

 2022 Annual Report

NY Animal Agriculture Coalition



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"Agriculture is our wisest pursuit,
because it will in the end contribute most
to real wealth, good morals, and
happiness."
~Thomas Jefferson~

Who is NYAAC?

Vision

To reside amongst a culture of understanding, trust, and a positive image of 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 and appreciation for animal agriculture by fostering a dialogue with consumers, engagement with farmers, and cooperation among members of the industry.

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.



Letter from our Chairman

For two decades the New York Animal Agriculture Coalition (NYAAC) has been at the forefront of helping farmers share their story while helping the public understand and appreciate animal agriculture. While the work that NYAAC has done has changed over the years, the passion of our Board leaders, volunteers, and staff remains true to its core. The passion for helping people understand our industry is what is leading us into the next decade.

The NYAAC team continued to experience success in 2022 while promoting animal agriculture to communities throughout the state. Our flagship program, the Dairy Cow Birthing Center, continued to bring new life into the world, while providing an ample opportunity to share the transparent message about dairy farming with fairgoers. NYAAC staff worked hard all year long to bring positive messaging to local communities through neighbor newsletters, social media engagement, and digital content. Our team understands the need of the industry and pivots when necessary. In 2020, when the Birthing Center was canceled, our team was flexible and took Dairy on the Moo-ve featuring NY dairy farms directly from the farm. I am proud of this project and proud of our team for thinking creatively while keeping our mission as a top priority. In 2022, we brought this project to a close after featuring more than 40 dairy farms across the state. We look forward to featuring more than dairy in the future and giving farms the recognition they deserve in rural communities and urban populations.

20 years ago, NYAAC was an idea that came to life in a board room filled with farmers and industry supporters. Through an incredible amount of growth and challenges, we have become what we are today – a professional organization that is looked at as one who focuses on the positive aspects of animal agriculture while featuring farmers across the state.

As you read through this annual report, know that the work we've done at NYAAC doesn't come together overnight. It comes together through long hours of planning, a tremendous amount of passion, and financial support from numerous places. We have a small, but mighty staff and our impact has made waves across New York State.

It has been my pleasure to be part of the NYAAC Board of Directors since the beginning and serving as your Chairman for the past six years. At this time, I'm honored to pass the Chairman reins to fellow dairy farmer, Joel Reihlman. I will remain a part of Executive Committee through this transition and look forward to continued success in years to come as we celebrate New York animal agriculture.

Sincerely,

Steve Palladino

Walnut Ridge Dairy
NYAAC Chairman



Dairy Cow Birthing Center

For nearly a decade, the Dairy Cow Birthing Center has provided fairgoers at the New York State Fair the opportunity to witness the miracle of life. In 2022, 35 uddermiracles were welcomed into the world and hundreds of volunteers were given the opportunity to provide accurate information to fairgoers about the dairy and agriculture industry.

The Wall of Knowledge came to life in 2021 and continues to provide prime real estate where positive messaging about a variety of topics is showcased. We aim to provide an engaging experience for our visitors to learn more about sustainable agriculture. We shared content on the process of getting milk from the farm to the table, including the process of growing and harvesting crops. We also shared information about the importance of water, by-products, and healthy soil. Visitors were able to interact with a puzzle to learn more about careers within the agriculture industry.



Notable Visitors

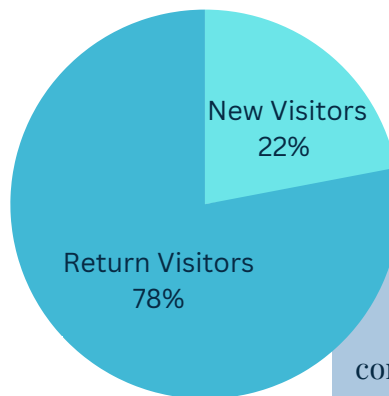
Lieutenant Governor, Anthony Delgado joined us on Opening Day, shortly after a calf was born. Commissioner of Agriculture, Richard Ball, along with New York Assemblywoman, Donna LuPardo, and numerous downstate elected officials visited and spent time in the bleachers, witnessing the miracle of life. Deputy Commissioner of Agriculture, Steve McGrattan, visited the Birthing Center and spent time talking with NYAAC staff, volunteers, and visitors about the importance of NY agriculture.



