessary passing particularly unnecessary. So for your safety and ours, please be careful.

Did You Know? Pigs have better brains than any other animal on the farm. They are smart, up to the snout, and they can tell you a lot about their lives.

...and formulate their needs to...

...able beds, which we clean daily of space in which to exercise...

...up cows out in the summer...

...a ruler (size) to prepare for...

...bes rely on this "liquid gold" for...

...but there is certainly something...

"Your fall newsletter just arrived and I have just finished enjoying reading it. You and your organization are wise to publish this and to keep your neighbors informed as to the challenges faced in the dairy industry, and the reasons for what we see going on around us." -Newsletter recipient



NY DAIRY ISSUES TEAM

Reacting to any farm or industry crisis is not something anyone looks forward to but we have to be prepared to do so when the need arises. The NY Dairy Issues Team is comprised of four individuals from American Dairy Association Northeast, New York Farm Bureau, Northeast Dairy Producers Association, and the New York Animal Agriculture Coalition. The team helps individual farms and industry members communicate in a reactive manner when the need arises. Working together, the team members meet quarterly and communicate regularly to discuss challenging topics, reactive concerns, continued proactive approaches, and potential future issues. In 2019 the team communicated about nearly 100 issues, including published stories in the media. The majority of issues discussed by the team related to animal activists, farm labor issues and, water quality and environmental concerns.



As a collaborator within the Partners for Healthy Watersheds group, NYAAC continues to be involved in monthly calls, regular communication, and long-term planning. In August, the Partners group hosted a forum featuring Dr. Kim Schulz, SUNY-ESF, as she discussed Quagga Mussels and their impact on Owasco Lake. NYAAC looks forward to continuing open discussion and collaboration to provide accurate information to lake property and homeowners and special interest groups in the Owasco Lake watershed area.



All issues discussed with the Dairy Issues Team are confidential and handled with professionalism by the Issues Team members.



DIGITAL COMMUNICATIONS

SOCIAL MEDIA

Today, most consumers have the ability to answer a question with the touch of a button. We are living in the age of having technology at our fingertips and social media remains an important avenue of delivering honest and transparent content to our followers. NYAAC utilizes Facebook, Twitter, and Instagram with the majority of time being focused on the Facebook platform. During 2019, NYAAC posted nearly 400 times on Facebook alone reaching more than five million unique users. A single video from State Fair highlighting cows heading home garnered a reach of 3.5 million people! A Snapchat filter was created and used 550 times and was viewed nearly 20,000 times by Snapchat friends. Twitter continues to be a platform that is utilized during Twitter parties that are organized and promoted through the American Dairy Association Northeast DairyFAN program. NYAAC plans to continue to utilize social media in the future so be sure to follow along @NYAnimalAg.



NEW NYAAC WEBSITE

NYAAC launched a redesigned website in August, just in time to feature the Dairy Cow Birthing Center live feed from the State Fair. The new design allows additional content to be shared including featured farms located throughout the state. Farms will be featured that are willing to open their barn doors to in-person visitors, or questions on social media. Dairy Cow Birthing Center content and information will now live on our site instead of a third party site increasing traffic to NYAAC content. Blog posts will continue to be developed and shared along with additional resources for honest, reliable information.



One of the top Facebook posts in 2019 reaching more than 137,000 people. Follow NYAAC on social media channels by following @NYAnimalAg.

Check it out today!
www.nyanimalag.org

BERTHA GOES ON THE ROAD!

Bertha the Blimp made her debut at the Dairy Cow Birthing Center a few years ago and since then, she's traveled the state to serve as an eye-catching point for festivals, events, and dairy programs. Last year Bertha even traveled to college! The Cornell University Dairy Science club utilized Bertha to engage students in conversations during their Ag Day events. Bertha also traveled to a few Cornell Cooperative Extension events and the Livingston County Farm Fest at Mulligan Farms. Bertha continues to be available to rent for any upcoming events in your local area. She's sure to catch the attention of interested community members.



For more information about renting Bertha for your next event or for farm tour assistance, please contact Eileen Jensen, eileen@nyanimalag.org.

FARM TOUR ASSISTANCE

Tompkins County Farm Trail is an event held in August involving a variety of farms and agri-businesses. Fouts Farm decided to step up and be part of the action this year. As a family, Paul & Laura and their family, opened their doors and provided information about agriculture and dairy farming to visitors on a beautiful sunny August day. Agriculture industry members including a veterinarian, nutritionist and more provided an opportunity for visitors to engage in conversations on the farm following wagon tours discussing manure management, environmental sustainability, and cow comfort. NYAAC provided assistance in logistics, day of scheduling, and hands-on help throughout the day.



