



## Spring 2009 Campaign Update

an update from **Julie Berry, Agricultural Outreach Coordinator**

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### New York Animal Agriculture Coalition Spring 2009 Consumer Campaign

The Coalition's spring 2009 billboard and television media campaign educated consumers and addressed key misconceptions about farming. Billboards with five positive messages about dairy farmers ran from March through June in Albany, Auburn, Ithaca, Cortland, Rochester, Saratoga, Warsaw, Batavia, Perry, Watertown and Canton. Public service announcements (PSA's) for television told the story of the care and concern that farmers have for their animals and the land. Farmers are the most credible spokespeople and the announcements used the emotional appeal of farmers speaking from the heart. Public Service Announcements ran for two weeks during April in the Buffalo, Rochester and Syracuse markets. They aired 100 times at each station during news programs and nearly every hour of the day. With grant support from the Center for Dairy Excellence, a survey was conducted to benchmark consumer knowledge and attitudes about farm neighbors, and to measure impact of the campaign messages. Visit [www.farmskeepnygreen.org](http://www.farmskeepnygreen.org) for links to the PSA's on you tube and more.

**Dairy Farmers Family Tradition**  
99% of New York dairies are family owned.

**Dairy Farmers The Land**  
We practice sustainable farming for a cleaner, greener New York.

**Dairy Farmers Feeding Families**  
We are dedicated to providing you with fresh, healthy milk.

**Dairy Farmers Happy Cows**  
We know that the healthiest cows make the healthiest milk.

**Dairy Farmers Strong Communities**  
We create jobs and drive growth in our local economies.

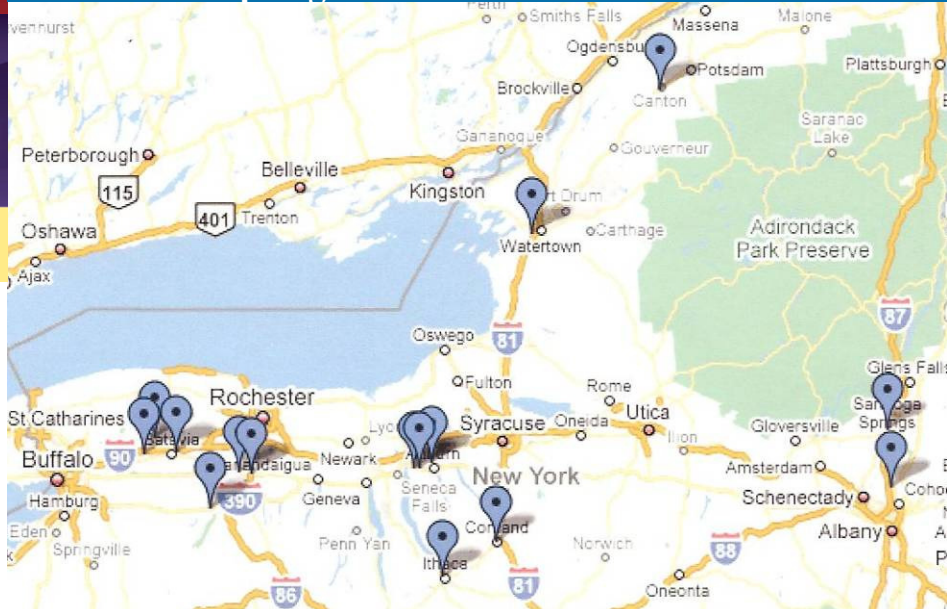
[farmskeepnygreen.org](http://farmskeepnygreen.org)

### NYS Agricultural Attitude Benchmark Survey

#### Image of Dairy Farming

- The vast majority of respondents (85%) have a very favorable impression of dairy farming in New York State. Only 3% have an unfavorable impression.
- Between 85% and 96% agree that dairy farms have a very positive impact on New York State and provide residents with many benefits. (7% of Avon/Batavia respondents believe dairy farms are causing a number of problems for NYS and are detracting from residents' quality of life.)
- Respondents most often cite *availability of local products, providing milk and other dairy products to the community, and support for the local economy* as specific benefits of dairy farming in New York State.
- To the extent concerns emerge they typically involve *ground water contamination/pollution and odor/air quality/pollution*.
- Between 3% and 18% of respondents perceive dairy farms as smelling bad and dirty.
- Only about half (54%) of respondents view environmental stewardship as a benefit of dairy farming.

### Spring 2009 Billboard Locations



#### NYAAC Campaign

- The majority of respondents (77-87%) who have seen the TV ads and billboards about dairy farming in NYS consider them to be very believable.
- Nearly three-quarters of respondents who saw these TV ads and billboards about dairy farming also indicate that they result in a much more favorable image of dairy farming in NYS for them.