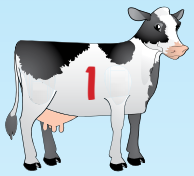


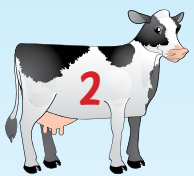
Dairy Cow Birthing Center

at the New York State Fair

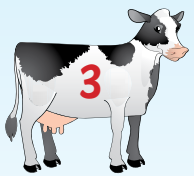
The Dairy Cow Birthing Center has successfully completed its first two years. In that short time, it's become not only one of the most popular free exhibit on the fairgrounds, but it is a public relations trifecta for the dairy industry by effectively accomplishing three significant tasks:



Offers an enlightening and memorable experience by showcasing the miracle of life, which in turn holds the fairgoers' attention for hours, and opens their eyes and minds to different viewpoints about an evolving and modernized industry; and



Allows fairgoers the opportunity to learn about the dairy industry from dairy farmers and industry representatives firsthand, gaining not only a better understanding by engaging in a two-way conversation, but also establishing a relationship and sense of trust; and



Provides dairy farmers and members of the industry not only a sense of pride to be part of a popular exhibit, but gives them the support, training, experience and confidence to tell their story publicly, and empower them to be more active advocates throughout the year.

Birthing centers are fairly common for the dairy industry across the country, but the exhibit put on at the New York State Fair and organized by the New York Animal Agriculture Coalition is unique, taking the experience and conversation to a higher level.

● OUR VOLUNTEERS MAKE THE DIFFERENCE

The exhibit solicits adult volunteers, a third of which are actual dairy farmers and all receive training ahead of time. Due to their age and experience, we believe fairgoers are more apt to ask tougher questions of our volunteers, allowing the conversations to delve deeper into the true issues plaguing the minds of consumers, including sensitive issues such as immigration, farm profitability, manure management, farm size and more.

● TECHNOLOGY ENHANCES OUR REACH

We are constantly seeking ways to broaden our reach off the fairgrounds with the positive messages and stories generated inside the tent. We maximize our presence by being active on social media channels and utilizing the hashtag #uddermiracles. We also host a 24-hour live webcam, utilize a text messaging service and produced six unique videos that are played at the fair, as well as hosted on YouTube.

2014 Dairy Cow Birthing Center Numbers

- 213,000 urban and suburban visitors
- 96% thought the exhibit was positive
- 300+ volunteers from the industry
- 100% thought it was rewarding
- 6 NY dairy farm families featured
- 36 baby calves born; 1 set of twins
- 1 successful c-section performed
- 700+ people watched each birth
- 16,000 logged onto the 24/7 webcam to watch at home
- 6,500,000 people potentially reached on social media with #uddermiracles
- 34,500 text messages sent saying "The water broke! Come quick!"

Bang for Your Buck!

Due to the scale of this exhibit and the number of people it attracts, we estimate it costs roughly \$0.35 per person to positively and effectively influence consumer opinions and attitudes towards New York's dairy industry. Please consider joining us as we strive to raise the awareness and understanding of modern dairy farms. Contact Jessica Ziehm with the New York Animal Agriculture Coalition for more information.

jessica@nyanimalag.org
518-527-3949