Dairy Cow Birthing Center

Media & Social Media

News Channel 9 visited our exhibit numerous times throughout the duration of the State Fair. Reporters joined us, live on location, on Opening Day and Dairy Day and also invited our team to Bridge Street Live. Dairy Radio Now promoted the Birthing Center on more than 45 stations in 17 states. New York Farm Bureau also promoted our exhibit on their podcast. Social media continued to provide visitors from afar an opportunity to witness the miracle of life. Facebook posts reached more than 600,000 people while the YouTube livestream resulted in nearly 32,000 watch hours. Content was also shared on Instagram and Twitter throughout the Fair.



With hundreds of thousands of visitors each year, The Dairy Cow Birthing Center continues to attract new fairgoers wanting to learn more and witness the miracle of life.



2022 Sponsors - Thank you for your support!

Agri-Mark
American Dairy Ass'n North East
ASAP Interiors
Boehringer Ingelheim
Broome County Farm Bureau
Brown's Feed Inc.
Camping World
Cargill
Cayuga Milk Ingredients
Central New York Feeds, Inc.
Chemung County Farm Bureau
Clinton Tractor
CNY Community Foundation
Community Bank
Cornell Dairy Center of Excellence
Corteva Agriscience-Pioneer Seeds

Dairy Farmers of America
Dairy Promotion Order Board
Dairy Support Services Company
DFA Farm Supplies
Diamond V
DuMond Grain LLC
Farm Credit Northeast AgEnhancement
Future Cow
Gateway Consulting & Coaching
GENEX
Genesee County Farm Bureau
Jobe Valves
Peach Teats
Legacy Wealth Advisors of NY
Lutz Feed
Mercer Milling
Merck Animal Health

NY Corn & Soybean Growers
Association
Northeast Ag Education Foundation
NY Beef Producers Association
Poulin Grain
Premier Select Sires
Rabo AgriFinance
Seedway
Seneca Dairy Systems
Tompkins Financial
Tully Building Supply
Upstate Niagara Cooperative
Van Erden Richardson, PLLC
Wegmans
Whites Farm Supply
Zoetis Animal Health

"It is only the farmer who
faithfully plants seeds in the
Spring, who reaps a harvest
in the Autumn."

~B.C. Forbes~



Neighbor Newsletters

For a decade NYAAC has helped farmers share their story with their neighbors by sending newsletters to local community members. Newsletters are one way that farmers choose to make connections with neighbors and landowners. They are a “back to the basics” method of communication. Farmers take the opportunity to utilize newsletters to share information about current events on the farm including planting updates, cow comfort, calf care, team highlights, farm safety, and more.

In 2022, NYAAC helped eight dairy farms develop and send 11 farm newsletters. Content focused on positive information about the current workings on local dairy farms. Of the eight dairy farms that created newsletters, 2 of them were brand new farms that had never developed one in the past. The newsletters that were created reached tens of thousands of people in communities across New York State.



Want to get started?

All newsletters are customized to your farm needs and desires. Farms choose the number of issues that are distributed and help to provide content details. We take care of the rest. If you're ready to get started or have questions on the process, contact Hannah Johnson, NYAAC Communications Manager, today. Hannah can help assist in telling your farm story. You can reach her at hannah@nyanimalag.org or 1-585-356-6331



Brought to you in part by Dairy Check-off funds.

Scholarship Recipients



AUTUMN MADUGNO

Autumn Madugno graduated from Bainbridge Guilford High School in June 2022. She is attending SUNY Cobleskill, majoring in Animal Science and minoring in dairy production. As an advocate for animal agriculture, Autumn has become a confident public speaker while teaching others about the importance of agriculture. Agriculture remains an important part of Autumn's life and we congratulate her on being one of the 2022 NYAAC scholarship recipients.



GABRIELLA TAYLOR

After graduating from Newark High School in June 2022, Gabriella Taylor chose to attend St. Bonaventure University and is majoring in Communications and minoring in Biology. Gabby is active on social media and advocates for the dairy industry by displaying farmers' stewardship of the land, care for their animals, and the nutritional values of milk on her pages known as DairyDilemmaTruths.

