



## 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!

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### 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](https://twitter.com/dairyIDFA)
- On [LinkedIn](https://www.linkedin.com/company/idfa)
- On [Facebook](https://www.facebook.com/dairyIDFA/)

### Dairy Innovator Dialogues Ep. 4: Doug Wilke, Valley Queen Cheese

YouTube Link: <https://youtu.be/-Gh-0BhmSb4>

IDFA Blog: <https://www.idfa.org/news/dairy-innovator-dialogues-doug-wilke-of-valley-queen-cheese-factory-inc>

- About the Episode: Doug Wilke, chief executive officer at Valley Queen Cheese Factory, Inc. sat down with Michael Dykes, D.V.M., president and CEO of IDFA, to discuss Valley Queen's history of innovation and investment in the long-term growth of its employees in this episode of Dairy Innovator Dialogues. Valley Queen Cheese Factory, Inc. was founded in 1929 by aspiring cheese makers Alfred Nef and Alfred Gonzenbach who were looking for a new home for their small Wisconsin cheese plant. The company has gone through many expansions over the years and this year is embarking on a \$53 million expansion.

### **Sample Tweet:**

In Ep.4 of @dairyidfa 's Dairy Innovator Dialogues, @michaeldykesdc sits down w/ @VQCheese CEO Doug Wilke to discuss Valley Queen's history of innovation & investment in the growth of its employees #DairyInnovates

Watch the full episode: <https://youtu.be/-Gh-0BhmSb4>

### **Sample LinkedIn Post:**

In Ep.4 of [International Dairy Foods Association \(IDFA\)](#)'s Dairy Innovator Dialogues, [Michael Dykes](#) sits down w/ CEO [Doug Wilke](#) to discuss [Valley Queen Cheese](#)'s history of innovation & investment in the growth of its employees [#DairyInnovates](#)  
Watch the full episode: <https://lnkd.in/e9nbrpj>

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

### **Quotes from Doug Wilke episode for your use**

"A lot of it goes back to that Swiss heritage and that Swiss precision. So when you think about what we do here every day, the process starts up every day at the exact same time. Cheese goes to the table at exactly 9:18. And the willingness of the organization to embrace technology and precision has really been a huge part of our growth."

### **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.