



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

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- On [LinkedIn](https://www.linkedin.com/company/idfa)
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Dairy Innovator Dialogues Ep. 5: Jerry Kaminski, Land O'Lakes

YouTube Link: <https://youtu.be/0aVOO4-lewQ>

IDFA Blog: <https://www.idfa.org/news/dairy-innovator-dialogues-jerry-kaminski-of-land-olakes-inc>

- About the Episode: Jerry Kaminski, chief operating officer at Land O'Lakes, Inc. sat down with Michael Dykes, D.V.M., president and CEO of IDFA, to discuss Land O'Lakes' nearly 100-year history in the dairy business in this episode of Dairy Innovator Dialogues. Land O'Lakes, Inc. was founded in 1921 when 320 local farmers got together in St. Paul, Minnesota, to form a cooperative called Minnesota Creamery Association. Today, Land O'Lakes is a \$16 billion, Fortune 200 company, with four business segments operating in 50 countries around the world. Kaminski explained the role of technology in transforming the Land O'Lakes business.

Sample Tweet:

In Ep.5 of @dairyidfa 's Dairy Innovator Dialogues, @michaeldykesdc sits down w/ @LandOLakesInc COO Jerry Kaminski to talk about Land O'Lakes' nearly 100-year history in the dairy business. #DairyInnovates Watch the full episode now:

<https://youtu.be/0aVOO4-lewQ>

Sample LinkedIn Post:

In Ep.5 of International Dairy Foods Association (IDFA)'s Dairy Innovator Dialogues, Michael Dykes sits down w/ Land O'Lakes, Inc. COO Jerry Kaminski to talk about Land O'Lakes' nearly 100-year history in the dairy business. #DairyInnovates Watch the full episode now: <https://youtu.be/0aV004-lewQ>

(Please download [this high resolution image](#) to accompany your tweet)

Quotes from the Jerry Kaminski episode for your use

"Of course, we're known as a butter company, but by the day we're becoming known as a technology company. To your point, farming really has become a tech-driven platform."

"Farmers are the true environmentalists, right? Their livelihood is around their animals and their property, so we feel this is really part of the company."

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.