



Impact

About your Foundation

When the Foundation began in 2002, its Founding Friends believed that establishing a charitable Foundation is a good idea for dairy producers. Giving back to the community and to the next generation is the height of professionalism. Dairy producers should have that opportunity to the profession they love.

When we work together, a greater opportunity is created: the power to accomplish more. The Foundation is about creating an educational tool for generations to come. Our industry faces many issues, and those issues do not stop at state lines. Milk flows across the country, and so should our ideas, resources and solutions.

In addition to the big issues our industry faces, we recognize that each dairy region has its own strengths, and so we have established a competitive granting program to support educational initiatives from coast to coast that will strengthen our people, our industry and our brand.

If you'd like to learn more about your dairy foundation, visit www.dairyfoundation.org.



and land use. Since the Twilight Meetings started in 2010, more than 700 have attended the meetings throughout the state of Wisconsin.

"As an agricultural producer, I feel the program offers a tangible means of communicating the vision, performance and passion of our state's farmers. Combining those attributes of the agriculturalists with the community and environmental concerns of the attendees creates a viable venue for realistic conversations."

~ Charles Crave, Crave Brothers Dairy Farm

"ACE piqued my interest in local government and informing elected officials how modern ag enterprises operate. Change is necessary for all of us so agriculture can play a key role in strong local economies, now and well into the future for the next generation. As farmers, we can be the 'green space' our urban neighbors desire by continuing to be good stewards of the land, air and water. We just need to tell our story more and better! ACE was a big step in that direction."

~ Daphne Holterman, Rosy-Lane Holsteins, Watertown, Wis.

Youth Leadership Derby

This fun, hands-on weekend generates great enthusiasm for careers in dairy among teens. More than 450 young people have benefited from the Derby since it began in 2005. Presenters highlight opportunities in agriculture and encourage youth to seek careers in our industry.

"Youth Leadership Derby was a great way for me to learn about careers in the dairy industry when I was in high school. At the time, YLD helped me to create a focus of what it was that I was going to do with my time in college. Seeing many students from UW-Madison's dairy science department promoting dairy definitely made my future clearer. YLD was a great place to meet new friends and catch up with old ones, all while having a great time and learning a lot while doing it."

~ Jacob Brey, Youth Leadership Derby participant

"It helped me realize that I can't see myself doing anything else besides farming. I really want to be a part of this business."

~ Jeremy Moore, Youth Leadership Derby participant

ACE—Agricultural Community Engagement

The Foundation sponsors ACE Twilight Meetings which bring together rural residents and local leaders to learn about agricultural issues that impact their communities. ACE Twilight Meetings include farm tours and an open forum for questions and discussion. Information gained from the meetings is used to further work on rural issues facing the dairy industry and our rural communities — issues like water quality and access, roads usage, job creation





Dairy Mentor Program

This program pairs college students with producer-mentors to share real-world experiences on dairy operations. Since the late 1990s, more than 450 professionals have been influenced by their mentors.

"The Mentor Program allows up and coming

agriculturalists the chance to learn from and create working relationships with the men and women who built this industry before them. Any opportunity to learn from someone who has more experience than yourself I see as valuable."

~ Claire Scholten, student

"The Mentor Program has given us the opportunity to 'give back' to the future of the dairy industry by mentoring several different enthusiastic young men and women."

~ Roger & Tammy Weiland, dairy producer mentors

National Dairy Animal Well-Being Initiative

PDPW and the Foundation together with other dairy stakeholders raised \$350,000 to fund a producer-led initiative on animal well-being. The result was food system consensus in defining the guiding principles for dairy animal well-being. Working collaboratively, PDPW and the Foundation ensured that producers were at the table, driving the changes.

"The producer-led National Dairy Animal Well-Being Initiative is the foundation for on-farm programs that provide dairy's customers with assurances that producers are meeting their ethical obligation for animal care."

~Joan Behr, Foremost Farms USA

Dairy Cattle Center Education: An Outreach Model

In partnership with PDPW and UW-Madison, the Foundation has committed resources to the development of a dairy outreach center at the recently renovated UW-Madison Dairy Cattle Center. Many potential audiences could learn about dairying through this center: Grade school students and their teachers studying local business and industry, state legislators, Madison area residents, and the 42,000 students who attend UW-Madison, for starters.

The facility is an ideal outreach site, in the middle of the city. It is an opportunity to feed consumers who are craving information about how their food is produced. Working with students from campus, this center could provide informational tours that will guide consumers from cow to ice cream cone.

Illuminating Great Ideas

As part of our competitive granting program, the Foundation is proud to support:

- the Dairyland Initiative, where the latest ideas and standards about animal welfare and how to design optimal facilities are offered through educational programming and on-farm consultations.
- youth programming across the country, including the North American Intercollegiate Dairy Challenge program, the New York State Junior DAIRY LEADER program, as well as the Indiana Dairy Academy — programs that grow our young people to be strong leaders.
- educational tools and workshops that grow the leadership skills of our dairy producers, and help them build a strong, sustainable industry.

One Foundation, Two Ways to Support

An "I Believe" gift to the Professional Dairy

Producers Foundation crystallizes your

commitment to your profession. To date, "I Believe"

gifts have supported important efforts, especially

helping young people consider and start their

dairy careers.

The "Two Cents for Tomorrow" campaign is

independent, professional dairy producers

pledging two cents for every cwt. produced to

programs that build producer professionalism

and public trust in what we do.



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