



**AMERICAN
DAIRY
ASSOCIATION
INDIANA^{INC.™}**

AG EDUCATION TOOL KIT

Ag-Farm Tool kit

At American Dairy Association Indiana (ADAI), we want to make it easy and fun for you to share the dairy story in your community. In this kit, you will find educational and interactive dairy-focused activities you can modify to fit your specific display and the event you're hosting.

Resource Links:

- Dairy Producer Grant:
 - This grant provides funding for Indiana dairy farm families to conduct promotional events in their local communities to remind their neighbors of the pure enjoyment of dairy.
 - Additional funding may be available throughout the year for non-farm partners.
 - Contact our office to apply: adai@winnersdrinkmilk.com or call 317-842-3060.
- Dairy Material Order Form:
 - ADAI offers **free** resources for educators, health care professionals, partners and the dairy community in Indiana. This includes educational handouts, fun activities and promotional giveaways.
 - Visit <https://winnersdrinkmilk.com/order-materials/> to order materials.
 - You can also contact our office to find out what's available: adai@winnersdrinkmilk.com or call 317-842-3060.

Additional Notes:

- Please confirm with your event or group that food can be served or shared – local health department restrictions may apply.
- Check out the Nutrition Toolkit and Culinary Demos Toolkit to mix and match activities or include dairy food demos!

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Hands-On Activities: 5 – 10 minutes

Station Ideas for Rotating or Large Group Events

These activities are designed to be completed in less than 10 minutes. Suggestions for implementing:

- Choose 3 or 4 stations from below and have visitors travel through each of them. Each completed activity can earn a ticket/stamp/sticker in a “passport” to be turned in for a prize at the end.
- Set up during community events with other booths, like a festival, county fair, or Ag Day.
- Set up in a school cafeteria or local sporting event for a short activity.
- If executing activities outside, consider a tailgate or pop-up tent to draw attention to your activity and lessen possible impacts from weather.
- Consider reading a dairy book, like “[Tales of a Dairy Godmother: Chuck’s Ice Cream Wish](#)”
- Create a photo opportunity area with a cow print backdrop, cow ears, or even a calf!

Cow Comfort: Matching Game Station

Overview: Learn what farmers do to keep their cows healthy and happy every single day.

- Materials:
 - Cow Comfort Poster ([download here](#))
 - Optional: Laminate poster, use dry erase markers or cut out X and O magnets to play
- Setup and Operations
 - Hang poster on wall, in tent, or lay down on the booth table for visitors to see
 - Explain that dairy farmers work 365 days a year caring for their cows, and making sure they stay happy and healthy is priority #1 on the farm.
 - Healthy and comfortable cows make more milk at a higher quality, so when the farmer takes care of the cows, they return the favor.
 - Each picture shows an area or situation on the farm – use the answer key on the back of the poster to explain what each picture is.
 - Visitors can circle with erasable marker (if laminated), or use cut out X and O pieces with magnets to place on the poster, which pictures they think make cows comfortable and which don’t.
 - Conclude activity with reminders that dairy farmers do many things on the farm to keep the cows happy and healthy.



Careers in Dairy: Display and Matching Game

Overview: explore different careers in dairy farming and foods

- Materials:
 - Dairy Careers Poster ([download here](#))
 - Small buckets each labeled with a different dairy career
 - Tickets for voting
- Setup and Operations
 - Display career poster and place labeled buckets of each career on a table.
 - Explain that dairy farming and dairy food production takes more than just the farmer - there is a whole team taking care of the cows and ensuring safe and high quality products make it to the consumer..
 - Talk through the different careers on the poster and ask students to place a ticket in the bucket of the career they think fits their interests best.

Dairy is Local: Display or Matching Game Station

Overview: make the connection between commercial brands and local Indiana dairy farms

- Materials: adjust based on your local grocery store, contact ADAI to confirm products
 - Fairlife (milk, creamer, etc)
 - Prairie Farms (yogurt, butter, ice cream, milk, etc)
 - Frozen pizza (cheese), Boxed Mac'n'cheese,
 - Kroger and Walmart brands (milk, butter, cheese, etc)
 - Tostito's queso dip, Dorito's, McCormick's seasonings
 - Hot Pockets, Starbucks, Campbell's soups
 - Chocolate candy (M&M's, Hershey's, Reese's, Rolos, Mars, Lindt, Nestle)
 - Kellogg's Rice Krispies treats, Land O Lakes (butter)
- Set up and Operation
 - Explain that milk is a local food and travels from the farm to the grocery store in less than 48 hours. Many products are made with milk from Indiana and sold across the country.
 - Display products on the table or mix in products that do not have dairy in them and have visitors guess which are made with Indiana dairy products.

Cows are Up-Cyclers: Matching Game Station

Overview: Learn how cows take food we can't eat as humans and digest it into nutritious milk

- Materials: Work with your local farm or feed mill to get small samples of feed. Options include:
 - Cotton seed hulls
 - Beet pulp
 - Orange peels
 - Corn stalks
 - Dried Distillers Grains (DDG's)
 - Apple cores
 - Carrot shavings
 - Alfalfa/straw
- Set up and operations:
 - Put each type of feed in a small baggy or sealed container
 - Create separate labels with the name of each feed type. Optional: use notecards or laminated paper.
 - Explain that 80% of a cow's diet cannot be digested by humans. Because cows have a special digestive system, they can turn plants and by-products (leftover materials from other products after they are processed) into things we can eat, like milk, cheese, and yogurt.
 - Lay the containers of feed out and mix up the labels, then ask the visitors to place the label on each container of what they think is the correct name.
 - Conclude activity with reminders that cows are the ultimate "upcyclers", taking materials we can't digest and turning them into delicious, nutritious foods we enjoy!

