



SD DAIRY PRODUCERS NEWS

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Member Update

South Dakota Events Maintain Strong Dairy Presence throughout 2020

Despite the limitations caused by COVID19, South Dakota Dairy represented and promoted the growing dairy industry at many traditional and new events this summer season. Beginning with June Dairy Month, virtual activities were developed in conjunction with Ag United and 4 dairy events took place. MoDak Dairy once again offered free milk gallons through their local convenience store, Royalwood Farms shifted to a radio contest and event in conjunction with the Sunshine Foods stores, and Shultz Brothers Dairy and VanWinkle Dairy each partnered with their local food stores by giving coupons for free milk gallons, butter, and cheese. While the open houses were missed, it was important to continue a positive dairy message especially at a time consumers really grasped the trust and confidence they could depend on with other food chain disruptions.

South Dakota Dairy also was instrumental in securing funding sources to support several food drives during the first stages of the pandemic. We were able to coordinate providing more than 3,000 gallons of milk at food distributions with the assistance of several partners including Edge Cooperative, Dairy Fest, and individual farmer support.



Sioux Empire Fair

With difficulties in securing workers for the traditional dairy bar, we were innovative in creating a partnership with a dairy vendor to operate the malt and milk concessions providing fairgoers the opportunity to access the tremendously popular milk shakes and milk. In addition, coupons were made available to participants in the dairy show, families in the dairy barn, and to fellow agriculture organizations to show appreciation and support. A new addition was a virtual dairy tour video experience developed in conjunction with Pipestone System and showcased in the Pipestone Discovery Barn.





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South Dakota State Fair

Dairy had significant visibility at the recent SD State Fair in Huron. Once again fair attendees had no trouble finding and purchasing malts and milk from the familiar Dairy Bar destination. In addition again coupons were provided throughout the days of the dairy shows to exhibitors and farm families at the show and throughout the dairy barn. South Dakota Dairy also supported activities and events such as Farm Bureau Century Farms program, Value Added Agriculture Day, and the SD 4H Leaders ice cream social.



Photo's (L to R): The outdoor dairy bar saw steady traffic throughout the fair; Value Added Ag day at the fair provided attendees an opportunity to stop by and receive a complimentary malt coupon from the Dairy Bar. Coupons also served as prizes for a new Undeniably Dairy Scavenger Hunt.



In addition to the malt coupons distributed to dairy show participants and dairy families in the barn, those attending the dairy shows were treated to chocolate and white milk each morning available in the show arena entrance.

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