



Bringing Dairy to Life!

Ideas to Elevate Your Event

Celebrate all things dairy and bring dairy to life by connecting consumers with their food and how it is produced. Below are some ideas you can use to elevate dairy related events and activities and provide a memorable experience that is sure to connect with consumers.

Scavenger Hunt

Host a **Selfie Scavenger Hunt**. Post signs at different locations that are designated “selfie stations” where guests are encouraged to snap a photo of themselves and tag you and #UndeniablyDairy on social media. Include a map that shows where the various selfie stations are throughout the event and give away a small prize if they find all the stations. Could also have a volunteer at each location.

Take the Selfie Scavenger Hunt one step further by **creating a Dairy Mosaic** that incorporates visitor’s selfies into a larger image that visually showcases how dairy is the perfect farm-to-table food. Using a special hashtag, users take an image of themselves and then the images are printed on-site and used to assemble a larger photo. This image could then be on display throughout the month of June or visit other locations throughout the summer. Image suggestions could be found in the Dairy HUB or by contacting Midwest Dairy.

Hold a **Scavenger Hunt**. When guests arrive, give them a scavenger hunt booklet that provides clues as to where they can find various items. Staff each location with a volunteer who can check off the booklet and talk to guests about the different clues. Once the scavenger hunt is completed, guests can show their booklet with all the items marked off to collect a small prize.

- A variation on this is that you could hide something (a bucket of pennies) around your event that guests can find and collect for prizes. This could be buckets of coins in each location where guests can physically take a coin, or you could make sure to have the Undeniably Dairy logo at each location, signaling to the visitors that they are in the right spot.

Farm-Themed Game Shows

Develop **farm-themed game shows** to provide entertainment to guests while sharing important information about dairy products in a fun and exciting manner. Focusing on questions that resonate with consumers and take consumers along a journey as food travels from farm to table, a few formats that could be a great fit include Family Feud and [JeoparDAIRY](#). Select visitors who would like to play and have a small prize for all participants and a slightly larger prize for the winners.

Dairy Plinko—invite guests to play a version of Plinko using milk caps as playing pieces. Rather than dollar amounts at the bottom (like “The Price Is Right”), the board could be illustrated with graphics of various dairy products. Prizes could be given away for landing on milk, cheese, yogurt, butter, sour cream, cottage cheese or ice cream. Another variation of this idea includes spinning a wheel similar to “Wheel of Fortune” or a carnival prize wheel, and transforming it into the “**Wheel of Dairy**”.

“Build Your Own” Station

Create “Build Your Own” sample stations that allow consumers to have fun with dairy by taking their favorite dairy products, such as milk, cottage cheese and yogurt, and develop their own tasty samples using fruits and/or granola produced on other local farms. If you’re at a retail store, surprise and delight guests by placing the station in the produce section and include signage about National Dairy Month and other Dairy Fresh, Dairy Fun messaging.

Obstacle Course | Farmer for the Day

Host a Dairy Farm obstacle course or “Agri-Olympics.” Let kids experience what it takes to get food from the farm to their local grocery store by setting up a series of farm activities to complete, from planting a seed to grow feed for the animals, to feeding and milking a cow, to taking the milk to be processed, to shopping at a grocery store for their favorite dairy product such as yogurt, cheese, cottage cheese or ice cream. Offer a prize, such as stickers, crayons or even lip balm once they have completed the obstacle course!

- A variation of this would be to let kids sign up to **be a dairy farmer for the day**. Partnering with a dairy farmer or farm employee, kids can travel throughout the farm to see what a dairy farmer does on an average day. They can partake in various portions of chores or watch demonstrations of various activities. Once they’ve completed all their chores for the day, they get a keepsake certificate that declares them an “Official Junior Dairy Farmer”.

Milk Cap Art

Create daily art projects using milk caps. Invite visitors to help build dairy-themed images. Have milk caps on hand in multiple colors and invite guests to bring their own by posting a call-to-action on social media prior to the event. If possible, tie in a philanthropic element, such as providing milk donations to a hunger relief organization for every milk cap used.

- A variation on this could be to have a crafting station where kids and their families can create various art projects made from milk chugs, milk caps or other dairy-themed items.
- Take this one step further and hire a professional artist to create an art sculpture or creation made of and/or showcasing dairy-related products to display on the farm or bring to other community events over the summer.

Celebrity Dairy Products

Highlight featured dairy products to draw attention to new and interesting products and increase sales. Putting a name behind a recommendation adds authenticity when encouraging consumers to try something new. Just as many wine shops have personal staff favorites earmarked with small signs on the shelves, you can label certain products and flavors as employee and “local legend” (city mayor, celebrities who are from your area, farmers) favorites. Within the small sign, include who’s favorite it is, what it tastes like (if it’s a unique product) and what it pairs well with or could be used to make. This will help drive sales while creating relationships and building trust with consumers. On various days, consider having the featured person provide samples of their favorite item.

