



## IDFA Social Media Toolkit for Dairy Innovator Dialogues

This toolkit includes suggested content for use on your social media platforms—primarily Facebook, Twitter, LinkedIn, and Instagram—to promote IDFA Dairy Innovator Dialogues. Please customize the text as you see fit, but please remember to include links to the accompanying blog or YouTube video where appropriate.

When posting, please also be sure to use the hashtag #DairyInnovates. Thank you!

---

### IDFA's Dairy Innovates Webpage and Social Handles

- Dairy Innovates URL: <https://www.idfa.org/dairyinnovates>
- Twitter: [@dairyIDFA](https://twitter.com/dairyIDFA)
- LinkedIn: <https://www.linkedin.com/company/idfa>
- Instagram: <https://www.instagram.com/dairyidfa/>
- Facebook: <https://www.facebook.com/dairyIDFA/>

### Share Our Posts

- On [Twitter](#)
- On [LinkedIn](#)
- On [Facebook](#)

### Dairy Innovator Dialogues: Ep. 1: Ed Mullins of Prairie Farms Dairy

- YouTube Link: <https://youtu.be/znCs5mPGzts>
- IDFA Blog: <https://www.idfa.org/news/dairy-innovator-dialogues-ed-mullins-of-prairie-farms>
- About Ed Mullins:
  - o Ed Mullins, CEO and executive vice president of Prairie Farms Dairy sat down with Michael Dykes, D.V.M., president and CEO of IDFA, to discuss Prairie Farms' history of growth and innovation in the dairy business in this episode of Dairy Innovator Dialogues. Prairie Farms Dairy is a cooperative of more than 800 farm families. Founded as a one plant operation, the co-op now owns and manages 44 plants throughout the Midwest. Mullins, who has been with Prairie Farms for 39 years, said the only constant in dairy is change.

### Sample Tweet:

In Ep.1 of [@dairyidfa](#)'s new video series, Dairy Innovator Dialogues, [@michaeldykesdc](#) sits down with [@PFDairy](#) CEO & EVP Ed Mullins to discuss Prairie Farms' history of growth & innovation in the #dairy business. #DairyInnovates Check out the blog at: <https://www.idfa.org/news/dairy-innovator-dialogues-ed-mullins-of-prairie-farms> (Please download [this high resolution image to accompany your tweet here.](#))

### Sample LinkedIn / Facebook Post:

In Ep.1 of IDFA's new video series, Dairy Innovator Dialogues, President and CEO Michael Dykes sits down with Prairie Farms Dairy CEO & EVP Ed Mullins to discuss Prairie Farms' history of growth and innovation in the #dairy business. #DairyInnovates  
Check out the blog at: <https://www.idfa.org/news/dairy-innovator-dialogues-ed-mullins-of-prairie-farms>

(Please download [this high resolution image to accompany your post here.](#))

### Quotes from Ed Mullins episode:

"Well, there's always been change in industries and in life, but the speed of change today is so much faster. The consumers' purchasing habits are changing. The way we produce product is changing. The way our farmers grow their crops are changing. Everything is growing at a faster pace."

"It's the technologies that have come forward that allow you to produce a product at a more efficient cost, traceability, warehouse management systems where within 5 or 10 minutes you can find out where the product is, from in house, in distribution, and at what warehouses. Previously, it took four or five hours to do that."

"I think the dairy industry has always been able to adapt to change quickly. Distribution cost is now over 60 percent of the cost of the product and manufacturing is 40 percent...Because of the imports we have from other nations, there is almost free freight going back. That's one of the reasons that trade is so important to the dairy industry."

### About Dairy Innovator Dialogues:

Dairy Innovator Dialogues is a video and multimedia series presented by IDFA that goes behind the scenes with today's most innovative dairy leaders and companies. Each episode of Dairy Innovator Dialogues, hosted by IDFA President & CEO Michael Dykes, demonstrates how U.S. dairy is leading the world in sustainable business practices, applying data and technology to solve multiple challenges, and connecting with today's consumer at a deeper, more meaningful level than any other category within the food and beverage industry.