FARMERS FUEL THE WORLD

ACTIVITY: Environmentally Sustainable Agriculture Practices Promotion

OVERVIEW

In this activity, you will create public awareness campaign materials for an environmentally sustainable agricultural practice by highlighting a past winner of the U.S. Dairy Sustainability Awards.

TIME

Two 45-minute classes

MATERIALS

In addition to common classroom materials and an Internet connection, you will need a variety of project materials such as:

- markers
- stencils
- glue
- poster board
- Public Awareness Campaign Guide

INTRODUCTION

Now that you've had an opportunity to learn about some environmentally sustainable agricultural practices used on dairy farms, you'll take a more personal look at some farmers and businesses who are having a real impact. In this activity, you will work in a group to read about winners of the **US Dairy Sustainability Awards** and learn about what they are doing in their own business, and then you'll create public awareness campaign materials to help get the word out about their sustainable practices.

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ACTIVITY STEPS

STEP 1

Visit **US Dairy Sustainability Awards** to select a profile of a winner. The awards, hosted by the farmer-founded **Innovation Center for U.S. Dairy**, recognize exceptional farms, businesses and partnerships for their socially responsible, economically viable and environmentally sound practices and technologies that have a broad and positive impact. The awards, hosted by the farmer-founded **Innovation Center for U.S. Dairy**, recognize exceptional farms, businesses and partnerships for their socially responsible, economically viable and environmentally sound practices and technologies that have a broad and positive impact.

STEP 2

Read about the farmer/business highlighted in the selected announcement and work with your group to answer these questions:

- Who is the winner you've chosen to highlight?
- What is their business?
- Which innovative environmentally sustainable practice did they implement?
- What are some of the results of their practice?
- Based on what you've learned or additional research, what kind of impact can this practice have if implemented in dairies across the country?

See *Step 2* Worksheet.

STEP 3

Now, start to plan how you will create a public awareness campaign to promote the environmentally sustainable practice. Use the guide below to help you plan. You can decide on the materials you want to create, but here are a few suggestions:

- Tri-fold brochures
- Digital presentations (e.g., Prezi, PowerPoint, etc.)
- Op-Ed articles
- Posters
- Social media posts
- Fact sheets
- Videos
- Infographics

See *Public Awareness Campaign Guide* Worksheet.

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STEP 4

Now, work with your group to plan how you will create the materials. Use as many rows as needed. When you have completed your plan, work with your group to create your materials!

See *Step 4* Worksheet.

STEP 5

Share your campaigns with your class! Brainstorm ways you can collectively share your campaigns with your community or your target audience. If you are very interested in this topic, you can work closely with local/regional dairy and other farmers to design public service announcements encouraging your neighbors to eat and buy with sustainability practices in mind.

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STEP 2 WORKSHEET

Who is the winner you've chosen to highlight?

What is their business?

Which innovative environmentally sustainable practice did they implement?

What are some of the results of their practice?

Based on what you've learned or additional research, what kind of impact can this practice have if implemented in dairies across the country?

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PUBLIC AWARENESS CAMPAIGN GUIDE

Title of Campaign

Who is your audience? *(for example, farmers, agricultural students, business purchasing from farmers, etc.)*

Which practice will you promote?

Who will be the "face" of the practice? *(the winner of the US Dairy Sustainability Awards)*

Which information do you want to share?

What materials do you want to create?

What "call to action" do you want to have *(if any)*?

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STEP 4 WORKSHEET

MATERIAL/FORMAT	DESCRIPTION	STUDENT(S)
(e.g., Brochure to send to farmers)	*(e.g., Tri-fold brochure created using Google Docs that will be emailed to farmers to inform them about the new innovative practice.)*	*(e.g., Samir and Raquel)*

END OF ACTIVITY

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