

## IDFA June Dairy Month Messaging Guide

This June, IDFA is sharing our “**Dairy Runs Deep**” campaign to dairy as a uniquely American industry—rooted in generations of family tradition, community, culture and economic strength. Across all 50 states, dairy is more than a food group—it’s a way of life. From family-run farms and businesses to the jobs and nutrition the industry provides, dairy runs deep in our history, our economy, and our communities. Throughout June Dairy Month, “Dairy Runs Deep” will highlight the powerful role dairy plays in shaping American life. Through stories, data, and voices from across the country, we’ll spotlight the multigenerational families, local jobs, strong economies, and nutritious products that make dairy an essential part of who we are as a country.

### Weekly Themes

#### Week 1: American Families

Dairy is a legacy business. Dairy businesses from farmers and artisan cheesemakers to major regional brands are family-owned and operated—many for multiple generations. More than 94% of dairy farms in the U.S. are family-owned. For this week of June Dairy Month, we are excited to tell stories of dairy families who pass down values, knowledge, and a commitment to nourishing communities.

#### Week 2: American Jobs

From the farm families working 24,000 dairy farms across the country to the men and women who transport milk and dairy products, run processing and facilities, and deliver American dairy products to consumers in the U.S. and around the world, the dairy industry supports nearly **3 million U.S. jobs and \$198 billion in wages**. These are good-paying, local jobs that fuel opportunity in every corner of the country.

#### Week 3: American Communities

Dairy delivers a massive impact—contributing more than **\$779 billion** annually to the U.S. economy. That economic activity stays close to home, powering main streets, supporting small businesses, and helping rural America thrive. Dairy businesses are the lifeblood of American communities, and they share a commitment to giving back to those local communities they operate in.

#### Week 4: American Culture and Nutrition

Milk, cheese, yogurt, and other dairy products are nutrient-dense staples of the American diet, and they are central to American culture. Milk and dairy products provide 13 essential nutrients, including high-quality protein, calcium, vitamin D, and potassium, as well as better bone health and lower risk for type 2 diabetes and cardiovascular disease. Dairy helps our kids grow and



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develop, and our adults perform and stay healthy through old age. Beyond their health benefits, dairy foods are deeply woven into the social fabric of American life. From cherished family recipes to holiday traditions and everyday comfort foods, dairy connects generations and communities through shared tastes and timeless rituals.

### Social Media Graphic

Celebrate June Dairy Month with us on social media! Post your own photos and use the hashtag #DairyRunsDeep share what 'Dairy Runs Deep' means to your company and community.

Add your own photos and logo to these template graphics. Click on either image to download the high-resolution graphics.