For more information about the 2022 scholarship recipients, visit www.nyanimalag.org/blog
2023 Scholarship information is also available on the NYAAC website.

"This farm is more than land
and crops. It's our family's
heritage and future."
~unknown~



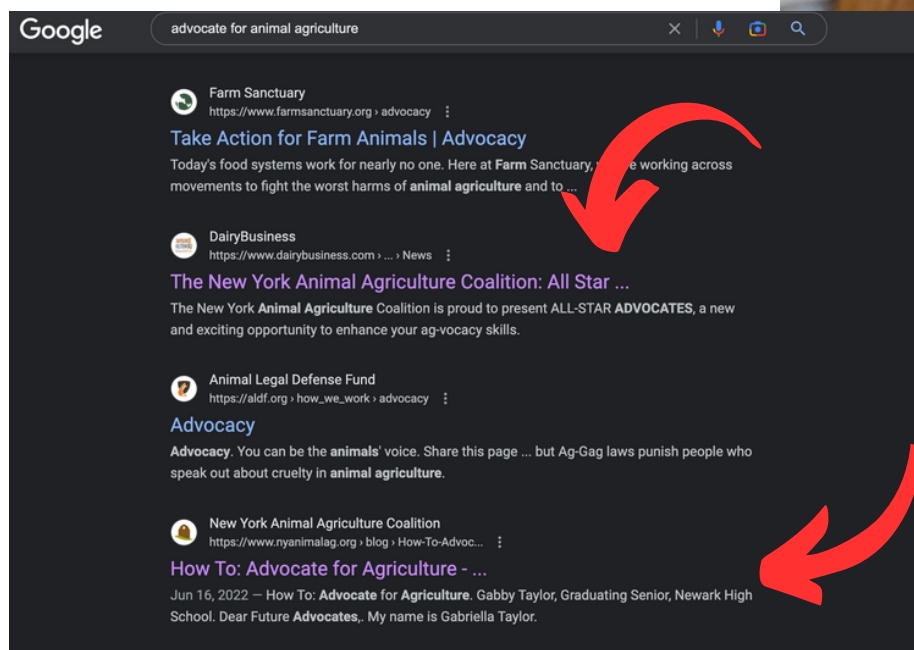
Digital Communications



There is no doubt that we are living in a digital world. As an organization, NYAAC relies on sharing content through digital platforms including social media and our website. We know that consumers continue to "google" it when they have questions about animal agriculture. While we work hard to make connections between farmers and consumers, we also know that we must positively position ourselves in the digital realm.

NYAAC is proud to be an advocate for agriculture and when people google "advocate for agriculture" they will find NYAAC in the top five results, multiple times. This is something we are proud of and strive to maintain with the content we create. When looking at the Top 10 results, only three are pro-animal agriculture and NYAAC is the author of two of the three articles.

When searchers google "advocacy for animal agriculture," the results are similar with the only pro-animal agriculture message in the Top 10 results being a blog that NYAAC posted earlier in 2022.



Mobile Dairy Experience

In 2022, NYAAC kicked off the extensive project of designing, building, and launching the NY Mobile Dairy Experience. This experience will be a 53' tractor trailer that will travel throughout New York State showcasing a variety of aspects of the dairy industry, from the farm to the table. NYAAC has developed an Advisory Committee to help launch this project, found the right team to design, and engineer the vision, and began to develop a layout for this experience.

An advisory committee was developed consisting of numerous people from a variety of dairy backgrounds including farms of all sizes from each region of New York State. The Advisory Committee discussed goals, funding, messaging ideas, and more. Upon extensive research with other states and organizations that have previously developed a mobile unit, NYAAC began the process of creating a design for our own experience.

To begin the design process, NYAAC interviewed three companies which resulted in us hiring Craftsmen Industries in St. Charles, MO. Working with a design engineering team, the development process began with a vision in mind. The team began with a 24' layout and quickly grew to be a 53' double expandable tractor trailer. The experience will include content focused on three main messages: Farmers care for their animals, farmers implement sustainable practices on their farm, and dairy products are delicious and nutritious. Sections within the trailer will include interactive opportunities for visitors to engage with opportunity to learn more about the dairy industry. Developed content will focus on showcasing animal care, sustainability in the barn and in the field, technological advancements, career opportunities, and dairy product nutrition.

