**National Agriculture Day Tool Kit**

Ag Day is about recognizing and celebrating the contributions of agriculture to our everyday lives. This year we are showcasing how the dairy industry is **Growing a Climate for Tomorrow** on **Tuesday March 21st, 2023,** and helping every American to:

* understand how food and fiber products are produced.
* value the essential role of agriculture in maintaining a strong economy.
* appreciate the role agriculture plays in providing safe, abundant, and affordable products.

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| **Key Messages- Use these to share on your social media or in your school’s cafeteria!**   * Want to support local dairy farmers? Just pick up a gallon of milk at your favorite grocery store. That gallon of milk arrived just 48 hours ago from a nearby farm. [Graphic.](https://sedairy.box.com/s/mmtyuipqbz16q7odiv1ypilgxqp7yt8g) * Got jobs? U.S. dairy does! **The U.S. economy is supported by more than 3 million dairy-generated jobs, providing environmental AND economic sustainability.**[Video.](https://sedairy.box.com/s/us9wd7yyz34i42dxlvc9wu4znl85jv7g) * Environmental sustainability has come a long way on dairy farms in the U.S. Producing a gallon of milk has 19% fewer GHG emissions than it did in 2007. That’s equivalent to the amount of CO2 removed from the atmosphere by half a million acres of U.S. Forest every year. [Graphic.](https://sedairy.box.com/s/nypfhi7gwryymcpp514ixr4scu76er9d) * U.S. dairy innovates for the future in the form of new products, technologies and on-farm practices that contribute to healthier people, planet, and animals. In fact, North America is the only region to increase milk production while reducing GHG emissions, making our GHG intensity for dairy the lowest in the world. [Graphic.](https://sedairy.box.com/s/y3qrr5qp0mbx25j0vya4qey6g9sevqjg) * Environmental sustainability has come a long way on dairy farms in the U.S. Most people would be surprised that the U.S. dairy industry is responsible for less than 2% of total greenhouse gas emissions in the country. By comparison, transportation accounts for 28% of GHG emissions. [Graphic.](https://sedairy.box.com/s/qzihgulicp075euwg5eveufvf1wnztlh) * While some people may suggest plant-based alternatives as an environmentally friendly option to dairy, those foods also generate emissions and come with their own footprint. For example, reallocating land currently used for dairy cow feed to grow fruits and vegetables instead resulted in increased GHG emissions and reduced supply of essential nutrients. [Article & Video.](https://www.usdairy.com/news-articles/dairy-cows-and-climate-change) * At just about 25 cents per serving, no other drink packs the nutrition power of milk’s 13 essential nutrients for the dollar. Research shows that milk and milk products are the least expensive dietary source of vitamin D in the American diet, meaning you don’t have to sacrifice taste (or more dollars) for a breakfast you can feel good about. [Handout.](https://sedairy.box.com/s/q2mhz2v12umrhbc736q0cc8qvxa2fwwo) * Did you know nearly 40% of all food in America is wasted? Dairy cows are doing their part to help by upcycling 306 million lbs. of food waste each day! [Graphic.](https://sedairy.box.com/s/621587dokhdgp9wgbygweiiuvz4lk69c) * Additional [digital assets can be found here.](https://sedairy.app.box.com/s/eonsxeid0ykt7dky0nkcfp417mvdn50p) * Use the #AgDay23 and tag The Dairy Alliance | |
| Graphical user interface, text, application  Description automatically generated**How to Participate in Ag Day: Plan an event!**  Reach out to the Ag Affairs manager in your state to see how The Dairy Alliance can help support your event with promotional items, coordinating a farmer or cow to attend, or sponsoring a milk donation. | |
| **Dairy-Packed Breakfast**   * Celebrate your local dairy farm families on National Ag Day by serving a dairy-packed breakfast! Check out these dairy delicious [smoothie recipes](https://thedairyalliance.com/wp-content/uploads/2020/10/2020-Dairy-Delicious-Smoothies-24x36-1.pdf), [peanut butter trail mix muffins,](https://thedairyalliance.com/dairy-recipes/peanut-butter-trail-mix-muffins/) or [banana bread overnight oats](https://thedairyalliance.com/dairy-recipes/banana-bread-overnight-oats/).   **Ag Literacy Booth**   * The Dairy Alliance has a variety of promotional resources that you can use to help share dairy’s story including an interactive two player trivia game, pop up banners, milk bottle photo op, recipe booklets and much more! Reach out to the Ag Affairs manager in your state to see how they can help you set up an interactive booth on the concourse.   **Film Screening**   * Did you know dairy farms are converting manure and waste into valuable products such as nutrient-rich fertilizer and renewable energy? Host a “screen on the green” on your campus to showcase [**The Dairy Truth**,](https://www.youtube.com/watch?v=ontku4Hu6zM) a short-form documentary that follows multiple dairy industry leaders and environmental experts as they detail the innovations and technology the industry is leveraging to grow a climate for tomorrow.   **Dash for Ag 5k**   * Encourage your community to practice a healthy lifestyle and promote their support for the agriculture industry with a 5K during National Ag Week. Ask local businesses for items to put in swag bags for participants. Consider passing out chocolate milk at the end of the race as a refreshing recovery drink! | Graphical user interface, website  Description automatically generated  Image previewImage preview    Image preview |