

**PDMP**  
PROFESSIONAL DAIRY MANAGERS OF PENNSYLVANIA



# Connecting with Consumers

PDMP Fall Issues Forum • November 10, 2016

Cindy Weimer • American Dairy Association North East

American Dairy Association North East

# Today's Panelists

- ▶ Maria Forry
- ▶ Joe Swyers
- ▶ Joy Widerman
- ▶ Katie Dotterer-Pyle

# Why is this Important?

- ▶ 35% of Millennials think farmers abuse their animals
- ▶ 54% remember hearing of advantages of almond beverage over regular milk
- ▶ Safety matters are on the minds of consumers particularly with Hormones in dairy and potentially with antibiotics
- ▶ GMOs continue as an area of potential concern and opportunity

- Research: Dairy Management Inc.





What can we do?



*EVERYONE  
can do  
something!*

# Every Conversation Counts

- ▶ Presentations • Speakers Bureau
- ▶ Farm Tours
- ▶ Social Media
- ▶ Education
- ▶ One-on-One Conversations
- ▶ Traditional Media
- ▶ Public perception of you and your farm



# The Impact of Social Media



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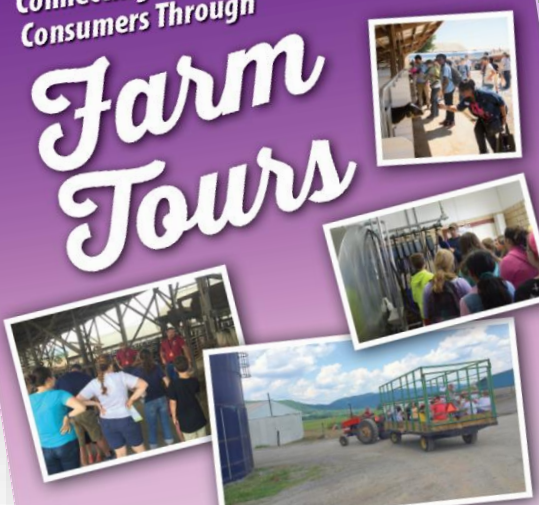
# Tips for Handling Tough Questions

- ▶ Listen ... before you respond
- ▶ Ask questions
- ▶ Be sure you heard what they said
- ▶ Find common ground
- ▶ Use analogies

# Resource Tables

Connecting with Consumers Through



## Farm Tours



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dairyspot.com

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## Dairy Education in Schools



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## Speaker's Bureau



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## Social Media



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dairyspot.com



# Key Message Research

- ▶ Identifies relevant issues and credible messages
- ▶ Minimizes confusing words
- ▶ Identifies best messengers
- ▶ Helps speak with “One Voice”



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