As we work through developing the final design concepts, we anticipate collaborating with numerous partners in 2023 to ensure content and messages are factual and accurate. In 2023, we will focus on working through our fundraising plan and developing internal content including photos and videos. We will be working on developing our event management logistics which will include hiring staff, developing a calendar of events, and public relations for a successful launch.

The goal was to launch the project and hit the road in the summer of 2023. This timeline has been delayed as we continue to raise the necessary funds needed to make this experience come to life but NYAAC is excited to be in the drivers seat of this experience and looks forward to hitting the road soon. If you're interested in learning more or providing personal or corporate sponsorship, please contact Eileen Jensen, NYAAC Executive Director at eileen@nyanimalag.org or 315-719-2795.



Note: Graphics and messages will change. These images are not final. NYAAC will be working with ADANE and DMI to develop messages as a result of consumer research.

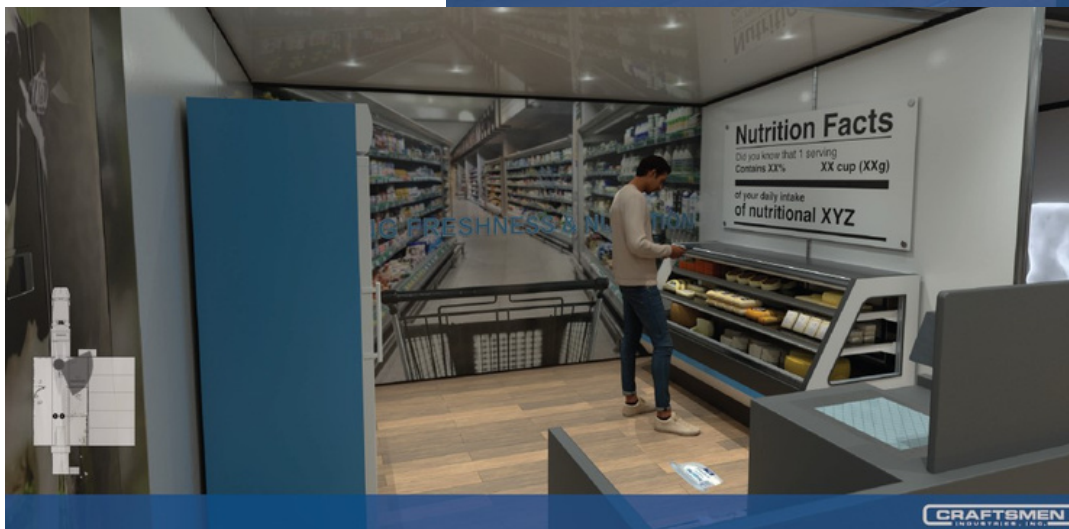
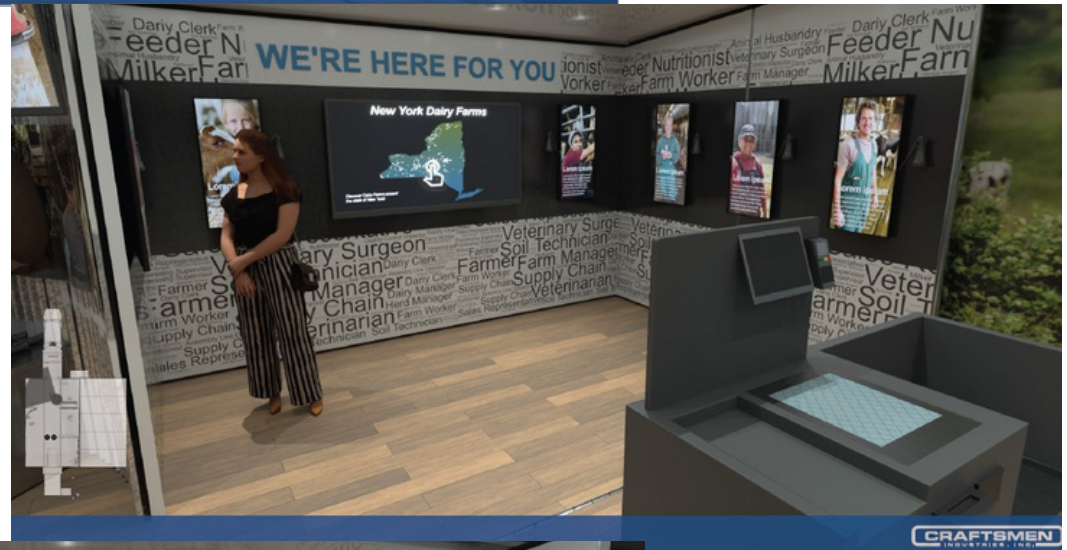
Mobile Dairy Experience