2019 FINANCIALS

Assets

Cash	\$202,484
Certificates of deposit	\$100,200
Accounts receivable	\$25,000
Inventory	\$17,128
Property and equipment, net	\$17,095

Total Assets **\$361,907**

Liabilities

Accounts payable and accrued expenses	\$23,981
Sales tax payable	\$337
Deferred revenue	\$100,092

Total Liabilities **\$124,410**

Net Assets

Without donor restrictions	\$137,497
With donor restrictions	\$100,000

Total Net Assets **\$237,497**

Total Liabilities and Net Assets **\$361,907**

The full 2019 financial report is available on our website, www.nyanimalag.org, as required by non-profit 501c3 law.

A LOOK AHEAD

NYAAC was awarded \$150,000 from the Dairy Promotion Order Board to implement in 2020.

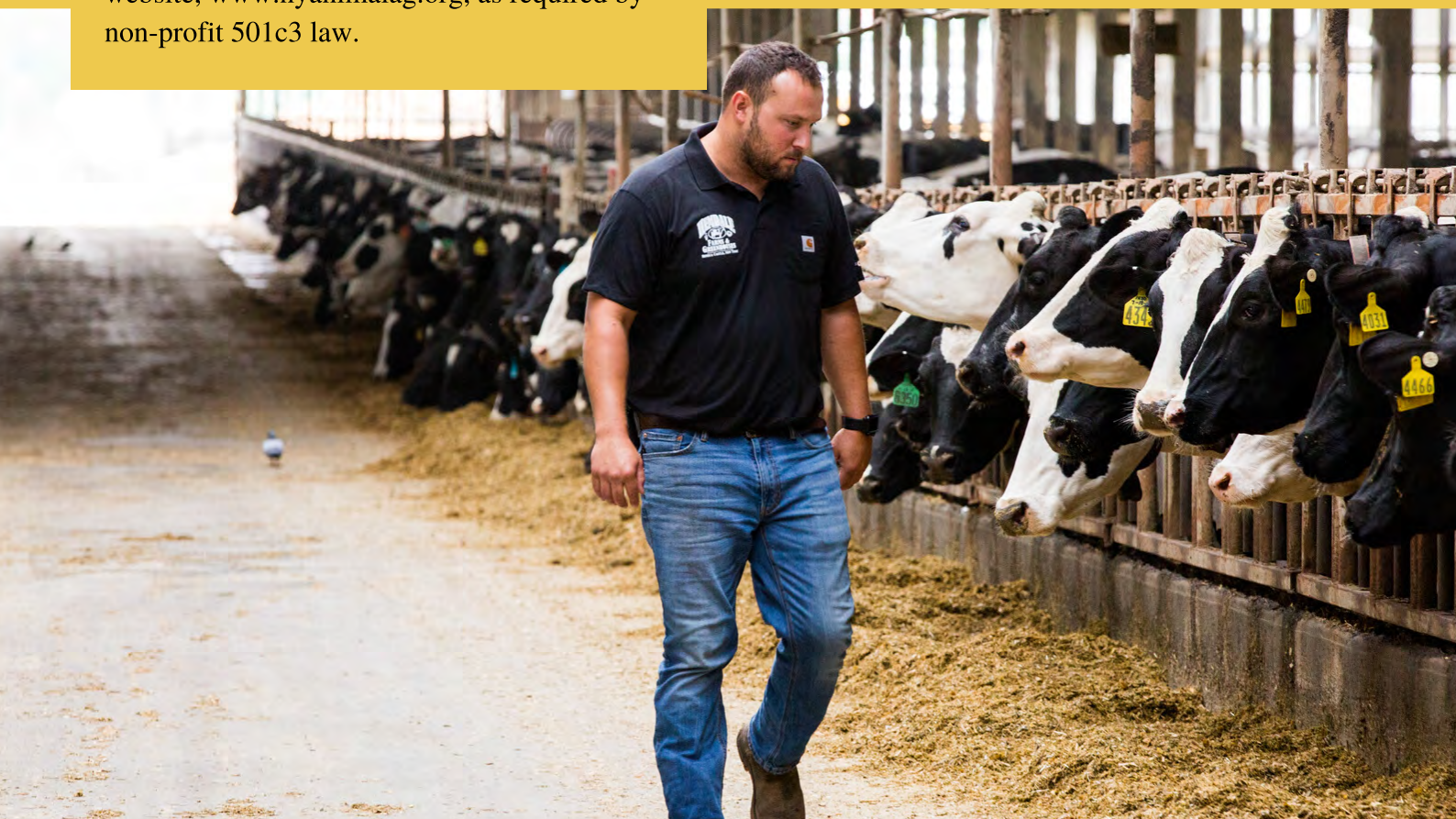
VISION 2020

Providing a clear vision of what is happening on local dairy farmers is important to helping develop a positive image of dairy farming and agriculture. Vision 2020 will do just this. It's a project that will promote dairy farmers, the practices they follow, the challenges they face, and the overall vision of the industry in 2020.

DOCUMENTING DAIRY

Documenting Dairy will be focused on providing positive stories about dairy farms and dairy farmers to local media. The goal is to provide local media with stories throughout the year to showcase the variety of challenges, opportunities and excitement that takes place on modern dairy farms.

Funds were also awarded to support the 2020 Dairy Cow Birthing Center and other new activities at the New York State Fair.



A MESSAGE FROM THE EXECUTIVE DIRECTOR

EMBRACE OPPORTUNITIES

My story is simple. I grew up as a dairy farmers' daughter in a rural New York town. I went to college, became an Ag teacher, traveled the country, lived under the city lights, worked for nationally recognized agriculture companies, sought an opportunity back in NY and here I am today. Ok, so it's not quite as simple as it sounds, but the one thing that is constant through my life is: opportunity! I believe seeking and embracing opportunities is what makes anyone or any business or company successful year after year.

For nearly five years I have been fortunate to work for NYAAC. I remember the moment like it was yesterday when the NYAAC Chairman at the time called me to offer me the opportunity to join the NYAAC team. The reason I said "yes" was because it was finally the chance for me to give back to the industry and the people who had given me so much in my life. Since I had left New York early in my professional career, NYAAC had been developed, established, and became my dream opportunity. It's an organization that continues to pride itself in providing positive, proactive measures to help people understand and appreciate the industry that all of us love so much.