What Do Cows Eat: Trail Mix Station

Overview: Learn what cows eat and make your own “ration.”

- Materials:

- Plastic baggies
- Bowls
- Labels
- Scoops and gloves
- Ration Examples

- Setup and Operations

- Find similar looking foods to represent ration ingredients and put them in separate bowls.
Examples for trail mix foods:
 - Cottonseeds = Tiny marshmallows
 - Haylage = Pretzel sticks
 - Corn = Cheese crackers or Goldfish
 - Grain = Granola
 - Byproducts (Citrus Foods) = Dried fruit or Raisins
 - Soybean meal = Cheerios
- Place feed components in pails or bowls by each corresponding trail mix item to create educational comparisons.
- Include signs on how each feed component provides benefits to cows (ex. Energy, Fiber, etc.) and relate it back to human health.
- Ask them questions regarding cow nutrition to start. Questions or statements like:
 - Do you know what cows eat?
 - Did you know that cows eat cottonseeds?
 - Come look at what cows eat!
 - Cows are great recyclers, here's how!
 - By eating plants we can't, giving us manure for fertilizers, etc.
 - What do you think this item represents in the cow feed?
- Have one person designated to be the scooper to maintain equal portions and sanitation.
- Ask them what they would like in their “ration” and scoop it.
- Provide a cheese stick or other dairy treat to help connect how cows turn feed into milk, and we turn those into dairy goodies!
- “All of these items that cows eat, helps them produce milk for delicious snacks like cheese sticks.”

Hands-On Activities: 15 – 45 minutes

Ideas for Smaller Group Events or Classrooms

These activities are designed to be completed with smaller groups in less than 30 minutes. Suggestions for implementing:

- Ag in the Classroom volunteer sessions, Extension field days
- Summer feeding or library events
- Presentations to school boards or parent groups
- If executing activities outside, consider a tailgate or pop-up tent to draw attention to your activity and lessen possible impacts from weather.

National Ag in the Classroom (NAITC) Dairy Curriculum

Overview: explore lessons plans with curriculum standards for every grade level

- The National Agricultural Literacy Curriculum Matrix provides K-12 educators with relevant standards-based instructional resources. The lesson plans and companion resources use agriculture as a context for science, social studies, and nutrition education content.
- Check out these [recommended lessons](#) on dairy from NAITC

Digital Dairy Series: From Farm to Fridge

Overview: units on dairy farming, processing and nutrition in a guided Powerpoint presentation, includes videos for context

- Materials
 - [Download presentation here](#)
- Set up and Operations
 - Intended for older audiences, recommended high school and up
 - Can be used in multiple class periods, broken into sections, or as distance learning activities

Dairy Education Display

Display these posters, flyers, or videos at your booth to share information about cows, production, sustainability, etc. Combining these topics with relevant interactive activities like those above are sure to draw a crowd and help spread the importance of dairy.

You may order some of these materials through the ADAI office.
Contact us adai@winnersdrinkmilk.com or call 317-842-3060 to request the most current resources.

Posters/Flyers/Brochures/Handouts

- Check out the many resources available on our website:
 - [Download Here](#)

Dairy Today Display

Demonstrate how far dairy has come since 1944 by making 2 milk jug towers.

- Materials
 - 12 Empty Milk Gallons
 - Metal, Wood, Plastic Base
 - String, Tape, glue, or staples
 - Signs
- Setup
 - Take an empty milk jug and secure it to some sort of base.
 - Cut a small hole in the second jug to place on top of the one secured to the base.
 - Glue, staple, tape, or tie the two jugs together
 - Print out sign that says, "In 1944 one cows would produce 2 gallons of milk per day."
 - For the second tower, you will again secure one jug to the base.
 - Repeat step 2 until you have a tower of 10 milk jugs.
 - Print out a sign that says, "Today one cow can produce 10 gallons of milk a day."
 - Share why cows today give more milk to consumers:
 - Cows give more milk today because of advancements in genetics. Farmers select genetics for milk production and longevity traits thanks to modern science.
 - Cows give more milk today because we give them better feed and care. Over the years, farmers have paid close attention to the needs of their animals and have innovated their operations to meet those needs.



Videos to play on a laptop / TV

“Dairy in Balance: Sustainable Dairy Farming” video series (5 minutes or less per video)

- [Playlist](#) on YouTube includes:
 - Intro to Sustainability
 - Animal Care
 - Land & Water
 - Innovation & Technology
 - Supporting the Community

“Milk From Cow To You” video series (5 minutes or less per video)

- [Playlist](#) on YouTube includes:
 - Episodes on farm life, milking, and dairy food processing
 - How milk gets from the farm to the cafeteria
 - Indianapolis Colts Mascot Blue visits the dairy farm

“En Espanol” video series (various video lengths)

- [Playlist](#) on YouTube includes:
 - Episodes on farm life, milking, and dairy food processing
 - How milk gets from the farm to the cafeteria
 - Indianapolis Colts Mascot Blue visits the dairy farm

Virtual Farm Tours (30 minutes and longer per video)

- [Playlist](#) on YouTube includes:
 - [Estes Dairy](#): Indy 500® and grazing dairy tour
 - [Herr Dairy](#): Every day is Earth Day on the dairy
 - [Loehmer Dairy](#): Hispanic Heritage celebration
- [Scavenger Hunt worksheet](#): fill out answers while watching the tour