The internal experience will focus on three components:

- Farmers care for their animals in a variety of ways.
- Farmers implement sustainable practices in the field and in the barn.
- Dairy products are delicious and nutritious

Engagement opportunities will be included throughout the experience to appeal to a variety of learning abilities. Content will be accurate and up-to-date accompanied by a professional, modern layout. Artwork shown includes images and content that is not finalized. Photography and final messaging is still in progress.



The experience will conclude with a grocery store façade, including a dairy cooler. It is anticipated that dairy products will be provided by a variety of sponsors, donors, and/or local supporters.

Additional engaging opportunities will be incorporated to the dairy aisle design at the conclusion of the experience.

Additional sections within the Mobile Dairy Experience will include sustainability, dairy processing, dairy product knowledge, and technology. There will be a variety of TV screens available for videos to be shown and touchscreens for interaction to be at the forefront.

Brought to you in part by Dairy Check-off funds.

NY Dairy Issues Team



The NY Dairy Issues continued to stay engaged and busy throughout the year. The Issues Team met periodically to discuss current events, issues, and challenges that the NY dairy industry faces. Top of mind challenges included workforce development, water quality, environmental sustainability, and dairy product nutrition. NYAAC is a 501c3 non-profit organization and cannot lobby local and state leaders on issues concerning the dairy industry. However, we can work to increase awareness about local issues and concerns.

The Dairy Issues team collaborated on two separate farm tours in the Cayuga County area, focused on helping local leaders understand and appreciate dairy farming. We welcomed decision makers to Aurora-Oakwood Dairy for an evening discussion on environmental sustainability and water quality. Kelly O'Hara and his team focused on sharing their story on how dairy farmers protect the water quality of local watersheds and focus on being sustainable for future generations.

Later in the summer we hosted another tour at Patterson Farms that was focused on the new CAFO regulations. This tour included industry experts from Soil & Water and PRO-DAIRY. Pertinent information was shared during a walking tour of the farm where manure application was explained, along with manure storage facilities and the importance of working together as an industry.

The Dairy Issues team continues to collaborate on a regular basis with farmers in a variety of regions in New York State. If you have an issue or crisis occur on your farm, please don't hesitate to reach out to any of the following people:

- Beth Meyer, American Dairy Association North East
- Eileen Jensen, New York Animal Agriculture Coalition
- Steve Ammerman, New York Farm Bureau
- Tonya VanSlyke, Northeast Dairy Producers Association

The Dairy Issues team is comprised of a representative from the organizations listed below. However, numerous industry experts are included when the need arises. Experts include PRO-DAIRY, Soil & Water Conservation Districts, and Cooperative Extension.