This past year proved to be an incredibly successful year for NYAAC and the farmers we collaborated with throughout the year. One of the highlights of the year was a new opportunity that 12 farmers took the risk to participate in and one that NYAAC embraced - the All-Star Advocates program. Providing 12 agricultural advocates the opportunity to explore new ideas, motivate them to implement new programs, enhance existing events, and think creatively about how they advocate was a true win for the year. I anticipate that you'll see a lot more from these 12 All-Stars in the coming years as they put their new excitement and inspiration to the test in their local communities.



NYAAC continues to offer opportunities for farmers to become involved in their towns, regions, and at the state level. We continue to offer the opportunity for farmers to communicate with their neighbors through our neighbor newsletter assistance. The Dairy Cow Birthing Center remains a sought out location at the State Fairgrounds as we collaborate with farmers and industry volunteers to ensure its continued success.

As we look ahead to 2020 I am sure there will be challenges and hardships but I assure you there will be endless opportunities as well. NYAAC is dedicated to advocating for and with farmers throughout New York State. We have some exciting new programs that we'll be implementing in 2020, some of them being funded by NY dairy farmers and their check-off funding. These will be perfect opportunities for YOU to become more involved, more transparent, and to start or continue to build relationships. I look forward to working alongside of each of you in the coming years to help you brainstorm new ideas, celebrate successes, get through any crisis, and to help you develop and share your story.

Thank you to each of you for being part of the NYAAC story and for allowing us to help you embrace new opportunities.

Eileen Jensen

*"The only time you have no opportunities is when you decide to stop taking them."
~Danny Wallace*



MEMBER ORGANIZATIONS

NYAAC is a farmer founded and funded organization and appreciates the support and funding from the following organizations. Each organization receives two board seats in exchange for their annual contribution. Per our by-laws, one seat is reserved for a farmer nomination from the organization, and the other is reserved for a professional from the organization or their designee.

American Dairy Association Northeast
Cayuga Marketing
Farm Credit East

New York Corn & Soybean Growers Association
New York Farm Bureau
Northeast Dairy Producers Association
PRO-DAIRY

CONTACT US

Contact us for more information about the programs or events that NYAAC implements or sponsorship and/or collaboration opportunities.

2019 BOARD OF DIRECTORS

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Kristin Cox
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Board Advisor: PRO-DAIRY

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THANK YOU FOR YOUR SUPPORT!