

## Telling Dairy's Story: Free Resources for Dairy Tours and Community Events



*Elementary students enjoy a tour at a dairy farm in San Diego County.*

It is continuously important for dairy professionals to tell dairy's story and help create a greater understanding of our industry and our products. Although today we largely reach consumers through technology, let us not forget the value of reaching individuals in person at community events such as Ag Days or on your very own farm or facility during a tour. Finding time to personally demonstrate the contribution that dairy farmers and milk processors make to society and health, is a fun and rewarding way to give back to our industry and the community.

If you are interested in conducting tours or reaching out to the public at events, Dairy Council of California offers a number of tools, tips and resources that will help add value to your efforts.

### Resources for Industry Professionals:

- "Conducting a Dairy Tour" tip sheet
- Pre- and post-tour thank you letter templates
- Key messages to consider using during your outreach

### Resources for Students and Schools:

- "From Cow to Container" story sheet
- Fun take-home items such as pencils, rulers and note pads (items and quantities available may vary)
- "Dairy Commodity Fact Sheet"
- Dairy Council of California program fliers (for teachers)
- Presentation folders (for teacher materials)
- "Calcium & Kids" tip sheet (English and Spanish)
- "Boost Brainpower with Breakfast" tip sheet

### Resources for Adults/Parents:

- "Bang for Your Buck" milk fact sheet
- "Being a Healthy Role Model" tip sheet (English and Spanish)
- "Healthy Lifestyle Tips" (English and Spanish)
- "Healthy Snacks for Home and School" tip sheet (English and Spanish)
- "Start Your Preschooler on the Path to Healthy Eating" tip sheet
- "Rethink Your Drink" tip sheet
- Other materials as available

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To get more information or order resources, call Sara Miller at (916) 263-3560 or visit our website at [www.DairyCouncilofCA.org](http://www.DairyCouncilofCA.org).

We look forward to helping you serve as an ambassador for the dairy industry in California!