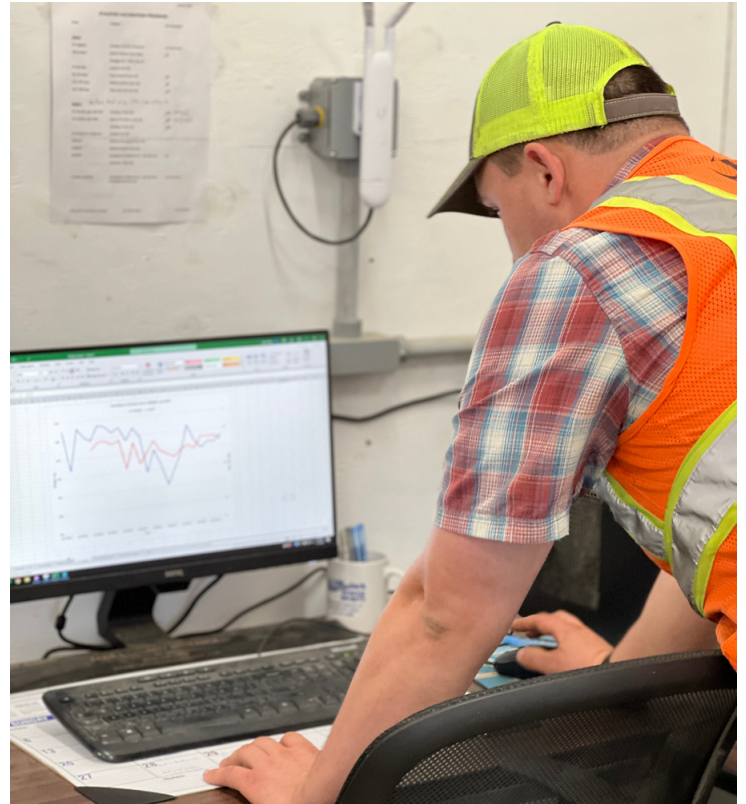




Dairy on the Moo-ve

As a result of the 2020 State Fair being canceled, NYAAC quickly pivoted the plans for the Dairy Cow Birthing Center and decided to hit the road and take Dairy on the Moo-ve. The goal was to share information directly from the farm. As the project evolved, it extended through 2021 with additional funding from the dairy check-off this project continued through 2022, as well.

Reviewing the entire project, from start to finish, NYAAC staff has visited and featured 41 New York dairy farms. Farm visits occurred throughout the entire year and represented farms that ranged in size, from 64 cows to nearly 5,000 cows, representing 20 counties throughout New York State. As NYAAC took Dairy on the Moo-ve, farms that were showcased represented 43,000 milking cows that produce 430,000 gallons of milk. Content that was captured on the farm included photos and videos highlighting calf care, milking procedures, herd health, dairy products, technology, farm safety, and so much more. Social media followers were engaged and provided continual conversation throughout the entire project. Followers asked questions, engaged with posts, and appreciated the opportunity to see the breadth and depth of the NY dairy industry.



During each farm visit, information was collected about a variety of topics. Followers were intrigued with the milking process, data collection, hoof trimming, and calf care. We shared videos at feeding time, accurate information about the technology usage, barn ventilation, and animal health. Every farm was different and showcasing the differences while emphasizing similar goals of caring for animals while producing high-quality products was appreciated by social media followers.

Dairy on the Moo-ve



Thank you to all of the New York State dairy farms that opened their doors to the NYAAC staff throughout the past few years. Showcasing the similarities and differences on the farm has engaged numerous followers. If you're interested in sharing your story on our social media platform, contact Eileen or Hannah today. Content is usually captured within a two hour visit and can be tailored to each farm.



Brought to you in part by Dairy Check-off funds.

Thank you

The New York Animal Agriculture Coalition (NYAAC) is a collaborative group of advocates that builds trust between farmers and their community members. This non-for-profit organization showcases modern agricultural practices in an ever-changing industry by empowering and encouraging farmers to share their agricultural stories. To sustain the future of animal agriculture, NYAAC utilizes its diverse passions to amplify the voices of New York State farmers. With a dynamic staff, farmer directors, and industry professionals, this team effectively networks and builds relationships to raise funds and support for programs that align with the NYAAC mission.

2022-2023 BOARD OF DIRECTORS

Steve Palladino, Chairman
Joel Riehlman, Vice Chairman
Corinne Banker, Secretary
Jean Gallagher, Treasurer
Steve Ammerman
Emma Andrew-Swarthout
Nate Chittenden
Audrey Donohoe
Lisa Ford
Alyssa Kealy
Mark Modzeleski
Julie Richardson
Board Advisor: PRO-DAIRY

NYAAC is a farmer founded and funded organization and appreciates the support and funding received in 2022 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 as their designee.

MEMBER ORGANIZATIONS

American Dairy Association Northeast
Cayuga Marketing
Farm Credit East
New York Farm Bureau
Northeast Dairy Producers Association
PRO-DAIRY

NYAAC STAFF

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