

NYAAC has had a very busy year implementing projects and programs thus-far throughout New York State that are helping others understand and appreciate animal agriculture. Below is a small snapshot of the NYAAC work that is in progress showcasing our mission and vision in bringing positive messages to community members. We look forward to continuing to build and maintain collaborations with member organizations and supporters over the remainder of 2021 and in years to come.



## Displaying Dairy in Metro NY

This project officially launched on June 11, 2021, during a press conference at the New York State Fair where our “herd” of cows were introduced as our eye-catching piece that will help others understand and appreciate animal agriculture. The hope and intent are that people will be drawn to these beautiful bovine beauties and learn something along the way, thus improving the image of dairy products and dairy producers. As a digitally focused campaign, social media is the main driver thus far with virtual visits to farms and areas

of interest serving dairy products. To date, our digital campaign has resulted in more than 600,000 impressions on Facebook and more than 420,000 impressions on Twitter, both resulting in hundreds of new followers. Be sure to visit the Dairy Cow Birthing Center to see the in-person debut of Dani & Firefly while they help others #DiscoverNYDairy.

## Sharing Dairy in Words & Voices

Sharing Dairy in Words & Voices is a collaboration with numerous dairy farmers to share their story from a first-person point of view. Topics will vary but a variety of geographic locations will be showcased. We want readers and listeners to make connections and understand where their dairy products originate. This project launched with our first written op-ed in early June featuring Chris Noble from Noblehurst Farm. We pitched this story to media in the lower Hudson Valley region on National Environmental Day to coincide with the op-ed topic – sustainability and upcycling on dairy farms. The op-ed reached more than 275,000 people through a print and online audience. Stay tuned for more stories to come this Fall featuring dairy product highlights, on-farm workforce, and animal health.

## Partners for Healthy Watersheds



On July 21, Partners for Healthy Watersheds hosted a three-part farm tour for local leaders, special interest groups, and decision makers. Sunnyside Farms, Aurora Ridge, and Oakwood Dairy opened their farms and shared best management practices with tour participants. Participants learned about a systems approach that farmers implement to adhere to sustainability efforts, ensuring the safety of local waterways, and improving soil health. It is hopeful that additional tours will occur in the future.



## Neighbor Newsletters

As a back to the basics project, the Neighbor Newsletters provide farmers an opportunity to communicate to local community members and neighbors. To date, in 2021, NYAAC has helped seven dairy farms complete newsletters, with a few additional non-dairy farms that expressed interest. New this year is a reimbursement program, thanks to the NY Dairy Promotion Order Board (the NY dairy check-off). Funds are available to help alleviate printing and postage costs for dairy farms interested in creating a newsletter.



## Social Media

NYAAC continues to have a very active presence on social media. With the hiring of additional staff last Fall, NYAAC has taken a huge leap ahead in Instagram engagement and interaction. Facebook continues to be the top social media platform, however each project that is implemented utilizes a variety of platforms including Twitter and YouTube, as well. Dairy on the Moo-ve was a very successful project in the Fall of 2020 and continued in early 2021. We plan to bring this back this upcoming fall, following our busy August. Stay tuned to social media to learn more about what we're sharing about animal agriculture all year long.

## Dairy Cow Birthing Center

The 8th annual Dairy Cow Birthing Center is right around the corner and this year, we're excited to be working with nine host farms to bring #uddermiracles into the world for fairgoers at the New York State Fair. With an extended State Fair, the need for additional funds was high this year and our sponsors and supporters answered the call. To date, we have more than 20 new sponsors that believe in our mission this year. Things will look a little different in our tent on the west end of the fairgrounds, but we hope farmers and industry representatives take the opportunity to join us over the course of the 18-day State Fair to share their involvement in the agriculture industry. If you can't join us in person, be sure to follow along online at [www.uddermiracles.com](http://www.uddermiracles.com) and our social media channels.

### *Contact Us for more information*

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