

# DAIRYBUSINESS

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## BRINGING AGRICULTURE'S MESSAGE TO THE PUBLIC: A PROGRAM FOR PRODUCERS, FARMERS AND AG BUSINESS

*A Symposium on Contemporary Farming: Helping the Food Chain Understand Agriculture* is scheduled for Wed., Aug. 11, at Empire Farm Days at the Ralph Lott & Sons Farm near Seneca Falls, NY.

The free symposium, which is open to the public, begins at 10:30 a.m. in the DairyProfit Seminar Center on the showgrounds. It is coordinated by DairyBusiness Communications along with industry partners Dairy Farmers of America (DFA) Northeast Division, Dairylea Cooperative, Northeast Dairy Producers Association, NY Animal Agriculture Coalition, NY Holstein Association and Cornell's PRO-DAIRY program. Sponsorship support is provided by APC Inc., Farm Family insurance companies, New York Beef Industry Council and Cattlemen's Beef Board.

The morning session will help farmers understand and maintain a proactive and positive relationship with mainstream consumers. Carrol Campbell, Kansas dairy producer and named 2010 Outstanding Dairy Producer of the Year by *Western DairyBusiness* magazine, is the lead-off speaker. He'll describe why it's critical for farmers to help consumers understand contemporary Ag practices and technologies. He'll share his experiences doing just that.

Also on the morning's agenda:

- Kathleen O'Donnell, food scientist with Wegmans, a chain of regional grocery stores, talks about what supermarket consumers want to know about the farmers who produce their food.
- Julie Berry of the New York Animal Agriculture Alliance's (NYAAC) will present results of its 2010 Consumer Attitude Benchmarking Survey, a survey of farm neighbors in central and northern New York. To which producer messages does the public best respond? The results help NYAAC develop communications strategies to address key issues, and to educate consumers regarding about the true value of agriculture.

After lunch, the afternoon session offers practical information for producers on how to deal with public perception and their obligation to speak for their industry. Speakers are:

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- Mike McMahon of McMahon's EZ Acres, Homer, NY He discusses several public outreach initiatives including school visits to the farm and his involvement in the local Industrial Development Agency. EZ Acres was the first farm certified by the New York State Cattle Health Assurance Program (NYSCHAP) in animal welfare.
- Meghan Hauser of Table Rock Farm, Castile, NY Hauser talks about her work with a farm FaceBook page, tours hosted at the farm and outreach to neighbors including personal visits and newsletter. Table Rock Farm is working on putting together a website.
- Dr. Rodrigo Bicalho, assistant professor of dairy production medicine at Cornell's College of Veterinary Medicine. Bicalho gives the pros and cons of dehorning methods. He presents a short video of proper dehorning methods using appropriate pain medication.

The program begins at 10:30 a.m. and concludes at 2:30 p.m. and will be held in the DairyProfit Seminar Center on the Empire showgrounds. Lunch for everyone will be provided by the New York Beef Industry Council and Cattlemen's Beef Board. All farmers and agri-service people are invited to participate in this important and unique program.

DairyBusiness Communications produces multi-media for the dairy industry including three monthly magazines (*Western DairyBusiness*, *Eastern DairyBusiness* and *Holstein World*), a quarterly magazine for consumers (*Say Cheese*), *DairyProfit Weekly* newsletter, several custom annual publications, DairyLine Radio Network, five active web sites and DairyProfit Seminars. A division of Multi Ag Media, LLC, it's based in East Syracuse, NY.