



June Dairy Month Ideas From MMPA's Dairy Communicators

Mary Nichol

Deckerville Local

- Utilize MMPA's Daisy the Cow at your promotions, if available.
- Give a gift basket to the family with the first baby born in June at your local hospital.
- Have a dairy product give-a-way drawing at the local grocery store.
- **Sponsor a Radio Trivia Contest.** Ask them to run it sometime during each workday, Monday –Friday; provide the station with multiple-choice dairy questions (be sure to include the correct answers); award the winning caller with a month's supply of butter (Mary figures 4 lbs. total, one per week).
- **Ask the local implement dealer to get involved.** Give them "got milk?" posters for June Dairy Month. Mary did this and the dealer decided to provide all customers who come in during the month of June white and chocolate milk to drink in-store and ads announcing the milk promotion on the local radio station. If the dealer asks why they should get involved, Mary tells them it's because dairy farmers are shopping for haying equipment in June and are more likely to work with dealerships that promote dairy products.

"If you talk to local businesses and ask them — 'How can we work together on this, what can we do together?'— usually they will ask what can they do, so I suggest serving milk or ice cream to customers," Mary says.

Joy Marvin

Adrian Local

- Offer farm tours whenever anyone asks.
- Serve ice cream during Special Olympics or other community events.
- **Give a Pint, Get a Pint** – Joy is giving out milk at the Red Cross Bloodmobiles during June. Everyone who donates a pint of blood gets a pint of milk. Fellow Dairy Communicator Debbie Kubacki used

this program last year, giving away a pint of ice cream for every pint of blood donated.

Diane Foley

Vassar Local

- **Farm Tours** – Each year, Diane invites local Kindergarten classes and their parents to the farm for a tour. During the tour, they get to milk a cow, put milk mustaches on, learn the importance of drinking milk and how to feed a calf. The school has deemed the week of the tour "farm week" and Diane coordinates with neighboring farms that bring other animals for the kids to learn about. At the end of the tour everyone gets ice cream.

Diane recommends inviting the parents as well as the children. Many parents do not have farm backgrounds and find the tours very interesting.

"We have always had a good reception by the parents, the tour really does well for us in the neighborhood, it helps them understand what we do every day and is good public relations for us." Diane says. She also recommends keeping everything simple so the kids and parents can easily understand.

Diane Horning

Saline-Ann Arbor Local

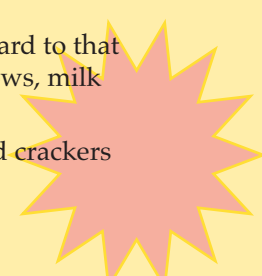
- **Host coffee hour at church.** Diane's family hosts the coffee hour at church the first Sunday in June. They serve vanilla ice cream and have toppings available so everyone can build their own Sundaes. The Hornings also supply chocolate and white milk along with the coffee.

"The congregation always looks forward to that Sunday," Diane says. "If your church allows, milk related posters are a nice addition."

The Hornings also provide cheese and crackers during coffee hour most Sundays.



MMPA's "Daisy"



Doug & Dannielle Murray

Brown City-Marlette Local

- **Have a Milk Mustache Party at the school.**

Dannielle organized one at her children's school. She sent invitations to the classroom, had a booth for the mustache pictures, a "Mix it With Milk and Jell-O" table, Coloring table and a table to give the kids goodies – posters, pencils, etc. She also served milk with homemade cookies.

- Dannielle takes the static cling advertising items, banners and magnets from MilkPEP everywhere she goes. When she sees a store, gas station, hospital cafeteria, restaurant, etc. selling dairy products, she asks to leave the items with them for display. "So far, every place I have left the advertising items has proudly displayed them," Dannielle comments.

- **Set up an informational booth at the elementary Spring Carnival.** Danielle's booth is mostly aimed at moms, but have the usual goodies for the children. She made bath salts with powdered milk and gave them to the moms to try. She made them in a variety of colors and scents and put the ingredient list on the back of the baggies to let them know that dairy isn't just fluid milk. *Dannielle's bath recipes:*

Bath Beads

- 1/4 cup powdered milk
- 2 tbs. powdered sugar
- 2 tbs. borax powder (mule team)
- 1/4 cup rose water or orange water
- 2 tsp. Vitamin E

10 drops of essential or fragrance oil

Directions: combine the dried milk, sugar and borax in a bowl, stir until well mixed. Stir in water, vitamin E and fragrance. Depending on humidity, you may need to cut the water amount back, add a little at a time until a thick dough forms. Roll dough into a ball, one teaspoon at a time, with hands. Place the balls on waxed paper. Let dry for 24 hours.

Milk Bath Salts

- 2 cups powdered milk
- 1/2 cup Epsom salt
- 1/2 cup baking soda
- 5-10 drops fragrance oil of choice

Directions: mix ingredients together in a ziplock baggie. Add food coloring if desired. Keep in a sealed bag or container. Pour into bath water to use.

Margie Webster

Mid-Michigan Local

- I usually put a dairy or cheese brochure or sticker, which you can get from UDIM, in my mailings, like letters or paying the bills.

The Dairy Communicators encourage all producers to promote dairy all year long with these promotions:

- Put a dairy related message on your answering machine all year long. "I can't come to the phone right now because I am enjoying an ice cold glass of milk, so enjoy one yourself while you are waiting for me to call you back."

Tailor the message to reflect the season or dairy promotion month. June is Dairy Month, July is Ice Cream Month and October is Cheese Month, bake some cookies with butter for your Valentine or Santa, etc.

- In the summer, furnish ice cream for the church picnic, vacation bible school, ball teams, etc. During the cooler months, provide milk or cheese at various gatherings.

Need More Info?

- To order "got milk?" posters, educational brochures and other promotional items, call the MilkPEP line at (800) 945-MILK. The items are free of charge.

- To order giveaway items for school tours, etc., contact the United Dairy Industry of Michigan at (800) 241-6455. They have pencils, coloring books, handouts and more available to dairy farmers at no charge. They also offer T-shirts and bumper stickers at a nominal cost.

- To reserve MMPA's "Daisy," contact MMPA's Member Relations Department at (248) 484-6672. Reservations for "Daisy" are made on a first come first serve basis. Daisy may be reserved for a maximum of five days or one weekend and is available for use by MMPA members only.